

Manistee Main Street/DDA
January 13, 2016
Manistee City Hall (70 Maple Street)
AGENDA

1. Call to order – Chair
2. Election of New Chair
3. Approval of Agenda
4. Public comment. (Limit 5 minutes per person.)
5. Consent Agenda:
 - a. Approval of Minutes—December 9th, 2015
 - b. Treasurer’s Report—Acceptance of Check Register and Financial Reports for December 2015
 - c. Committee Reports
 - d. Director’s Report
 - e. Merchant’s Meeting
6. *Approval of minutes from the regular meeting on December 9th, 2015
7. *Treasurer’s Report.
 - a. Acceptance of Checks Register & Financial Reports—December 2015
8. *Committee Reports
 - a. Marketing & Promotions Committee
 - b. Organization Committee
 - c. Design Committee
 - d. Economic Restructuring Committee
9. *Merchant Meeting
10. *Directors Report
11. Other Business
 - a. Denise Blakeslee RRC & Downtown Master Plan
 - b. Annual Board Retreat Update
 - c. Advertising
 - d. North Channel Outlets
 - e. Hanging Baskets, Holiday Decorations, Riverwalk
12. Public comment. (Limit 5 minutes per person.)
13. Adjournment.

**Manistee Main Street DDA
Board Meeting Minutes
December 9, 2015 @ City Hall**

Call to Order

The President called the meeting to order at 12:00pm

Present

Brandon Ball, Rachel Brooks, Jackie Gielczyk, Barry Lind, Todd Mohr, Sara Spore, Jeff Reau; Patrick Kay (Executive Director), Chelle Hrachovina (Executive Assistant)

Guests

Thad Taylor (Manistee City Manager), Marilyn Barker (News Advocate)

Approval of Agenda

There was a MOTION by Mr. Reau, supported by Ms. Brooks to approve the agenda as written.
MOTION CARRIED

Public Comment

Mr. Taylor introduced himself to the group.

Mr. Kay asked that the board sing Happy Birthday to Mr. Ball; the board agreed

Consent Agenda

There was a motion by Ms. Gielczyk, supported by Ms. Spore, to approve the consent agenda as presented. MOTION CARRIED

Other Business

Mr. Kay spoke to the Board about the TIF Annual Report and the fact that it is required that every year the report is completed and the results posted in the local Manistee News Advocate. The last time this was done was in 2010 and one area of concern is that it states 0 jobs have been created because there is not currently a way to determine the actual figure. Mr. Kay asked the Board if they would prefer it be left as 0 or if they would prefer him to try to figure out an accurate number. The Board agreed that a number needs to be present on the report. Mr. Lind suggested Mr. Kay contact other DDA offices and see what they have done in order to obtain this information. There was a MOTION by Mr. Lind, supported by Mr. Mohr, to approve this issue with the understanding the number of jobs created will be adjusted by Mr. Kay. MOTION CARRIED

Mr. Kay spoke to the Board about the FY2014-2015 Amended Budget. He explained that legally they are not allowed to show that they are over budget, and if they are over budget, it needs to be amended. The amended budget must be presented to City Council, and approved, by the end of the fiscal year, and since that was in June, we are late. There was a MOTION by Mr. LIND, supported by Ms. Spore to add explanations as to why we are over-budget and then to present the amended budget to City Council. MOTION CARRIED

Mr. Ball announced that, due to personal reasons, he will be stepping down from his position as Chair, and at next month's meeting the Board will make nominations for who will fill his seat for the remainder of the fiscal year.

Mr. Kay spoke to the Board about the upcoming Annual Retreat, and said that there will be a community forum prior to the Strategic Board Meeting. The forum will be in the evening at one of the downtown restaurants and we are working on getting a facilitator, Mr. Rob Carson, who is the Director of Planning for the city. Mr. Carson will ask questions to the stakeholders and then he will present his findings to the Board. The Board will take Mr. Carson's information and they will create visions and/or goals for the DDA. Once these visions and/or goals have been established, the four committees will develop workplans to accomplish them. Mr. Lind suggested the new City Manager, Mr. Taylor, be invited to the Strategic Meeting.

Mr. Lind inquired about whether or not we have received our feedback from Michigan Main Street and Mr. Kay said we have not. Michigan Main Street is going through some transitions right now and we should be getting those results shortly.

Mr. Lind inquired about the TIF Renewal since the current one expires in 2019. He suggested we create a formal agreement between the DDA and the city, using the current TIF to create a draft for this agreement. Mr. Kay said he will speak with Mr. Taylor to determine who should be involved with this process.

Mr. Kay gave a brief update on the quarterly training he recently attended. He said that Manistee is being looked at as a place to be like.

Mr. Reau inquired about the Manistee Inn and Marina and the progress that they have made now that their liquor license has been completed. Mr. Kay responded that they just need to move forward and begin their project. Drawings have been done through the Design Assistance program and they have decided to do a rooftop bar/restaurant. It was pointed out that putting something on the rooftop might hinder the HDC from approving their loan request.

Public Comment

None

The meeting was adjourned by the President at 12:31pm

The next board meeting will be held at Manistee County Blacker Airport (2323 Airport Rd Manistee) time and date TBD

MANISTEE MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
December 2015 CHECK REGISTER

<u>DATE</u>	<u>CHECK #</u>	<u>PAID TO</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
PAYROLL:				
15.12.2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR December 1 - December 15	\$ 2,375.00
30.12.2015	DIR DEP	PATRICK KAY	GROSS PAYROLL FOR December 16 - December 30	\$ 2,375.00
11.12.2015	DIR DEP	Rachelle Hrachovina	GROSS PAYROLL FOR TWO WEEKS	\$ 960.00
23.12.2015	DIR DEP	Rachelle Hrachovina	GROSS PAYROLL FOR TWO WEEKS	\$ 960.00
CHECK REGISTER:				
01.12.2015	3339	Larry Reed	Sleighbell Tree	\$ 800.00
01.12.2015	3340	Neil Sauter	Michigan Stilt walker for Sleighbell parade	\$ 500.00
01.12.2015	3341	Tittabawassee Valley Fife & Drum Corps	Sleighbell Parade	\$ 300.00
01.12.2015	3342	Joy Smith	Sleighbell Parade	\$ 150.00
01.12.2015	3343	Muskegon Regional Police Pipes & Drums	Sleighbell Parade	\$ 800.00
01.12.2015	3344	Onekama Equestriam Team	Sleighbell Parade Pooper Scoopers	\$ 300.00
01.12.2015	3345	Manistee Main St DDA	Awards for soup cook off	\$ 150.00
01.12.2015	3346	Eric Scott	Scaffolding for TV Production for Sleighbell Parade	\$ 300.00
01.12.2015	3347	Bruce Johnson Sr.	Santa	\$ 300.00
01.12.2015	3348	Calvin Lutz Farms	Garland and Bows	\$ 3,325.00
01.12.2015	3349	Heritage Broadcasting Co of Michigan	Win Cash Shop Local Campaign	\$ 225.00
01.12.2015	3350	VOID		
01.12.2015	3351	Mika Meyers Beckett & Jones PLC	tax deductible language & Kott loan	\$ 562.50
01.12.2015	3352	Reindeer Ranch LLC	Reinder meet and greet and Sleighbell Parade	\$ 1,000.00
01.12.2015	3353	Westshore Fireworks Inc	sleighbell parade fireworks	\$ 1,000.00
01.12.2015	3354	Hour Media	Michigan the Great Beer State	\$ 1,147.50
02.12.2015	3355	Grinder Gordie	Sleighbell parade	\$ 200.00
02.12.2015	3356	Jackpine Business Center	printing and office supplies	\$ 870.13
03.12.2015	3357	Cash	starting cash for warming tent	\$ 500.00
07.12.2015	3358	Common Gentry Carriage Service	final payment for carriage and caisson	\$ 1,350.00
07.12.2015	3359	Larry Reed	Finaly payment for parade	\$ 700.00
09.12.2015	3360	Ludington Commons LLC	façade grant for 344 River St (Famous Flynn's)	\$ 5,000.00
09.12.2015	3361	Chelle Hrachovina	Postage Reimbursement	\$ 16.95
09.12.2015	3362	National Main street Center	Membership Dues	\$ 350.00
15.12.2015	3363	LRBOI	Rent for January 2016	\$ 500.00
15.12.2015	3364	Amor Signs	Yard signs for Hops & Props and Sleighbell	\$ 483.12
15.12.2015	3365	Chelle Hrachovina	Reimbursement for candies for ladies night	\$ 4.00
15.12.2015	3366	Douglas Valley	Wine for warming tent & hot chocolate reimbursement	\$ 1,374.00
15.12.2015	3367	Mi News 26	live broadcast production	\$ 1,000.00
15.12.2015	3368	Grand Rental Station	warming tent for sleighbell	\$ 1,350.00
15.12.2015	3369	Patrick Kay	mileage for travel to and from Otsego	\$ 163.00
16.12.2015	3370	Matthewson Upholstry	Façade Grant reimbursemnt for 339 River St	\$ 5,000.00
22.12.2015	3371	Accident Fund	Initial installment for insurance	\$ 378.00
22.12.2015	3372	Beverly Wilkens	Photo service during Sleighbell	\$ 150.00
22.12.2015	3373	Cardmember service	House of Flavors meeting with Linda Beaton	\$ 19.18
		(3069.98)	Intuit payroll	\$ 2.12
			Blue Fish organizational committee meeting	\$ 48.97
			The Webstaurant Store soup cook off supplies	\$ 238.63
			USPS mailing of liquor license for warming tent & notary ap	\$ 39.98
			PAYPAL Common Gentry carriage for sleighbell parade	\$ 100.00
			Famous Flynn's lunch with Sara Spore	\$ 23.82
			State of Michigan liquor license for warming tent	\$ 100.00
			Facebook mens and ladies night advertising	\$ 30.19
			Inreach llc online online advanced fundamentals	\$ 275.00
			totalevent parade and warming tent insurance	\$ 1,281.00
			ruff neck wear sleighbell scarves	\$ 478.00
			Kellie's Hallmark chocolates for ladies night glasses	\$ 20.00
			Manistee Variety decorations for the glasses for ladies nigh	\$ 13.09
22.12.2015	3374	Charter Communications	Phone/Internet	\$ 99.97
04.12.2015	3375	Jackpine Internet Services	Domain Name Registration	\$ 17.95
22.12.2015	3376	Janet Duchon	Reimbursement for Santa's Headquarters expenses	\$ 58.00

MANISTEE MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY
December 2015 CHECK REGISTER

21.12.2015	3377	Lynn Miller	Reimbursement for Santa's Headquarters expenses	\$ 84.00
21.12.2015	3378	Mika Meyers Beckett & Jones PLC	Legal work for Nextwork and Kott Loan	\$ 549.50
21.12.2015	3379	Port City DJ Services LLC	Music for Soup Cook Off results	\$ 150.00
22.12.2015	3380	Pratte's Pro Lawn	Riverwalk Lanscaping for October and planting	\$ 3,873.35
17.12.2015	3381	The Pioneer Group	Advetising for Ladies and Men's night in MNA	\$ 273.00
31.12.2015			TOTAL EXPENSES	\$ 44,694.95

Tips for updating QuickBooks reports

You can export a report, change certain formatting, and reimport it into QuickBooks.

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 your formula.
- 7 Inserted text
Make your new text always appear next to a particular row by using the text as a formula (e.g. ="inserted text")

QuickBooks will NOT support these changes:

- Font formatting in numbers
- Inserted rows that are not at the end of the report
- Moved data cells

Reports in Excel

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

	A	B	C	D	E	F	G	H
1			1	My Company P&L			3	
2				Profit & Loss			2	
3				July through August 2012				
4							2	07/16/12 Aug 16
5				Ordinary Income/Expense				
6			4	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			5	* Labor Income less Design Income			6	3,054.02 13,227.00
16				Cost of Goods Sold				

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- Renamed date columns
- Deleted columns
- Sorted columns

- Inserted columns in between QuickBooks row headers

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TOTAL	
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487.00	
46,343.45	
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If formulas may not be
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the same excel sheet

Manistee Downtown Development Authority Downtown Dollars
Balance Sheet
As of December 31, 2015

	<u>Dec 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Downtown Dollars Checking - WSB	8,470.59
Total Checking/Savings	<u>8,470.59</u>
Accounts Receivable	
Accounts Receivable	920.00
Total Accounts Receivable	<u>920.00</u>
Other Current Assets	
Downtown Dollars in Transit	25,120.00
Total Other Current Assets	<u>25,120.00</u>
Total Current Assets	<u>34,510.59</u>
TOTAL ASSETS	<u><u>34,510.59</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	17,937.00
Total Other Current Liabilities	<u>40,682.00</u>
Total Current Liabilities	<u>40,682.00</u>
Total Liabilities	40,682.00
Equity	
Unrestricted Net Assets	-6,172.53
Net Income	1.12
Total Equity	<u>-6,171.41</u>
TOTAL LIABILITIES & EQUITY	<u><u>34,510.59</u></u>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

As of December 31, 2015

	<u>Dec 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
248-008 · Money Market Account - WSB	96,772.61
248-000 · Checking - West Shore Bank	29,726.64
Total Checking/Savings	<u>126,499.25</u>
Accounts Receivable	
248-028 · Accounts Receivable	7,813.78
Total Accounts Receivable	<u>7,813.78</u>
Other Current Assets	
248-033 · Vogue Loan Receivable	200,000.00
12100 · Pre-Paid Expenses	2,295.00
248-031 · Nextworks Loan Receivable	2,499.94
Total Other Current Assets	<u>204,794.94</u>
Total Current Assets	<u>339,107.97</u>
TOTAL ASSETS	<u><u>339,107.97</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
248-202 · Accounts Payable	1,789.86
Total Accounts Payable	<u>1,789.86</u>
Other Current Liabilities	
248-210 · Payroll Liability	
248-214 · Federal Unemployment	28.22
248-213 · Michigan Unemployment	100.51
248-212 · Michigan Withholding	227.90
248-211 · 941 Liability	1,740.50
248-210 · Payroll Liability - Other	-185.11
Total 248-210 · Payroll Liability	<u>1,912.02</u>
248-203 · Accounts Payable - Other	1,630.00
Total Other Current Liabilities	<u>3,542.02</u>
Total Current Liabilities	<u>5,331.88</u>
Total Liabilities	5,331.88
Equity	
248-392 · Designated Fund Balance	
248-393 · Land Acquisition .	78,544.99
Total 248-392 · Designated Fund Balance	<u>78,544.99</u>
248-390 · Fund Balance	218,450.65
Net Income	<u>36,780.45</u>
Total Equity	<u>333,776.09</u>
TOTAL LIABILITIES & EQUITY	<u><u>339,107.97</u></u>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
Profit & Loss Budget vs. Actual
July through December 2015

	<u>Jul - Dec 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	2,000.00	-2,000.00	0.0%
TIF Revenues				
248-404 · Delinquent Personal PropertyTax	554.69			
248-401 · TIF Revenue	224,382.89	277,380.00	-52,997.11	80.89%
248-403 · Delinquent Taxes	23,023.12	0.00	23,023.12	100.0%
Total TIF Revenues	<u>247,960.70</u>	<u>277,380.00</u>	<u>-29,419.30</u>	<u>89.39%</u>
Committee Revenues				
248-270 · Committee Revenue				
Friends of the Downtown	0.00	3,000.00	-3,000.00	0.0%
248-273 · Econ Restructure-Loan Fees	300.00	300.00	0.00	100.0%
248-269 · Design Comm Rev-Hanging Basket:	0.00	1,500.00	-1,500.00	0.0%
Total 248-270 · Committee Revenue	<u>300.00</u>	<u>4,800.00</u>	<u>-4,500.00</u>	<u>6.25%</u>
Total Committee Revenues	300.00	4,800.00	-4,500.00	6.25%
Event Revenue				
248-280 · Event Revenues				
Red, White and Blues	0.00	7,300.00	-7,300.00	0.0%
248-780 · Women's Wine & Chocolate Walk	0.00	8,500.00	-8,500.00	0.0%
248-295 · Frostbite Saturday Sponsorships	0.00	1,500.00	-1,500.00	0.0%
248-290 · Boos, Brews & Brats				
Boos, Brews and Brats Admission	1,470.00	1,250.00	220.00	117.6%
248-293 · Boos, Brews & Brats 5K	485.00	1,000.00	-515.00	48.5%
248-292 · Boos, Brews & Brats Sponsors	2,250.00	2,000.00	250.00	112.5%
248-291 · Boos,Brews&Brats Alcohol Sal	2,942.00	3,500.00	-558.00	84.06%
Total 248-290 · Boos, Brews & Brats	<u>7,147.00</u>	<u>7,750.00</u>	<u>-603.00</u>	<u>92.22%</u>
248-283 · Sleighbell				
Warming Tent Sales	2,065.00			
Sleighbell Scarves	1,540.00			
248-289 · Sleighbell Miscellaneous Inconr	0.00	0.00	0.00	0.0%
248-286 · Sleighbell Sponsorships	22,225.00	20,000.00	2,225.00	111.13%
Total 248-283 · Sleighbell	<u>25,830.00</u>	<u>20,000.00</u>	<u>5,830.00</u>	<u>129.15%</u>
248-282 · Sidewalk Sales	0.00	0.00	0.00	0.0%
248-281 · Hops & Props				
248-288 · Hops & Props Admissions	22,888.62	18,000.00	4,888.62	127.16%
248-287 · Hops & Props Beer & Food	3,157.10			
248-285 · Hops & Props Miscellaneous	275.00	0.00	275.00	100.0%
248-284 · Hops & Props Sponsors	10,250.00	10,000.00	250.00	102.5%
Total 248-281 · Hops & Props	<u>36,570.72</u>	<u>28,000.00</u>	<u>8,570.72</u>	<u>130.61%</u>
Total 248-280 · Event Revenues	<u>69,547.72</u>	<u>73,050.00</u>	<u>-3,502.28</u>	<u>95.21%</u>
Total Event Revenue	69,547.72	73,050.00	-3,502.28	95.21%
248-664 · Interest Income	82.20	0.00	82.20	100.0%
248-642 · Miscellaneous Income	41.49			
Total Income	<u>317,932.11</u>	<u>357,230.00</u>	<u>-39,297.89</u>	<u>89.0%</u>

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
Profit & Loss Budget vs. Actual
July through December 2015

	<u>Jul - Dec 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Gross Profit	317,932.11	357,230.00	-39,297.89	89.0%
Expense				
Office Related Expenses				
248-700 · Office Space (Rent)	3,889.00	10,668.00	-6,779.00	36.46%
Phone/Internet	718.82			
New Office Expenses	249.70			
248-847 · Advertising	219.60	300.00	-80.40	73.2%
248-869 · Business Expo	440.19	300.00	140.19	146.73%
248-868 · Insurance	207.00	1,800.00	-1,593.00	11.5%
248-867 · Mobile Phone Stipend	0.00	480.00	-480.00	0.0%
248-866 · Meeting Hosting-Refreshments	14.88	600.00	-585.12	2.48%
248-861 · Credit Card Expense				
248-862 · Late Payment Charge	35.00			
248-861 · Credit Card Expense - Other	70.33	200.00	-129.67	35.17%
Total 248-861 · Credit Card Expense	<u>105.33</u>	<u>200.00</u>	<u>-94.67</u>	<u>52.67%</u>
248-466 · Interest Charge	42.69			
248-865 · Training-Education-Conferences	295.00	500.00	-205.00	59.0%
248-859 · Printing & Reproduction	87.70			
248-858 · Miscellaneous-Office Related	1,513.95	300.00	1,213.95	504.65%
248-857 · Membership Dues	700.00	750.00	-50.00	93.33%
248-856 · Entertainment	91.97			
248-854 · Postage	336.11	350.00	-13.89	96.03%
248-853 · Office Equipment and Supplies	5,522.36	1,200.00	4,322.36	460.2%
248-863 · Travel	360.95	900.00	-539.05	40.11%
Total Office Related Expenses	<u>14,795.25</u>	<u>18,348.00</u>	<u>-3,552.75</u>	<u>80.64%</u>
Personnel Related Expense				
6560 · Executive Assistant	4,765.95			
248-713 · Payroll Services	2.12			
248-703 · Food and Entertainment	342.43			
Gross Salary - Director				
248-718 · Gross Salary - Director				
248-705 · Federal 941 Company Expense	2,540.11	4,500.00	-1,959.89	56.45%
248-711 · Unemployment	897.76	455.00	442.76	197.31%
248-712 · Workmen's Compensation	378.00	425.00	-47.00	88.94%
248-718 · Gross Salary - Director - Other	28,500.00	57,000.00	-28,500.00	50.0%
Total 248-718 · Gross Salary - Director	<u>32,315.87</u>	<u>62,380.00</u>	<u>-30,064.13</u>	<u>51.81%</u>
Total Gross Salary - Director	<u>32,315.87</u>	<u>62,380.00</u>	<u>-30,064.13</u>	<u>51.81%</u>
Total Personnel Related Expense	<u>37,426.37</u>	<u>62,380.00</u>	<u>-24,953.63</u>	<u>60.0%</u>
Fee Related Expenses				
Finance Charges For Past Due	0.84			
248-731 · Bank Service Charges	10.20	150.00	-139.80	6.8%
248-906 · TIF Plan Redevelopment	0.00	0.00	0.00	0.0%
248-904 · Annual Audit	1,500.00	1,500.00	0.00	100.0%
248-903 · 1999 Bond Payment-Streetscape	131,525.00	139,750.00	-8,225.00	94.11%

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
Profit & Loss Budget vs. Actual
July through December 2015

	<u>Jul - Dec 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
248-902 · Legal Fees	1,714.00	0.00	1,714.00	100.0%
Total Fee Related Expenses	134,750.04	141,400.00	-6,649.96	95.3%
Design Committee RelatedExpense				
Riverwalk				
Additional Projects	603.34			
248-659 · Riverwalk Landscaping	15,013.34	22,500.00	-7,486.66	66.73%
Total Riverwalk	15,616.68	22,500.00	-6,883.32	69.41%
Signage				
248-663 · Traffic/Wayfinding Signs	91.98	700.00	-608.02	13.14%
Total Signage	91.98	700.00	-608.02	13.14%
Hanging Baskets				
248-649 · Flowers	0.00	3,900.00	-3,900.00	0.0%
248-665 · Watering Contract	3,750.00	5,000.00	-1,250.00	75.0%
Total Hanging Baskets	3,750.00	8,900.00	-5,150.00	42.14%
248-653 · Holiday Decorations	3,325.00	8,000.00	-4,675.00	41.56%
248-652 · Facade Grant Program	10,000.00	10,000.00	0.00	100.0%
248-651 · City Maintenance in DDA	0.00	7,200.00	-7,200.00	0.0%
Total Design Committee RelatedExpense	32,783.66	57,300.00	-24,516.34	57.21%
Economic RestructuringCommittee				
Biz 101 Educational Series	0.00	500.00	-500.00	0.0%
248-625 · Business Assistance				
248-627 · Business Recruitment	484.69	1,000.00	-515.31	48.47%
248-625 · Business Assistance - Other	0.00	0.00	0.00	0.0%
Total 248-625 · Business Assistance	484.69	1,000.00	-515.31	48.47%
Loan Expenses				
248-631 · Revolving Loan	0.00	250.00	-250.00	0.0%
248-633 · Local Banks (\$25,000 Loan)	0.00	250.00	-250.00	0.0%
Total Loan Expenses	0.00	500.00	-500.00	0.0%
Total Economic RestructuringCommittee	484.69	2,000.00	-1,515.31	24.24%
Organization Committee				
Red, White and Blues	0.00	4,900.00	-4,900.00	0.0%
248-604 · MSDDA Website (hosting)	77.83	100.00	-22.17	77.83%
248-603 · Annual Dinner Event	0.00	1,500.00	-1,500.00	0.0%
248-602 · Downtown Dollars Program	390.41	900.00	-509.59	43.38%
248-601 · Volunteer Recruitment	79.98			
248-600 · Main Street Program Newsletter	329.00	448.00	-119.00	73.44%
Total Organization Committee	877.22	7,848.00	-6,970.78	11.18%
Promotions Committee Expenses				
248-751 · Promotions Committee Expense				
Downtown Dollar Giveaway	675.00			
248-855 · Advertising	4,391.60	4,000.00	391.60	109.79%
248-607 · Website Redevelopment	1,405.00	2,500.00	-1,095.00	56.2%
248-782 · Women's Wine & Chocolate Walk	0.00	6,000.00	-6,000.00	0.0%
248-776 · Co-op Advertising	225.00			

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY
Profit & Loss Budget vs. Actual
 July through December 2015

	Jul - Dec 15	Budget	\$ Over Budget	% of Budget
248-775 · Boos, Brews & Brats	6,860.83	6,550.00	310.83	104.75%
248-764 · Sleighbell Weekend	20,933.16	20,000.00	933.16	104.67%
248-763 · Sidewalk Sales	721.00	500.00	221.00	144.2%
248-759 · Mens & Ladies Nights	639.28	1,700.00	-1,060.72	37.61%
248-774 · Frostbite Saturday	0.00	950.00	-950.00	0.0%
248-752 · Downtown Brochure	874.50	1,000.00	-125.50	87.45%
248-761 · Hops & Props on the River	23,309.06	24,815.00	-1,505.94	93.93%
Total 248-751 · Promotions Committee Expense	60,034.43	68,015.00	-7,980.57	88.27%
Total Promotions Committee Expenses	60,034.43	68,015.00	-7,980.57	88.27%
Total Expense	281,151.66	357,291.00	-76,139.34	78.69%
Net Ordinary Income	36,780.45	-61.00	36,841.45	-60,295.82%
Net Income	36,780.45	-61.00	36,841.45	-60,295.82%

Tips for updating QuickBooks reports

You can export a report, change certain formatting, and reimport it into QuickBooks.

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 your formula.
- 7 Inserted text
Make your new text always appear next to a particular row by using the text as a formula (e.g. ="inserted text")

QuickBooks will NOT support these changes:

- Font formatting in numbers
- Inserted rows that are not at the end of the report
- Moved data cells

Reports in Excel

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

	A	B	C	D	E	F	G	H
1			1	My Company P&L			3	
2				Profit & Loss			2	
3				July through August 2012				
4							2	07/16/12 Aug 16
5				Ordinary Income/Expense				
6			4	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			5	* Labor Income less Design Income			6	3,054.02 13,227.00
16				Cost of Goods Sold				

our formula

by entering

on-header cells*
e left empty

- Renamed date columns
- Deleted columns
- Sorted columns

- Inserted columns in between QuickBooks row headers

- User-defined supported in updated to t

a.

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

7

If formulas may not be
in collapsed reports when
the same excel sheet

CITY OF MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

Balance Sheet

As of December 31, 2015

	<u>Dec 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking - West Shore Bank	11,653.93
Total Checking/Savings	<u>11,653.93</u>
Accounts Receivable	
Accounts Receivable	870.96
Total Accounts Receivable	<u>870.96</u>
Total Current Assets	12,524.89
Other Assets	
Revolving Note Receivable	17,587.47
Total Other Assets	<u>17,587.47</u>
TOTAL ASSETS	<u><u>30,112.36</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	29,000.00
Retained Earnings	1,004.69
Net Income	107.67
Total Equity	<u>30,112.36</u>
TOTAL LIABILITIES & EQUITY	<u><u>30,112.36</u></u>

**Manistee Main Street
Marketing and Promotions Committee Minutes
December 16, 2015 @ House of Flavors**

Attendance: Jackie Gielczyk, Carrie Mosher, Cherri Koblinski, Corinne Fink, Matt Knizacky, Dianna Wall, Shelley Doyen

DDA Staff: Patrick Kay and Chelle Hrachovina

1. Meeting was called to order @ 8:08am by Jackie

2. Nomination of New Chair

-Dianna nominated Jackie as the Chair for the Promotions Committee. Supported by Shelley.

MOTION CARRIED

3. Report from Chamber

-Dianna updated the committee on the Chamber's upcoming Centennial celebration which is January 29, 2016. It will be at the Ramsdell with a social hour at 5:30p and dinner at 6:30p. It is being catered by Manistee National and it's a 1920's theme with those attending dressing in Black and White attire. Dianna also reported that the 2016 Forest Festival will be June 30th – July 4th 2016, with the parade on the 4th.

4. Report from the CVB

- No report

5. Update from other Committees

-Patrick updated everyone on what is going on with the other committees. Riverwalk should be finished spring of 2016. The process for applying for Façade Grants is currently being revised slightly, but the applications will be due in May. Parking and Wayfinding signs have been put on hold until summer 2016. The CVB received a grant for a Historic Walking Tour with QR Codes and videos. There is currently a new business looking to go in next to the Blue Fish and they are applying for a liquor license. It is called The Fillmore and it will be a coffee and wine bar. The DDA is also working on a couple recruitment packets, one of which explains what the DDA offers and another that explains how to open up a business.

6. Ongoing Events

-Sleighbell Weekend: Patrick reported that we had record attendance at this year's Sleighbell weekend and said that we are looking at using the stadium seating from the ball-fields for next year, possibly placing them in front of the former Glik's building or in the intersections. Cherri said people liked the signage before each entry, but that people were very disappointed that the bell ringers did not walk. Patrick explained that this was done in an effort to cut down on the gaps in the parade since they stop and play. It was suggested that Patrick inform the Sleighbell committee that people want the bell ringers to stop and play, and that next year they hope they will once again be walking in the parade. Shelley suggested we try to find more bell ringers to add to the parade and the weekend.

-Mens and Ladies Nights: Shelley said Ladies Night this year was the best ever. She almost beat her sales from Saturday of Sleighbell weekend. Corinne reported her store, Redeemed Furniture Art & Décor, had a burst of customers in the beginning and at the end but there was about a 2 hour span where nobody came in, right in the middle. Patrick said we are looking at maybe making up maps for next year so the ladies can see all the stores that are participating. Dianna suggested we might want to do a survey via survey monkey to see who all was open during Ladies Night and if they were open how their sales were. Keep it to just two questions 1. Did you participate? And 2. How was it? Carrie said she

thinks using social media as a means of advertising was a good avenue to take and Shelley said advertising in the Ludington News helped as well.

-Frostbite: The date is February 20, 2016 but the details of the event are still being worked out. Possible suggestions were getting local service groups, such as NHS, to help out; bringing in food trucks or maybe talking to the Elk's or Shay's and seeing if they would be interested in providing food. It was also suggested that live music might help bring in crowds, and since it's in February we could maybe try to get some buskers into the stores.

-Women's Wine and Chocolate Walk: Date set for May 7, 2016

-Hops and Props: September 16th-18th, 2016

-Boos Brews and Brats: October 29, 2016

7. Other Discussion

-Red, White and Blue Festival – Patrick reported if we do this event it will be the weekend before the Forest Festival. We still need someone to chair this, but it would be a fundraising event for the DDA. One possible idea is having it be an outdoor barbeque. Another possible date for this, suggested by Dianna, could be Memorial Day weekend.

-Roundtable Discussion: Shelley questioned the blight ordinance and how that is being enforced, and Patrick informed the committee that the blight ordinance is complaint driven, so the only time anything is done is if people put in complaints to either the Chief of Police or the DDA. The DDA will send out a copy of the ordinance so everyone is aware and then we can start compiling a list at the office. Once we have a list he will go to the Chief of Police. Shelley questioned getting window wraps for un-occupied buildings but we do not currently have the funding. Corinne said she tried to contact a few different building owners to see if she could rent their window space for the month during Sleighbell but nobody would agree to that, and some never called her back.

-New meeting locations: It was agreed by the committee that we will meet at TJ's, in the upstairs, for next month's meeting.

Next Marketing and Promotions Committee meeting set for January 20, 2016 @ 8am in the lobby of The Ramsdell Inn

Meeting was adjourned at 9:05am

Manistee Main Street DDA
Organization Committee Meeting
December 16, 2015
12:00pm @ Blue Fish

Present: Lee Trucks, Colleen Kenny, Gini Pelton, Valarie Bergstrom
Staff: Patrick Kay, Chelle Hrachovina

1. Meeting was called to order by Valarie at 12:16pm
2. Motion to approve minutes from November meeting by Lee, seconded by Gini. Approved
3. **Updates** – Patrick gave an update on what was going on with the other committees. Riverwalk should be finished spring of 2016. The process for applying for Façade Grants is currently being revised slightly, but the applications will be due in May. Parking and Wayfinding signs have been put on hold until summer 2016. The CVB received a grant for a Historic Walking Tour with QR Codes and videos. There is currently a new business looking to go in next to the Blue Fish and they are applying for a liquor license. It is called The Fillmore and it will be a coffee and wine bar. The DDA is also working on a couple recruitment packets, one of which explains what the DDA offers and another that explains how to open up a business.
4. **Chair for next years Red, White and Blues** – Committee discussed what is still needed for this fundraiser. Gini talked to both Tom Amor and Bill Brooks and both are interested depending on the dates, but neither of them wants to run the event. Looking at it being a BBQ fundraiser with Jazz/Blues music. Possible dates are Memorial Day weekend or during the Salmon Splash. First thing that needs to be done is a date set and find out who can supply the BBQ so we know how much it will cost. Then we can figure out what to charge and how to charge. However, if there is no interest in the committee to chair this event, we will not move forward with it and will need to find a different fundraiser.
5. **Friends of Downtown Brochure** – Patrick presented the committee with two different choices for the Friends of Downtown Brochure. One choice is a rack card that will be front and back and the other is a tri-fold brochure. The committee presented Patrick with some of their suggestions on ways to alter these; take out anything over \$250 because anything over that amount should qualify them to be a sponsor, rather than a “friend”, email these to businesses and ask them to put them up in their office so employees, and not just the business entity, can become a friend if they so choose, include a section at the bottom that can be torn off and submitted with their donation amount and include a paypal link on the electronic version. After some discussion it was agreed that Patrick will email both options to the committee members for them to look at more closely. Once they’ve had a chance to review them closer they will send him their comments and then he’ll go back to Brandon and they will re-work them. He’d also like to get the opinions of the Design Committee members.

6. **Downtown Dollars** – We are still trying to get Oleson’s to participate in this. Lee reported that after he sent out the DT\$ reminder email they had online sales of \$200. It was suggested by Valarie that maybe when business buy large amounts for their employees that we send out Thank-You cards, thanking them for their business and hopefully encouraging them to participate again next year.

7. **Newsletter** – It was suggested that maybe we could add a list of programs that are available through the DDA (on the back where we always list the contact information and upcoming meeting times) and include a link so that they can access them through the email version of the newsletter.

9. **Other Business** –

-Board Retreat will be in January. We are going to have an evening session on January 13th, 2016, upstairs at the Ramsdell Inn from 6p-9p with your choice of a 6:30p session or a 7:30p session. This is for the community and stakeholders to talk to a facilitator about their ideas/concerns and then on January 20th the board will meet to go over these findings. This will be at the airport and it will be an all-day event.

Next meeting will be January 28, 2016 @ 8:00a @ Famous Flynn’s

Meeting was adjourned at 1:16p

**Manistee Main Street DDA
Merchant Meeting
December 2, 2015 @ City Hall**

Attendance: John Kaser, Cherri Koblinski, Lee Trucks, Jackie Gielczyk, Patty O'Brien

DDA staff: Patrick Kay, Chelle Hrachovina

1. Meeting was called to order @ 8:08am by Patrick Kay

2. **DDA:** Updated the group on our monthly newsletter that has been started. The first newsletter was for the month of November and was hand delivered

2. **Merchant:** Asked if we could make changes to the website such as rotating the events so the most current one is at the top of the page.

-DDA: That is how it's supposed to be, but we will look into it and make sure.

3. **DDA:** Downtown Dollars are nearing an end for this year, asked the group to try to promote them as much as possible and asked if anyone needs new "We Accept Downtown Dollars" signs to let us know

-Merchant: Asked if it's possible to make larger signs for displaying in their windows as well as the smaller ones for the counter. **DDA:** Yes this can be done.

-Merchant: Encouraged everyone to talk to Oleson's about accepting Downtown Dollars so that people who purchase/receive them, can use them in retail stores, at a gas station (the Shell Station) and a grocery store. Jackie said she will talk to the Accounts Payable person at corporate in Traverse City and try to encourage them to become participants in the program.

4. **DDA** updated the group on programs that are offered:

-Façade Grants are coming up in April or May of 2016 and we will keep everyone up to date.

-Revolving loan for up to \$10,000

-Liquor license

-Design Assistance

-Merchant: spoke about the Historic Commission and the importance of keeping the downtown Historic

5. **John Kaser** updated the group on the upcoming Sleighbell Weekend

6. **DDA** updated everyone on Men's and Ladies Night, coming up December 14th and 16th.

7. **DDA** spoke to the group about a new survey that will be going out to both business owners and property owners. Also talked to the group about Exit Strategy Assistance that is offered through the DDA. This program is available to help merchants when they are ready to move on. It will help transition the business to prevent a going out of business sign in the window and so the building is not just being sold.

8. **DDA:** Frostbite Saturday is coming up - the third weekend in February, which is February 20th.

Meeting was adjourned at 8:47am

The next Merchant meeting will be 8:05am, Jan 6, 2016, at City Hall

**Manistee Main Street
Economic Restructuring Committee
December 21, 2015 – 2:00pm
Alliance For Economic Success
385 Third Street, Manistee, MI 49660**

Attendance: Todd Mohr, Brandon Ball, Denise Blakeslee, Betsy Evans
DDA Staff: Patrick Kay, Chelle Hrachovina

Meeting was called to order at 2:04pm

1. Approve minutes: There was a MOTION by Betsy supported by Todd to approve the minutes.
MOTION CARRIED

2. Redevelopment Liquor Licenses: Patrick gave the committee an update on the status of these license . The first application has been turned in by The Fillmore. This is a coffee, wine, beer and liquor bar that is hoping to open up in the building between BlueFish Kitchen + Bar and the Barber shop. They have a building contract that is pending with the approval of their liquor license. After much discussion by the committee there was a MOTION by Brandon, supported by Todd, to approve their Redevelopment Liquor license, with it being noted that the committee has some concerns regarding their business plan. It is strongly suggested, by the committee, that all future applicants have the SBDC help with writing up their business plans.

3. Revolving Loan Fund: Patrick updated the committee on the status of these funds. There is currently \$10,000 left with the last loan going to Duchon's. These are 5 years loans with a 1.75% APR. The max that is offered a business is \$10,000, but if they have a project that requires more they can request a higher amount.

4. Business Recruitment: Patrick presented the committee with a draft of what has been designed. There are three different parts; the first part explains why someone should open a business in downtown Manistee, the second part highlights what the DDA has to offer and the third part explains the steps that need to be followed to start a business. This is available on the DDA website as a PDF and Patrick plans to have some printed up so he can take them to exciting businesses, in other towns, to try to recruit them to the downtown. The committee requested Patrick send the packet to them via email so they can take a closer look. One step that is missing from the packet is that a business needs to obtain a DBA tax license through the county. Denise said she can get this information to Brandon Jensen so he can add it to the "Starting a Business" section of the packet.

5. New Business: It was noted that Amore Sign Studio is looking to relocate to a larger building and The Eagles Club is for sale.

-Patrick brought up the possible addition of Food Trucks to the downtown, and wondered if this would be something that we could do or would we need a license. It was noted that food trucks would be covered under the Vendors Ordinance of the DDA. It's possible that these trucks could use existing parking lots, but once the cities master plan is complete they will relook at things. There was a question about whether or not the trucks could rent a parking spot out front of a business? More discussion on this will follow next month. Between now and then the committee will look at other communities, both ones that are similar in size and ones that are larger, and see what they do.

The next ER committee meeting is January 25, 2015 @ 2:00pm at AES

Adjourned: 3:06pm

Director's Report—January 13th, 2015

- Training Chelle for her new position; introducing her to the Downtown Businesses and stakeholders of Manistee
- Created a sponsorship recruitment packet
- Monthly Newsletter and Delivery
- Working with Brandon Jensen with Visitors Guide advertising, Hops and Props advertising, recruitment brochures, etc.
- Initial planning for Red, White and Blues
- Attending Design, Marketing & Promotions, and Economic Restructuring Committee Meetings
- Attended the Stronger Economies Together multi county initiative in Crystal Mountain January 6th
- Webinar Training January 12th for Main Street Certification
- Getting ready for Men's and Ladies Night
- TV Interviews with 9&10 News for Men's Night
- Presentation at City Council for Budget Amendments
- Meetings with Kendra Remai, Joni Krolcyk, Thad Taylor, Barry Neal and Debra Carpenter, Tom Amor, Jeff Mikula
- New Business Meetings: Two separate Restaurants
- Merchants Meeting on January 6th, 2015

Memorandum



TO: Patrick Kay
Main Street/DDA Director

FROM: Denise Blakeslee
Planning & Zoning Administrator

DATE: January 6, 2016

RE: Redevelopment Ready Community Program Certification
Master Plan Update – Chapter 6: Central Business District

Denise Blakeslee
Planning & Zoning
Administrator
70 Maple Street
Manistee, MI 49660
231.398.2805
dblakeslee@manisteemi.gov
www.manisteemi.gov

City Council made a commitment to participate in the Redevelopment Ready Communities (RRC) Program and to obtain certification from MEDC as a development ready and competitive community in today’s economy. The program requires the City to utilize the best practices for redevelopment readiness through a rigorous assessment. To date only five communities have received certification state-wide. The City of Manistee would like to become the sixth community to achieve this recognition.

The City received the Report of Findings in December 2014. Since that time the City has been able to achieve best practice ratings for all but three items. The remaining items are to update the City Master Plan, **update the 2008-2013 Downtown Strategic Plan**, and perform a review of the Zoning Ordinance once the Master Plan is updated.

The City is working with the County Planning Department on updating the Master Plan. It is our hope to have the plan adopted in spring 2016. The Master Plan can contain the necessary language in Chapter 6: Central Business District to meet the RRC requirements for updating the Downtown Strategic Plan. The enclosed draft was developed using the draft Development Plan and Tax Increment Financing Plan that was prepared by Becket and Raeder in 2015. The TIF plan language starts on page 4 under Projects/Improvement. Instead of using the dollar amounts from the plan we used a key that provides a \$ range. In addition to needing an estimated cost each item need to indicate an allocation of Capital Projects and Initiatives by Project Category and Priority.

KEY	
Estimated Cost and Phasing of Improvements	Allocation of Capital Projects and Initiatives by Project Category and Priority
\$ 1 to 19,999	Annual Allocation
\$\$ 20,000 to 49,999	High (1-5 years)
\$\$\$ 50,000 to 99,999	Medium (6-10 years)
\$\$\$\$ 100,000 to 499,999	Low (10+ years)
\$\$\$\$\$ 500,000 and more	

This draft has been reviewed by staff at RRC and it will meet the requirement for updating the downtown strategic plan once the Projects/Improvements are ranked High, Medium, or Low.

Thank you for placing this item on the next DDA Board meeting for discussion. I will be available to discuss the RRC program and answer any questions. I have also enclosed a copy of the RRC Report of Findings.

Chapter 6: Central Business District

Arguably the City of Manistee's greatest asset is its in-tact collection of historically significant downtown buildings, and their relationship to the area's natural geographic features. This marriage of built and natural environment gives the City strong aesthetic appeal, and has loomed large in the Manistee's emergence as a regional tourist and cultural center.

The Central Business District is home to Downtown Manistee. The Downtown Development Authority was established in 1982 by Ordinance. In 2008 the Downtown Development Authority applied for was approved for Manistee to be part of the Michigan Main Street Program. The Manistee Commercial Historic District is located the core of the Central Business District and highlights the charm and character of the downtown.



Manistee Commercial Historic District Downtown Manistee is listed on the National and State Registers of Historic Places. The District includes over 60 contributing buildings constructed in the late 1800's with a few infill buildings from the mid 1900's and is the heart of Downtown Manistee. Enjoy a walk down River Street to view these beautiful commercial buildings running east to west located on both sides of the street, from Division Street to Pine Street. The district intersects at Maple Street Bridge with buildings running north to south on Washington Street across the Bridge onto Maple Street. Downtown Manistee is home to the Farmer's Market and various events and outdoor concerts.

The downtown is fully serviced with municipal water, sanitary sewer and storm sewer facility's, electrical and gas services. The streetscape features octagonal pavers that replicate the first sidewalks that were placed in the city.

Land Uses

The downtown is an eclectic mixture of public and private uses from retail businesses, offices, parking, churches and residential properties in an easily accessible walkable downtown business district.



Civic

Civic Uses in the district include City Hall, Manistee County Library and U.S. Post Office. Veterans Park which is along the north bank of the Manistee River between US-31 and Washington Street provides an open pavilion for summer entertainment venues and is home to the Farmers Market. The Manistee Municipal Marina is located on River Street just west of Oak Street with an open space that is available for rent for small groups. Lastly, there a number of public parking lots in the downtown with many located on the south side of the district behind buildings on the south side of River Street. The Manistee Council on Aging (Senior Center), United Way and Salvation Army are conveniently located in the downtown.

Commercial

Commercial uses in the district include antique stores, art galleries, a bakery, a boutique, dance studio, gold & silver exchange, flower shop, hardware store, home décor stores, food markets, office supplies, photography/camera store, retail stores (arts & crafts, bookstores, cigars& vapors, clothing, general, gift shops, home & kitchen, outdoor, resale, shoes and wine), salon and spa services. A wide variety of restaurants are conveniently located from coffee shops, sandwich shops, bar/pub food, pizza, with casual to fine dining options available. Stay the night at one of the two inns located in the heart of the downtown. There are numerous professional offices, financial institutions, and the local newspaper that call Downtown Manistee home.



Recreational

The Riverwalk runs through the heart of Downtown Manistee on the south bank of the Manistee River Channel and has several universally accessible access points for easy access for people of all abilities. The Manistee Municipal Marina provides public restrooms and resting areas along the riverwalk. Veteran's Memorial Park is home to summer concerts and provides another riverwalk on the Northside of the Manistee River Channel that features a band shell and fishing dock and benches. The parking lot is home to the Manistee Farmers Market May through October where not only fresh produce and baked goods are available there is often music and crafts for sale as well.

Residential

The downtown district has a variety of housing opportunities. The past decade has seen the renovation and development of residential units over many of the commercial buildings in the heart of the downtown. There are single family homes, duplexes and multi-unit apartments located adjacent to the commercial buildings creating a blend of mixed uses. Many commercial buildings in the district have unused upper story space that could be developed into additional residential units. Additional residential opportunities within the district will only increase the vibrancy of the downtown.

Vacant Land

There are a few vacant properties available for development in the district including the former Hotel Chippewa property that is approximately 1.62 acres in size. Located across from the City Marina this property developed would become an anchor to the district. There are a few smaller properties in the district available for small developments.

Form and Design

Summarized below are some of the more pertinent recommendations of the 1981 urban design plan and 2002 master plan that have particular relevance to land usage for the this Master Plan.

- **Mixed Use** - Prevent the overexpansion of the core downtown in order to preserve its distinctive and compact character. Encourage greater use of the upper floors of downtown buildings for offices and apartments. Prevent the downtown from unraveling at the edges through inappropriate new construction or rehabilitations.
- **Architectural/Historic Appropriateness** - Ensure that buildings within the National Register Historic District adhere to the national standards for preservation as sanctioned by the National Park Service. New infill buildings should respect the established pattern and historic context of development as reflected in the scale, massing, placement, articulation, materials and orientation of downtown buildings.
- **Gateways** - Street entrances and approaches to downtown should be accented to 'announce' the downtown and enhance a sense of arrival.
- **Orientation to River** - The backs of buildings along the River should present a more inviting appearance for those viewing the City from the riverwalk and bridges.
- **Infill and Unification** - Investment should be targeted to the north bank of the River. Architecturally appropriate infill construction along Washington Street should seek to reconnect the north bank area to River Street and the core downtown. The entire downtown 'ensemble' should be tied together with consistent landscaping/streetscaping.
- **Views** - Important views of/from the downtown, river and lakes should be protected, framed and enhanced.
- **Pedestrian Comforts** - Streetscape and building improvements should continue to focus on enriching the pedestrian environment of the City. The riverwalk should be extended along the entire length of the north bank.

Projects/Improvements

The Main Street Downtown Development Authority began the process of updating their Development Plan and Tax Increment Financing Plan in 2014/2015. The plan included projects and improvements to the district with estimated costs for the projects a follows:

KEY	
Estimated Cost and Phasing of Improvements	Allocation of Capital Projects and Initiatives by Project Category and Priority
\$ 1 to 19,999	Annual Allocation
\$\$ 20,000 to 49,999	High (1-5 years)
\$\$\$ 50,000 to 99,999	Medium (6-10 years)
\$\$\$\$ 100,000 to 499,999	Low (10+ years)
\$\$\$\$\$ 500,000 and more	

PROMOTIONS AND MARKETING

Marketing and Promotion - \$\$\$ Annual Allocation

Continuation of downtown events such as, but not limited to, Hops and Props, Boos Brews and Brats, Men’s Night, Ladies Night, Sleighbell Parade, Frost Bite Chili Crawl and Friday Night Frenzy.



Branding and Market Study -\$\$\$

Complete a branding identity for downtown Manistee which integrates with the Conference and Visitor Bureau branding effort and an update of the retail and housing market study in light of recent changes in the market influenced by the development of Meijer.

Web Site Update, Newsletter and Downtown Brochure - \$ Annual Allocation

Regular updates to the Main Street / DDA web site, as well as, periodic publication of downtown newsletter and brochures.

DESIGN



Riverwalk Refurbishment - \$\$\$\$\$

Refurbishment of the riverwalk along the south side of the Manistee River between US-31 and Washington Street. Elements of the project will likely include replacement and/or painting of railings and deck, painting, and improving connections with River Street.

Façade Grant Program - \$\$ Annual Allocation

Continuation of the façade grant program.

Creation of a Downtown Park/Town Square - \$\$\$\$\$

Acquisition and demolition of the former Glik’s Building to create a downtown park which will provide access to the river as well as serving as a venue for gatherings and downtown events.

Veterans Park Refurbishment and Riverwalk-North - \$\$\$\$\$ Improvements to Veterans Park which include ADA access and ramps, removal and replacement of wood decking and rails, removal and replacement of the events pavilion and design and construction of a riverwalk along the north side of the river.

Streetscape Update and Refurbishment - \$\$\$\$\$

Improvements to the existing streetscape to include new sidewalks and possible snow melt system, trees, and conversion of lamp luminaires and ballast from high pressure sodium (HPS) to light emitting diode (LED).



Manistee County Library

Provide assistance with improvements to the historic Manistee County Library building at 95 Maple Street.

Recycling Stations - \$ for study and assessment /\$\$\$\$ estimated cost for three enclosures

Determine the feasibility for centrally located recycling collection stations in the downtown and if feasible construct collection stations.

ECONOMIC RESTRUCTURING

Redevelopment of Former Chippewa Hotel Property - \$\$

Redevelopment of the former Chippewa Hotel located at the west edge of the downtown. The initial step by the DDA would be control of the property followed by a redevelopment concept and developer RFP.

Washington Street Corridor - \$\$\$\$\$

Continuation of redevelopment efforts to create infill and adaptive reuse opportunities along Washington Street between the river and 1st Avenue as envisioned in the Manistee North Corridor plan. Projects may include public- private partnerships, infrastructure assistance, assistance with demolition, and streetscape enhancements.

Memorial Drive Redevelopment - \$\$\$\$

Provide assistance, if needed, on redevelopment options within the area bounded by Taylor, Memorial Drive and Washington Streets. This area is strategic to the north side of the downtown and serves as a major entry to the downtown and is adjacent to Veterans Park and the river.

Vacant Building Ordinance - \$

Provide technical consulting assistance to the City to develop an ordinance to manage vacant and abandoned properties in the downtown.

Relocation of the Farmers Market - \$\$\$\$

Relocation of the Farmers Market which is currently located along Memorial Drive.

The Development Plan and Tax Increment Financing Plan will include the allocation of Capital Projects and Initiatives by Project Category and Priority.

Note: The scope and cost of the project may vary depending on the final design of each component. Project descriptions reflect the overall scope of the projects envisioned by the Manistee DDA. The DDA recognizes that market forces, private investment, future public-private partnerships, and legislative amendments may result in changes to the final design and costs.



Downtown Manistee is rich in history, has both water and recreational features and is ready for redevelopment.



redevelopment ready
communities



Redevelopment Ready Communities®
Report of Findings



City of Manistee
December 2014

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Redevelopment Ready Communities® (RRC) is a certification program supporting community revitalization and the attraction and retention of businesses, entrepreneurs and talent throughout Michigan. RRC promotes communities to be development ready and competitive in today's economy by actively engaging stakeholders and proactively planning for the future — making them more attractive for investments that create places where people want to live, work and play.

In January 2014, the Michigan Economic Development Corporation (MEDC) announced the second open application round for communities interested in achieving RRC certification. MEDC received submissions from 31 communities across the state. Manistee's application scored in the top 17 and was selected to receive a full RRC assessment. We applaud the city's efforts in working to achieve RRC certification. The foundation of the evaluation is the RRC best practices. Developed by experts in the public and private sector, the best practices are the standard to achieve certification and designed to create a predictable experience for investors, businesses and residents working within a community. Communities must demonstrate that all best practice evaluation criteria have been met to receive RRC certification. While the report of findings outlines recommended actions to meet each best practice criteria, the city may choose its own path of alternate strategies as long as the required criteria is being accomplished.

The city of Manistee is the 15th community to be evaluated under the state program and is well on their way to being redevelopment ready. The city has created a neighborhood revitalization action plan for the Manistee peninsula, works with the Alliance for Economic Success to help with marketing efforts, and is actively planning for economic development through the city's strategic plan. The city has also streamlined the site plan review process, allowing for small- and medium-size site plans to be reviewed administratively. Streamlining the site plan review process helps signal to the development community that there will be no unnecessary steps to develop in the city.

While the spirit of redevelopment exists in Manistee, the city has additional work to do to achieve certification as a Redevelopment Ready Community®. The city must update the master plan, last adopted in 2002, to be in compliance with state law and proactively package priority redevelopment sites. With the master plan being the basis for planning and zoning decisions in the city, having an updated master plan is critical to being redevelopment ready. Additionally, proactively packaging priority sites helps developers know the city is serious about redevelopment in priority areas and has worked to remove unnecessary barriers to getting development done.

The basic assessment tool for evaluation is the RRC Best Practices. These six standards were developed in conjunction with public and private sector experts, and address key elements of community and economic development. A community must demonstrate all of the RRC best practice components have been met to become RRC certified. Once received, certification is valid for three years.

Measurement of a community to the best practices is completed through the RRC team’s research, observation and interviews, as well as seeking the consulting advice and technical expertise of the RRC advisory council. The team analyzes a community’s development

materials, including, but not limited to: the master plan; redevelopment strategy; capital improvements plan; budget; public participation plan; zoning regulations; development procedures; applications; economic development strategy; marketing strategies; and website. Researchers observe meetings of the community’s governing body, planning commission, zoning board of appeals and other committees as applicable. In confidential interviews, the team also records the input of local business owners and developers.

A community’s degree of attainment for each best practice criteria is visually represented in this report by the following:

	Green indicates the best practice component is currently being met by the community.
	Yellow indicates some of the best practice component may be in place, but additional action is required.
	Red indicates the best practice component is not present or outdated.

This report represents the findings of the evaluation of the city of Manistee’s redevelopment processes and practices. All questions should be directed to the RRC team at RRC@michigan.org.

Best Practice 1.1—The plans

Best Practice 1.1 evaluates community planning and how the redevelopment vision is embedded into the master plan, capital improvements plan (CIP), downtown development plan and corridor plan. The master plan sets expectations of those involved in new development and redevelopment, giving the public some degree of certainty about their vision for the future while assisting the city in achieving its stated goals.

The city of Manistee master plan was adopted in 2002 and serves as the foundation for all planning and zoning decisions. Understanding that the master plan was out of date, Manistee started the process of updating the plan in 2013 by holding a visioning session and conducting an online survey. The Michigan Planning Enabling Act (MPEA), Public Act 33 of 2008 states “At least every five years after adoption of a master plan, a planning commission shall review the master plan and determine whether to commence the procedure to amend the master plan or adopt a new master plan.” The city should continue this process to be in compliance with state law, and work to engage residents and business owners.

Manistee created a neighborhood revitalization action plan for the Manistee peninsula in 2008. This plan identified the portion of downtown Manistee west of US-31 as an area in need of a strategy for redevelopment. The plan identifies a vision for the site with goals, implementation steps, and a timeline that identifies

responsible parties. While the plan meets all of the expectations of the criteria, it should be reviewed by the city to ensure that goals of 2008 are still current.

A comprehensive CIP is an essential tool for the planning and development of the social, physical, and economic wellbeing of a community. The CIP can be used as a tool to implement the master plan and provides a link between planning and budgeting for capital projects. Manistee has adopted a five-year CIP that identifies the needs of the city as they relate to the goals and priorities set forth in the strategic plan. While the document is comprehensive and aligns to the master plan, the MPEA requires a CIP to be a six-year plan. The city needs to include a sixth year to the plan to meet the criteria of this section and to be in compliance with state law.

Manistee adopted a downtown strategic plan in 2008. The plan is a vision for Manistee’s downtown for the years of 2008–2013, identifying responsible parties, timelines, and funding mechanisms. While this plan includes all elements set forth in the best practice, it is out of date. The city needs to update this document to ensure it is still the vision of the downtown and review the strategies to see if they are still relevant. This update also needs to take into account the upcoming revision of the DDA Tax Increment Financing Plan.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The governing body has adopted a master plan in the past five years.	<input type="checkbox"/> Update the city’s master plan as outlined in RRC Best Practice 1.1	12 months
	The master plan identifies a strategy for redevelopment or a redevelopment plan.	✓	
	The governing body has adopted a capital improvements plan.	<input type="checkbox"/> Add a sixth year to the five year city’s capital improvements plan as outlined in RRC Best Practice 1.1	12 months
	The governing body has adopted a downtown plan.	<input type="checkbox"/> Update the city’s 2008–2013 downtown strategic plan as outlined in RRC Best Practice 1.1	12 months
N/A	The governing body has adopted a corridor plan.	N/A	

Best Practice 1.2—Public participation

Best Practice 1.2 assesses how well the community identifies and engages its stakeholders on a continual basis. The foundation of all planning efforts is public participation, which aims to prevent or minimize disputes by creating a process for resolving issues before they become an obstacle. The foundation of all planning efforts is engaging residents through various techniques.

Manistee recently created a public participation plan to help guarantee consistency in gathering public input. The plan identifies key stakeholders, describes the different methods of collecting public input and identifies proactive practices for gathering public input.

The city of Manistee is in the process of updating their master plan and held a public visioning session to gather input. Using the results of the visioning session as baseline information, the city conducted an online survey to help reach a broader audience. Once the city gathered this information, they posted it on the city’s website. By following this process, residents and business owners can better understand the foundation in which the city is making decisions.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has a public participation plan for engaging a diverse set of community stakeholders in land use decisions.	✓	
	The community demonstrates that public participation efforts go beyond the basic methods.	✓	
	The community shares outcomes of all public participation processes.	✓	

Best Practice 2.1—Zoning regulations

Best Practice 2.1 evaluates the city’s zoning ordinance to determine how well it regulates and implements the goals of the master plan. Inflexible or obsolete zoning regulations can discourage redevelopment. Advances in technology and widespread availability of the Internet calls for communities to make their zoning ordinance and other codes available online for easier public access.

The city of Manistee’s zoning ordinance is user-friendly, accessible online, contains a use matrix and hyperlinks and utilizes graphics to portray definitions and requirements. Over the past few years, the city has worked to make the zoning ordinance more user-friendly by reducing the number of zoning designations from 19 down to 11. Doing so has made the zoning ordinance and zoning map much easier to use.

It is important for a community to provide appropriate locations for concentrated development. Manistee is accomplishing this by allowing upper story dwellings in the C-3 district and considering a form-based code in the peninsula zoning district. The city also allows for placemaking elements such as zero lot line development, ground floor signage standards, and outdoor dining.

Having flexible tools to encourage redevelopment is essential for any community working towards their redevelopment goals. To help encourage redevelopment, Manistee has identified key street segments within the zoning ordinance. These key street segments allow for additional uses to be permitted within the specific district. The city also has clearly defined special use permit guidelines to help any developer understand what is required of them.

To promote walkability throughout the city of Manistee, all medium size developments are required to

contain bicycle parking and all developments (excluding industrial) are required to connect to the existing sidewalk system.

The zoning ordinance also provides for flexible parking requirements. The city does not require parking for most developments within the C-3 district and allows for shared parking agreements in all other commercial districts.

A goal in the city’s master plan to encourage mixed use development states “While the mixing or integration of certain uses can result in conflict, the city has also discovered the positive opportunities to be achieved from well-planned and well-designed mixed-use developments. Opportunities for future mixed-use projects exist in several sectors of the city. The city supports well-planned and well-designed mixed-use projects that compliment the city’s other land uses.” This vision is also referenced throughout the zoning ordinance in multiple purpose and intent statements expressing interest in establishing a mixed use district. However, the majority of mixed-use developments currently require a special use permit which makes the process more time consuming and expensive for a developer. The city needs to review the goals and objectives during the master plan update and ensure that they are still relevant, and follow up with a zoning ordinance review to guarantee that it meets the intent of the updated master plan.

The city is lacking in green infrastructure standards. Currently the city requires landscaping in parking lots larger than 10 spaces. The city needs to review their green infrastructure standards to potentially include rain gardens, bioswales, green roofs, pervious pavement, and various landscaping regulations as they see fit.

Best Practice 2.1—Zoning regulations *continued*

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The governing body has adopted a zoning ordinance that aligns with the goals of the current master plan.	<input type="checkbox"/> Review the master plan and zoning ordinance to ensure that the master plan recommendation and zoning district intent statements reflect the zoning ordinance as outlined in Best Practice 2.1	12 months
	The zoning ordinance is easy to read and accessible online.	✓	
	The zoning ordinance provides for areas of concentrated development in appropriate locations and encourages the type and form of development desired.	✓	
	The zoning ordinance includes flexible zoning tools to encourage development and redevelopment.	✓	
	The zoning ordinance allows for a variety of housing options.	✓	
	The zoning ordinance includes standards to improve non-motorized transportation.	✓	
	The zoning ordinance allows for flexible parking requirements.	✓	
	The zoning ordinance includes standards for green infrastructure.	<input type="checkbox"/> Update city ordinances to include green infrastructure standards as outlined in Best Practice 2.1	12 months

Best Practice 3.1—Site plan review policy and procedures

Best Practice 3.1 evaluates the city’s site plan review policies and procedures, project tracking and internal/external communications. The purpose of the site plan review process is to ensure that plans for specific types of development comply with the zoning ordinance. Site plan review procedures and timelines should be communicated in a clear and concise manner to prospective developers and business owners. To do this, sound internal procedures need to be in place and followed.

Manistee’s site plan review process, as well as the responsibilities of staff and the planning commission, are clearly articulated in the city’s zoning ordinance. The city has a three tiered site plan review, with “basic” and “medium” site plans reviewed administratively and “detailed” site plans reviewed by the planning commission. Having the city’s processes outlined in the zoning ordinance helps developers and residents understand what is expected of them.

Manistee has a qualified intake professional and have recently documented their internal processes. Having

the city’s internal processes documented will help maintain consistency in the site plan review process regardless of staff.

Manistee engages in joint site plan review coordinating the planning, public works and engineering departments and utilizes BS&A to track development proposals through the process. Tracking developments through the site plan review process helps to ensure that there are no costly delays.

Manistee has streamlined the site plan review process so most site plans are administratively approved and only larger projects require planning commission approval. Having clearly spelled out the site plan review processes and procedures, most developments take minimal time to go through the process.

The city recently created a customer feedback brochure for their site plan review process. This brochure will help the city evaluate the site plan review process over time and make changes as necessary.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The zoning ordinance articulates a thorough site plan review process.	✓	
	The community has a qualified intake professional.	✓	
	The community defines and offers conceptual site plan review meetings for applicants.	✓	
	The community has a clearly documented internal staff review policy.	✓	
	The appropriate departments engage in joint site plan reviews.	✓	
	The community has a method to track development projects.	✓	
	The community promptly acts on development requests.	✓	
	The community encourages a developer to seek input from neighboring residents and businesses at the onset of the application process.	✓	
	The community annually reviews the successes and challenges with the site plan review and approval procedures.	✓	

Best Practice 3.2—Guide to development

Best Practice 3.2 evaluates the availability of the community’s development information. Land use planning and development is a process that involves a wide range of people. For the process to work effectively, everyone involved must understand their roles and responsibilities. Development materials should be assembled to help citizens, developers and public officials gain a better understanding of how the development process in each community works. Planning and zoning approval processes, applications, checklists and other materials commonly required

should be readily available online. Documents should provide a general overview of development processes and steps necessary to obtain approvals. Documents providing contact information, specific instructions, application forms, checklists and submittal requirements are readily available on the city’s website.

The city of Manistee has a comprehensive website that encompasses all aspects of the development process and documents are user-friendly. The city also annually reviews their fee schedule through the budget process.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community maintains an online guide to development that explains policies, procedures and steps to obtain approvals.	✓	
	The community annually reviews the fee schedule.	✓	

Best Practice 4.1—Recruitment and orientation

Best Practice 4.1 evaluates how a community conducts recruitment and orientation for newly appointed or elected officials and board members. Planning Commission members should be recruited based on requirements articulated in Michigan Public Act 33 of 2008, the Michigan Planning Enabling Act.

Manistee recruits members for boards and commissions through advertisements in the newspaper and posting an application on their website. They have recently created a brochure to provide information to

potential candidates of the boards and commissions which identify the roles and duties of each position. Informing residents of the duties upfront helps to ensure the right candidates are chosen for the position.

Manistee also provides a comprehensive orientation packet to all members of development related boards and commissions and requires all members to sign a statement acknowledging they have received the information. This ensures all members to have the documents and tools needed to do their job.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community sets expectations for boards and commission positions.	✓	
	The community provides orientation packets to newly appointed and elected members of development related boards and commissions.	✓	

Best Practice 4.2—Training for elected officials, board members, and staff

Best Practice 4.2 assesses how a community encourages training and tracks training needs for appointed and elected officials, board members and staff. Trainings provide officials and staff with an opportunity to learn, build their knowledge and ultimately make more informed decisions about land use and redevelopment issues.

Manistee has a dedicated source of funding for training of all boards and commissions. The city encourages planning commission and ZBA members to attend Citizen Planner and identifies training needs by working with MSU Extension. Once the city has identified the training needs of the community, they work with partner organizations to host the training locally.

The city also maintains a comprehensive list of trainings the boards and commission members attend. Identifying and tracking training is essential to ensure that the city has informed board and commission members and helps to identify any gaps.

Communication between the boards and commissions is critical for decision-making. While the city engages in large scale collaborative efforts like the Lakes to Land Initiative, they do not hold a joint meeting between city council, planning commission, ZBA and DDA. Holding an annual joint meeting can provide an opportunity for the city’s boards and commissions to discuss current successes, issues, goals and objectives. A joint meeting can also be a great opportunity to hold a training session.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has a dedicated source of funding for training.	✓	
	The community identifies training needs and tracks attendance of the governing body, boards, commissions and staff.	✓	
	The community encourages board and commission members to attend trainings.	✓	
	The community shares information between the governing body, boards, commissions, and staff.	<input type="checkbox"/> Establish a joint meeting with the city council, planning commission, zoning board of appeals and DDA as outlined in Best Practice 4.2	12 months

Best Practice 5.1—Redevelopment Ready Sites®

Best Practice 5.1 assesses how a community identifies, visions and markets their priority redevelopment sites. It is important for a city to think strategically about the prime redevelopment opportunities

The city of Manistee compiles information packages for any parcel in the city upon request. These packages include the property assessment card, aerial photo of the property, zoning information, permit information, contact information and a business owner’s informational handout. While these packets are extremely valuable to residents and business owners developing in the city, Manistee needs to start identifying and prioritizing their priority redevelopment sites. Prioritizing prime

redevelopment opportunities, conducting visioning sessions, packaging and marketing each site proactively signals to the development community that the city is committed to redevelopment. Additionally, these actions can eliminate uncertainty in the development process and help identify champions for redevelopment in the city. While it is not possible to foresee all issues with a redevelopment site, informing potential developers of known issues upfront and providing information on the tools available to help offset costs are key to getting an underutilized site reactivated. The city will need to prioritize at least three sites and package one for certification.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community identifies and prioritizes individual redevelopment sites.	<input type="checkbox"/> Prioritize the city’s prime redevelopment sites as outlined in RRC Best Practice 5.1	3 months
	The community gathers preliminary development research for prioritized redevelopment sites.	✓	
	A public visioning session is held for the prioritized redevelopment sites.	<input type="checkbox"/> Create a vision for the prioritized redevelopment sites as outlined in RRC Best Practice 5.1	6 months
	Available resources for the prioritized redevelopment sites are identified.	<input type="checkbox"/> Identify available resources for prioritized redevelopment sites as outlined in RRC Best Practice 5.1	12 months
	A “Property Information Package” for the prioritized redevelopment site(s) is assembled.	<input type="checkbox"/> Assemble a property information package for identified prioritized redevelopment sites as outlined in RRC Best Practice 5.1	12 months
	Prioritized redevelopment sites are actively marketed.	<input type="checkbox"/> Market the identified redevelopment sites outlined in RRC Best Practice 5.1	12 months

Best Practice 6.1—Economic development strategies

Best Practice 6.1 evaluates what goals and actions a community has identified to assist in strengthening its overall economic health. Strategic economic development planning is critical to attracting jobs and investment in communities.

Planning for economic development can take many forms. While business development is a core value of economic development, a community needs to include community development and talent in the overall equation for economic success.

The Manistee city council creates an annual strategic plan that focuses on economic development and jobs, city infrastructure, beaches, parks, and recreational areas, financial stability and continuous improvement, intergovernmental relationships and housing, homelessness and senior citizens. The strategic plan is reviewed annually by the city council and contains goals and objectives to be accomplished over a three-year period.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The governing body has approved an economic development strategy.	✓	
	The governing body annually reviews the economic development strategy.	✓	

Best Practice 6.2—Marketing and promotion

Best Practice 6.2 evaluates how the community promotes and markets itself. Community marketing and promotion can take many forms, but the goal is to create a positive image that rekindles community pride and improves consumer and investor confidence. The city of Manistee is a member of the Manistee Alliance for Economic Success as well as the Chamber of Commerce which manages all marketing for the city. The city has recently prepared a marketing strategy that helps coordinate marketing efforts to prospective and new residents,

businesses and tourists. This strategy is a great resource that will help the city maintain a vision for the future.

Another effective way to market a city is through updating and maintaining a user-friendly website. The city of Manistee’s website is user-friendly, easy to navigate and contains much of the needed information for RRC certification. When the master plan and property information package become available, it is important that the city post them to their website so residents have access to them.

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has developed a marketing strategy.	✓	
	The community has an updated, user-friendly municipal website.	✓	

The RRC program assists communities in maximizing their economic potential by embracing effective redevelopment tools and best practices. Manistee has exhibited a strong commitment towards improving their redevelopment readiness and is working diligently to meet the best practice criteria and achieve the redevelopment ready certified community designation. The city needs to update their master plan to help set a vision for Manistee. Once the master plan is updated, the city will need to review the zoning ordinance to ensure it regulates to the goals and objectives of the

updated master plan. Next steps for the city include the adoption of a resolution of support by the governing body to proceed with the RRC program, and continued implementation of necessary actions to achieve certification. Staff must submit quarterly progress reports to inform the RRC team of actions taken to implement necessary steps to meet the RRC Best Practices. Once Manistee has met all of the required best practice criteria, the city will be awarded certification and marketed as a Redevelopment Ready Community®.