

# 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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- \$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

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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 9<sup>th</sup>, 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?

**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



# Estimate

|          |            |
|----------|------------|
| Date     | Estimate # |
| 3/1/2015 | 33         |

PO Box 194  
Eastlake, MI 49626

|   |
|---|
| Name / Address  |
| Manistee Main Street DDA<br>11 Cypress St<br>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             |
| <b>Total</b>   |     |        | <b>\$26,270.00</b> |

Please feel free to contact us with any questions concerning the above estimate.  
Email - [prattesprolawn@outlook.com](mailto: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 <sup>ST</sup> VISIT) LEAF & DEBRIS CLEAN UP, PRUNING,<br>WEEDING, MOWING OF 5' AND INSTALLING MULCH .....  | \$4,248.00         |
| ADDITIONAL LABOR TO REMOVE ALL OF THE VOLUNTEER TREES AND SHURBS<br>THAT HAVE GROWN TALLER THAN THE RIVERWALK BETWEEN THE WALK AND<br>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        |
| <b>TOTAL 2015 MAINTENANCE.....</b>   | <b>\$30,090.00</b> |



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**Manistee Main Street/DDA**  
**April 15<sup>th</sup>, 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 11<sup>th</sup>, 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 22<sup>nd</sup>, 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 8<sup>th</sup>, 2015.



**Manistee Main Street/DDA**  
**April 15, 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 11, 2015
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 22<sup>nd</sup>, 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

| <b>Project Tasks</b>   | <b>Person Responsible</b> | <b>Start Date</b>       | <b>End Date</b> | <b>Hours</b> | <b>Budget</b> | <b>Comments</b>                        |
|--|---------------------------|-------------------------|-----------------|--------------|---------------|--|
| 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 Meetin        |                 | 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<br>Following<br>Year | 4 | \$0.00       | Copy of paid invoices,<br>cleared checks, and<br>onsite review |
| grant reimbursements  | staff | July | August<br>Following<br>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<br>Committee                      | March<br>April |                     | 1<br>1 | \$0<br>\$0 |   |
| Get approval of contract and proposed recommendation of contractor from board             | board                                     | April          | April Board Meeting |        |            |   |
| Review with Contractor the proposed plan  | Sub<br>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<br>Sub<br>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          |
| <b>Totals:</b>                           |                        |            |          | <b>0</b> | <b>\$700.00</b> |                       |

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<br>\$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          |            |          |          |                    |             |                                  |
| <b>Totals:</b>                                 |                    |            |          | <b>0</b> | <b>-\$2,000.00</b> |             |                                  |

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

| <b>Project Tasks</b>  | <b>Person Responsible</b> | <b>Start Date</b> | <b>End Date</b> | <b>Hours</b> | <b>Budget</b> | <b>Comments</b>                               |
|---|---------------------------|-------------------|-----------------|--------------|---------------|---|
| 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          |                   |
| <b>Totals:</b>                                |                |                  |          | <b>65</b> | <b>\$250</b> |                   |

## 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**

| <b>Comments</b>  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
| DDA Match of \$250 per participant<br>(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

| <b>Project Tasks</b>        | <b>Person Responsible</b> | <b>Start Date</b> | <b>End Date</b> | <b>Hours</b> | <b>Budget</b>   | <b>Comments</b> |
|-----------------------------|---------------------------|-------------------|-----------------|--------------|-----------------|-----------------|
| 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)    |                 |
|                             |                           |                   |                 |              |                 |                 |
| <b>Totals:</b>              |                           |                   |                 | <b>6</b>     | <b>-\$7,100</b> |                 |

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 <sup>th</sup> 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 Advertiisng 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 |
|----------|--|-----------|--|--|--|--|-------------------------|

**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,<br>Ludington,<br>Mason/Manistee |
| Order wristbands, tickets,<br>running numbers, drink<br>cups, etc. | September | October   |  | -\$400   |  |
| Order water bottles or other<br>5K item and Medals for race        | August    | September |  | -\$600   |  |
| Order portapotties, tent,<br>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<br>organize pub Crawl                          | August    | September |  | -\$150   |  |
| Order Beer/Cider   |           |           |  | -\$1,800 |  |
| Order snacks and drinks for<br>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<br>5-9 pm                  |
| Set Hours                          | Committee          | March      |          | 2     | \$0    |             |   |
| Advise Merchants                   | Committee          | October    | December | 2     | \$0    |             |   |
| Ladies Night:<br>"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:<br>Newspapers         | Mary/Shelley       | 15-Nov     | 1-Dec    | 4     | -\$750 |             | MNA, LDN?<br>Ads usually for men's<br>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:

| <b>Project Tasks</b>                       | <b>Person Responsible</b> | <b>Start Date</b> | <b>End Date</b> | <b>Hours</b> | <b>Budget</b> | <b>Actual Cost</b> | <b>Comments</b> |
|--|---------------------------|-------------------|-----------------|--------------|---------------|--------------------|-----------------|
| 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

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

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

a.

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

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

|   | <u>Mar 31, 15</u>        |
|---|--------------------------|
| <b>ASSETS</b>                           |                          |
| Current Assets                          |                          |
| Checking/Savings                        |                          |
| 248-008 · Money Market Account - WSB    | 98,709.56                |
| 248-000 · Checking - West Shore Bank    | <u>49,932.42</u>         |
| Total Checking/Savings                  | 148,641.98               |
| Accounts Receivable                     |                          |
| 248-028 · Accounts Receivable           | <u>9,291.28</u>          |
| 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     | <u>2,499.94</u>          |
| Total Other Current Assets              | <u>204,423.44</u>        |
| Total Current Assets                    | <u>362,356.70</u>        |
| <br>                                    |                          |
| <b>TOTAL ASSETS</b>                     | <b><u>362,356.70</u></b> |
| <br>                                    |                          |
| <b>LIABILITIES &amp; EQUITY</b>         |                          |
| 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                 | <u>1,900.14</u>          |
| Total 248-210 · Payroll Liability       | 2,342.51                 |
| 248-204 · Unearned Revenue              | 2,250.00                 |
| 248-203 · Accounts Payable - Other      | <u>275.00</u>            |
| Total Other Current Liabilities         | <u>4,867.51</u>          |
| Total Current Liabilities               | <u>4,867.51</u>          |
| Total Liabilities                       | 4,867.51                 |
| <br>                                    |                          |
| Equity                                  |                          |
| 248-392 · Designated Fund Balance       |                          |
| 248-393 · Land Acquisition .            | <u>78,544.99</u>         |
| Total 248-392 · Designated Fund Balance | 78,544.99                |
| 248-390 · Fund Balance                  | 249,489.38               |
| Net Income                              | <u>29,454.82</u>         |
| Total Equity                            | <u>357,489.19</u>        |
| <br>                                    |                          |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>   | <b><u>362,356.70</u></b> |

**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>      |
|------------------------|----------------|-----------------------------------|---|--------------------|
| <b>PAYROLL:</b>        |                |                                   |   |                    |
| 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           |
| <b>CHECK REGISTER:</b> |                |                                   |   |                    |
| 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              |                |                                   | <b>TOTAL EXPENSES</b>                           | <b>\$ 9,053.37</b> |

**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> |
|--|-------------------------|-------------------|-----------------------|--------------------|
| <b>Ordinary Income/Expense</b>                 |                         |                   |                       |                    |
| <b>Income</b>                                  |                         |                   |                       |                    |
| 248-411 · Allocation from Fund Balance         | 0.00                    | 0.00              | 0.00                  | 0.0%               |
| <b>TIF Revenues</b>                            |                         |                   |                       |                    |
| 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               |                   |                       |                    |
| <b>Total TIF Revenues</b>                      | <u>276,892.78</u>       | <u>270,000.00</u> | <u>6,892.78</u>       | <u>102.55%</u>     |
| <b>Committee Revenues</b>                      |                         |                   |                       |                    |
| 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%              |
| <b>Total 248-270 · Committee Revenue</b>       | <u>6,000.00</u>         | <u>40,300.00</u>  | <u>-34,300.00</u>     | <u>14.89%</u>      |
| <b>Total Committee Revenues</b>                | 6,000.00                | 40,300.00         | -34,300.00            | 14.89%             |
| <b>Event Revenue</b>                           |                         |                   |                       |                    |
| 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%             |
| <b>Total 248-290 · Boos, Brews &amp; Brats</b> | <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%            |
| <b>Total 248-283 · Sleighbell</b>              | <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%             |
| <b>Total 248-281 · Hops &amp; Props</b>        | <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> |
|--|-------------------------|---------------|-----------------------|--------------------|
| <b>Total 248-280 - Event Revenues</b>          | 51,288.53               | 64,450.00     | -13,161.47            | 79.58%             |
| <b>Total Event Revenue</b>                     | 51,288.53               | 64,450.00     | -13,161.47            | 79.58%             |
| <b>Friends of Downtown Manistee</b>            |                         |               |                       |                    |
| 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%               |
| <b>Total Friends of Downtown Manistee</b>      | 0.00                    | 4,000.00      | -4,000.00             | 0.0%               |
| <b>248-664 - Interest Income</b>               | 115.94                  | 100.00        | 15.94                 | 115.94%            |
| <b>Total Income</b>                            | 334,297.25              | 378,850.00    | -44,552.75            | 88.24%             |
| <b>Gross Profit</b>                            | 334,297.25              | 378,850.00    | -44,552.75            | 88.24%             |
| <b>Expense</b>                                 |                         |               |                       |                    |
| <b>Office Related Expenses</b>                 |                         |               |                       |                    |
| 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%             |
| <b>Total Office Related Expenses</b>           | 4,647.59                | 8,480.00      | -3,832.41             | 54.81%             |
| <b>Personnel Related Expense</b>               |                         |               |                       |                    |
| 248-700 - Administrative Services              | 7,335.00                | 8,000.00      | -665.00               | 91.69%             |
| <b>Gross Salary - Director</b>                 |                         |               |                       |                    |
| 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%              |
| <b>Total 248-718 - Gross Salary - Director</b> | 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> |
|--|-------------------------|---------------|-----------------------|--------------------|
| <b>Total Gross Salary - Director</b>         | 46,612.68               | 62,380.00     | -15,767.32            | 74.72%             |
| <b>Total Personnel Related Expense</b>       | 53,947.68               | 70,380.00     | -16,432.32            | 76.65%             |
| <b>Fee Related Expenses</b>                  |                         |               |                       |                    |
| 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                  |               |                       |                    |
| <b>Total Fee Related Expenses</b>            | 148,122.04              | 152,838.00    | -4,715.96             | 96.91%             |
| <b>Design Committee RelatedExpense</b>       |                         |               |                       |                    |
| 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%              |
| <b>Total Design Committee RelatedExpense</b> | 23,433.80               | 54,230.00     | -30,796.20            | 43.21%             |
| <b>Economic RestructuringCommittee</b>       |                         |               |                       |                    |
| 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%              |
| <b>Total Economic RestructuringCommittee</b> | 72.57                   | 1,575.00      | -1,502.43             | 4.61%              |
| <b>Organization Committee</b>                |                         |               |                       |                    |
| 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>       |
|---|-------------------------|----------------------|-------------------------|--------------------------|
| <b>Total Organization Committee</b>                 | 782.83                  | 2,773.00             | -1,990.17               | 28.23%                   |
| <b>Promotions Committee Expenses</b>                |                         |                      |                         |                          |
| <b>248-751 · Promotions Committee Expense</b>       |                         |                      |                         |                          |
| 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                |                      |                         |                          |
| <b>Total 248-751 · Promotions Committee Expense</b> | <u>73,835.92</u>        | <u>88,340.00</u>     | <u>-14,504.08</u>       | <u>83.58%</u>            |
| <b>Total Promotions Committee Expenses</b>          | <u>73,835.92</u>        | <u>88,340.00</u>     | <u>-14,504.08</u>       | <u>83.58%</u>            |
| <b>Total Expense</b>                                | <u>304,842.43</u>       | <u>378,616.00</u>    | <u>-73,773.57</u>       | <u>80.52%</u>            |
| <b>Net Ordinary Income</b>                          | <u>29,454.82</u>        | <u>234.00</u>        | <u>29,220.82</u>        | <u>12,587.53%</u>        |
|   | <u><u>29,454.82</u></u> | <u><u>234.00</u></u> | <u><u>29,220.82</u></u> | <u><u>12,587.53%</u></u> |

# Tips for updating QuickBooks

You can export a report, change certain format

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## 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  |   |   |   |   |   | <b>My Company P&amp;L</b>                 |          |           |
| 2  |   |   |   |   |   | <b>Profit &amp; Loss</b>                  |          |           |
| 3  |   |   |   |   |   | July through August 2012                  |          |           |
| 4  |   |   |   |   |   |   | 07/16/12 | Aug 16    |
| 5  |   |   |   |   |   | Ordinary Income/Expense                   |          |           |
| 6  |   |   |   |   |   | <b>MONEY IN (aka Income)</b>              |          |           |
| 7  |   |   |   |   |   | 40100 - Construction Income               |          |           |
| 8  |   |   |   |   |   | 40110 - Design Income                     | 3,054.02 | 3,900.00  |
| 9  |   |   |   |   |   | 40199 - Less Discounts given              | 0.00     | -48.35    |
| 10 |   |   |   |   |   | <b>Total 40100 - Construction Income</b>  | 3,054.02 | 3,751.65  |
| 11 |   |   |   |   |   | 40500 - Reimbursement Income              |          |           |
| 12 |   |   |   |   |   | 40520 - Permit Reimbursement Income       | 0.00     | 487.00    |
| 13 |   |   |   |   |   | <b>Total 40500 - Reimbursement Income</b> | 0.00     | 487.00    |
| 14 |   |   |   |   |   | <b>Total Income</b>                       | 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

a.

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