



Royal Oak

Agenda

Royal Oak Downtown Development Authority Meeting

Wednesday, June 17, 2026, 4:00 p.m.

City Hall Commission Chambers Room 121

203 South Troy Street

Royal Oak, MI 48067

Anyone planning to attend the meeting who has need of special assistance under the Americans with Disabilities Act (ADA) is asked to contact the city clerk's office at 248-246-3050 at least two (2) business days prior to the meeting.

	Pages
1. Call to Order	
2. Public Comment	
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5. Business	
a. 2026-27 DDA Budget	13
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c. Roles of City and DDA	36
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6. Special Guest Presentation and Facilitation - Scott Sewell	
• Analyze market data and community feedback to identify downtown trends, challenges, and opportunities.	
• Conduct structured observations of business mix, physical conditions, and customer experience.	
• Gather stakeholder perspectives to strengthen storytelling and investment readiness.	
• Establish survey development priorities and outline next steps for future technical assistance work.	
• Develop preliminary recommendations supporting Main Street Accreditation Standard 6.	

7. Reports
8. Adjournment



Minutes

Royal Oak Downtown Development Authority Meeting

**May 20, 2026, 4:00 p.m.
City Hall Commission Chambers Room 121
203 South Troy Street
Royal Oak, MI 48067**

Present: Jen Brown
Kyle DuBuc
Jay Dunstan
Salvatore LoGrasso
Michael Sophiea
Mark Vanneste
Chris Vlachos
Anthony Yezbick
Katheryn Stoia
Thomas Markus

Absent: Adrian Walker

1. Call to Order

The meeting was called to order by Michael Sophiea at 4:03pm.

2. Public Comment

Public comment opened at 4:03pm.

5 members of the public spoke.

Public comment closed at 4:17pm.

3. Approval of Minutes

Moved by: Kyle DuBuc

Seconded by: Jen Brown

Motion to approve the minutes.

Abstained: Thomas Markus

Motion Adopted

4. Expense Items

5. Business

5.a Center Street Parking Structure

Moved by: Kyle DuBuc
Seconded by: Jay Dunstan

BE IT RESOLVED that the Royal Oak Downtown Development Authority hereby authorizes the expenditure of up to \$600,000 from reserve funds for the demolition of the existing portion of the Center Street Parking Structure; and

BE IT FURTHER RESOLVED that this authorization is contingent upon the execution of a formal agreement with the City of Royal Oak establishing the Authority as a partner in the redevelopment process on terms mutually agreed upon by both parties.

Motion Adopted

Amendment:

Moved by: Kyle DuBuc
Seconded by: Jay Dunstan

The amendment to the motion is: This authorization is based upon the execution of a Letter of Understanding, motion, or other mutual agreement by the Royal Oak City Commission establishing the Authority as a partner in the redevelopment process on terms mutually agreed upon by both parties.

Motion Adopted

Moved by: Kyle DuBuc
Seconded by: Jay Dunstan

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to explore renewing the lease with the City Commission for the retail incubator space in the Center Street Parking Structure.

Motion Adopted

5.b Walk Your Wheels Replacement Signage

Moved by: Kyle DuBuc
Seconded by: Jay Dunstan

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to coordinate with City Engineer Holly

Donoghue, the Royal Oak Police Department and the Department of Public Service on improvements to signs that make them more user friendly and in the pedestrian pathway, rather than mounted on to light posts at present.

Motion Adopted

5.c Main Street Now Conference

Resolution Number: Moved: Thomas Markus

Seconded by: Jen Brown

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to keep a list of people interested in attending the Main Street Now conference to be held in Detroit from May 3-5, 2027.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to follow the new Travel and Training Policy to recommend people to send to the Main Street Now conference in Detroit.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to keep track of Early Bird Registration deadline, and to maximize all financial support received from Main Street Oakland County and Main Street America for people to attend the conference, not limited to coverage of the Early Bird registration for two people; reduced Civic Leaders rate, Speaker rate, and Student rate; along with travel scholarships; and any other incentives that may become available.

Motion Adopted

5.d DDA Travel and Training Policy

Moved by: Anthony Yezbick

Seconded by: Salvatore LoGrasso

BE IT RESOLVED, the Royal Oak Downtown Development Authority approves the DDA Travel and Training Policy as presented.

Motion Adopted

5.e Upcoming Training Opportunities

Moved by: Thomas Markus

Seconded by: Salvatore LoGrasso

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to approve Julia Kalugar to attend the virtual webinar Supporting Small Businesses on Main Street on May 14, 21, and 28, for an amount with registration not to exceed \$250.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to approve Julia Kalugar and Isaac Kremer to attend the Main Event Awards Ceremony in Rochester on June 11, 2026 for an amount with registration and travel not to exceed \$200.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to approve Lori London to attend the Whizbang Retail Success Summit from June 16-17, 2026, for an amount with registration and travel not to exceed \$1,200.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to approve Julia Kalugar to attend International Placemaking Week in Detroit from June 24-26, 2026 for an amount not to exceed \$800 with registration and travel.

Motion Adopted

5.f Rink at Royal Oak 2026-27

Moved by: Kyle DuBuc

Seconded by: Jay Dunstan

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to enter in an agreement for up to \$150,000 in support of The Rink at Royal Oak.

Motion Adopted

5.g Holidays in Royal Oak 2026-27

Moved by: Kyle DuBuc

Seconded by: Jen Brown

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to enter in an agreement for up to \$142,500 in support of Holidays in Royal Oak for 2026-27.

Motion Adopted

5.h Retention Fund Recommendations

Moved by: Kyle DuBuc

Seconded by: Jen Brown

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves funding five requests that staff and committee recommend, not to exceed \$48,250.

Abstained: Katheryn Stoia

Motion Adopted

5.i Memorial Day Breakfast at Farmers Market

Moved by: Salvatore LoGrasso

Seconded by: Chris Vlachos

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to pay for the facility rental fee at the Royal Oak Farmers Market for the 2026 Memorial Day Breakfast.

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to distribute 250 Downtown Dollars gift cards via QR code on site with a card value of \$20 each.

Motion Adopted

5.j Wayfinding Signage Update

5.k Facade Improvement Fund Final Payment - 319 S Washington, 510-512 S Washington

Moved by: Jay Dunstan

Seconded by: Anthony Yezbick

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to issue Sirrom Ventures final payment for the façade improvement project at 319 S Washington, in an amount not to exceed \$9,082.20.

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to issue Bill Harrison final payment for the façade improvement project at 510 – 512 S Washington, in an amount not to exceed \$8,739.

Motion Adopted

6. Reports

6.a Available Properties in Downtown Royal Oak

6.b Social Media Analytics - Atomic Honey - April 2026

6.c Executive Director Report

7. Adjournment

Moved by: Anthony Yezbick

Seconded by: Salvatore LoGrasso

Motion to adjourn.

Motion Adopted

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 247 DDA DEVELOPMENT FUND					
Dept 729 DDA/TIFA					
247-729-82500	MAINTENANCE	WORRY FREE INC	MAINTENANCE SERVICES MARCH 15-21	3,296.00	271951
247-729-82500	DDA FIFTH ST PROJECT SUPPLIES	BEVERLY HILLS ACE HARDWARE	DDA FIFTH ST PROJECT SUPPLIES	13.55	8186943
247-729-82500	DDA CONTRACTOR VISIT LODGING	HOTEL ROYAL OAK	DDA CONTRACTOR VISIT LODGING	196.20	8186943
247-729-82500	DOWNTOWN DOLLARS DECALS	ROCKET ONE STOP OFFICE	DOWNTOWN DOLLARS DECALS	331.60	8186943
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SUMMER MAINTENANCE 3/23-29	13,062.50	271951
247-729-82500	DDA TRAINING	WORRY FREE INC	DDA 3/29-30 ADDAPAVE SYSTEM TRAINING E	1,157.30	271951
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SPRING MAINTENANCE 3/30-4/5	13,062.50	271951
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SPRING MAINTENANCE APRIL 6-12	13,062.50	272214
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SPRING MAINTENANCE APRIL 13-19	13,062.50	272214
247-729-85101	ELECTRIC	DTE ENERGY	232 S CENTER ST EAGLE PLAZ	28.87	8186940
247-729-85101	ELECTRIC	DTE ENERGY	205 S TROY ST	461.31	8186940
247-729-85101	ELECTRIC	DTE ENERGY	400 S TROY ST	291.72	8186940
247-729-85711	MAIN ST COMMITTEE - DESIGN	IDEATION ORANGE	WAYFINDING SIGN DESIGN DEVELOPMENT	2,500.00	271801
247-729-85711	CONTRACTOR WORK	BILL HARRISON	FACADE IMPROVEMENT 510 & 512 S WASHINGI	8,739.00	272062
247-729-85711	FACADE GRANT	SIRROM VENTURES	FACADE GRANT 319 S WASHINGTON	9,082.20	272182
247-729-85712	DDA RESTAURANT WEEK DEBRIEF MEAL	BIGALORA WOOD FIRED CUCINZ	DDA RESTAURANT WEEK DEBRIEF MEAL MCINTY	36.57	8186943
247-729-85712	DDA LUNCH W CITY INSTITUTE	LE CREPE	DDA LUNCH W CITY INSTITUTE	53.25	8186943
247-729-85712	DDA-METRO TIMES PUBLISHER BREAKF	LE CREPE	DDA-METRO TIMES PUBLISHER BREAKFAST	56.79	8186943
247-729-85712	ACCESSIBILITY MEETING BEVERAGES/	SEVEN SUNDAYS COFFEE	ACCESSIBILITY MEETING BEVERAGES/KREMER	13.69	8186943
247-729-85712	DDA MARKETING COMMITTEE VOLUNTEE	SIDETRACK BOOKSHOP	DDA MARKETING COMMITTEE VOLUNTEER BOOKS	269.93	8186943
247-729-85712	MAIN ST COMMITTEE - PROMOTION	AMY GILLESPIE PHOTOGRAPHY	DOWNTOWN RESTAURANT WEEK PHOTO COVERAGE	1,250.00	271720
247-729-85712	MAIN ST COMMITTEE - PROMOTION	AMY GILLESPIE PHOTOGRAPHY	ST PATRICK'S DAY PARADE PHOTO COVERAGE	1,000.00	271720
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS LIFT ROYAL OAK DDA YC 2C	2,500.00	271747
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS LIFT ROYAL OAK DDA FL 2C	2,500.00	271747
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS LIFT ROYAL OAK DDA YC 2C	1,502.00	271747
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS LIFT ROYAL OAK DDA FL 2C	1,484.50	271747
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS LIFT ROYAL OAK DDA FL 2C	48.00	271747
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS LIFT ROYAL OAK DDA YC 2C	19.75	271747
247-729-85712	MAIN ST COMMITTEE - PROMOTION	HAFELI, STARAN & CHRIST P.	DDA ARTS, BEATS, EATS FESTIVAL AGREEMEN	277.50	271789
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	5TH ST RETRACTABLE BANNER	525.00	271898
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	5TH ST MESH BANNER SIGNS	252.46	271898
247-729-85712	BUSINESSES OPEN SIGNS, POP-UP BA	SAME BRAIN LLC	BUSINESSES OPEN SIGNS, POP-UP BANNERS	1,134.15	271908
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ISAAC KREMER	REIMBURSE SOCIAL MEDIA CONTRACTOR INTEF	49.00	272087
247-729-85712	SOCIAL MEDIA CONTRACTOR	ATOMIC HONEY	SOCIAL MEDIA CONTRACTOR APRIL 2026	4,512.00	271977
247-729-85712	DIGITAL AUDIO STREAMING	AUDACY OPERATIONS, INC.	DIGITAL AUDIO STREAMING	600.00	271978
247-729-85712	DIGITAL AUDIO STREAMING	AUDACY OPERATIONS, INC.	DIGITAL AUDIO STREAMING	600.00	271978
247-729-85712	AD	LIFESTYLE PUBLICATIONS	DDA FULL PREMIUM PG AD	1,650.00	272096
247-729-85713	MARCH DDA DEPUTY DIRECTOR DESK F	BAMBOO ROYAL OAK	MARCH DDA DEPUTY DIRECTOR DESK FEE	309.00	8186943
Total For Dept 729 DDA/TIFA				98,991.34	
Total For Fund 247 DDA DEVELOPMENT FUND				98,991.34	

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund Totals:					
			Fund 247 DDA DEVELOPMENT	98,991.34	
			Total For All Funds:	<u>98,991.34</u>	

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 247 DDA DEVELOPMENT FUND					
Dept 729 DDA/TIFA					
247-729-82500	STAR DREAM FOUNTAIN SUPPLIES	WARREN PIPE AND SUPPLY CO	STAR DREAM FOUNTAIN SUPPLIES	82.46	8186969
247-729-82500	MISC CONTRACTED SERVICES	ENGLISH GARDENS	2026-27 HOLIDAY SEASON CONTRACT 9651 &	140,034.07	272284
247-729-82500	MISC CONTRACTED SERVICES	FRENTZ AND SONS HARDWARE (DISC. SUPPLIES STAR DREAM FOUNTAIN		6.66	272294
247-729-82500	MISC CONTRACTED SERVICES	FRENTZ AND SONS HARDWARE (DISC. SUPPLIES STAR DREAM FOUNTAIN		10.35	272294
247-729-82500	MISC CONTRACTED SERVICES	FRENTZ AND SONS HARDWARE (DISC. SUPPLIES STAR DREAM FOUNTAIN		0.82	272294
247-729-82500	MAINTENANCE	WORRY FREE INC	CENTENNIAL COMMONS SOD REPLACEMENT	800.00	272478
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SPRING MAINTENANCE APRIL 20-26	13,062.50	272478
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SPRING MAINTENANCE APRIL 27-MAY 3	13,062.50	272478
247-729-82500	MISC CONTRACTED SERVICES	CHAMELEON WAYS, INC.	TREE WELL FILLING TRAINING PENNSYLVANIF	900.00	272528
247-729-82500	MISC CONTRACTED SERVICES	CHAMELEON WAYS, INC.	TREE WELL FILLING	44,980.00	272528
247-729-82500	MISC CONTRACTED SERVICES	HIGHEST HONOR INC	DDA BOARD MEMBER NAMEPLATES	72.00	272599
247-729-82500	PLANTINGS	WORRY FREE INC	VETERANS MONUMENT MEMORIAL DAY PLANT GE	800.00	272779
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SUMMER MAINTENANCE MAY 4-10	16,862.50	272779
247-729-82500	WEEDING CROSSWALKS	WORRY FREE INC	IRRIGATION SYSTEM SERVICE CALL	885.73	272779
247-729-82500	MAINTENANCE	WORRY FREE INC	CBD SUMMER MAINTENANCE MAY 11-17	16,862.50	272779
247-729-85101	ELECTRIC	DTE ENERGY	205 S TROY ST	909.63	8186989
247-729-85101	ELECTRIC	DTE ENERGY	400 S TROY ST	593.01	8186989
247-729-85711	DESIGN DEVELOPMENT	IDEATION ORANGE	WAYFINDING SIGN	2,412.50	272321
247-729-85712	SOCIAL MEDIA CONTRACTOR	ATOMIC HONEY	MAY SOCIAL MEDIA SERVICES	4,512.00	272245
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	LIFT ROYAL OAK DDA YC 2025/26	2,500.00	272268
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	LIFT ROYAL OAK DDA FL 2025/26	2,500.00	272268
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	LIFT ROYAL OAK DDA YC 2025/26 Q4	1,507.50	272268
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	LIFT ROYAL OAK DDA YC 2025/26 Q4	1,480.00	272268
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	LIFT ROYAL OAK DDA FL 2025/26 Q4	1,584.75	272268
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	DDA 5TH ST SIGNS	1,008.84	272420
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	DDA 5TH ST SIGNS	94.50	272420
247-729-85712	SPONSOR	DETROIT PBS	FARMERS MKT FILM SPONSOR	2,500.00	272553
247-729-85712	TACO FEST	JONATHAN WITZ & ASSOCIATES	2026 TACO FEST EVENT SPONSORSHIPO	60,000.00	272619
247-729-85712	PHOTOGRAPHY	AMY GILLESPIE PHOTOGRAPHY	RO IN BLOOM PHOTOGRAPHY	1,000.00	272497
247-729-85712	MAIN ST COMMITTEE - PROMOTION	AMY GILLESPIE PHOTOGRAPHY	2026 WINE STROLL PHOTOGRAPHY	1,000.00	272497
247-729-85712	SPONSORSHIP	JONATHAN WITZ & ASSOCIATES	2026 RESTAURANT SUPPORT PROGRAM	27,500.00	272498
247-729-85712	RESTAURANT STROLL	JONATHAN WITZ & ASSOCIATES	RO RESTAURANT STROLL 50% DEPOSIT	11,250.00	272619
247-729-85712	AD	LIFESTYLE PUBLICATIONS	DDA FULL PAGE PREMIUM AD JUNE 2026	1,650.00	272642
247-729-85713	DEPUTY DDA DIRECTOR OFFSITE DESK	BAMBOO ROYAL OAK	DEPUTY DDA DIRECTOR OFFSITE DESK MEMBEF	309.00	8186969
247-729-85713	DDA ANNUAL SUBSCRIPTION	CRAIN'S DETROIT BUSINESS	DDA ANNUAL SUBSCRIPTION	225.00	8186969
Total For Dept 729 DDA/TIFA				372,958.82	
Total For Fund 247 DDA DEVELOPMENT FUND				372,958.82	

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
			Fund Totals:		
			Fund 247 DDA DEVELOPMENT	372,958.82	
			Total For All Funds:	<u>372,958.82</u>	

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	DDA Budget 2026-27
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	June 17, 2026

EXECUTIVE SUMMARY

In setting the Downtown Development Authority budget, it is helpful to start with funds we are required by agreement to transfer to the Auto Parking Fund, General Fund, Public Safety, and Major Streets. Together these constitute \$2,601,655 or 37% of the revenues the DDA is projected to receive in the coming fiscal year. After accounting for these, we have a better sense of what is available to spend.

DDA Revenues from Prior Years

	2022-23 ACTIVITY	2023-24 ACTIVITY	2024-25 ACTIVITY	2025-26 APPROVED BUDGET	2026-27 PROPOSE BUDGET
Property Tax Revenues	6,117,400	6,028,849	6,563,241	7,110,000	6,950,000
Interest	113,189	189,557	161,074	208,040	81,500
Miscellaneous Revenue	59,250	70,254	296,821	628,000	0
Transfer from AB&E	10,000	10,000	10,000	0	0
	6,299,839	6,298,660	7,031,136	7,946,040	7,031,500

The DDA Board and committees since September 2025 have measured the performance of different programs and rebalanced budget line items. The major changes made to date follow. Some sponsorships and contracts were cancelled. A marketing package approved May 14, 2025, had a heavy concentration on video, radio, and TV. Outfront Media was for billboards. Much of this package was backed out of in favor of an approach that targets local media and specific consumer behaviors that we hope to attract downtown. Decreases in advertising will help to offset increase in sponsorships and major contracts.

Action	FY2025-26	Change	Proposed FY2026-27
1. Royal Oak Live CANCEL	100,000	-100,000	0
2. Spooktacular	20,000	+20,000	40,000
3. Summer Concert Series	88,000	+30,000	118,000
4. Pride Royal Oak	50,000	+5,000	55,000
5. Cleaning and Maintenance	540,000	+60,000	600,000
6. Social Media Contractor	0	+54,150	54,150
7. Business Recruitment and Retention	0	+100,000	100,000
8. Placer	27,000	+22,950	49,950
9. Docusign	7,600	+7,600	7,600

10. Throne	0	+58,500	58,500
11. AHPTIC CANCEL	39,310	-39,310	0
12. City Lifestyle	3,000	+16,800	19,800
13. Effectv/Comcast CANCEL	120,000	-120,000	0
14. HOUR Media CANCEL	23,590	-23,590	0
15. iHeart Media CANCEL	60,000	-60,000	0
16. OUTFRONT Media CANCEL	40,000	-40,000	0
17. Royal Oak Restaurant Association	30,000	+20,000	50,000
18. Arts, Beats and Eats	175,000	+15,000	190,000
	1,323,500	+27,100	1,343,000

OTHER BUDGET RECOMMENDATIONS

Among the funds that we have discretion over as a DDA to spend the following recommendations are made, with some line items being decreased or brought to zero, and others increased.

Action	FY2025-26	Change	Proposed FY2026-27
1. Miscellaneous Operating Supplies	1,000	-1,000	0
2. Contracted Worker Services	10,000	-10,000	0
3. Contracted Legal/Advisory Counsel	10,000	-10,000	0
4. Audit Services	2,130	-240	1,890
5. Electric	20,000	-5,000	15,000
6. Advertising & Legal Notices	3,500	-2,750	750
7. Bank Service Charges & Fees	2,700	-1,950	750
8. Property & Casualty Insurance Services	29,500	-3,400	26,100
9. Small Business Saturday Promotion	20,000	+10,000	30,000
10. Business Retention and Recruitment Fund, Round 2	0	+100,000	100,000
11. Downtown Dollars Arts Beats and Eats	75,780	-25,780	50,000
12. Downtown Dollars Small Business Saturday	100,000	0	100,000
13. Downtown Dollars Pride BOGO	0	+20,000	20,000
14. Downtown Dollars Restaurant Week BOGO	0	+50,000	50,000
15. Training and Education	5,000	+2,500	7,500
16. English Gardens Holiday Lights	300,000	+24,378	324,378
17. Hazelton Reimbursement	116,655	+183,345	300,000
18. Trailhead Reimbursement	380,104	-10,104	370,000
	1,076,369	+319,999	1,396,368

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	7,031,500
AMOUNT CURRENTLY BUDGETED	7,031,500
FUNDING SOURCE/ GL NUMBER	247-729-82500 to 247-729-85713

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

In the event that expenses exceed revenue, we have reserve fund balance to draw from. Careful management of existing contrasts and controlling future expenditures will help to prevent a negative impact on revenue.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

As this is the annual budget, staff and volunteer time for the entire year is implied. In calendar year 2025 there were 308.75 DDA volunteer hours and 11,649 other volunteer hours from partners valued at \$393,969.18.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. Social media is a type of social infrastructure promoting community connection.

2.2. Providing programs and spaces that promote physical and mental health. The pedestrian plaza will provide a valuable location for people to gather outdoors. Walking and passive recreation will be encouraged by people who utilize the space.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

4.4. Provide resilience against more intense precipitation events to reduce combined sewer overflows. Below ground infrastructure will receive an upgrade as part of this project. This will help with preventing future flooding by improved drainage.

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. While not technically a park, Fifth Street will expand the amount of grass versus hard surface or synthetic. This will reduce microplastic release into the environment while creating a needed outdoor amenity for the public to enjoy.

6.2. SAFETY AND WELLBEING: Strengthen public emergency communication channels. The social media channels of the DDA will provide yet another way to reach people in case of emergency.

6.3. CIVIC ENGAGEMENT AND COMMUNITY CONNECTIONS: Strengthen and increase communications networks. 6.3.1. Facilitate communication/issue status and response on easy access, visible network. The social media channels are part of

the Royal oak communications networks. We will encourage people to utilize them and access this visible network.

6.6. ECONOMY AND EDUCATION: Establish public policies, programs, and resources to support local small businesses and business retention. 6.6.1. Support and encourage participation in buy-local campaigns. We will support buy-local campaigns, such as Small Business Saturday, through our social media. The pilot business retention and recruitment program will further support small businesses and the local economy.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2b. Implement Vision Zero practices to help avoid accidents between cars and people using different modes of transportation and in public spaces. Removal of curbs and creating the pedestrian table across Washington Ave will help to distinguish the pedestrian “safe” zone from the area for automobiles.

1.2d. Work to enhance the pedestrian experience throughout the community. Walking routes will be enhanced with features that encourage mobility through walking, and prioritize pedestrian safety.

3.1 Foster digital literacy through a variety of platforms. Create, foster and anticipate social media connections. Social media connections will be created, fostered, and anticipated as a result of this project.

5.1. Create and promote a network of social engagement opportunities for multiple generations. The pedestrian plaza will provide a venue for social engagement to occur.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Engagement highlights include:

- June 1, 2026. DDA Budget reviewed at Infrastructure Committee meeting.
- February 16, 2026. DDA Board asked for questions related to budget. No responses received.
- December 2025. PA 57 informational session.
- DDA Budget reviewed and approved by Commission for FY 2025-26.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the 2026-27 Budget as presented.

ATTACHMENTS:

GL NUMBER	DESCRIPTION	
Fund 247 - DDA DEVELOPMENT FUND		
247-000-40200	PROPERTY TAX REVENUES	6,900,000
247-000-40220	PERSONAL PROPERTY TAX LOSS REIMBURSEMENT	
247-000-52800	FEDERAL GRANTS - OTHER	
247-000-52800.ARPA000	FEDERAL GRANTS - OTHER	
247-000-62912	CONTRIBUTIONS - PROMOTIONS COMMITTEE	
247-000-62913	CONTRIBUTIONS - BUSINESS DEVLPMNT	
247-000-66500	INTEREST	80,000
247-000-67100	MISCELLANEOUS REVENUE	50,000
247-000-69700	USE OF FUND BALANCE	
247-000-69943	TRANSFER FROM CAPITAL PROJECTS	
247-000-69950	TRANSFER FROM AB&E	
247-000-69955	TRANSFER FROM RECREATION	
247-000-69962	TRANSFER FROM WC INSURANCE FUND	
247-000-69968	TRANSFER FROM MED INSURANCE	
247-000-69969	TRANSFER FROM GENERAL LIABILITY	
TOTAL REVENUES		7,030,000
247-729-70203	WAGES - PERMANENT	261,180
247-729-70204	WAGES - TEMPORARY	
247-729-70300	WAGES - OVERTIME	15,000
247-729-70401	LONGEVITY PAY	
247-729-70402	SICK LEAVE PAY	400
247-729-70407	DUPLICATE HEALTH CARE BENEFITS PAY	2,400
247-729-70500	DEFERRED COMP - EMPLOYER CONTRIBUTION	5,220
247-729-70601	RETIREMENT CONTRIBUTIONS - GENERAL	432
247-729-70603	OPEB CONTRIBUTIONS	
247-729-70604	PENSION - UAL - GENERAL	2,066
247-729-70606	OPEB - UAL	
247-729-70610	DEFINED CONTRIBUTION	23,077
247-729-70620	RETIREE HSA	10,257
247-729-70901	MEAL ALLOWANCE	
247-729-70902	UNIFORM/CLEANING ALLOWANCE	
247-729-70905	BOOT ALLOWANCE	
247-729-71000	FRINGE BENEFITS	
247-729-71101	FICA	21,291
247-729-71102	UNEMPLOYMENT COMPENSATION TAX	53
247-729-71201	GROUP MEDICAL INSURANCE	8,769
247-729-71203	GROUP DENTAL INSURANCE	1,089
247-729-71204	GROUP LIFE INSURANCE	256
247-729-71205	VISION INSURANCE	125
247-729-71206	WORKERS COMPENSATION INSURANCE	750
247-729-71207	SHORT AND LONG TERM DISABILITY	1,615
247-729-79900	MISCELLANEOUS OPERATING SUPPLIES	
247-729-80100	CONTRACTED WORKER SERVICES	
	(LG) FY 26/27: NO BUDGET = FY 25/26 BUDGET OF \$10K WAS FOR ANNUAL INSPECTION & MAINTENANCE OF STAR DREAM SCULPTURE, WHICH MOVED TO 248 DDA OPERATING FUND, PER T. THWING IN FY 25/26. LG 3.4.26	
247-729-80200	CONTRACTED LEGAL/ADVISORY COUNSEL	
247-729-80800	AUDIT SERVICES	1,890
247-729-81201	PROPERTY & CASUALTY INSURANCE SERVICES	26,100
247-729-81401	CONSTRUCTION ENGINEERING SERVICES	
247-729-81403	DEMOLITION SERVICES	
247-729-82500	MISC CONTRACTED SERVICES	964,590
	(LG) FY 26/27:	
	CLEANING & MAINTENANCE WITH WORRY FREE. PUT OUT RFP IN FALL 2025 AND RECEIVED RESPONSES. WORRY FREE CONTINUES TO BE LOWEST PER HOUR. INCREASE REFLECTS EXPANDED SCOPE WITH MORE HOURS, AND EXTENDING PLANTINGS TO ANOTHER SEASON IN LATE FALL. = \$600,000	
	ENGLISH GARDENS HOLIDAY LIGHTING - LIKELY AN EXPANDED PROGRAM WITH MORE LIGHTS IN MORE AREAS FOR 2026-27 = \$300,000	
	ROSE PEST SOLUTIONS FOR PEST CONTROL PROGRAM. = \$4,610	
	F&B FOR CONSTRUCTION PHASE SERVICES ON FIFTH STREET (6.9% OF \$2,657,027) = \$52,380	
	DOCUSIGN LICENSE FOR ONLINE FORMS. = \$7,600	
	TOTAL = \$964,590, DDA ENTERED IN 2.13.26	
	LG 3.4.26	
247-729-85101	ELECTRIC	15,000

247-729-85200	TAXES	
247-729-85710	MAIN ST COMMITTEE - ORGANIZATION	
247-729-85711	MAIN ST COMMITTEE - DESIGN	30,000
	(LG) FY 26/27: FACADE IMPROVEMENT UP TO \$10K MATCHING GRANT PER PROJECT - DDA ENTERED 2.13.26.	
	LG 3.4.26	
247-729-85712	MAIN ST COMMITTEE - PROMOTION	1,074,900
	(LG) FY 26/27: \$1,074,900:	
	ADVERTISING W/ AUDACY RADIO SPOTS AND SOCIAL MEDIA POSTS = \$30,000	
	ADVERTISING W/ IHEARTMEDIA RADIO SPOTS = \$10,000	
	ADVERTISING W/ CITY LIFESTYLE MAGAZINE MONTHLY FULL PAGE AD = \$19,800	
	ADVERTISING W/ RO TODAY FOR 4 PAGES IN 4 QUARTERLY ISSUES = \$14,400	
	SOCIAL MEDIA CONTRACTOR PER RFP FROM JANUARY 2026 = \$89,700	
	ADVERTISING W/ WXYZ CHANNEL 7 & TV20. EBLAST, HOME PAGE TAKEOVER, AND FOLLOW ADS = \$15,000	
	ADVERTISING WITH METRO TIMES PRINT AND DIGITAL ADS = \$15,000	
	SPONSORSHIP ARTS, BEATS AND EATS 2026. \$150K SPONSOR AND \$27,500 FOR VENDOR FEES = \$177,500	
	SPONSORSHIP TACOFEST 2026 TO REPEAT IN 2027 AT SAME AMOUNT PER CONTRACT = \$85,000	
	SPONSORSHIP HOLIDAYS IN RO 2026 = \$142,500	
	SPONSORSHIP SKATING RINK = \$150,000	
	SPONSORSHIP CHAMBER ROYAL OAK IN BLOOM 2027 = \$10,000	
	SPONSORSHIP CHAMBER SUMMER CONCERT SERIES 2026 = \$118,000	
	SPONSORSHIP CHAMBER SPOOKTACULAR 2026 = \$40,000	
	SPONSORSHIP PRIDE 2026 = \$50,000	
	SPONSORSHIP FARMERS MARKET SIGHTS & SOUNDS 2026 = \$18,000	
	SPONSORSHIP MENORAH LIGHTING 2026 = \$5,000	
	SMALL BUSINESS SATURDAY 2026 = \$30,000	
	SPONSER RORA SIPS OF SUMMER 2026 = \$3,000	
	SPONSER OF RORA WINE STROLL 2026 = \$10,000	
	SPONSER RORA RESTAURANT WEEK FALL 2026 = \$10,000	
	SPONSER OF RORA FALL EVENT 2026 = \$10,000	
	SPONSER OF RORA SIPS OF SEASON 2026 = \$3,000	
	SPONSER OF RORA SOCIAL MEDIA AND MARKETING = \$4,000	
	SPONSER ST. PATRICK'S DAY PARADE 2027 = \$15,000	
	TOTAL = \$1,074,900 ENTERED BY DDA 2.13.26	
	LG 3.4.26	
247-729-85713	MAIN ST COMMITTEE - BUSINESS DEVLOPMENT	381,990
	(LG) FY 26/27: TOTAL = \$381,990:	
	PLACER.AI LICENSE = \$49,950	
	PILOT BUSINESS RECRUITMENT & RETENTION FUND = \$100,000	
	DISTRICT360 & SALESFORCE LICENSE = \$12,040	
	YIFTEE - ARTS, BEATS, & EATS 2026 = \$50,000	
	YIFTEE - SMALL BUSINESS SATURDAY / HOLIDAYS BOGO 2026 = \$100,000	
	YIFTEE - RESTAURANT WEEK BOGO 2027 = \$50,000	
	YIFTEE - RO PRIDE 2026 = \$20,000	
	TOTAL = \$381,990	
	ENTERED BY DDA 2.13.26	
	LG 3.4.26	
247-729-86101	TRAINING & EDUCATION	7,500
	(LG) FY 26/27: TOTAL = \$7,500:	
	MAIN STREET NOW 2027 CONFERENCE = \$4,500	
	MAIN STREET OAKLAND COUNTY = \$500	
	MICHIGAN DOWNTOWN ASSOCIATION EVENTS = \$1,000	
	PLACEMAKING WEEK = \$500	
	MAIN STREET AMERICA ACADEMY = \$1,000	
	TOTAL = \$7,500, ENTERED BY DDA 2.13.26	
	LG 3.4.26	
247-729-86500	DUES & MEMBERSHIPS	1,280
	(LG) FY 26/27: MAIN STREET AMERICA = \$380 + MAIN STREET DOWNTOWN ASSOCIATION = \$900.	
	TOTAL = \$1,280, DDA ENTERED 2.13.26	
	LG 3.4.26	
247-729-87501	ADVERTISING & LEGAL NOTICES	1,500
247-729-93101	TRANSFER TO GENERAL FUND	737,000
247-729-93202	TRANSFER TO MAJOR STREETS	
	(LG) FY 26/27 - TBD: CAP 2607 CATALPA DRIVE RESURFACING (COORDINATION W/WATER PROJECT) - WHAT PORTION OF \$1,487,500 FY 26/27 CIP PROJECT IS DDA FUNDING?	
	LG 3.4.26	
247-729-93207	TRANSFER TO PUBLIC SAFETY	540,000
247-729-93243	TRANSFER TO BROWNFIELD	
247-729-93274	TRANSFER TO CDBG	
247-729-93299	TRANSFER TO GRANT FUND	
247-729-93303	TRANSFER TO COURT DEBT FUND	

247-729-93450	TRANSFER TO ROCC CAP PROJECT	
247-729-93498	TRANSFER TO CAPITAL PROJECTS	
247-729-93506	TRANSFER TO AB&E	
247-729-93516	TRANSFER TO AUTO PARKING	1,291,000
	(LG) FY 26/27: PER TD DEBT LTL BONDS PAYABLE SPREADSHEET, ENTERED \$1,291,000. LG 2/26/26	
247-729-93551	TRANSFER TO FARMERS MARKET	
247-729-96400	BANK SERVICE CHARGES & FEES	3,000
247-729-96800	MISCELLANEOUS EXPENDITURES	670,000
	(LG) FY 26/27: FINANCE ENTERED \$670K, ASSUMING HAZELTON WILL BE PAID FULL REIMBURSEMENT AMOUNT IN YEAR 2 OF ~ \$300,000 + TRAILHEAD REIMBURSEMENT \$370,000 IN YEAR 8 - VERIFIED WITH I. KREMER. LG 3.5.26	
247-729-96801	MISCELLANEOUS EXPENDITURES	
247-729-96899	CONTINGENCY	
247-729-96901	INCREASE IN FUND BALANCE	
247-729-97000	CAPITAL OUTLAY	
247-729-97001	CAPITAL OUTLAY-NON-QUALIFIED	
247-729-99131	PENSION PRINCIPAL	
247-729-99136	OPEB PRINCIPAL	
247-729-99531	PENSION DEBT INTEREST	
247-729-99536	OPEB DEBT INTEREST	
247-729-99800	LONG-TERM DEBT AGENCY FEES	
TOTAL EXPENDITURES		6,099,730

Fund 248 - DDA OPERATING FUND		
248-000-40200	PROPERTY TAX REVENUES	50,000
248-000-52800	FEDERAL GRANTS - OTHER	
248-000-52800.ARPA000	FEDERAL GRANTS - OTHER	
248-000-66500	INTEREST	1,500
248-000-67100	MISCELLANEOUS REVENUE	
248-000-69700	USE OF FUND BALANCE	
248-000-69962	TRANSFER FROM WC INSURANCE FUND	
248-000-69968	TRANSFER FROM MED INSURANCE	
TOTAL REVENUES		51,500
248-729-70203	WAGES - PERMANENT	
248-729-70204	WAGES - TEMPORARY	
248-729-70300	WAGES - OVERTIME	
248-729-70401	LONGEVITY PAY	
248-729-70402	SICK LEAVE PAY	
248-729-70500	DEFERRED COMP - EMPLOYER CONTRIBUTION	
248-729-70601	RETIREMENT CONTRIBUTIONS - GENERAL	
248-729-70603	OPEB CONTRIBUTIONS	
248-729-70604	PENSION - UAL - GENERAL	
248-729-70606	OPEB - UAL	
248-729-70610	DEFINED CONTRIBUTION	
248-729-70620	RETIREE HSA	
248-729-71000	FRINGE BENEFITS	
248-729-71101	FICA	
248-729-71102	UNEMPLOYMENT COMPENSATION TAX	
248-729-71201	GROUP MEDICAL INSURANCE	
248-729-71203	GROUP DENTAL INSURANCE	
248-729-71204	GROUP LIFE INSURANCE	
248-729-71205	VISION INSURANCE	
248-729-71206	WORKERS COMPENSATION INSURANCE	
248-729-71207	SHORT AND LONG TERM DISABILITY	
248-729-72701	OFFICE SUPPLIES	500
248-729-74500	TREES, SHRUBS & PLANTS	
248-729-79900	MISCELLANEOUS OPERATING SUPPLIES	
248-729-80800	AUDIT SERVICES	
248-729-81201	PROPERTY & CASUALTY INSURANCE SERVICES	
248-729-82500	MISC CONTRACTED SERVICES	20,000
	(LG) FY 26/27: ANNUAL INSPECTION & MAINTENANCE OF STAR DREAM SCULPTURE, WHICH MOVED FROM 247 DDA DEVELOPMENT FUND TO 248 DDA OPERATING FUND, PER T. THWING IN FY 25/26. LG 3.4.26	
248-729-85107	TELEPHONE SERVICE	
248-729-86101	TRAINING & EDUCATION	5,000
	(LG) FY 26/27: ATTEND MAIN STREET NOW CONFERENCE AND OTHER EVENTS THROUGHOUT THE YEAR, PER I. KREMER. LG 3.4.26	
248-729-86300	TRAVEL COSTS	2,500
248-729-87501	ADVERTISING & LEGAL NOTICES	
248-729-89900	MISCELLANEOUS EQUIPMENT LEASES & RENTALS	
248-729-96400	BANK SERVICE CHARGES & FEES	150
248-729-96800	MISCELLANEOUS EXPENDITURES	
248-729-96899	CONTINGENCY	
248-729-96901	INCREASE IN FUND BALANCE	
TOTAL EXPENDITURES		28,150



GL NUMBER	DESCRIPTION	2023-24	2023-24	2024-25	2024-25	2025-26	2025-26	2025-26	2026-27
		AMENDED BUDGET	ACTIVITY	AMENDED BUDGET	ACTIVITY	AMENDED BUDGET	ACTIVITY THRU 06/30/26	PROJECTED ACTIVITY	MGR'S BUDGET
Fund 247 - DDA DEVELOPMENT FUND									
REVENUES: Dept 000 - NON-DEPARTMENTAL									
247-000-40200	PROPERTY TAX REVENUES	6,800,000	6,028,849	6,604,000	6,563,241	7,110,000	6,880,657	7,008,740	6,900,000
247-000-40220	PERSONAL PROPERTY TAX LOSS REIMBURSEMENT								
247-000-52800	FEDERAL GRANTS - OTHER								
247-000-52800.ARPA000	FEDERAL GRANTS - OTHER								
247-000-62912	CONTRIBUTIONS - PROMOTIONS COMMITTEE								
247-000-62913	CONTRIBUTIONS - BUSINESS DEVLPMNT								
247-000-66500	INTEREST	200,720	189,557	208,040	161,074	208,040	71,626	100,000	80,000
247-000-67100	MISCELLANEOUS REVENUE	70,250	70,254	346,320	296,821	128,000	100,000	128,000	50,000
247-000-69700	USE OF FUND BALANCE	1,836,986							
247-000-69943	TRANSFER FROM CAPITAL PROJECTS								
247-000-69950	TRANSFER FROM AB&E	10,000	10,000	10,000	10,000				
247-000-69955	TRANSFER FROM RECREATION								
247-000-69962	TRANSFER FROM WC INSURANCE FUND								
247-000-69968	TRANSFER FROM MED INSURANCE								
247-000-69969	TRANSFER FROM GENERAL LIABILITY								
NET OF REVENUES/APPROPRIATIONS - 000 - NON-DEPARTMENTAL		8,917,956	6,298,660	7,168,360	7,031,136	7,446,040	7,052,283	7,236,740	7,030,000
EXPENDITURES: Dept 729 - DDA/TIFA									
247-729-70203	WAGES - PERMANENT	117,157	118,561	117,304	118,665	82,891	148,776	200,000	261,180
247-729-70204	WAGES - TEMPORARY	250	144	500		500			
247-729-70300	WAGES - OVERTIME	25,000	21,062	25,000	9,979	20,000	13,990	15,000	15,000
247-729-70401	LONGEVITY PAY		125	188	125		125	125	
247-729-70402	SICK LEAVE PAY	750	323	230	701	350		350	400
247-729-70407	DUPLICATE HEALTH CARE BENEFITS PAY						1,400	1,600	2,400
247-729-70500	DEFERRED COMP - EMPLOYER CONTRIBUTION	1,492	1,540	1,791	1,688	1,204	2,796	3,730	5,220
247-729-70601	RETIREMENT CONTRIBUTIONS - GENERAL	1,425	3,320	1,514	2,012	1,660	749	1,095	432
247-729-70603	OPEB CONTRIBUTIONS		1,790	2,422	2,174				
247-729-70604	PENSION - UAL - GENERAL	2,550	5,636	3,835	5,047	4,777	2,424	3,545	2,066
247-729-70606	OPEB - UAL	2,411	3,815	3,432	2,741				
247-729-70610	DEFINED CONTRIBUTION	6,747	7,599	8,758	7,977	5,940	12,284	16,620	23,077
247-729-70620	RETIREE HSA	2,999	3,377	3,646	3,545	2,640	5,448	7,370	10,257
247-729-70901	MEAL ALLOWANCE	500	40	500		250			
247-729-70902	UNIFORM/CLEANING ALLOWANCE								
247-729-70905	BOOT ALLOWANCE			20					
247-729-71000	FRINGE BENEFITS								
247-729-71101	FICA	7,737	10,315	10,588	9,034	7,358	11,913	15,830	21,291
247-729-71102	UNEMPLOYMENT COMPENSATION TAX	42	108	83	57	27	51	90	53
247-729-71201	GROUP MEDICAL INSURANCE	11,022	17,809	9,598	18,871	16,057	7,376	7,700	8,769
247-729-71203	GROUP DENTAL INSURANCE	1,145	1,300	1,208	1,258	976	783	790	1,089
247-729-71204	GROUP LIFE INSURANCE	282	339	292	246	114	157	220	256
247-729-71205	VISION INSURANCE	100	130	147	137	114	50	50	125
247-729-71206	WORKERS COMPENSATION INSURANCE	309	649	573	298	330	400	720	750
247-729-71207	SHORT AND LONG TERM DISABILITY	609	756	586	666	494	604	780	1,615
247-729-79900	MISCELLANEOUS OPERATING SUPPLIES	1,000	1,407	1,000		1,000	91	150	
247-729-80100	CONTRACTED WORKER SERVICES	10,000	11,000	10,000	11,000	10,000			
247-729-80200	CONTRACTED LEGAL/ADVISORY COUNSEL	30,000	3,834	20,000	12,508	10,000	1,018	2,000	
247-729-80800	AUDIT SERVICES	3,690	3,831	2,630	3,843	2,130	1,771	1,771	1,890
247-729-81201	PROPERTY & CASUALTY INSURANCE SERVICES	49,300	40,621	35,700	38,437	29,500	30,687	36,930	26,100
247-729-81401	CONSTRUCTION ENGINEERING SERVICES								
247-729-81403	DEMOLITION SERVICES								

247-729-82500	MISC CONTRACTED SERVICES	3,024,650	1,115,189	1,379,650	1,078,644	1,064,400	767,932	1,064,400	964,590
247-729-82500.CAP2416	MISC CONTRACTED SERVICES		608,644		57,005				
247-729-85101	ELECTRIC	20,000	12,714	20,000	13,869	20,000	9,351	14,000	15,000
247-729-85200	TAXES								
247-729-85710	MAIN ST COMMITTEE - ORGANIZATION								
247-729-85711	MAIN ST COMMITTEE - DESIGN	60,000	30,025	60,000	13,803	30,000	55,913	31,100	30,000
247-729-85712	MAIN ST COMMITTEE - PROMOTION	1,349,700	1,374,835	1,300,400	1,348,505	968,300	1,088,213	968,300	1,074,900
247-729-85713	MAIN ST COMMITTEE - BUSINESS DEVELOPMENT	448,000	401,163	448,000	372,622	245,500	230,411	245,500	381,990
247-729-86101	TRAINING & EDUCATION	5,000	25	5,000		5,000	6,652	1,000	7,500
247-729-86500	DUES & MEMBERSHIPS	2,500	1,264	2,500	1,607	2,500	1,125	1,500	1,280
247-729-87501	ADVERTISING & LEGAL NOTICES	3,500	1,621	3,500	1,505	3,500	147	1,500	1,500
247-729-93101	TRANSFER TO GENERAL FUND	737,000	737,000	737,000	737,000	737,000	737,000	737,000	737,000
247-729-93202	TRANSFER TO MAJOR STREETS			25,000	25,000				
247-729-93207	TRANSFER TO PUBLIC SAFETY	540,000	540,000	540,000	540,000	540,000	450,000	540,000	540,000
247-729-93243	TRANSFER TO BROWNFIELD								
247-729-93274	TRANSFER TO CDBG								
247-729-93299	TRANSFER TO GRANT FUND								
247-729-93303	TRANSFER TO COURT DEBT FUND								
247-729-93450	TRANSFER TO ROCC CAP PROJECT								
247-729-93498	TRANSFER TO CAPITAL PROJECTS								
247-729-93506	TRANSFER TO AB&E								
247-729-93516	TRANSFER TO AUTO PARKING	2,086,600	2,086,554	1,289,000	1,288,459	1,289,000	1,288,784	1,289,000	1,291,000
247-729-93551	TRANSFER TO FARMERS MARKET								
247-729-96400	BANK SERVICE CHARGES & FEES	2,700	3,120	2,700	3,304	2,700	1,945	3,000	3,000
247-729-96800	MISCELLANEOUS EXPENDITURES	360,000	368,847	360,000	369,679	670,000	584,698	585,000	670,000
247-729-96801	MISCELLANEOUS EXPENDITURES								
247-729-96899	CONTINGENCY								
247-729-96901	INCREASE IN FUND BALANCE			734,065		344,828			
247-729-97000	CAPITAL OUTLAY					1,325,000	17,494	2,351,850	
247-729-97001	CAPITAL OUTLAY-NON-QUALIFIED								
247-729-99131	PENSION PRINCIPAL								
247-729-99136	OPEB PRINCIPAL								
247-729-99531	PENSION DEBT INTEREST								
247-729-99536	OPEB DEBT INTEREST								
247-729-99800	LONG-TERM DEBT AGENCY FEES								
NET OF REVENUES/APPROPRIATIONS - 729 - DDA/TIFA		(8,917,957)	(7,541,702)	(7,168,360)	(6,102,011)	(7,446,040)	(5,482,558)	(8,149,616)	(6,099,730)
ESTIMATED REVENUES - FUND 247		8,917,956	6,298,660	7,168,360	7,031,136	7,446,040	7,052,283	7,236,740	7,030,000
APPROPRIATIONS - FUND 247		8,917,957	7,541,702	7,168,360	6,102,011	7,446,040	5,482,558	8,149,616	6,099,730
NET OF REVENUES/APPROPRIATIONS - FUND 247		(1)	(1,243,042)		929,125		1,569,725	(912,876)	930,270
BEGINNING FUND BALANCE		2,935,648	2,935,648	1,692,606	1,692,606	2,621,733	2,621,733	2,621,733	1,708,857
ENDING FUND BALANCE		2,935,647	1,692,606	1,692,606	2,621,731	2,621,733	4,191,458	1,708,857	2,639,127

Fund 248 - DDA OPERATING FUND

REVENUES: Dept 000 - NON-DEPARTMENTAL

248-000-40200	PROPERTY TAX REVENUES	53,100	50,348	53,100	50,523	56,160	50,172	51,500	50,000
248-000-52800	FEDERAL GRANTS - OTHER								
248-000-52800.ARPA000	FEDERAL GRANTS - OTHER								
248-000-66500	INTEREST	3,390	5,637	5,788	5,676	1,890	2,730	5,500	1,500
248-000-67100	MISCELLANEOUS REVENUE						15,000	15,000	
248-000-69700	USE OF FUND BALANCE			2,100		57,797			
248-000-69962	TRANSFER FROM WC INSURANCE FUND								
248-000-69968	TRANSFER FROM MED INSURANCE								
NET OF REVENUES/APPROPRIATIONS - 000 - NON-DEPARTMENTAL		56,490	55,985	60,988	56,199	115,847	67,902	72,000	51,500

EXPENDITURES: Dept 729 - DDA/TIFA

248-729-70203	WAGES - PERMANENT	24,491	26,053	23,332	31,226	61,773	100	100	
248-729-70204	WAGES - TEMPORARY								
248-729-70300	WAGES - OVERTIME								
248-729-70401	LONGEVITY PAY		263	163	263		263	265	
248-729-70402	SICK LEAVE PAY	530	795	820		800			
248-729-70500	DEFERRED COMP - EMPLOYER CONTRIBUTION	531	628	437	522	1,219	3	10	
248-729-70601	RETIREMENT CONTRIBUTIONS - GENERAL	741	2,522	1,312	2,020	2,872			
248-729-70603	OPEB CONTRIBUTIONS	931	2,327	2,099	1,690				
248-729-70604	PENSION - UAL - GENERAL	1,326	4,471	3,324	4,622	8,267			
248-729-70606	OPEB - UAL	1,569	2,925	2,974	2,074				
248-729-70610	DEFINED CONTRIBUTION	729				2,929			
248-729-70620	RETIREE HSA	324				1,302			
248-729-71000	FRINGE BENEFITS								
248-729-71101	FICA	1,897	2,063	1,338	1,608	4,746	18	20	
248-729-71102	UNEMPLOYMENT COMPENSATION TAX	7	7	4	3	17			
248-729-71201	GROUP MEDICAL INSURANCE	1,500	1,295	818	1,013	8,630			
248-729-71203	GROUP DENTAL INSURANCE	231	255	158	174	673			
248-729-71204	GROUP LIFE INSURANCE	47	40	27	30	72	20	35	
248-729-71205	VISION INSURANCE	13	12	8	8	59			
248-729-71206	WORKERS COMPENSATION INSURANCE	170	18	16	16	20			
248-729-71207	SHORT AND LONG TERM DISABILITY	149	117	58	83	368			
248-729-72701	OFFICE SUPPLIES	500	211	500	500	500	234	500	500
248-729-74500	TREES, SHRUBS & PLANTS	500		500		500			
248-729-79900	MISCELLANEOUS OPERATING SUPPLIES	1,000	1,934	1,000		1,000			
248-729-80800	AUDIT SERVICES								
248-729-81201	PROPERTY & CASUALTY INSURANCE SERVICES								
248-729-82500	MISC CONTRACTED SERVICES	10,920	5,638	15,000	13,986	15,000	29,486	30,250	20,000
248-729-85107	TELEPHONE SERVICE								
248-729-86101	TRAINING & EDUCATION	2,000		2,000	3,112	1,000	198	500	5,000
248-729-86300	TRAVEL COSTS	3,000		3,000		2,000	1,614	1,000	2,500
248-729-87501	ADVERTISING & LEGAL NOTICES	1,500	1,039	2,000		2,000			
248-729-89900	MISCELLANEOUS EQUIPMENT LEASES & RENTALS								
248-729-96400	BANK SERVICE CHARGES & FEES	100	89	100	105	100	118	150	150
248-729-96800	MISCELLANEOUS EXPENDITURES								
248-729-96899	CONTINGENCY								
248-729-96901	INCREASE IN FUND BALANCE	1,783							
NET OF REVENUES/APPROPRIATIONS - 729 - DDA/TIFA		(56,489)	(52,702)	(60,988)	(62,555)	(115,847)	(32,054)	(32,830)	(28,150)

ESTIMATED REVENUES - FUND 248	56,490	55,985	60,988	56,199	115,847	67,902	72,000	51,500
APPROPRIATIONS - FUND 248	56,489	52,702	60,988	62,555	115,847	32,054	32,830	28,150
NET OF REVENUES/APPROPRIATIONS - FUND 248	1	3,283		(6,356)		35,848	39,170	23,350
BEGINNING FUND BALANCE	119,417	119,417	122,700	122,700	116,346	116,346	116,346	155,516
ENDING FUND BALANCE	119,418	122,700	122,700	116,344	116,346	152,194	155,516	178,866

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Placer.ai License
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	June 17, 2026

EXECUTIVE SUMMARY

The DDA has maintained a license with Placer.ai since 2024. The tool has been increasingly useful to analyze visitation, consumer behavior, and for evaluation of events. After a lengthy deliberation with Placer staff, we have come to an agreement to expand access to additional departments and increase the usefulness of the tool for DDA.

Some highlights of the scope of the new agreement follow:

- Customer and its authorized users may not provide access to any third party agents acting on Customer’s behalf (including any consultants, contractors, or other agents of Customer) without prior written consent from Placer. Any such approved access may be subject to an additional fee pursuant to a written amendment to this Order Form.
- Point of Interest Requests: Annual Maximum of 2080
- Maximum number of authorized user(s) available to Customer: 6
- Xtra Reports: Quarterly Maximum of 65 credits; Annual Maximum of 260.
- Customer’s authorized users may only be members of the following Customer Department: Economic development; Parks and Recreation; Downtown Development Authority.

The 2026-27 budget has \$49,950 for Placer.ai. This small additional expense will greatly increase our number of users and include parks data that we currently do not have access to. This will allow the City of Royal Oak to create a community of practice that actively uses data to inform decision making now and into the future. Staff recommends executing the contract for \$56,838.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$56,838
AMOUNT CURRENTLY BUDGETED	\$49,950
FUNDING SOURCE/ GL NUMBER	247-729-82500

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

There is a small negative impact on revenue of \$6,888. This will be made up from savings in other line items. Last year Placer.ai data led to a decision to cancel funding for an event which brought back \$100,000 to the Downtown Development Authority. A memorandum of understanding (MOU) with the City and other departments that use DDA Placer licenses could lead to additional revenue or in-kind support for the DDA and our programs.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

Staff extensively utilize this tool. Approximately 10 hours per week were spent on pulling and analyzing Placer data. A total of 944 reports were generated between September 2025 and April 2026 when the current license expired. Having additional users will make it possible for people from different departments to get well versed in how to pull and analyze data.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. Usage data will let us know what social infrastructure is working, and what gaps we have moving forward.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. Better usage data will help us understand how parks and public space visitors, also visit the downtown. We can then develop strategies and programming to ensure greater cross-utilization.

6.6. ECONOMY AND EDUCATION: Establish public policies, programs, and resources to support local small businesses and business retention. 6.6.1. Support and encourage participation in buy-local campaigns. We will support buy-local campaigns, such as Small Business Saturday, and analyze these using Placer data.

The Aging in Place Plan identified a number of areas that intersect with this project:

5.1. Create and promote a network of social engagement opportunities for multiple generations. Understanding usage data for different areas downtown will feed in to a social engagement strategy.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

No community engagement has occurred.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the Executive Director to execute the 2026-27 Placer contract.

ATTACHMENTS:



**PLACER LABS INC.
ORDER FORM**

City of Royal Oak	("Customer")	Placer Labs Inc.	("Placer")
Address:	203 S. Troy Street Royal Oak, Michigan 48067	Address:	440 N Barranca Ave., #1277 Covina, CA 91723
		Contact Person	JT Breslin
Contact Person:	Isaac Kremer	Billing Contact Person:	Jason Tsui
Email:	isaack@romi.gov	Billing Email*:	billing@placer.ai
Phone:	19472820569	Billing Phone*:	415-228-2444 ext 806
Billing Contact Email:	isaack@romi.gov	*Not for use for official notices.	

1. Services and Fees.

The services provided under this Order Form (the "Services") include:

Services Description	Total Fees	Services Description Detail
Platform Access	\$56,838	Section 2
Esri Basemaps	\$0	Section 2
Chains Report Expanded	\$0	Section 2
Void Analysis	\$0	Section 2

Subscription Fees Total	\$56,838
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All Fees in this Order Form are shown in US Dollar (USD)
The sum of the components may not be equal to the total shown due to rounding; the stated total represents the accurate dollar amount.

2. Services Description.

Chains Report Expanded

Chains Report Expanded which displays chain-level demographic and psychographic data.

Placer Venue Analytics Platform

Access to Placer's location analytics platform (the "Placer Platform"). Access to Placer XTRA reports, subject to Scoping and Additional Usage Limitations in Section 3. Placer Platform includes a Default Credit Allocation of 2,000 Credits annually for use with credit-enabled features on the Placer Platform. The Default Credit Allocation is subject to the Placer Credits Additional Terms in Section 8. Additional Credits may be purchased separately.

Void Analysis

Access to the Void Analysis tool.

Advanced Market Report

Advanced Market Report is an advanced version of the market report in the Placer Platform.

Esri Basemaps

Esri Basemaps is enabled on the Placer Platform . The Esri Basemaps product is subject to the Additional Terms for the Esri Basemaps Enabled Platform outlined herein.

3. Permitted Uses and Limitations.

Permitted Uses:

Customer may use Placer Data solely for the following purposes (“**Permitted Uses**”): (a) Customer may use Placer Data for Customer’s internal business purposes; and (b) Customer may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

“**Placer Data**” means the data, information and materials accessible via the Services.

“**Research Data**” means datasets and other materials created by Customer that result in any part from Customer’s use of Placer Data:

- Research Data may contain limited excerpts and discrete portions of Placer Data (“Excerpts”) so long as: (i) such Excerpts are only supportive of, and do not independently form a substantial part of, the Research Data; (ii) Research Data does not include full copies or substantial portions of Placer Data; and (iii) any such Research Data is distributed to no more than a limited number of Customer’s clients and prospective clients and is not commercially or generally distributed;
- The Customer may share Research Data with current and potential customers, and in marketing materials; provided that the Customer shall cite Placer as a provider of such information (for such purpose only, Placer grants Customer the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation); and
- Customer shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Customer may display Placer Data as part of Research Data.

No part of the Placer Data or Research Data may be used: (i) in connection with, or to enable development of machine learning, rules engines, or other similar automated processes; or (ii) to train third-party artificial intelligence (“AI”) technologies, models, software, platforms or tools including, without limitation, ChatGPT, Bard and similar AI technologies. None of the Placer Data, or any part thereof, may be shared externally with any third-party AI technology service providers unless the third-party AI service providers are contractually prohibited from: (i) using the Placer Data to develop or improve the AI technology, (ii) storing any portion of the Placer Data; and (iii) redistributing any portion of the Placer Data to any third party.

Scoping and Additional Usage Limitations: In addition to and not in replacement of any usage limitations in this Order Form and the Agreement, Customer’s access to and usage of the Services and Placer Data is further limited as follows:

- Customer and its authorized users may not share user credentials, logins or Placer Data with any others.
- Customer and its authorized users may not provide access to any third party agents acting on Customer’s behalf (including any consultants, contractors, or other agents of Customer) without prior written consent from Placer. Any such approved access may be subject to an additional fee pursuant to a written amendment to this Order Form.
- POI Requests: Annual Maximum of 2080
- Maximum number of authorized user(s) available to Customer: 6
- Xtra Reports: Quarterly Maximum of 65 credits; Annual Maximum of 260.

- Customer’s authorized users may only be members of the following Customer Department: Economic development;Parks and Recreation;Other - DDA;

4. Term and Termination.

Term:

The Initial Term and any Additional Terms are referred to collectively as the “Term.”

- Initial Term: The initial term of this Order Form will begin as of the last signature date set forth below (the “**Effective Date**”), and will continue for 12 consecutive months thereafter (the “**Initial Term**”). Each renewal or additional term, if any, is referred to as “**Additional Term**,” and the Initial Term and any Additional Terms are referred to collectively as the “**Term**”.
- Additional Term: Following expiration of the Initial Term, this Order Form shall be automatically renewed for additional periods of the same duration as the Initial Term, unless either party provides written notice of non-renewal at least twenty (20) days prior to the expiration of the then-current term.

Termination:

- Material Breach: Either party may terminate this Order Form upon thirty (30) days’ notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days.
- Suspension: In addition, Placer may immediately suspend Customer’s access to the Services, or terminate the Order Form, in the event of non-payment by the Customer or breach by Customer of any restrictions regarding usage of the Services.
- Fees: All Fees are non-refundable and in the event of any termination, Customer will pay in full for the Services.

Post -Termination:

- Rights and Licenses: Upon any termination or other expiration of this Order Form all rights and licenses granted to Customer to use the Services and Placer Data shall cease.
- Placer Data: Within ten (10) days after such termination or expiration, Customer will permanently delete or destroy all elements of Placer Data under its control; provided however, Customer shall not be required to immediately purge from its hard-copy, electronic or email files Placer Data that Customer accessed or otherwise used in compliance with the terms of this Order Form or the Agreement which are contained in such hard-copy, electronic or email files (the “Post-Termination Information”), so long as any Post-Termination Information is (x) solely retained for ordinary corporate systems backup, legal or regulatory purposes, (y) not used, copied, distributed or displayed for internal research or marketing or for any other commercial purposes and (z) ultimately deleted in accordance with Customer’s data retention policy.
- Research Data: Customer may retain and continue to use and distribute copies of Research Data generated hereunder, provided that any such Research Data containing Excerpts (w) is presented in such a manner that it could not reasonably be decompiled or reverse engineered to extract the underlying Placer Data, (x) is used for Customer’s internal, non-commercial business purposes only, (y) is ultimately deleted in accordance with Customer’s data retention policy and (z) is otherwise used in accordance with this Order Form and the Agreement.
- Certification: Upon request from Placer, Customer shall certify in writing its compliance with this provision.

5. Invoicing, Payment Terms, and Fee Increases.

Invoicing and Payment Terms:

Placer will invoice Customer as follows for the Initial Term starting on the Effective Date:	Annually (Placer will invoice Customer for the entire Annual Fee promptly after the Effective Date and then annually thereafter)
Customer shall pay all invoices within the following number of days of the invoice date:	30

- Placer will send all billing via electronic invoice to the Customer billing contact email indicated above via NetSuite.
- If Customer believes that Placer has invoiced Customer incorrectly, Customer must contact Placer no later than sixty (60) days after the closing date on the first invoice in which the error or problem appeared in order to receive an adjustment or credit. Inquiries should be directed to Placer's customer support department at support@placer.ai.
- Unpaid amounts are subject to a finance charge of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is lower, plus all expenses of collection.
- Customer is responsible for all applicable taxes arising directly from the Services other than U.S. taxes based on Placer's net income.

Fee Increases:

- The Annual Fee for the Initial Term has been based on the metric(s) and scoping in this Order Form, Placer reserves the right to increase the Customer's Annual Fee for any Additional Term if the metric or scope of use has increased.
- Except as specifically provided otherwise in this Order Form, renewal of promotional or one-time priced Fees will be at Placer's applicable subscription pricing in effect at the time of the applicable Additional Term.
- Customer agrees that if any event occurs that will result in a material increase in Customer's usage of the Services (whether due to a merger or acquisition or otherwise), Customer will notify Placer in writing no later than thirty (30) days following the date of such event and Placer reserves the right to increase the Customer's Annual Fee mid-Term accordingly. If such event consists of Customer's merger with or acquisition of another customer of Placer, the Annual Fee increase shall be in an amount no less than the pro-rated annual fee of such other customer.
- Except as specifically provided otherwise in this Order Form, Annual Fees for any Additional Term shall be subject to an increase up to the greater of eight percent (8%) or CPI, unless Placer provides notice of different pricing at least thirty (30) days prior to the applicable Additional Term. Any such increase in Annual Fees will only be effective upon commencement of the Additional Term.

6. Support.

Premier Customer Support

- Regular Meetings with Placer's Customer Success Team
- Live, Virtual Training support

Placer will use commercially reasonable efforts to provide customer service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, Customer shall contact support@placer.ai.

7. Confidentiality.

Each party (the "Receiving Party") understands that the other party (the "Disclosing Party") has disclosed or may disclose business, technical or financial information relating to the Disclosing Party's business (hereinafter referred to as "Proprietary

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CON-056484

Placer Confidential Information

All rights reserved. This document contains confidential and/or proprietary information belonging to Placer Labs Inc. which may not be reproduced or transmitted in any form or by any means without the express written consent of Placer.

Information” of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities and performance of, and pricing for, the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

8. Miscellaneous.

Funding Failure Termination Right. If funds for continued payments under this Agreement by the Customer are at any time unavailable or are insufficient for the Initial Term or any Additional Term, through failure of any entity, including the Customer itself, to appropriate such funds, then the Customer shall, within ten (10) days of such determination, provide notice to Placer and both Placer and the Customer shall have the right to immediately terminate this Order Form without penalty or further payment by the Customer.

Public Records Laws. Placer acknowledges that if Customer is subject to the applicable public records laws and regulations for Michigan state ("**Public Records Laws**"), that all obligations imposed by this Agreement are subordinate to Customer's obligations under Public Records Laws. Notwithstanding the foregoing, Customer agrees that it will keep Placer's Proprietary Information (including any Placer Data) confidential in accordance with this Order Form and the Agreement unless otherwise required by applicable law, including Public Records Law.

License Agreement Amendments. For the purposes of this Order Form only, the Agreement is hereby amended as follows:

- If applicable law prohibits Customer from indemnifying Placer, then Section 5.b of the Agreement, beginning “Customer shall defend, indemnify and hold Placer harmless...”, is hereby deleted in its entirety.
- The third to the last sentence of Section 8 of the Agreement is hereby removed in its entirety and replaced with the following: “This Agreement shall be governed by the laws of the State of Michigan without regard to its conflict of laws provisions.”

Additional Terms For the Esri Basemaps Enabled Platform. “Customer hereby acknowledges and agrees that access to and use of the Esri Basemaps features in the Placer Platform is subject to the supplemental Terms and Conditions included below (the “**Supplemental T&Cs**”). Customer acknowledges and agrees that the Supplemental T&Cs shall specifically modify, amend and supersede any contrary terms or conditions in this Order Form or the Agreement.”

“Supplemental T&Cs.

1. Customer hereby disclaims, to the extent permitted by applicable law, Environmental Systems Research Institute, Inc.’s (“Esri”) and its licensors' liability for any damages or loss of any kind, whether direct, special, indirect, incidental, or consequential, arising from the use of the Placer Platform or its components or output therefrom including, but not limited to, liability for use of the Placer Platform or its components or output therefrom in high-risk activities or liability related to any data supplied by Esri.
2. Customer hereby agrees that, at the time of termination of use of the Placer Platform, it shall delete or destroy all elements of data derived from the Placer Platform or its components; provided however, that Customer shall not be required to immediately purge from its hard-copy, electronic or email files any such data which are contained in such files for so long as such data is (i) solely retained for ordinary corporate systems backup, legal or regulatory purposes,

- (ii) not used for any commercial purposes or monetized in any manner and (iii) ultimately deleted in accordance with its data retention policy.
3. Customer hereby agrees that it shall comply fully with all relevant export control and trade sanctions laws and regulations of the United States, including, but not limited to, the Export Administration Regulations (EAR), including prohibited end users and end uses as referenced in Part 744 of the EAR and all of its relevant supplements including Supplement No. 4 to Part 44 of the EAR(<https://www.bis.doc.gov/index.php/documents/regulations-docs/2343-part-744-control-policy-end-user-and-end-use-based-2/file> and <https://www.bis.doc.gov/index.php/documents/regulations-docs/2347-744-supp-4-6/file>); International Traffic in Arms Regulations (ITAR); and the United States Department of Treasury, Office of Foreign Assets Control (OFAC) regulations, and it shall ensure that the Placer Platform, Placer Data and/or any component or output therefrom is not exported, reexported, transferred, diverted, used, or accessed, directly or indirectly, in violation of any United States export control and trade sanctions laws and regulations. When applicable, Customer shall provide Placer with information about its export and distribution activities as may be required for Placer and Esri to meet their respective obligations under the United States export control and trade sanctions laws and regulations.
 4. Customer hereby agrees that it shall not remove or obscure any patent, copyright, trademark, proprietary rights notices, or legends contained in or affixed to the Placer Platform, any component thereof, any data supplied by Esri, output, metadata file, or online or hard-copy attribution page of any data supplied by Esri with respect to the Placer Platform and/or any component thereof.
 5. Customer hereby acknowledges and agrees that Esri and its licensors do not warrant that any data supplied by Esri or its licensors or in the Placer Platform and/or any component thereof will meet its needs or expectations; that the use of the Placer Platform, any component thereof, any data supplied by Esri or its licensors will be uninterrupted; or that all nonconformities can or will be corrected. Esri and its licensors are not inviting reliance on any data supplied by Esri or its licensors in the Placer Platform and/or any component thereof, and Customer should always verify actual data supplied by Esri or its licensors in the Placer Platform and/or any component thereof. Any warranty offered by Placer for the Placer Platform, any component or output therefrom and/or any data supplied by Esri or its licensors shall only apply between Placer and Customer. Esri and its licensors do not offer any warranties or indemnities to Customer for the Placer Platform, any component thereof and/or any data supplied by Esri.
 6. Customer hereby agrees that it shall not store, or cache, for the purposes of redistributing, or sublicensing content or otherwise using the Placer Platform and/or any component or output therefrom in violation of Esri's or a third-party's rights, including intellectual property rights, privacy rights, nondiscrimination laws, export laws, or any other applicable laws or regulations.”

Placer Credits Additional Terms

1. Definitions

1.1. "Credits" means units of value consumed when using credit-enabled features that are identified as such on the Placer Platform. Credits have no cash value and are not redeemable. Details regarding credit rates, consumption, and available Credit Packages are available at <https://view-su2.highspot.com/viewer/5e7bf30c4048a7c9642a5aabc810353a>

1.2. "Default Credit Allocation" means the number of Credits included with a Placer Platform subscription.

1.3. "Credit Package" means a bundle of Credits purchased by Customer pursuant to an Order Form, Amendment, or online terms.

1.4. "Committed Credits" means a Credit Package purchased on an annual subscription basis.

1.5. "Top-Up Credits" means a one-time Credit Package purchased to supplement Customer's Credits.

1.6. "On-Demand Credits" means Top-Up Credits purchased by an authorized administrator of Customer's account through Placer's self-service purchasing interface and paid in advance by credit card at the time of purchase.

1.7. "Credit Balance" means the total number of Customer's unexpired, unused Credits at any given time.

2. General Credit Terms

2.1 Default Credit Allocation. Placer will provision the Default Credit Allocation with the number of Credits specified in the applicable Order Form for no additional fee. The Default Credit Allocation refreshes on each annual anniversary of the Effective Date. Unused Credits from any prior period do not carry over and are forfeited upon refresh.

2.2 Purchasing Credits. Customer may purchase additional Credits at any time via Order Form or Amendment for Committed Credits or Top-Up Credits, or by an authorized administrator of Customer's account purchasing On-Demand Credits through Placer's self-service purchasing interface. All Credit purchases are final and non-cancellable.

2.3 Credit Consumption. Credits are consumed when Customer initiates a credit-enabled action on the Placer Platform. Credit consumption rates are published on the Placer Platform and may be updated by Placer upon no less than thirty (30) days' prior notice via the Placer Platform or email. Rate changes apply to Credits consumed after the effective date of the change. For the avoidance of doubt, rate changes do not alter the number of Credits in Customer's existing Credit Balance. Customer's current Credit Balance is viewable within the Placer Platform. Placer may update the Credits materials referenced in these terms from time to time subject to the notice requirements in this Section to the extent they affect Credit consumption rates.

2.4 Expiration; No Rollover. All Credits expire at the end of the annual period within the Term in which they were allocated or purchased. For multi-year Terms, each twelve (12)-month period is treated as a separate annual period for purposes of Credit expiration. Unused Credits do not roll over and have no cash value. No refunds or compensation will be provided for unused, expired or forfeited Credits. Notwithstanding the foregoing, if Customer terminates the Agreement for Placer's uncured material breach, Placer shall issue a pro-rata refund or credit for any unused Committed Credits or Top-Up Credits purchased by Customer for the then-current annual period.

2.5 No Transfer. Credits are non-transferable and may only be used by authorized users under Customer's account.

2.6 Disputes. Customer must submit disputes via a support request within thirty (30) days. Placer will restore Credits for verified system errors. All other disputes are resolved in Placer's reasonable discretion. Credits are consumed upon initiation of a credit-enabled action and are non-refundable once consumed.

2.7 Restrictions. Placer Data obtained through Credit-enabled features remain subject to all use restrictions in the Order Form and Agreement.

2.8 Placer Platform Subscription Required. Credits require an active Placer Platform subscription. If Customer's Placer Platform subscription expires or terminates, remaining Credits are forfeited.

2.9 Proration. If the Term is not a full twelve (12)-month period, the Default Credit Allocation and any Committed Credits will be prorated based on the number of full calendar months in that period divided by twelve (12). Partial months are excluded. Prorated Credits expire at the end of the applicable period and do not carry over.

Notices. All notices under the Order Form and the Agreement will be in writing and will be deemed to have been duly given (a) upon delivery by a recognized delivery service (e.g., FedEx) with delivery confirmation, (b) upon receipt, if sent by U.S. certified or registered mail, return receipt requested, or (c) when sent via email, if sent during normal business hours of the recipient, and on the next business day if sent after normal business hours of the recipient. Notices shall be sent to the addresses set forth in the Order Form, which addresses may be subsequently modified by written notice given in accordance with these provisions.

Trial Offering. If Placer provides Customer with additional Services or Placer Data during the Term and identifies such Services or Placer Data as for evaluation or trial purposes only (a "Trial Offering"), access to the Trial Offering is permitted only during the period designated by Placer (or if not designated, 30 days from receipt of access) ("Trial Subscription Term"), unless the Trial Offering is earlier terminated as provided below. During the Trial Subscription Term, Customer may only use the Trial Offering for internal evaluation purposes and may not otherwise use or distribute the Trial Offering for any other purposes. Notwithstanding any provision included in this Order Form or the Agreement to the contrary, in respect of the Trial Offering Customer acknowledges and agrees that: (i) either party may terminate the Trial Subscription Term immediately and without liability upon written notice to the other party; (ii) any Trial Offering is provided "as is"; (iii) Placer provides no warranty, service levels or indemnity for any Trial Offering and (iv) Placer's liability related to any Trial Offering will not exceed USD \$100. Notwithstanding the foregoing, the Services and Placer Data provided in this Order Form is not considered a Trial Offering.

Promotional Use. Customer grants Placer the right to use Customer’s company name and company logo, for Placer’s promotional purposes.

9. Authorization.

This Order Form is entered into by and between Customer and Placer effective as of the Effective Date. This Order Form and use of the Services are governed by, and Customer and Placer agree to, the License Agreement located at <https://www.placer.ai/placer-license-agreement/> (the “**Agreement**”); provided, however, that in the event of any conflict between this Order Form and the Agreement, this Order Form shall control. Unless otherwise defined in this Order Form, capitalized terms herein have the same meaning as in the Agreement.

“Customer”

“Placer”

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date:

Date:

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Roles of DDA and City
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	June 17, 2026

EXECUTIVE SUMMARY

Questions were raised about roles and responsibilities of the DDA and City at the May 2026 committee meetings of the DDA. Specific questions were raised about evaluation of the Executive Director. This led to related questions about appointments to the Board of Directors.

The following clarification was provided from Dana Walker, Director of the Michigan Downtown Alliance:

The DDA director serves the DDA Board. The DDA Board is responsible for evaluating the ED. According to sec 205 of Pa57 [found here](#).

The board may employ and fix the compensation of a director, subject to the approval of the governing body of the municipality. The director shall serve at the pleasure of the board. As far as your board goes:

According to sec 204 of PA 57 [found here](#): an authority shall be under the supervision and control of a board consisting of the chief executive officer of the municipality or his or her designee from the governing body of the municipality and not less than 8 or more than 12 members as determined by the governing body of the municipality. Members shall be appointed by the chief executive officer of the municipality, subject to approval by the governing body of the municipality.

Definitions [found here](#): "Chief executive officer" means the mayor or city manager of a city, the president or village manager of a village, or the supervisor of a township or, if designated by the township board for purposes of this part, the township superintendent or township manager of a township.

I have attached a document the MDA created to help communities regarding board appointments. Best Practice is for the chief Exec. Officer to work with the DDA to find the right fit for board members.

- What skillset is the board missing?
- Are all types of businesses in the district represented accordingly? etc.
- Are there volunteers/committee members that are ready to move to a board position?

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$0
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-82500

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

None.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

There is a slightly greater increase in volunteer time from the Board to perform evaluation of the Executive Director. Performance reviews for other DDA staff would be by the Executive Director.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

Welcome, Engaged, and Livable Community. 2. Social engagement, civic pride, and community loyalty are fostered. Board service provides opportunities to strengthen social engagement, civic pride, and community loyalty. Staff of a Main Street program are the largest volunteers, giving far more than a 40 hour a week commitment. Often there are evening and weekend events that make staff an important part of the community.

Welcome, Engaged, and Livable Community. 3. Opportunities for volunteerism and participation are provided. Providing training, especially for DDA Board members who are volunteers and others who are not staff, will lead to greater volunteerism and participation.

Safe, Healthy, and Just City. 2.3. Following the principles of respect, integrity, innovation, openness, and responsibility. Serving as a DDA volunteer or on the Board will build respect and integrity, an openness to new approaches, and responsibility in carrying out the work of the organization.

Efficient and Effective Services. 5.2. Developing individuals that are skilled, motivated and proactive. Once joining the DDA Board or as a volunteer, these

individuals receive training and are in a position to apply their skills to bring about positive change.

Efficient and Effective Services. 5.3. Offering a knowledgeable, versatile, and communicative workforce. Proper evaluation of the Executive Director and DDA staff will ensure a knowledgeable, versatile, and communicative workforce.

Efficient and Effective Services. 5.4. Assuring well-rounded and informed departments and staff. Evaluation of staff and providing a professional development pathway will improve the efficient and effective performance of services.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

6.3 – Civic Engagement and Community Connections: Promote inclusive civic engagement and empower community members to participate in local decision-making. Serving on the DDA Board as a volunteer provides opportunities to strengthen social engagement, civic pride, and community loyalty.

The Aging in Place Plan identified a number of areas that intersect with this project:

Goal 5.3: Enhance and promote volunteer opportunities for older adults. Serving on the board constitutes a volunteer opportunity for older adults.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

May 4, 2026, DDA Infrastructure Meeting. Discussed proposal for City evaluation of Executive Director with an outside contractor.

May 5, 2026, DDA Business Relations and Marketing Meeting. Discussed proposal for City evaluation of Executive Director with an outside contractor.

May 29, 2026, DDA Board Meeting. Discussed evaluation of staff and questions were raised about the role of DDA Board in evaluation.

ATTACHMENTS:

MICHIGAN LEGISLATURE

Michigan Compiled Laws Complete Through PA 16 of 2026

Senate adjourned until Tuesday, June 16, 2026 10:00 AM

House adjourned until Tuesday, June 16, 2026 1:30 PM

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MCL - Section 125.4205

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[Chapter 125](#)

[Act 57 of 2018](#)

[57-2018-2](#)

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RECODIFIED TAX INCREMENT FINANCING ACT (EXCERPT)

Act 57 of 2018

125.4205 Director; acting director; treasurer; secretary; legal counsel; other personnel.

Sec. 205.

(1) The board may employ and fix the compensation of a director, subject to the approval of the governing body of the municipality. The director shall serve at the pleasure of the board. A member of the board is not eligible to hold the position of director. Before entering upon the duties of his or her office, the director shall take and subscribe to the constitutional oath, and furnish bond, by posting a bond in the penal sum determined in the ordinance establishing the authority payable to the authority for use and benefit of the authority, approved by the board, and filed with the municipal clerk. The premium on the bond shall be deemed an operating expense of the authority, payable from funds available to the authority for expenses of operation. The director shall be the chief executive officer of the authority. Subject to the approval of the board, the director shall supervise, and be responsible for, the preparation of plans and the performance of the functions of the authority in the manner authorized by this part. The director shall attend the meetings of the board, and shall render to the board and to the governing body of the municipality a regular report covering the activities and financial condition of the authority. If the director is absent or disabled, the board may designate a qualified person as acting director to perform the duties of the office. Before entering upon the duties of his or her office, the acting director shall take and subscribe to the

oath, and furnish bond, as required of the director. The director shall furnish the board with information or reports governing the operation of the authority as the board requires.

(2) The board may employ and fix the compensation of a treasurer, who shall keep the financial records of the authority and who, together with the director, shall approve all vouchers for the expenditure of funds of the authority. The treasurer shall perform such other duties as may be delegated to him or her by the board and shall furnish bond in an amount as prescribed by the board.

(3) The board may employ and fix the compensation of a secretary, who shall maintain custody of the official seal and of records, books, documents, or other papers not required to be maintained by the treasurer. The secretary shall attend meetings of the board and keep a record of its proceedings, and shall perform such other duties delegated by the board.

(4) The board may retain legal counsel to advise the board in the proper performance of its duties. The legal counsel shall represent the authority in actions brought by or against the authority.

(5) The board may employ other personnel deemed necessary by the board.

History: [2018, Act 57](#), Eff. Jan. 1, 2019

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MICHIGAN LEGISLATURE

Michigan Compiled Laws Complete Through PA 16 of 2026

Senate adjourned until Tuesday, June 16, 2026 10:00 AM

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[57-2018-2](#)

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RECODIFIED TAX INCREMENT FINANCING ACT (EXCERPT)

Act 57 of 2018

125.4201 Definitions.

Sec. 201.

As used in this part:

(a) "Advance" means a transfer of funds made by a municipality to an authority or to another person on behalf of the authority in anticipation of repayment by the authority. Evidence of the intent to repay an advance includes, but is not limited to, an executed agreement to repay, provisions contained in a tax increment financing plan approved before the advance, or a resolution of the authority or the municipality.

(b) "Assessed value" means 1 of the following:

(i) For valuations made before January 1, 1995, the state equalized valuation as determined under the general property tax act, 1893 PA 206, MCL 211.1 to 211.155.

(ii) For valuations made after December 31, 1994, the taxable value as determined under section 27a of the general property tax act, 1893 PA 206, MCL 211.27a.

(c) "Authority" means a downtown development authority created under this part.

(d) "Board" means the governing body of an authority.

(e) "Business district" means an area in the downtown of a municipality zoned and used principally for business.

(f) "Captured assessed value" means the amount in any 1 year by which the current assessed value of the project area, including the assessed value of property

for which specific local taxes are paid in lieu of property taxes as determined in subdivision (aa), exceeds the initial assessed value. The state tax commission shall prescribe the method for calculating captured assessed value.

(g) "Catalyst development project" means a project that is located in a municipality with a population greater than 600,000, is designated by the authority as a catalyst development project, and is expected to result in not less than \$300,000,000.00 of capital investment. There must not be more than 1 catalyst development project designated within each authority.

(h) "Chief executive officer" means the mayor or city manager of a city, the president or village manager of a village, or the supervisor of a township or, if designated by the township board for purposes of this part, the township superintendent or township manager of a township.

(i) "Development area" means that area to which a development plan is applicable.

(j) "Development plan" means that information and those requirements for a development plan set forth in section 217.

(k) "Development program" means the implementation of the development plan.

(l) "Downtown district" means that part of an area in a business district that is specifically designated by ordinance of the governing body of the municipality under this part. Both of the following apply regarding a downtown district:

(i) A downtown district may include more than 1 separate and distinct geographic areas in a business district as determined by the municipality if 1 of the following requirements is met:

(A) The municipality enters into an agreement with a qualified township under section 203(7).

(B) The municipality is a city that surrounds another city and that other city lies between the 2 separate and distinct geographic areas.

(C) The municipality is located on both the mainland and 1 or more islands, and a body of water lies between the 2 separate and distinct geographic areas.

(ii) If the downtown district contains more than 1 separate and distinct geographic area in the downtown district, the separate and distinct geographic areas are considered 1 downtown district.

(m) "Eligible advance" means an advance made before August 19, 1993.

(n) "Eligible obligation" means an obligation issued or incurred by an authority or by a municipality on behalf of an authority before August 19, 1993 and its subsequent refunding by a qualified refunding obligation. Eligible obligation includes an authority's written agreement entered into before August 19, 1993 to pay an obligation issued after August 18, 1993 and before December 31, 1996 by another entity on behalf of the authority.

(o) "Fire alarm system" means a system designed to detect and annunciate the presence of fire, or by-products of fire. Fire alarm system includes smoke detectors.

(p) "Fiscal year" means the fiscal year of the authority.

(q) "Governing body of a municipality" means the elected body of a municipality having legislative powers.

(r) "Initial assessed value" means the assessed value, as equalized, of all the taxable property within the boundaries of the development area when the ordinance establishing the tax increment financing plan is approved, as shown by the most recent assessment roll of the municipality for which equalization has been completed when the resolution is adopted. Property exempt from taxation when the

initial assessed value is determined must be included as zero. For the purpose of determining initial assessed value, property for which a specific local tax is paid in lieu of a property tax is not considered to be property that is exempt from taxation. The initial assessed value of property for which a specific local tax was paid in lieu of a property tax must be determined as provided in subdivision (aa). If a municipality having a population of less than 35,000 established an authority before 1985, created a district or districts, and approved a development plan or tax increment financing plan or amendment to a plan that expired by its terms December 31, 1991, the initial assessed value for the purpose of any plan or plan amendment adopted as an extension of the expired plan must be determined as if the plan had not expired December 31, 1991. For a development area designated before 1997 in which a renaissance zone has subsequently been designated under the Michigan renaissance zone act, 1996 PA 376, MCL 125.2681 to 125.2696, the initial assessed value of the development area otherwise determined under this subdivision must be reduced by the amount by which the current assessed value of the development area was reduced in 1997 due to the exemption of property under section 7ff of the general property tax act, 1893 PA 206, MCL 211.7ff, but the initial assessed value must not be less than zero.

(s) "Municipality" means a city, village, or township.

(t) "Obligation" means a written promise to pay, whether evidenced by a contract, agreement, lease, sublease, bond, or note, or a requirement to pay imposed by law. An obligation does not include a payment required solely because of default on an obligation, employee salaries, or consideration paid for the use of municipal offices. An obligation does not include those bonds that have been economically defeased by refunding bonds issued under this part. Obligation includes, but is not limited to, the following:

(i) A requirement to pay proceeds derived from ad valorem property taxes or taxes levied in lieu of ad valorem property taxes.

(ii) A management contract or a contract for professional services.

(iii) A payment required on a contract, agreement, bond, or note if the requirement to make or assume the payment arose before August 19, 1993.

(iv) A requirement to pay or reimburse a person for the cost of insurance for, or to maintain, property subject to a lease, land contract, purchase agreement, or other agreement.

(v) A letter of credit, paying agent, transfer agent, bond registrar, or trustee fee associated with a contract, agreement, bond, or note.

(u) "On behalf of an authority", in relation to an eligible advance made by a municipality, or an eligible obligation or other protected obligation issued or incurred by a municipality, means in anticipation that an authority would transfer tax increment revenues or reimburse the municipality from tax increment revenues in an amount sufficient to fully make payment required by the eligible advance made by the municipality, or eligible obligation or other protected obligation issued or incurred by the municipality, if the anticipation of the transfer or receipt of tax increment revenues from the authority is pursuant to or evidenced by 1 or more of the following:

(i) A reimbursement agreement between the municipality and an authority it established.

(ii) A requirement imposed by law that the authority transfer tax increment revenues to the municipality.

(iii) A resolution of the authority agreeing to make payments to the incorporating unit.

(iv) Provisions in a tax increment financing plan describing the project for which the obligation was incurred.

(v) "Operations" means office maintenance, including salaries and expenses of employees, office supplies, consultation fees, design costs, and other expenses incurred in the daily management of the authority and planning of its activities.

(w) "Other protected obligation" means any of the following:

(i) A qualified refunding obligation issued to refund an obligation described in subparagraph (ii), (iii), or (iv), an obligation that is not a qualified refunding obligation that is issued to refund an eligible obligation, or a qualified refunding obligation issued to refund an obligation described in this subparagraph.

(ii) An obligation issued or incurred by an authority or by a municipality on behalf of an authority after August 19, 1993, but before December 31, 1994, to finance a project described in a tax increment finance plan approved by the municipality in accordance with this part before December 31, 1993, for which a contract for final design is entered into by or on behalf of the municipality or authority before March 1, 1994 or for which a written agreement with a developer, titled preferred development agreement, was entered into by or on behalf of the municipality or authority in July 1993.

(iii) An obligation incurred by an authority or municipality after August 19, 1993, to reimburse a party to a development agreement entered into by a municipality or authority before August 19, 1993, for a project described in a tax increment financing plan approved in accordance with this part before August 19, 1993, and undertaken and installed by that party in accordance with the development agreement.

(iv) An obligation incurred by the authority evidenced by or to finance a contract to purchase real property within a development area or a contract to develop that property within the development area, or both, if all of the following requirements are met:

(A) The authority purchased the real property in 1993.

(B) Before June 30, 1995, the authority enters a contract for the development of the real property located within the development area.

(C) In 1993, the authority or municipality on behalf of the authority received approval for a grant from both of the following:

(I) The department of natural resources for site reclamation of the real property.

(II) The department of consumer and industry services for development of the real property.

(v) An ongoing management or professional services contract with the governing body of a county that was entered into before March 1, 1994 and that was preceded by a series of limited term management or professional services contracts with the governing body of the county, the last of which was entered into before August 19, 1993.

(vi) A loan from a municipality to an authority if the loan was approved by the legislative body of the municipality on April 18, 1994.

(vii) Funds expended to match a grant received by a municipality on behalf of an authority for sidewalk improvements from the Michigan department of transportation if the legislative body of the municipality approved the grant application on April 5, 1993 and the grant was received by the municipality in June 1993.

(viii) For taxes captured in 1994, an obligation described in this subparagraph issued or incurred to finance a project. An obligation is considered issued or incurred to finance a project described in this subparagraph only if all of the following are met:

(A) The obligation requires raising capital for the project or paying for the project, whether or not a borrowing is involved.

(B) The obligation was part of a development plan and the tax increment financing plan was approved by a municipality on May 6, 1991.

(C) The obligation is in the form of a written memorandum of understanding between a municipality and a public utility dated October 27, 1994.

(D) The authority or municipality captured school taxes during 1994.

(ix) An obligation incurred after July 31, 2012 by an authority, municipality, or other governmental unit to pay for costs associated with a catalyst development project.

(x) "Public facility" means a street, plaza, pedestrian mall, and any improvements to a street, plaza, or pedestrian mall including street furniture and beautification, park, parking facility, recreational facility, right-of-way, structure, waterway, bridge, lake, pond, canal, utility line or pipe, building, and access routes to any of these places, designed and dedicated to use by the public generally, or used by a public agency. Public facility includes an improvement to a facility used by the public or a public facility as those terms are defined in section 1 of 1966 PA 1, MCL 125.1351, which improvement is made to comply with the barrier free design requirements of the state construction code promulgated under the Stille-DeRossett-Hale single state construction code act, 1972 PA 230, MCL 125.1501 to 125.1531. Public facility also includes the acquisition, construction, improvement, and operation of a building owned or leased by the authority to be used as a retail business incubator.

(y) "Qualified refunding obligation" means an obligation issued or incurred by an authority or by a municipality on behalf of an authority to refund an obligation if 1 or more of the following apply:

(i) The obligation is issued to refund a qualified refunding obligation issued in November 1997 and any subsequent refundings of that obligation issued before January 1, 2010 or the obligation is issued to refund a qualified refunding obligation issued on May 15, 1997 and any subsequent refundings of that obligation issued before January 1, 2010 in an authority in which 1 parcel or group of parcels under common ownership represents 50% or more of the taxable value captured within the tax increment finance district and that will ultimately provide for not less than a 40% reduction in the taxable value of the property as part of a negotiated settlement as a result of an appeal filed with the state tax tribunal. Qualified refunding obligations issued under this subparagraph are not subject to the requirements of section 611 of the revised municipal finance act, 2001 PA 34, MCL 141.2611, if issued before January 1, 2010. The duration of the development program described in the tax increment financing plan relating to the qualified refunding obligations issued under this subparagraph is extended to 1 year after the final date of maturity of the qualified refunding obligations.

(ii) The refunding obligation meets both of the following:

(A) The net present value of the principal and interest to be paid on the refunding obligation, including the cost of issuance, will be less than the net present value of the principal and interest to be paid on the obligation being refunded, as calculated using a method approved by the department of treasury.

(B) The net present value of the sum of the tax increment revenues described in subdivision (cc)(ii) and the distributions under section 213b to repay the refunding obligation will not be greater than the net present value of the sum of the tax increment revenues described in subdivision (cc)(ii) and the distributions under section 213b to repay the obligation being refunded, as calculated using a method approved by the department of treasury.

(iii) The obligation is issued to refund an other protected obligation issued as a capital appreciation bond delivered to the Michigan municipal bond authority on December 21, 1994 and any subsequent refundings of that obligation issued before January 1, 2012. Qualified refunding obligations issued under this subparagraph are not subject to the requirements of section 305(2), (3), (5), and (6), 501, 503, or 611 of the revised municipal finance act, 2001 PA 34, MCL 141.2305, 141.2501, 141.2503, and 141.2611, if issued before January 1, 2012. The duration of the development program described in the tax increment financing plan relating to the qualified refunding obligations issued under this subparagraph is extended to 1 year after the final date of maturity of the qualified refunding obligations. The obligation may be payable through the year 2025 at an interest rate not exceeding the maximum rate permitted by law, notwithstanding the bond maturity dates contained in the notice of intent to issue bonds published by the municipality. An obligation issued under this subparagraph is a qualified refunding obligation only to the extent that revenues described in subdivision (cc)(ii) and distributions under section 213b to repay the qualified refunding obligation do not exceed \$750,000.00.

(iv) The obligation is issued to refund a qualified refunding obligation issued on February 13, 2008, and any subsequent refundings of that obligation, issued before December 31, 2018. Qualified refunding obligations issued under this subparagraph are not subject to the requirements of section 305(2), (3), (5), and (6), 501, 503, or 611 of the revised municipal finance act, 2001 PA 34, MCL 141.2305, 141.2501, 141.2503, and 141.2611. The duration of the development program described in the tax increment financing plan relating to the qualified refunding obligations issued under this subparagraph is extended to 1 year after the final date of maturity of the qualified refunding obligations. Revenues described in subdivision (cc)(ii) and distributions made under section 213b in excess of the amount needed for current year debt service on an obligation issued under this subparagraph may be paid to the authority to the extent necessary to pay future years' debt service on the obligation as determined by the board.

(z) "Qualified township" means a township that meets all of the following requirements:

(i) Was not eligible to create an authority before January 3, 2005.

(ii) Adjoins a municipality that previously created an authority.

(iii) Along with the adjoining municipality that previously created an authority, is a member of the same joint planning commission under the joint municipal planning act, 2003 PA 226, MCL 125.131 to 125.143.

(aa) "Specific local tax" means a tax levied under 1974 PA 198, MCL 207.551 to 207.572, the commercial redevelopment act, 1978 PA 255, MCL 207.651 to 207.668, the technology park development act, 1984 PA 385, MCL 207.701 to 207.718, and 1953 PA 189, MCL 211.181 to 211.182. The initial assessed value or current assessed value of property subject to a specific local tax is the quotient of the specific local tax paid divided by the ad valorem millage rate. However, after 1993, the state tax commission shall prescribe the method for calculating the initial

assessed value and current assessed value of property for which a specific local tax was paid in lieu of a property tax.

(bb) "State fiscal year" means the annual period commencing October 1 of each year.

(cc) "Tax increment revenues" means the amount of ad valorem property taxes and specific local taxes attributable to the application of the levy of all taxing jurisdictions on the captured assessed value of real and personal property in the development area, subject to the following requirements:

(i) Tax increment revenues include ad valorem property taxes and specific local taxes attributable to the application of the levy of all taxing jurisdictions other than this state under the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, and local or intermediate school districts on the captured assessed value of real and personal property in the development area for any purpose authorized by this part.

(ii) Tax increment revenues include ad valorem property taxes and specific local taxes attributable to the application of the levy of this state under the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, and local or intermediate school districts on the captured assessed value of real and personal property in the development area in an amount equal to the amount necessary, without regard to subparagraph (i), to repay eligible advances, eligible obligations, and other protected obligations.

(iii) Tax increment revenues do not include any of the following:

(A) Ad valorem property taxes attributable either to a portion of the captured assessed value shared with taxing jurisdictions within the jurisdictional area of the authority or to a portion of value of property that may be excluded from captured assessed value or specific local taxes attributable to those ad valorem property taxes.

(B) Ad valorem property taxes excluded by the tax increment financing plan of the authority from the determination of the amount of tax increment revenues to be transmitted to the authority or specific local taxes attributable to those ad valorem property taxes.

(C) Ad valorem property taxes exempted from capture under section 203(3) or specific local taxes attributable to those ad valorem property taxes.

(D) Ad valorem property taxes levied under 1 or more of the following or specific local taxes attributable to those ad valorem property taxes:

(I) The zoological authorities act, 2008 PA 49, MCL 123.1161 to 123.1183.

(II) The art institute authorities act, 2010 PA 296, MCL 123.1201 to 123.1229.

(III) Except as otherwise provided in section 203(3), ad valorem property taxes or specific local taxes attributable to those ad valorem property taxes levied for a separate millage for public library purposes approved by the electors after December 31, 2016.

(iv) The amount of tax increment revenues authorized to be included under subparagraph (ii) or (v), and required to be transmitted to the authority under section 215(1), from ad valorem property taxes and specific local taxes attributable to the application of the levy of the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, a local school district or an intermediate school district on the captured assessed value of real and personal property in a development area must be determined separately for the levy by this state, each school district, and each intermediate school district as the product of sub-subparagraphs (A) and (B):

(A) The percentage that the total ad valorem taxes and specific local taxes available for distribution by law to this state, a local school district, or an intermediate school district, respectively, bears to the aggregate amount of ad valorem millage taxes and specific taxes available for distribution by law to this state, each local school district, and each intermediate school district.

(B) The maximum amount of ad valorem property taxes and specific local taxes considered tax increment revenues under subparagraph (ii) or (v).

(v) Tax increment revenues include ad valorem property taxes and specific local taxes, in an annual amount and for each year approved by the state treasurer, attributable to the levy by this state under the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, and by local or intermediate school districts, on the captured assessed value of real and personal property in the development area of an authority established in a city with a population of 600,000 or more to pay for, or reimburse an advance for, not more than \$8,000,000.00 for the demolition of buildings or structures on public or privately owned property within a development area that commences in 2005, or to pay the annual principal of or interest on an obligation, the terms of which are approved by the state treasurer, issued by an authority, or by a city on behalf of an authority, to pay not more than \$8,000,000.00 of the costs to demolish buildings or structures on public or privately owned property within a development area that commences in 2005.

(vi) Tax increment revenues include ad valorem property taxes and specific local taxes attributable to the levy by this state under the state education tax act, 1993 PA 331, MCL 211.901 to 211.906, and by local or intermediate school districts that were levied on or after July 1, 2010, on the captured assessed value of real and personal property in the development area of an authority established in a city with a population of 600,000 or more to pay for, or reimburse an advance for, costs associated with the land acquisition, preliminary site work, and construction of a catalyst development project.

History: 2018, Act 57, Eff. Jan. 1, 2019 ;-- Am. 2026, Act 5, Imd. Eff. Mar. 26, 2026

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MICHIGAN LEGISLATURE

Michigan Compiled Laws Complete Through PA 16 of 2026

Senate adjourned until Tuesday, June 16, 2026 10:00 AM

House adjourned until Tuesday, June 16, 2026 1:30 PM

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MCL - Section 125.4204

[Download Section](#)

[Chapter 125](#)

[Act 57 of 2018](#)

[57-2018-2](#)

[◀ Previous Section](#) [Next Section ▶](#)

RECODIFIED TAX INCREMENT FINANCING ACT (EXCERPT)

Act 57 of 2018

125.4204 Board; appointment, terms, and qualifications of members; vacancy; compensation and expenses; election of chairperson; appointment as public official; oath; conducting business at public meeting; public notice; special meetings; removal of member; review; expense items and financial records; availability of writings to public; single board governing all authorities; member as resident or having interest in property; planning commission serving as board in certain municipalities; modification by interlocal agreement.

Sec. 204.

(1) Except as provided in subsections (7), (8), and (9), an authority shall be under the supervision and control of a board consisting of the chief executive officer of the municipality or his or her designee from the governing body of the municipality and not less than 8 or more than 12 members as determined by the governing body of the municipality. Members shall be appointed by the chief executive officer of the municipality, subject to approval by the governing body of the municipality. Not less than a majority of the members shall be persons having an interest in property located in the downtown district or officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district. Not less than 1 of the members shall be a resident of the downtown district, if the downtown district has 100 or more persons residing within it. Of the members first appointed, an equal number of the members, as near

as is practicable, shall be appointed for 1 year, 2 years, 3 years, and 4 years. A member shall hold office until the member's successor is appointed. Thereafter, each member shall serve for a term of 4 years. An appointment to fill a vacancy shall be made by the chief executive officer of the municipality for the unexpired term only. Members of the board shall serve without compensation, but shall be reimbursed for actual and necessary expenses. The chairperson of the board shall be elected by the board. The rules of procedure or the bylaws of the authority may provide that a person be appointed to the board in his or her capacity as a public official, whether appointed or elected. The rules of procedure or bylaws may also provide that the public official's term shall expire upon expiration of his or her service as a public official. In addition, the public official's membership on the board expires on his or her resignation from office as a public official.

(2) Before assuming the duties of office, a member shall qualify by taking and subscribing to the constitutional oath of office.

(3) The business which the board may perform shall be conducted at a public meeting of the board held in compliance with the open meetings act, 1976 PA 267, MCL 15.261 to 15.275. Public notice of the time, date, and place of the meeting shall be given in the manner required by the open meetings act, 1976 PA 267, MCL 15.261 to 15.275. The board shall adopt rules consistent with the open meetings act, 1976 PA 267, MCL 15.261 to 15.275, governing its procedure and the holding of regular meetings, subject to the approval of the governing body. Special meetings may be held if called in the manner provided in the rules of the board.

(4) Pursuant to notice and after having been given an opportunity to be heard, a member of the board may be removed for cause by the governing body. Removal of a member is subject to review by the circuit court.

(5) All expense items of the authority shall be publicized monthly and the financial records shall always be open to the public.

(6) In addition to the items and records prescribed in subsection (5), a writing prepared, owned, used, in the possession of, or retained by the board in the performance of an official function shall be made available to the public in compliance with the freedom of information act, 1976 PA 442, MCL 15.231 to 15.246.

(7) By resolution of its governing body, a municipality having more than 1 authority may establish a single board to govern all authorities in the municipality. The governing body may designate the board of an existing authority as the board for all authorities or may establish by resolution a new board in the same manner as provided in subsection (1). A member of a board governing more than 1 authority may be a resident of or have an interest in property in any of the downtown districts controlled by the board in order to meet the requirements of this section.

(8) By ordinance, the governing body of a municipality that has a population of less than 5,000 may have the municipality's planning commission created pursuant to former 1931 PA 285 or the Michigan planning enabling act, 2008 PA 33, MCL 125.3801 to 125.3885, serve as the board provided for in subsection (1).

(9) If a municipality enters into an agreement with a qualified township under section 203(7), the membership of the board may be modified by the interlocal agreement described in section 203(7).

History: 2018, Act 57, Eff. Jan. 1, 2019 ;-- Am. 2019, Act 29, Imd. Eff. June 25, 2019

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NEW EXECUTIVE DIRECTOR ORIENTATION FOR MAIN STREET OAKLAND COUNTY

April 1, 2026



ABOUT YOUR FACILITATOR



Amy Miller

asmiller@mainstreet.org

Texas based downtown developer.
Avid hiker. Professional community
champion.



Welcome!

Please share:

1. Your name, town
2. Something we would be surprised to learn about you

AGENDA

- + **National Main Street Center – Main Street America**
- + Why Downtown is Important
- + **The Main Street Approach**
- + Membership and Resources
- + **Organization Structure**
- + Duties of the Program Manager/Executive Director
- + Board Roles and Responsibilities
- + Organizing Your Work
- + Q & A



Why Is Downtown Important?



WHY IS DOWNTOWN IMPORTANT?

- Rich in character
- Inviting public spaces
- You belong



WHY IS DOWNTOWN IMPORTANT?



Credit: Rich City Rides

Your Downtown is a symbol of:

- + Community economic health
- + Partnerships
- + Local quality of life
- + Community pride
- + Community history

Downtown supports local independent businesses that in turn support: local families, community projects and keep more profits in the community



WHY IS DOWNTOWN IMPORTANT?



Downtown can be a tourist destination

Downtown is where arts and culture thrive

Downtown serves as a good incubator for new small businesses – the success of tomorrow.

Downtown is the heart of the community

Downtown is a place to socially connect – addressing the loneliness epidemic

Downtown is an important factor for industrial, commercial developers, and professional recruitment.

Downtown often represents the largest employment center in communities with a substantial percentage of the taxable base (sales and property tax)

Show Your
Love for
Lyon

Supporting Local Businesses Responsibly & Respectfully

WHY IS DOWNTOWN IMPORTANT?



Downtown rehabilitation work stimulates the local economy. Materials and labor for new commercial construction often come from out of town.



Downtown infrastructure is a major public investment. Only healthy businesses in buildings assessed at full value generate taxes that give taxpayers a return on this public investment.

WHAT MAKES YOUR DOWNTOWN IMPORTANT?

Main Street America



HISTORY OF THE MAIN STREET MOVEMENT



Mary Means, National Main Street Center Founder



1977 pilot: Galesburg, Illinois; Madison, Indiana; and Hot Springs, South Dakota

MAIN STREET HISTORY

- + 1977, a Pilot Program was developed and tested in three Midwestern towns within the National Trust for Historic Preservation (NTHP). Three EDs and NTHP staff developed the Four Point Approach.

Oakland County is the only County-wide Main Street program in the country!



- + In 1980, after a nationwide tele-conference, the National Main Street Center was established (6 states selected – MA, PA, GA, TX, CO, NC).
- + July 2013 became a subsidiary of the NTHP, forming its own 501(c)(3) and moved its HQ to Chicago, from DC.
- + Since the beginning, well over 2,500 communities have used the Main Street Approach, and over 20 years ago established urban Main Street programs.
- + NMSC acts as a nonprofit consultant providing training, technical assistance, strategic planning, etc., and works nationally on advocacy and research initiatives.

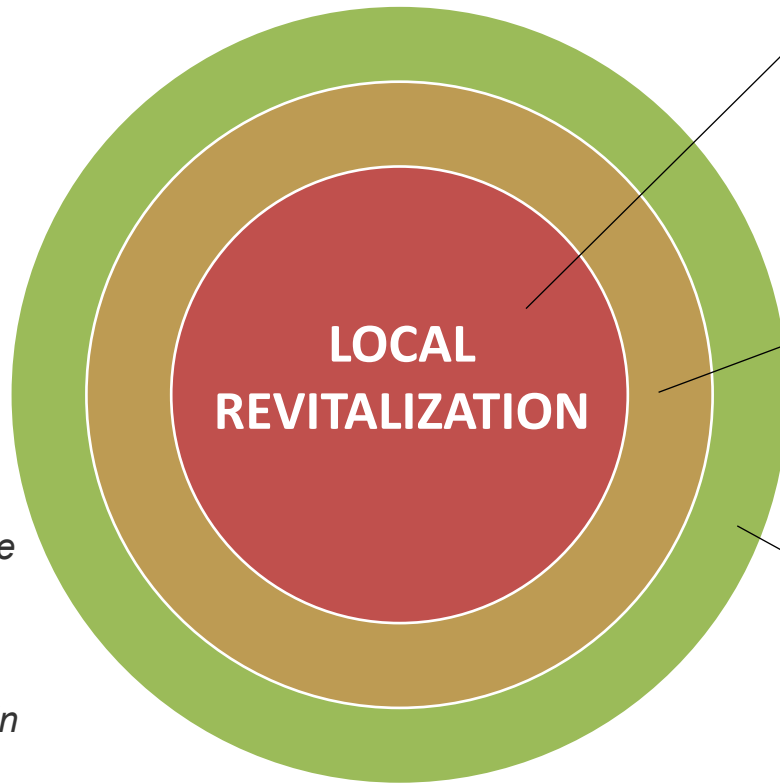
WHAT IS MAIN STREET?



- **Organization** Main Street America
- **Methodology** used to revitalize older, traditional business districts
- **Network** that connects communities, coordinating programs, and downtown professionals
- **Brand** that is a registered trademark and seen as the premier downtown revitalization program
- **Advocate** community self reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets.



PROVIDING AN EMPOWERING, MODEL OF COLLABORATION FOR LOCAL REVITALIZATION



Community & Local Main Street Program

Coordinating Partner

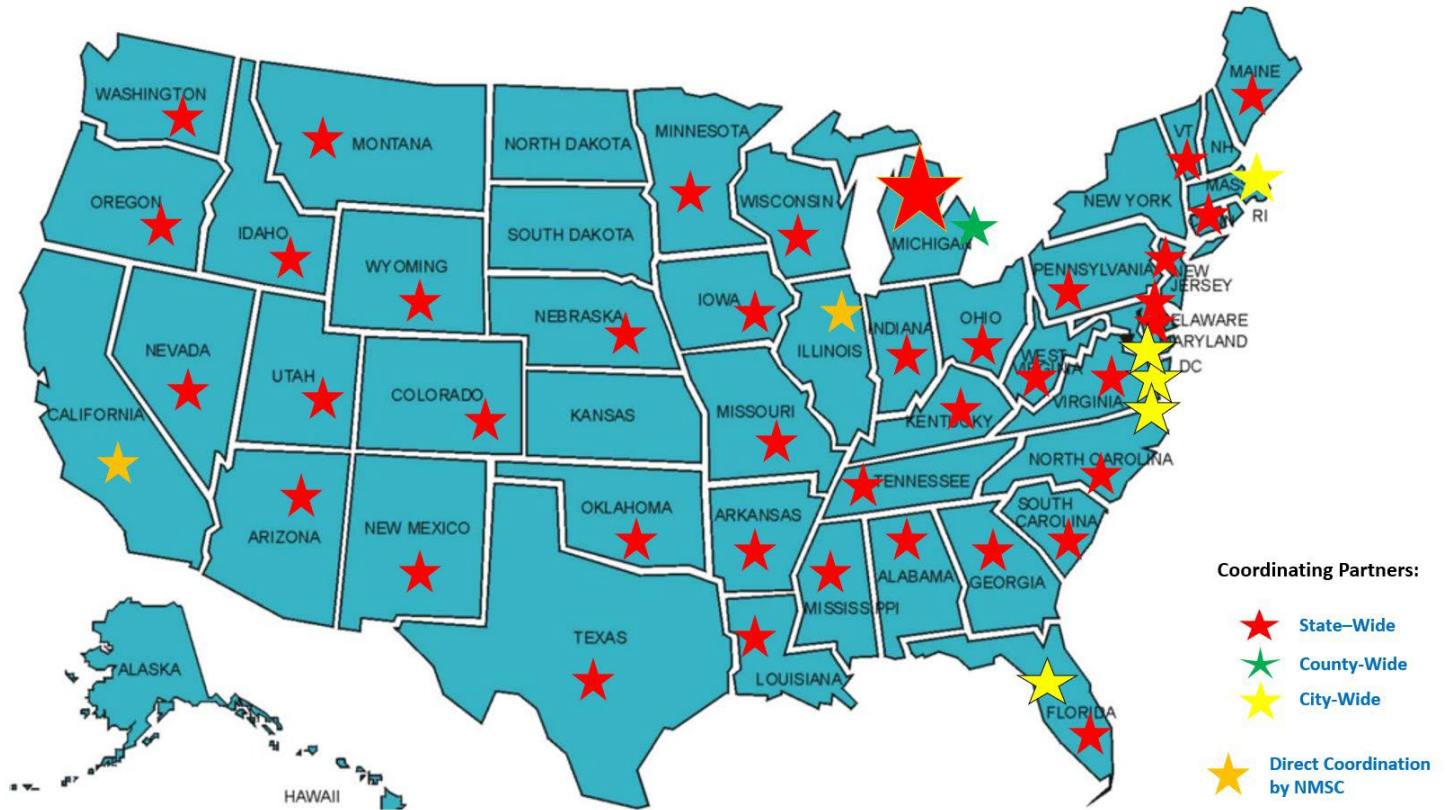


Main Street America

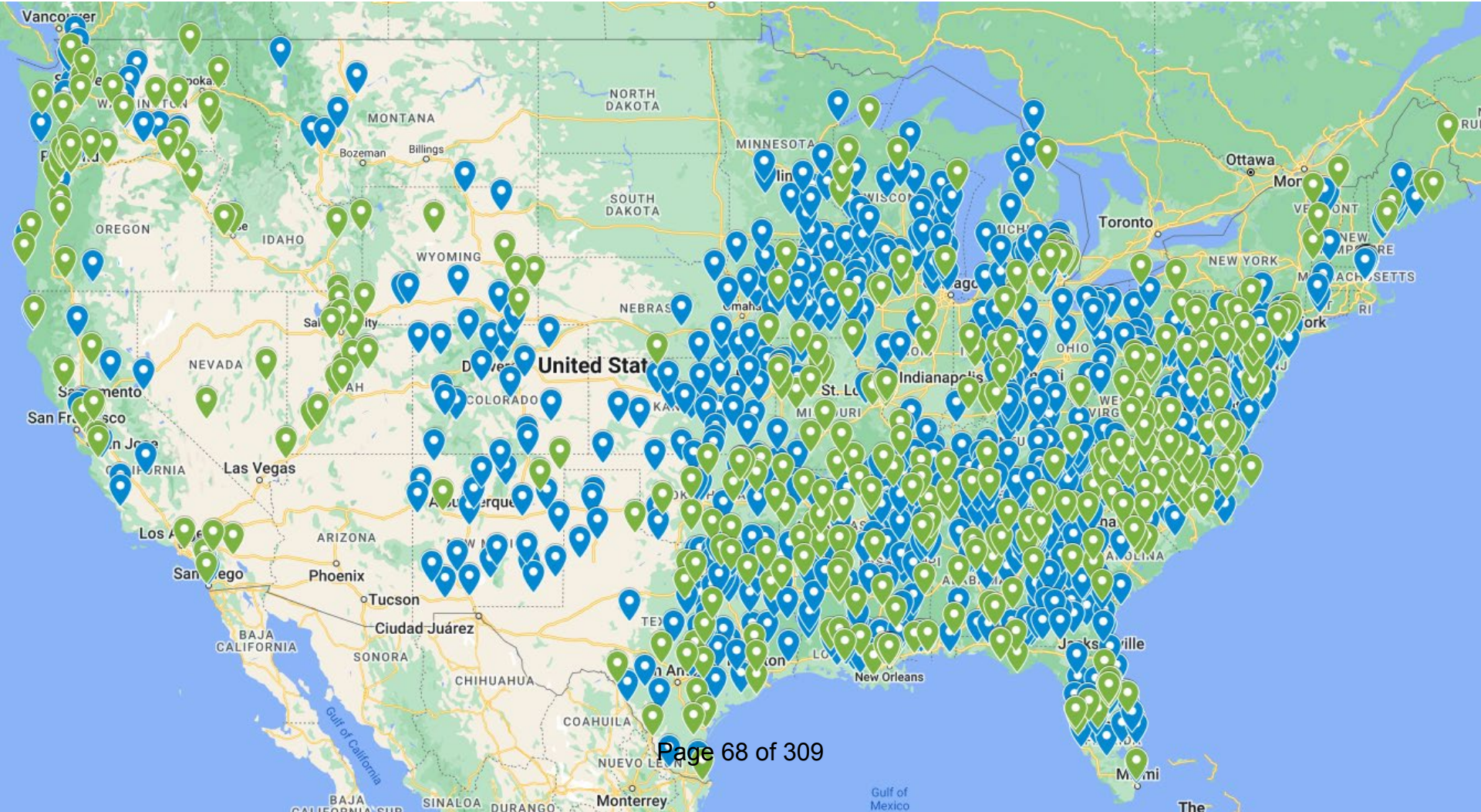


- ✓ *Locally powered through community-driven revitalization*
- ✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization.*

COORDINATING PROGRAMS



DESIGNATED LOCAL PROGRAMS



MSA 2022 STRATEGIC PLAN

LONG TERM OBJECTIVES

1. Center diversity, equity, and inclusion in our work
2. Build capacity and provide resources for coordinating programs, local leaders, and other partners
3. Continuously assess, adapt, and innovate on the Main Street framework
4. Be a leading voice and advocate for place-based economic development and community preservation
5. Grow a broader and more inclusive Main Street movement
6. Grow and diversify sustainable funding and organizational base to support mission and maximize impact

NMSC STAFF AND SENIOR MANAGEMENT TEAM

SENIOR MANAGEMENT TEAM



ERIN BARNES
President and CEO



**MATT WAGNER,
PH.D.**
Chief Innovation Officer



HANNAH WHITE
Chief Impact Officer



JAWANZA JOSEPH
Vice President of Finance

Since 2022, over \$30 Million passed through the MSA to Coordinating Programs, local Main Street Programs and Small Businesses.

44 employees

- + Programs Division
- + Communications
- + Membership
- + Research
- + Government Relations
- + Special Projects and Fundraising (Finance)
- + Main Street America Academy/Conference

MAIN STREET AMERICA

...is a movement. For more than 45 years, we are the leading voice for grassroots led, preservation-based economic development and community revitalization across the country with more than \$115 billion in reinvestment and over 181,600 new businesses.



NMSC RELATIONSHIP WITH MSOC PROGRAM

- Coordinating program membership
- Coordinating program standards
- Contract for services from MSA and other consultants
- Statistics and Research
- Resource for advocacy, funding, etc.
- Training
- Meetings with Peers



Coordinator's meeting in New Orleans, 2024



MAIN STREET OAKLAND COUNTY

- + Expertise
- + Benefits
- + Resources
- + Grants
- + Support
- + & MORE!

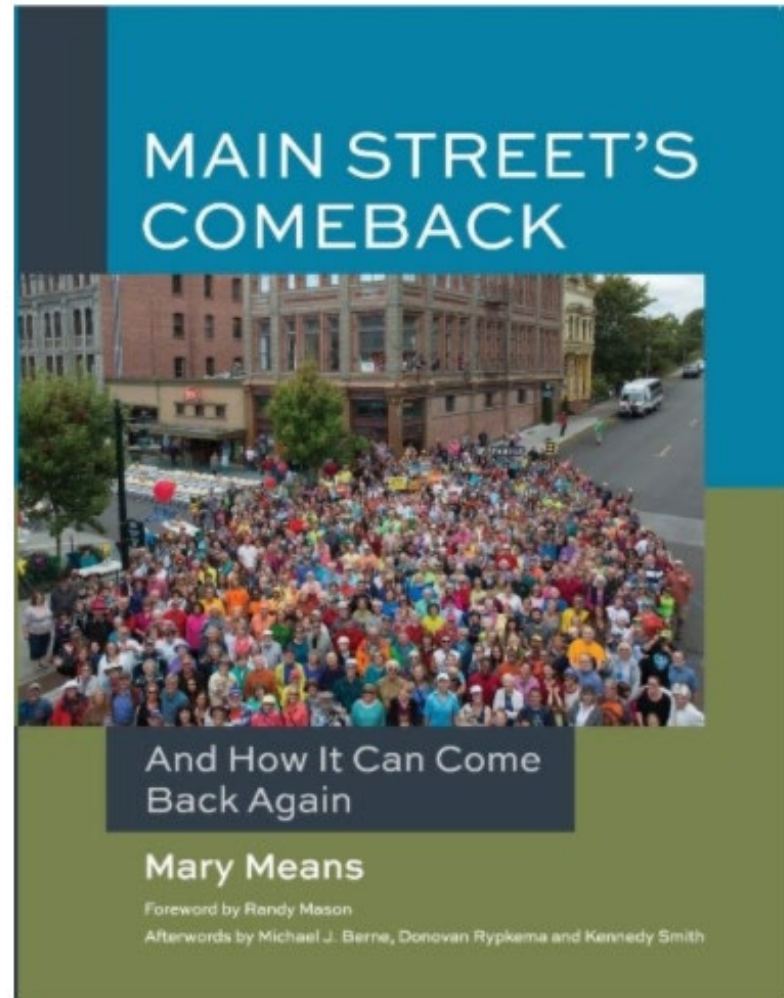
MAIN STREET'S IMPACT



In 2024, the Main Street Movement resulted in \$7.65 billion reinvested locally, 6,324 net new businesses, 33,835 net gain in jobs, 10,126 buildings rehabbed, and 1.9 million volunteer hours. For every dollar that a Main Street program spent to support their operations, \$21.73 was reinvested into their downtown and commercial corridor communities.

MORE ON THE HISTORY OF MAIN STREET

- + Mary Means is considered the “Mother of Main Street”
- + Her memoir was released in 2025 and you can meet her at Conference!



WHAT IS MAIN STREET?



- + **Main Street** is historic preservation.
- + **Main Street** is economic development
- + **Main Street** drives overall community improvement
- + **Main Street** is **NOT** a merchant's association.
- + **Main Street** is community-driven and requires local funding & volunteers
- + **Main Street** is **not a Project**, rather a long-term program.

Main Street Approach



THE MAIN STREET APPROACH

FOR COMPREHENSIVE REVITALIZATION

Work with the district's property & business owners, and public & private sector partners

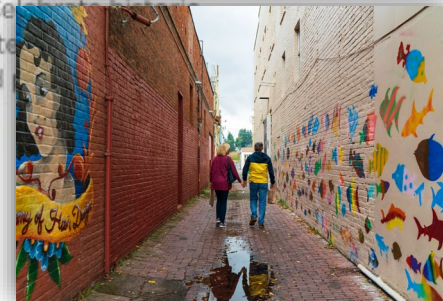
Sense of Vitality



Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting atmosphere | Celebrate local character | Foster people-centered

Sense of Place



ECONOMIC VITALITY

DESIGN

COMMUNITY TRANSFORMATION

ORGANIZATION

PROMOTION

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's def assets | Communic features through sto Support buy-local e



Sense of Ownership



Sense of Community

Work with ALL sectors of the community – residents, corporations, organizations

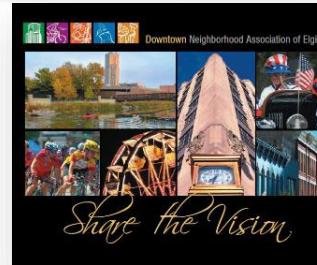
MAIN STREET: A TWO-FOLD COMMITMENT

SUSTAINABLE DISTRICT TRANSFORMATION

EFFECTIVE REVITALIZATION PROGRAM

What we want to achieve

So now do we make it happen?



Forward Together

Now more than ever, Main Street leaders have a crucial role to play in supporting small business, maintaining quality of life, and ultimately revitalizing commercial districts. We are here to help you.

Our new COVID-19 recovery-oriented resource center offers a wide range of recovery planning tools, field activities, research, and best practices and case studies.

Love Main Street Forward



Be Involved.

Two hours of volunteering can create a street lined with flowers.



Be Invested.

A \$25.00 investment can provide a community event under the stars.



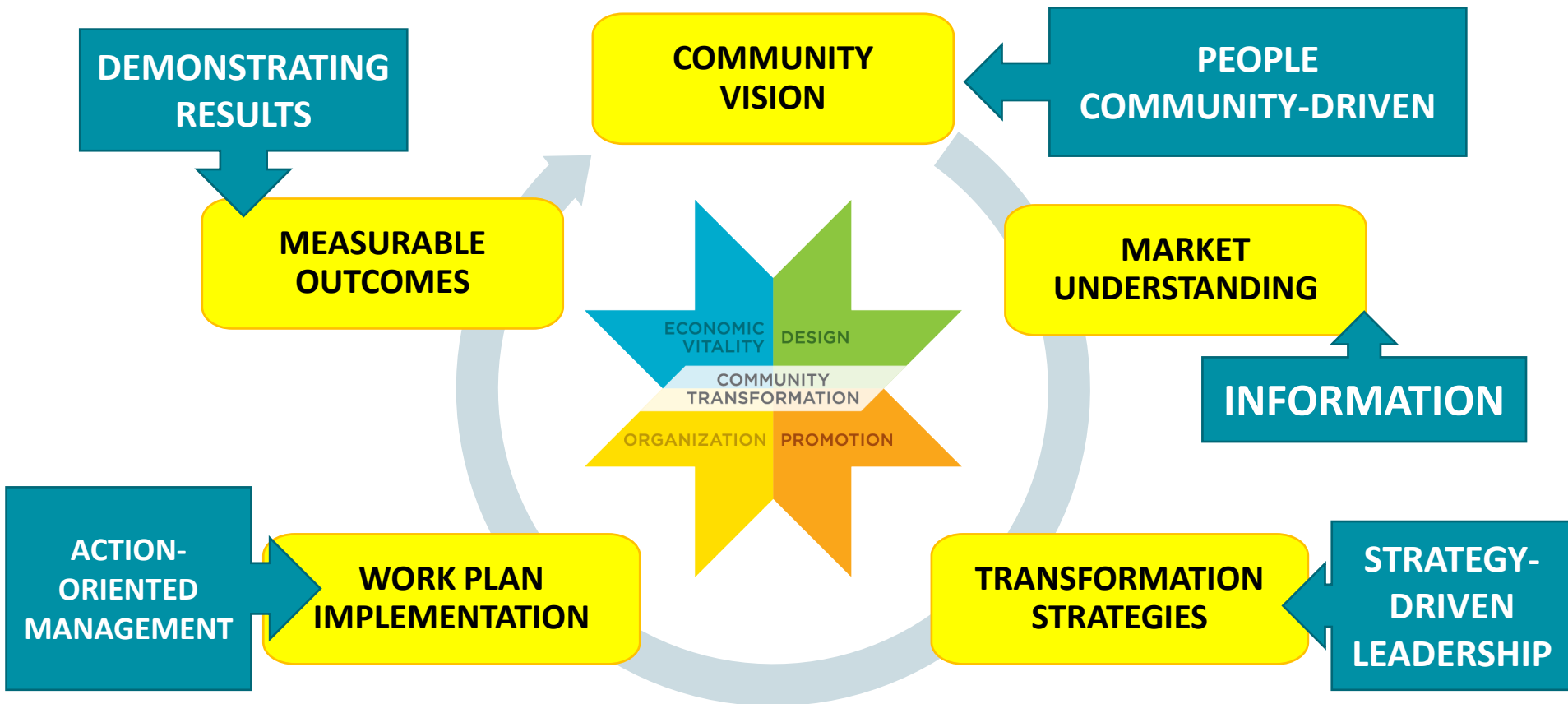
Be Together.

Together we can enhance appearances, strengthen the downtown economy, and pave the way to an exciting future.

Main Street Resource Center



YOUR ROLE IN LEADING THE REVITALIZATION JOURNEY THROUGH THE MAIN STREET APPROACH



COMMUNITY ACCREDITATION STANDARDS

**Broad-based
Community
Commitment to
Revitalization**

**Inclusive
Leadership and
Organizational
Capacity**

**Diversified Funding
and Sustainable
Program Operations**

**Strategy-Driven
Programming**

**Preservation-Based
Economic
Development**

**Demonstrated
Impact and
Results**

LOCAL ROLES IN MAIN STREET



Executive Director



Board of Directors



Committees



Volunteers



**Municipality, County,
EDO, DOT**



Business Owners



Partners

Four Point Approach



THE MAIN STREET APPROACH

FOR COMPREHENSIVE REVITALIZATION

Work with the district's property & business owners, and public & private sector partners

Sense of Vitality



Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

Sense of Place



Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience



Sense of Community

Sense of Ownership

Work with ALL sectors of the community – residents, corporations, organizations



ORGANIZATION

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

Brings the community together to build consensus & common vision, assemble resources, and lead revitalization

- ✓ *Promotes the Revitalization Efforts*
- ✓ *Fosters Community Engagement*
- ✓ *Encourages Investment in Revitalization*



ORGANIZATION

Main Street programs work to build broad-based and diverse support for their commercial district. Main Street brings the community together to reach consensus, lead revitalization, develop partnerships and assemble resources (human and financial).



Cape Charles Main Street

November 16 at 11:05 AM · 🌐

VOLUNTEERS NEEDED ASAP: We need some help putting lights on garlands at our office 718 Randolph Ave. Please stop by between 9AM & 3 PM if you can help. 😊

Downtown Development Board of Directors Meeting

For more meetings, visit our DDA Agendas, Packets, and Minutes page on [Municode Meetings](#).



VOLUNTEERS ARE ESSENTIAL! OF ALL AGES

- + Gain community support and provide community outreach
- + Community members take ownership
- + Gain more expertise
- + Accomplish more with limited funds
- + Demonstrate community support for the program
- + Helps prevent burnout of leadership volunteers
- + Bring the community together when you have diverse stakeholders working together
- + Develop tomorrows' leaders



BEING AN INCLUSIVE ORGANIZATION



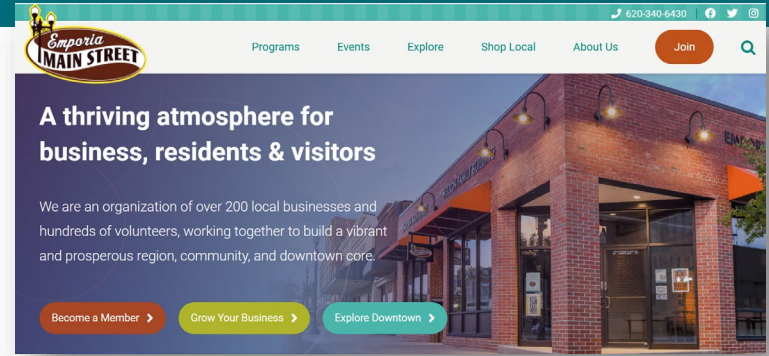
Photo courtesy of Heart of Biddeford



Reach out and involve the Community

Public Relations Plan

- Build community participation
- Main Street/Downtown brochure
- Newspaper articles
- Newsletters
- Posters
- Social Media
- Hosting community events



Oxford DDA regains national Main Street accreditation

By CJ Carnacchio on January 27, 2016 · No Comment



Downtown Oxford finally regained its national accreditation as a Main Street community after losing it two years ago. During its recent annual evaluation, the Downtown Development Authority (DDA) received credit for all 10 of the criteria used by the National Main Street Center in Washington D.C. to judge progress in designated communities. 'It just demonstrates the willingness of our board, our volunteers, our community members to take the organization to that next level,' said DDA Executive Director Joe Frost. The 10 criteria used to evaluate Main Street communities are broad-based community support; vision and mission statements; historic preservation ethic; paid, professional DDA/Main Street Program Director; program of ongoing training; reporting of key statistics; Main Street Network membership; comprehensive work plan; active board and committees; and adequate operating budget. To become accredited, all 10 criteria must be met.



Highland Downtown Development Authority

3.1K likes • 3.4K followers





Rebirth of Downtown



Many Hands Make **LIGHT** Work

Fired Up is fast approaching. Will you lend a hand?

We rely on the hard work and dedication of volunteers to make our festival happen. Fired Up takes almost a full year to plan and organize in order to have a successful family fun event.

The day of the event is when the most help is needed. Solo's and groups are welcome as volunteers for Fired Up. We need 40-50 volunteers to help ensure this is a safe and fun event for all. Volunteering is a fun way to see the festival from a different perspective, meet new people and promote MainStreet to the community.

Volunteers work a minimum of one (1) 2-hour shift between noon and 10:30 pm on September 30, 2017. Each volunteer will receive an official Fired Up t-shirt which must be worn during your shift and bottled water will be provided.

RECRUITMENT

+ Today's Volunteers

- Short term assignments
- Flexible timing
- Closed-end assignments
- Fun
- Requirements for school
- Mixed cultural exposure
- People want a chance to excel in a new area
- Opportunity to combine volunteering with fitness, ecology, socializing, learning, resume-building, recognition by boss, contacts, training and values



MAIN STREET Holly
TOWNSHIP DEVELOPMENT AUTHORITY

OPEN RECRUITMENT VOLUNTEER

Help Us Build a Better Tomorrow.

Open Committees:

- ✓ Promotions Committee
- ✓ Organization Committee
- ✓ Design Committee
- ✓ Economic Vitality Committee

Time & Place

Sunday
February 23, 2025

Location:
Holly Academy
820 Academy Rd.
Holly, MI 48442

Visit Our Website
www.mainstreetholly.com/Volunteer

Visit Our Email
hollyvolunteers18@gmail.com

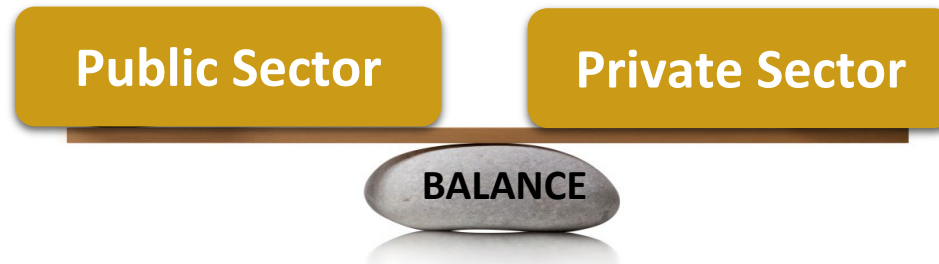
BUILDING A STRONG SENSE OF OWNERSHIP



*that Results In Proactive
Community Engagement
And Volunteerism*

FINANCES

BUILDING A SOLID FUNDING STRUCTURE FOR REVITALIZATION



- *Diversified funding sources*
- *BUDGET for operations and programming, aligned with WORK PLANS*
- *Strategic fund-development plan / activities*
- *Appropriate financial management / practices*



TYPICAL BALANCE OF FUNDING SOURCES FOR DOWNTOWN REVITALIZATION PROGRAMS

30-50%

Public funding

20-30%

Funding from business district

30-40%

Community funding

5-15%

Miscellaneous

Revitalization: Benefits & Value for all Stakeholders

For Property Owners

Increased occupancy rates
Rent stabilization or increase
Increased property values
Increased stability
Reduced vandalism/crime deterrent
Assistance with tax credits, grants, loan programs, design and cooperative maintenance
Communication medium with other property owners
Better image
New uses on upper floors

For Local Residents and Consumers

Enhanced marketplace (better shopping and the benefits of shopping locally)
Sense of pride in Downtown
Social/cultural activities
Opportunities to keep kids in town
Sense of hometown community
Opportunity to participate/volunteer
Better communication
Political advocate
Home values increase

For Retail Business Owners

- Better business mix
- New market groups Downtown
- Community pride
- Have needs/issues addressed

For Service Business Owners

- Image building/improvement
- New/renewed/repeated exposure
- Increased variety of services
- Healthier economy generates new/more businesses
- Increased competition means more aggressive business styles
- Tapping leakage
- Increased population, new customers
- Improved image, creates new market

For Financial Institutions

- Community Reinvestment Act compliance
- Potential growth for loans, deposits, and other services (bank cards, financial services)
- Improved image and good will
- Survival of community, critical to bank success and economic stability
- Central location more cost effective

For Municipal Government

- Increased tax base
- More tourism
- Increased property values
- Increased number of jobs
- Better goals and vision
- Healthy economy
- Better services available
- Positive perception of Downtown and community
- Better relations between local government and private sector
- Increased volunteer base for city
- Takes political heat, develops consensus for political requests
- Industrial recruitment
- Impetus for public improvements
- Grant solicitation
- Information resource for city leaders

For County Government

- Increased public relations for county
- Viable Downtown increases tax base
- Multiplier effect
- Viable Downtown is a draw for industry
- Develops partnerships with city hall
- Builds pride Heritage preservation
- Alternative to redevelopment district
- Quality of life issues
- Help with parking issue

TYPICAL MAIN STREET PARTNERS

- + Property Owners
- + Retail & Restaurant Business Owners
- + Service Business Owners
- + Financial Institutions
- + Utilities
- + Preservationists
- + Residents
- + Corporations and Industry
- + City and County
- + Community Non-profits
- + Schools and Universities



LET'S TALK ABOUT PARTNERS

- + Who are your current partners?
- + Who could become a partner?
- + 2 to 3 steps to take and who will help you?

PLANNING

- + Vision Plan
- + Comprehensive Plan
- + Strategic Plans
- + Parks Recreation & Open Space Master Plan
- + City Five Year Capital Improvement Plan
- + Safe Routes to School Plans
- + Public Art Plan

2024-25 CITY OF ELGIN FIVE-YEAR CAPITAL IMPROVEMENT PLAN



DEVELOPMENT PLANS

Components of a Plan

- Municipal contribution
- Annual Pledge Drive
- Friends of Main Street/Residents
- Grants
- Merchandise Sales
- Sponsorships
- Special Event and Special Project income
- Fundraising Events
- DDA, BID, TIF (other assessment districts)

Diversify your funding
What does that mean for DDAs?



National Main Street Center

a subsidiary of the
National Trust for Historic Preservation

Heart of Biddeford PROPOSED FUNDRAISING PLAN 2020

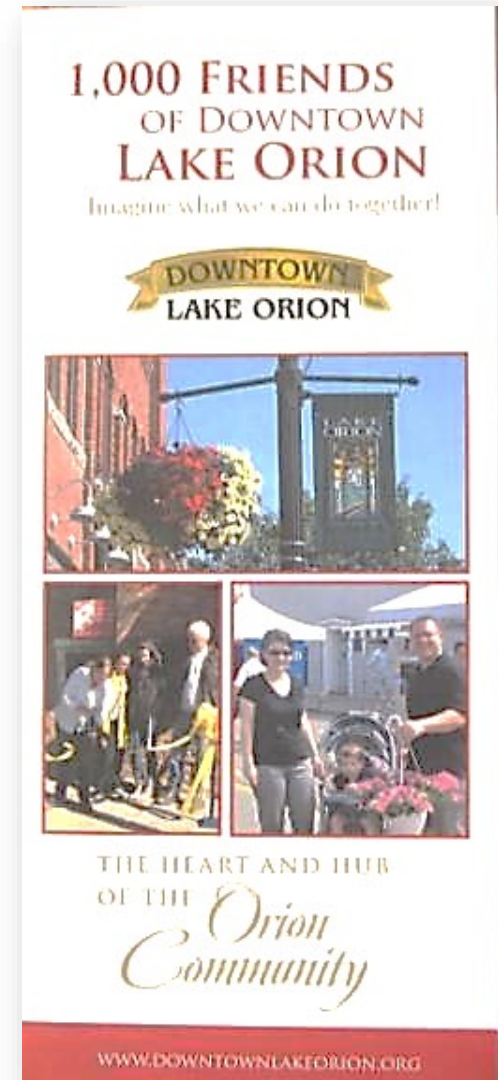
	<u>2020</u>	<u>2021</u>
Total Income/Operating Budget	\$	\$
<u>Income Sources</u>		
Municipal Support	\$35,000	\$40,000
Business Donations	\$ 7,000	\$11,000
Businesses Outside Downtown (industrial, retail, service)	\$5,000	\$2,900
Residents (giving levels and local philanthropists)	\$5,600	\$5,000
Civic Organizations (can include project support)	\$	\$
Special Event Income (list events separately note the cost of the event and net proceeds, sponsorships)		
1. River Jam	\$6,500	\$ 0
Fundraising Event Income		
1. 5K	\$4,700	\$4,500
2. Raffle	\$6,000	\$5,500
3. Various (bottle drive, fee for services)	\$1,300	\$ 900
Special Projects Fundraising (streetscape, etc.)	\$	\$
Grants (specifically applied for grants not corp. donations)	\$30,000	\$35,000
Merchandise Sales	\$1,500	\$
Endowments/Planned Giving	\$	\$
Other (please note specifically)	\$0	\$3,200
Surplus and bank interest.		
Totals	\$101,100	\$112,000

FRIENDS OF MAIN STREET

NOT A MERCHANT'S ASSOCIATION - COMMUNITY SUPPORTED

Why should residents and consumers support downtowns' efforts?

- + Enhanced marketplace (better shopping and the benefits of shopping locally)
- + Sense of pride in Downtown
- + Social/cultural activities
- + Sense of hometown community
- + Opportunity to participate/volunteer
- + Better communication
- + Political advocate
- + Home values increase



PARTNERS – NOT MEMBERS



Become a Partner!

Enjoy the benefits of a Partnership

BELFAST, ME

\$150
Main Street
PARTNER

\$12⁵⁰
/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (5 %)

\$300
**Armistice
Bridge**
PARTNER

\$25⁰⁰
/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (10 %)

\$500
Passagassawake
PARTNER

\$41⁶⁷
/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (15 %)

Dedicated content

\$1000
Belfast Harbor
PARTNER

\$83³³
/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
Discount (25 %)

Dedicated content

\$2500
Penobscot Bay
PARTNER

\$208³³
/ Per month

Prioritized Promotion of
Your Events & News

Enhanced Map Listing
on our website directory

Belfast Pocket Map
(Complimentary
1.75"x3.75")

LARAMIE MAIN STREET GIVING POPPED UP FIRST

Search



INVEST IN THE NEXT 15 YEARS OF LARAMIE MAIN STREET

Your tax-deductible gift to our crowdfunding campaign will help us continue to provide FREE services to all businesses in Downtown Laramie.

[DONATE](#)

Here's how you can participate:

- Purchase a reward from our crowdfunding campaign for your donation
- Make a cash donation and receive a tax receipt
- Spread the word about our campaign to friends and family

...s history and enhancing its development, celebration, and

...critical expenses and recouping the summer's adored

...osing in return for your

SOLICIT BUSINESSES DOING BUSINESS IN THE DISTRICT – NOT LOCATED DT

- + Ask businesses in the district to make a list of businesses they use and community organizations **(trash haulers, uniform and carpet supplies, restaurant and beverage suppliers, contractors, planners, etc.)**
- + Have those businesses hand letters to those vendors, or mail with invoice payment....or go higher up.
- + Explain the benefits for them to support your downtown organization



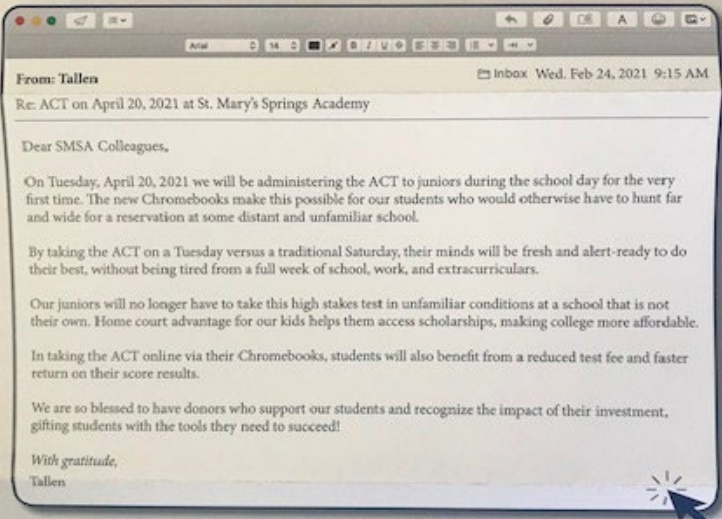
HOW DO YOU THANK DONORS? DO YOU RECOGNIZE MILESTONES?

Dear Katherine,

You are a rare kind of generous; jumping into action as soon as you learned of a need!

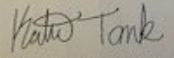
Because of you, students at SMSA received the technology necessary to enhance their experience and be their best.

When the below email popped into my inbox from our high school guidance counselor, I just knew that I had to share with you.




YOU have made it possible to administer this very important assessment to our students in a comfortable and safe environment. **You have given SMSA students the tools** they need to be their absolute best! Thank you for your generous heart!

Your biggest fan,



Katie (Kemp) Tank '08
Chief Development Officer
(920) 322-8011

www.smsacademy.org/donate



Letter and photo of how monies were used after the donation

SELLING MERCHANDISE LOVE LOCAL – SUPPORT LOCAL



GRANTS FROM MSA

- + AMEX Backing Small Business
- + AMEX Neighborhood Champions
- + GM on Main Street
- + The Hartford Small Business Accelerator Program
- + Kauffman's Equitable Entrepreneurial Ecosystems
- + National Park Service Disaster Preparedness Program
- + Simons Foundation Science Discovery on Main Street
- + The Truist Foundation's Where it Starts: Breaking Barriers to Business Initiative
- + US DOT – Thriving Communities



About the AARP Community Challenge

Our annual challenge funds projects that build momentum for local change

Other partners share their grant info as well

ORGANIZATION RECAP

- Partnership Building (public and private)
- Public Relations and Outreach / Communications
- Fund-Raising (projects & operations)
- Volunteer development



PROMOTION

PROMOTION / SENSE OF COMMUNITY

+When you have
company – where do
you take them &
why?

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion



Positions district as the center of activity, culture, commerce, and community life, market its assets, and positive image

- ✓ ***Positions the District as a center of activity***
- ✓ ***Markets the district's assets***
- ✓ ***Enhances positive image***

PROMOTION

Main Street encourages communities to bring people back to the community center by positioning the downtown as a center of activity, marketing the district's unique characteristics, and fostering its positive image.



PROMOTION



Audiences:
shoppers, investors, new
businesses, and visitors

Outlets:
advertising, retail promotional
activity, special events,
marketing campaigns



Why:
improve consumer and investor
confidence in the district.

PROMOTION MARKET-BASED STRATEGIES



- + **Image campaigns** accentuate the positives, dispel the negatives, marketing year round
- + **Business promotions-Activations** generate immediate sales of the goods and services offered downtown
- + **Special events** generate traffic, activity and positive experiences in the downtown

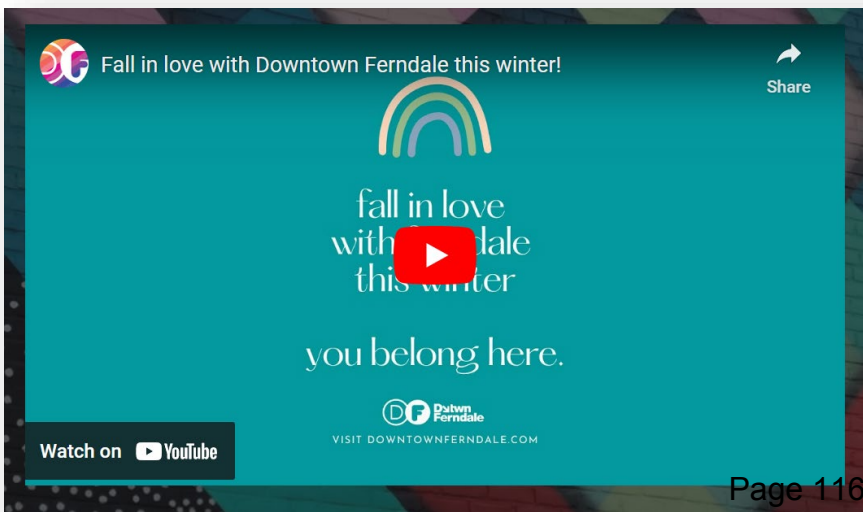


IMAGE THROUGH SLOGANS



IMAGE THROUGH SOCIAL MEDIA



IMAGE PROMOTION



+ Promote a positive feature of the district to improve the overall image

+ Can be:

- Ad campaigns
- Collateral materials
- Media Relations
- Logos and Branding



BUSINESS PROMOTIONS OR ACTIVATIONS

THREE CATEGORIES OF BUSINESS PROMOTIONS



- + **Cooperative promotions** “sell” businesses in the same category (competitive cluster)
- + **Cross-business promotions** “sell” businesses with complimentary goods and services
- + **Niche promotions** focus on the consumer group (including visitors) rather than the goods and services



BUSINESS PROMOTIONS – TARGET AUDIENCES



Ladies Night Out in Berkley!

DOWNTOWN
Milford's
MEN'S NIGHT
Christmas Shopping Night

Wednesday, Dec. 14th
until 8pm

- Complete your shopping in one night.
- Refreshments • Beverages • Free Gift Wrapping
- Shops listed below Open until 8pm
- Gift certificates available from all shops



 <p>Anne Jenkins Gallery Today's art in a fashion resource www.annejenkinsart.com</p>	 <p>Blooming Boutique Clothing, Jewelry & Shoes www.bloomingboutique.com</p>	 <p>LADYBUG Boutique Specialty Pet Shop www.ladybugboutique.com</p>	 <p>LadyBug Ladybug & Tutu Gifts www.ladybugshop.com</p>
 <p>Bikes, etc. 432-8636</p>	 <p>dolce Bakery & Coffee Shop www.dolcebakery.com</p>	 <p>Good News Organic Fruits and whole food vitamins www.goodnewsnaturalfoods.com</p>	 <p>Love's Beauty For the special items you need 512-424-4104</p>
 <p>GIFT CERTIFICATE \$100.00</p>	 <p>The Sugar Cookie Co. Baking for the Fashion Forward! www.sugarcookies.com</p>	 <p>Algalion Art League Art Gallery & Artists Loft on 2nd Floor</p>	 <p>ANTIQUE HALL Antiques and Collectibles 512-424-1288</p>

SHOP LOCAL – DECK OF DEALS

- + Businesses provide attractive offers (10% is not attractive). BOGO is.
- + This deck offered over \$400 worth of savings
- + Sold for \$30 each
- + Great Christmas gifts

Deck of Deals

Each deck includes 49 cards worth more than \$400 in savings at downtown locations.

On Sale \$30
(Sale ends Dec. 5.)

HOW IT WORKS?

Thank you for showing some love to our community of small, independent businesses in downtown Harrisonburg!

Deals may only be redeemed once, cards must be surrendered at the time of purchase.

Cards are valid Jan 1 - Dec 31, 2017.

EXPLORE & DISCOVER MUSEUM
\$4 off admission for group of four

THE ARTFUL DODGER
\$5 off a purchase of \$15

GREEN HUMMINGBIRD
\$10 off a purchase of \$50 or more

FOOD BAR FOOD
\$10 off a purchase of \$50 or more

Purchase online at www.downtownharrisonburg.org

OXFORD – LAKE ORION



DOWNTOWN
LAKE ORION
& OXFORD

Downtown Passport

March
1-31

#STRONGERTOGETHER

Pick up your
Downtown Passport
at local retail shops or
the DDA offices.

Fill & Win \$50!!

	Free Space	

DOWNTOWN
LAKE ORION
& OXFORD

Downtown Passport

March
1-31

#STRONGERTOGETHER

Each receipt over \$25
from Downtowns Lake
Orion and/or Oxford
Shops, Restaurants &
Services earns 1 stamp

SHOP LOCAL – AND SMALL BUSINESS SATURDAY

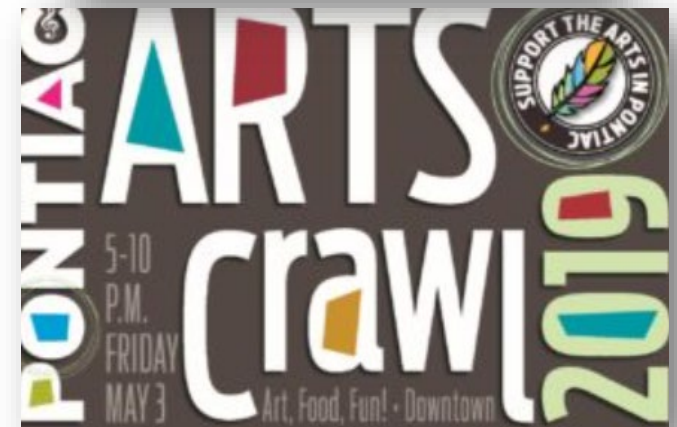
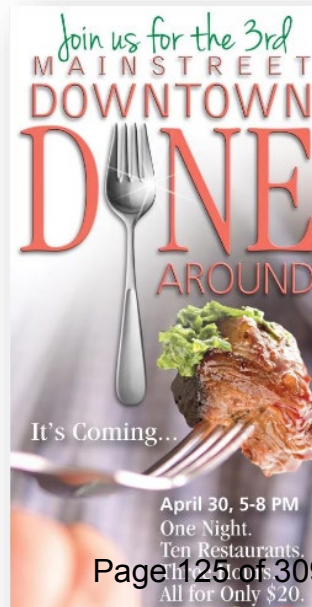


Saturday November 28, 2026

[Shop Small Amex Main site](#)

Sign up to become a Neighborhood Champion

RESTAURANTS OR ARTS PROMOTIONS



DRINKING AND EATING DOWNTOWN



TICK TOCK TICK TOCK

It's Wine o'clock!

Raise your glasses and let's toast to
National Drink Wine Day!



Main Street
Franklin
Historic Franklin

★ **Food Fight On Main!**
BURGER
BATTLE ★★★★★★



FEBRUARY 17 - MARCH 17

WHO ARE YOU ATTRACTING THROUGH PROMOTIONS?



TASTE OF WINTER HAPPENING NOW!

Downtown Businesses | Feb. & March

Join us for the first-ever Taste of Winter, a 2-month celebration of local dining and drinks in downtown Madison! Throughout February & March, explore your favorite restaurants and eateries while gaining the chance to win a gift card.



10 DAYS UNTIL GIRLS WEEK-END

Mardi Gras Style | Feb. 28. - March 2nd

Get Ready for Girls Weekend Mardi Gras Style in Madison! Ladies, it's time to let the good times roll at the 7th Annual Girls Weekend, brought to you by the Madison Main Street Program, February 28th - March 2nd in downtown Madison, Indiana! We're bringing the spirit of Mardi Gras to our streets, and you won't want to miss a moment of the fun!

Promotion planning should include events that are more than one-day.

JOINT MARKETING AND COOL EVENTS



TUESDAY JULY 30 6-9PM

2024 CLARKSTON BUSKFEST MAP

Main Street

Stage A
Parking Lot
6PM Robert Louis Jr
8PM Steve Taylor

Stage C
Northend Market*
7PM Mike Ward
*information booth

Stage D
21 S Main
6PM Ellie Chamberlain
8PM Bill Arnold

Stage E
Kindermusik/
Clarkston Conservatory of Music
7PM Reggie Harrison

Stage B
Washington
2 South Brunch House
6PM Bob Andres
8PM Taylor DeRousse

Stage F
Kinetic Systems
7PM Frank Grimaldi

PRESENTED BY

Clarkston Arts & MAIN STREET Clarkston

Waldon

N

ENHANCING BUSINESS PARTNERSHIPS

CITY AND DOWNTOWN



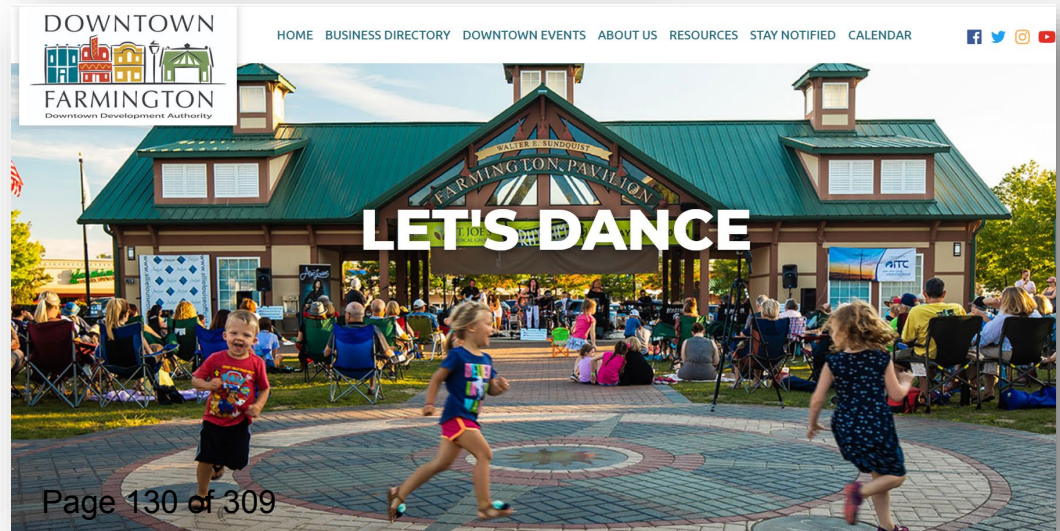
- + Events can entail more than a one-to-two-day festival.
- + Businesses in Westfield, NJ wanted free parking during the holiday season.
- + However, the City would lose substantial revenues, over \$10,000.
- + Main Street recruited Starbucks to sponsor the free parking in exchange for advertising – cups on the meters.
- + Win for the city, win for Starbucks, win for the customers, win for the businesses, win for Main Street Westfield who pulled these partners together.
- + What did Starbucks gain from it?



Special Events a Chance to Draw New People and Create Community Memories



Should highlight assets, unusual features



SPECIAL EVENTS/FESTIVALS



BERKLEY DDA
Retro Feel. Metro Appeal.

DOWNTOWN DAY

MICHIGAN DOWNTOWN ASSOCIATION 40 YEARS
DOWNTOWN DAY
Saturday, September 26, 2020

Thursday: Ladies Night
Friday: Pop-up Concert
Saturday: Scavenger Hunt

The graphic features a woman sitting on a red bench with shopping bags, a musician playing guitar on a stage, and a Michigan Downtown Association 40th Anniversary logo.

+ Should:

- attract people
- acquaint them with district
- present a “warm fuzzy” about the district
- result in *eventual* sales
- raise more funds
- Develop new partnerships
- Create social media buzz

+ Can be built around:

- Social activity
- Heritage
- Holidays

+ Should highlight assets, unusual features



SPECIAL EVENTS

- + Are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- + Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.
- + Unique assets, Liver mush (Shelby, NC), Fondue Festival in Fond du Lac, Camel Races (Virginia City), UFO Festival (Roswell, NM)



IMPACT MEASUREMENTS FOR EVENTS

Measurable metrics:

- ✓ Audience reached
- ✓ New partnerships
- ✓ Volunteers engaged
- ✓ Increased sales
- ✓ Foot traffic
- ✓ Media attention
- ✓ Business exposure
- ✓ Cost + money generated into community



Rochester, MI



LET'S TALK ABOUT YOUR MEASUREMENTS OF SUCCESS

- + How do you measure the success of your events?
- + How do you measure the impact of marketing and image building?



PROMOTION RECAP

- + Build sense of community
- + Market the district's assets
- + Enhance positive image
- + The district becomes the center of activity
- + Print materials
- + E-marketing
- + Social media
- + Business Promotions
- + Special events
- + Shop Local – Shop Small
- + Measurable impacts

BREAK – 10 MINUTES



DESIGN

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

Improves physical elements while preserving the community's authentic fabric, character & identity

- ✓ ***Promotes physical improvements***
- ✓ ***Preserves and enhances existing historic fabric***
- ✓ ***Encourages planning & best practices***



SENSE OF PLACE

+What makes
downtown feel
welcoming?

DOWNTOWN'S REACTION... TO STRIP MALLS AND SHOPPING CENTERS



Façade “modernization” & bigger signs

DESIGN - SENSE OF PLACE



- + *To guide and implement physical changes in the district that make it physically attractive to shoppers, investors, business owners, and visitors.*
- + *Protecting historic properties, while allowing new development.*
- + *Main Street Oakland County provides communities with tools they need to improve the appearance of the commercial district, while preserving its character, thru design assistance.*



DESIGN



Get Main Street into top physical shape (capitalize on best assets)

- inviting atmosphere
- good window displays
- parking areas
- façade improvements
- street furniture
- signage
- lighting
- landscaping

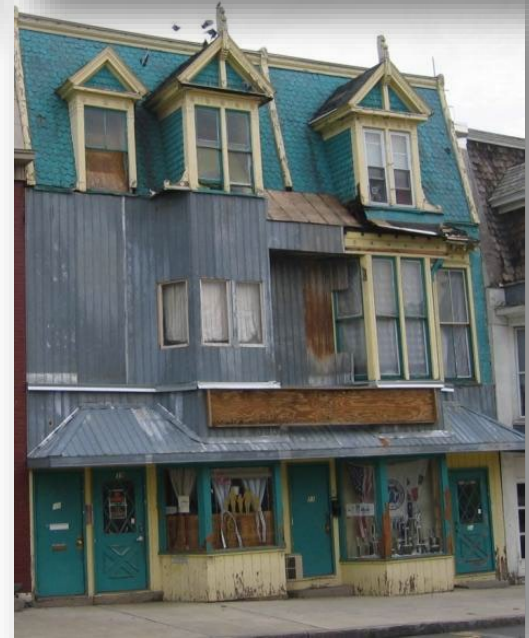
WHAT DO THESE IMAGES TELL US?



WHAT DO THESE IMAGES TELL US?



WHAT IMPRESSION DO EMPTY BUILDINGS HAVE ON IMAGE?



IS THIS A CITY THAT INSPIRES CONFIDENCE AND OTHER INVESTMENTS?



OUTDATED SIGNAGE



MODERN ATTRACTIVE SIGNAGE



DESIGN COMMITTEE

TYPICAL AREAS OF RESPONSIBILITY

- + Design education
 - Maintenance
 - Building improvements
 - Signage and awnings
 - Visual merchandising
 - Placemaking
 - Public improvements
 - Graphic design
- + Design incentives
 - Technical
 - Financial
- + Planning & Review
- + Clean, Safe & Green (sustainability)



PRIORITIZING DESIGN NEEDS



- + Design audit: suggested in assessment report
- + Identify buildings, through the condition survey in the Main Street Design Manual, which require major maintenance and repair to assure correction to maintain structural integrity.
- + Identify the good, the bad, and ugly on the street.



DESIGN TOOLBOX

- + National Register Historic District
- + Local Historic District
- + Preservation Briefs – National Park Service
- + Public Art Plan
- + Sign Ordinance
- + Use of Public Right of Way



Elgin, Texas

PRESERVATION INCENTIVES

The logo for the Hazel Park DDA Façade Improvement Grant. It features a stylized blue 'HP' monogram overlaid on a circular orange and blue graphic. The text 'Hazel Park DDA' is written in a bold, black, sans-serif font, and 'Façade Improvement Grant' is written in a bold, black, serif font below it. The entire logo is set against a white background with horizontal black lines above and below the text.

Hazel Park DDA

Façade Improvement Grant

- + Design Assistance
- + Design Guidelines
- + Michigan Historic Preservation Tax credits
- + National Historic Preservation Tax Incentives

[Public Act 343 of 2020](#) was signed into law by Governor Whitmer on December 30, 2020 and established the new State Historic Tax Credit program. The [State Historic Preservation Tax Credit](#) ("State Credit") will help support place-based projects while promoting the preservation of Michigan's historic resources.

The following general requirements apply for State Historic Tax Credit consideration:

1. A property must be listed in the National Register of Historic Places, the State Register of Historic Sites, or be in a local historic district, and either be individually listed or contribute to a listed district in order to be eligible for the State Credit.
2. Credit reservations will be awarded on a **first-come, first-served basis**.
3. A three-part application process is used to apply for the State Credit. It is similar to the parts used for the Federal Historic Rehabilitation Tax Credit, but is a completely independent and separate application.

ADAPTIVE REUSE



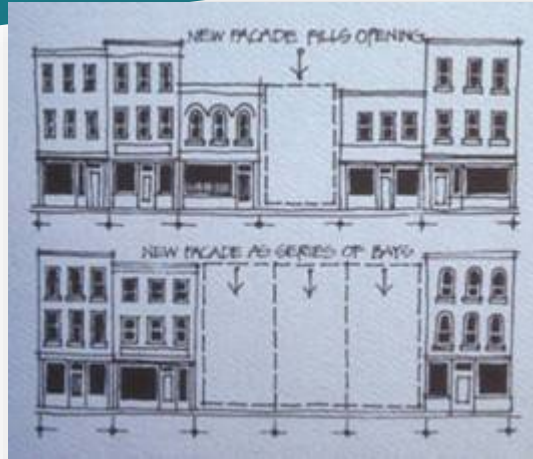
110 South Main Street 10,000 sq feet 2 story – Elgin, Texas
Utilized zoning overlay, state and national tax credits, a mega grant program and main street assistance programs. Commercial space and 10 loft apartments – rebuilt the storefront based on pictures from early 1900's

Preserving and Reusing



Photo credit: John Bry

NEW CONSTRUCTION NEW BUILDINGS (THE RIGHT WAY)



SYMPATHETIC NEW CONSTRUCTION



GET CREATIVE IN PUBLIC SPACES



GIVE PEOPLE SOMETHING TO STOP FOR...OR KEEP WALKING TOWARDS

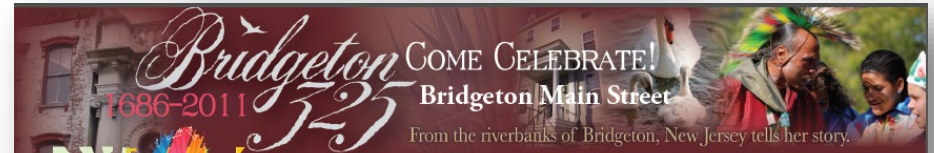
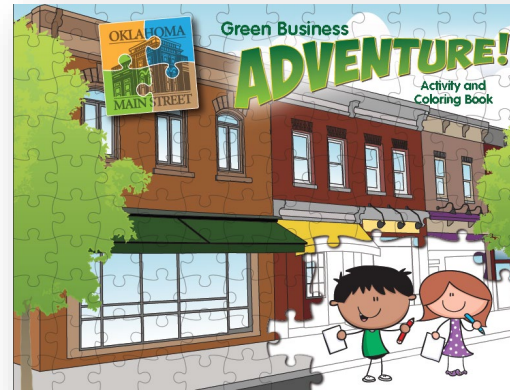


WELCOMING GATEWAYS TO DOWNTOWN



PRESERVATION EDUCATION FOR KIDS

Main Street Newton
arkidtecture
 hunt



Cycle of Investment



Design – Sense of Place Recap

- Making sure everyone in your community can access public spaces and has a say in how physical space is used
- Protecting historic properties and celebrating historic culture, while allowing new (compatible) development
- Promoting economic, social, and environmental sustainability
- Connecting local building owners with design resources, experts, tools, and incentives
- Partnerships with other local leaders working with physical elements in your district: State Historic Preservation Offices, local preservation commissions, Departments of Transportation, Zoning, and Parks and Recreation (and more!)



ECONOMIC VITALITY

The Main Street Approach®

Organization

Design

Econ/Vitality

Promotion

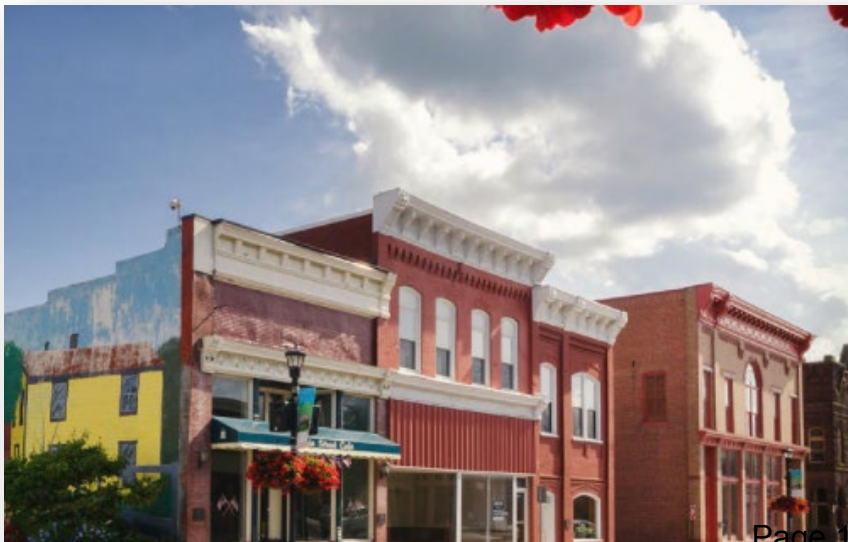


Strengthens & diversifies the local economy supporting existing base, entrepreneurship, and appropriate development

- ✓ ***Supports existing economic base***
- ✓ ***Promotes strategic use of space & development***
- ✓ ***Assembles Economic Development Resources***

ECONOMIC VITALITY

- Strengthens a community's existing economic assets while diversifying its economic base.
- By helping existing businesses expand and recruiting new ones to respond to today's market, Main Street program helps convert unused or underutilized space into economically productive property and sharpen the competitiveness and profitability of businesses.



ECONOMIC VITALITY

- + EV means **MAKING** things happen in the downtown, rather than letting things happen in the district.
- + **STRENGTHENING** existing businesses
- + **IDENTIFYING** new market opportunities and uses for vacant or under-utilized spaces



PLACEMAKING = ECONOMIC DEVELOPMENT



CRAINSDETROIT.COM

Large Pontiac development led by Mr. Alan's founder gets \$79.2M in incentives

“Economic Development is really the result of creating places that people want to be.”



EVENT STAGE VIEW

Page 167 of 309
AUGER KILN ALLER ARCHITECTS

Market Cornett, Mayor of Oklahoma City

IF BUILDING A STRONGER RETAIL BASE FOR DOWNTOWN IS A GOAL....

+ Who are downtown's customers?

- Residents?
- Downtown Workers?
- Tourists/Visitors?
- Other niche markets like colleges and universities, medical/hospitals, tech hubs, military base or other unique market drivers?

+ Which are downtown's markets now and who do you think will be the market in the future?



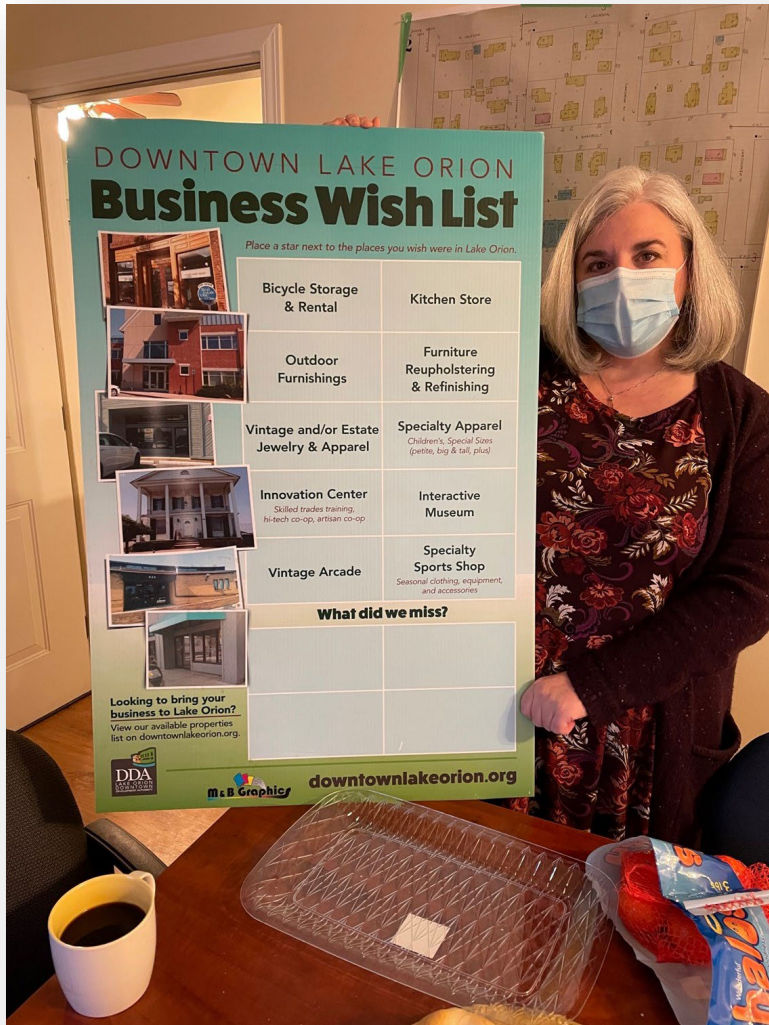
MARKET DATA

- Trade area definition
- Demographics of current customers
- Demographics of trade-area residents
- Demographics of trade-area visitors
- “Psychographics”
- Retail sales indicators
 - Actual sales
 - “Buying power”



Main Street Rocks, Downtown Clawson

KNOWING YOUR OPPORTUNITIES



- + What will be successful based on the market?
- + What will strengthen the current business mix?
- + Who is the customer?
- + What incentives are there to attract entrepreneurs?

WHERE WILL RETAIL GROW?

Shifting Market Forces

- + Experiences instead of stuff
- + Increase in entrepreneurs and start up retailing
- + Environment as a priority
- + Interest increasing in smaller communities with livable character, amenities, fresh food, farming, etc.





ENTREPRENEURIAL ECOSYSTEM



STRENGTHEN BUSINESS ENVIRONMENT

- + Communication (two-way) and relationship building
- + Counseling/business assistance
 - Help increase profits
 - Solve business problems
 - Increase incentives
 - Facilitate transfer of ownership
- + Demonstrate a pro-business attitude
- + Ask what they need



FINDING NEW USES

- + Upper-story housing/office
- + Light industry
- + Location-neutral businesses
- + Cottage industries
- + Corporate showrooms
- + Entertainment districts



ADAPTIVE REUSE



LIGHT MANUFACTURING/ E-COMMERCE



ADAPTIVE REUSE FOOD PRODUCTION



UPSTAIRS/DOWNSTAIRS TOURS



Finished and Unfinished Spaces

SHOWCASING PROPERTIES

Imagine
THE
POSSIBILITIES

[Business](#) » [Downtown Development Authority](#) »

AVAILABLE DOWNTOWN PROPERTIES

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

DO BUSINESS HERE!



Trails, Ales or Tails . . .

Whatever your favorite pastime, Downtown Wixom offers many choices. The downtown is the heart of our City, offering three City parks, three historical sites (including a 100-year-old barn!) the City's community center and library, and many opportunities for new businesses. The Michigan Air Line Trail, recently opened and currently being developed, allows bikers, runners, and dog-walkers easy access to all these amenities. [#downtownwixom](#)



Pontiac

HOUSING

Owosso Main Street Downtown Owosso
15 hrs · 🌐

Did you know that one of Owosso Main Street/DDA's goals & objectives for 2019/20 is to increase upper-floor residential density? What does that mean? It means creating more places for people to live downtown. This is a picture of the renovation of one of our historic buildings. These new windows are part of new development that will create 3 new residential units. We are thankful for the wonderful downtown property owners that believe in our community and see the vision of what our downtown can be!



Luxury, high-rise condos high above the coolest small town in America. Built in 2007, this 78 unit, 18 stories, condominium includes covered parking and enjoys the central location of Washington Avenue. **Royal Oak**

SHARED SPACES



POSITIONING DOWNTOWN – ECONOMIC VITALITY

- + Conduct or Host Entrepreneurship Workshops
- + Promote “Wish List” of Needed Retail and Service Opportunities
- + Create Targeted Incentives to Drive New Business Creation
- + Create a Downtown Incubator, Accelerator, or Innovation Work Center
- + Create Live/Work Spaces
- + Recruit Third Spaces businesses (Cafes, Breweries, Drop-In Spaces)
- + Leverage proximity to Entrepreneurship Hubs (Saline, MI)
- + Greater focus housing and diversity of housing



WHAT ARE THE REASON ENTREPRENEURS SHOULD CHOOSE YOUR DOWNTOWN?

WHY DOWNTOWN PONTIAC?

[Home](#) / [Why Downtown Pontiac?](#)

Downtown Pontiac is a **vibrant and diverse** neighborhood, full of entrepreneurs, residents, corporate partners, and supporters that come together and form a **close-knit** community.



WRITE YOUR ELEVATOR PITCH!


- + Clear & Concise
- + One breath
- + Engaging

ECONOMIC VITALITY RECAP

- ✓ ***Supports existing economic base***
- ✓ ***Promotes strategic use of space & development***
- ✓ ***Assembles Economic Development Resources***
 - + Business & Property inventories
 - + Incentives & Assistance
 - + Adaptive Reuse
 - + Technical Support
 - + Showcase space – offer tours

YOUR REVITALIZATION WORK A BALANCING ACT



A wide-angle photograph of a historic downtown street. The buildings are multi-story, featuring a variety of colors including red brick, yellow, blue, and white. The architecture is ornate, with decorative window frames and cornices. A mural is visible on the left side of the street. Several cars are parked along the street, and a few are driving. The sky is blue with scattered white clouds. The text "Transformation or Economic Strategies" is overlaid in a yellow, italicized font in the upper right quadrant.

Transformation or Economic Strategies

THE MAIN STREET APPROACH®

+ Key Benefits:

- Puts focus on economic impact, creating potential for more significant change on Main Street
- Stresses broad community engagement to secure support for Main Street's vision and make sure transformation reflects diverse perspective
- Encourages all programs to focus on tangible outcomes that help communicate impact



New Community Accreditation Standards

A MORE HOLISTIC FRAMEWORK
FOR SUCCESSFUL & SUSTAINABLE REVITALIZATION

**Broad-based
Community
Commitment to
Revitalization**

**Inclusive
Leadership and
Organizational
Capacity**

**Diversified Funding
and Sustainable
Program Operations**

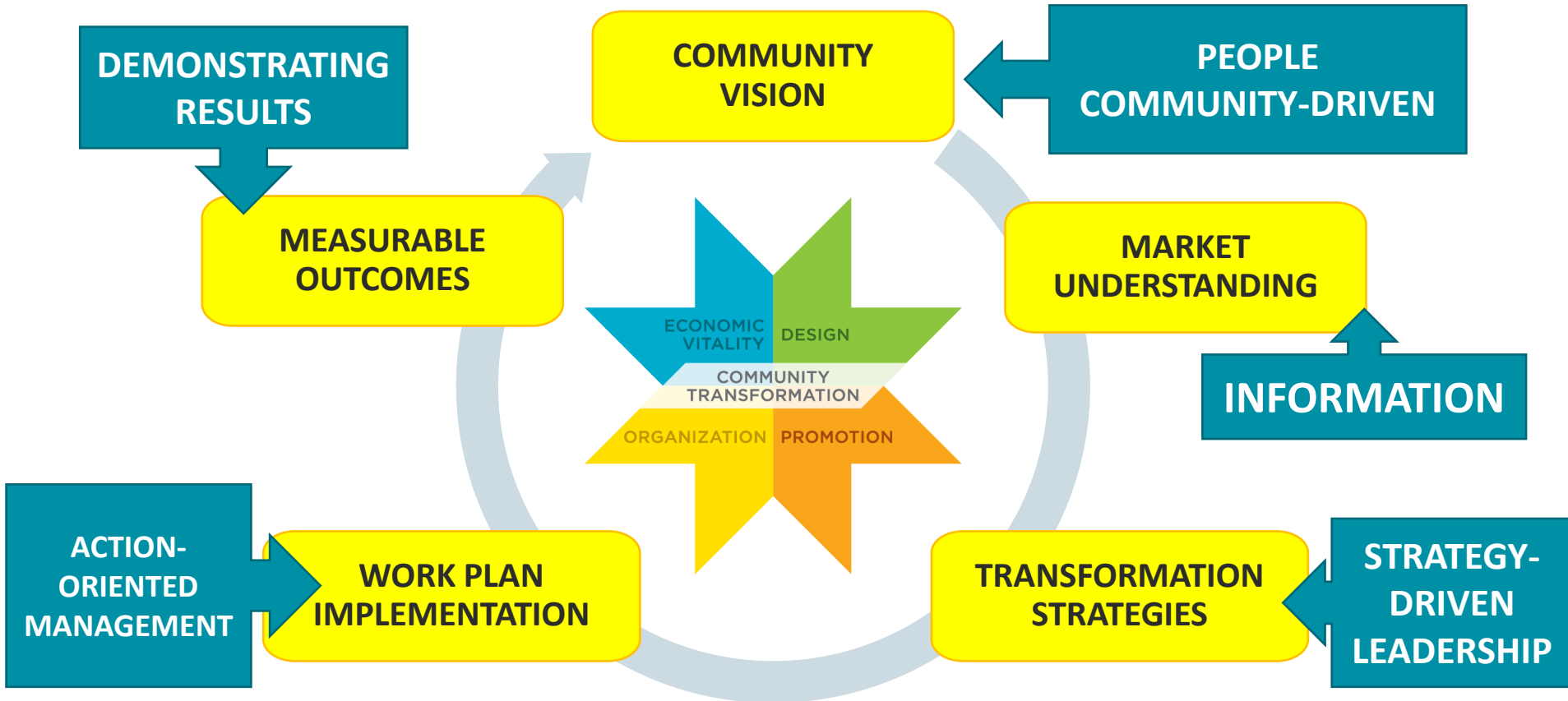
**Strategy-Driven
Programming**

**Preservation-Based
Economic
Development**

**Demonstrated
Impact and
Results**

LEADING THE ECONOMIC DEVELOPMENT JOURNEY

THE ECONOMIC STRATEGY IDENTIFICATION PROCESS



A PATH FOR BUILDING A STRONG DOWNTOWN

- + Every community is unique in some way
 - What is unique about your downtown or district?
- It could be a destination business or a specific business mix
- It could be your geographic location (natural features)
- It could be history or culture (historic buildings, place in history, etc.)
- It could be a random claim to fame



Marysville, KS Life Tile Murals
& Pony Express History

TWO TRANSFORMATION STRATEGY APPROACHES

Consumer-Based

- + Definable group that has capacity but unmet needs.

Product-Based

- + Expansion of an existing cluster or cultivation of new cluster.

Selection of a strategy does not mean you are intending to become your “region’s go-to” destination for a specific product or experience or that you are focusing on a specific group at the exclusion of others.



CONSUMER-BASED STRATEGIES

Downtown
workers and/or
residents

College
students

Tourists

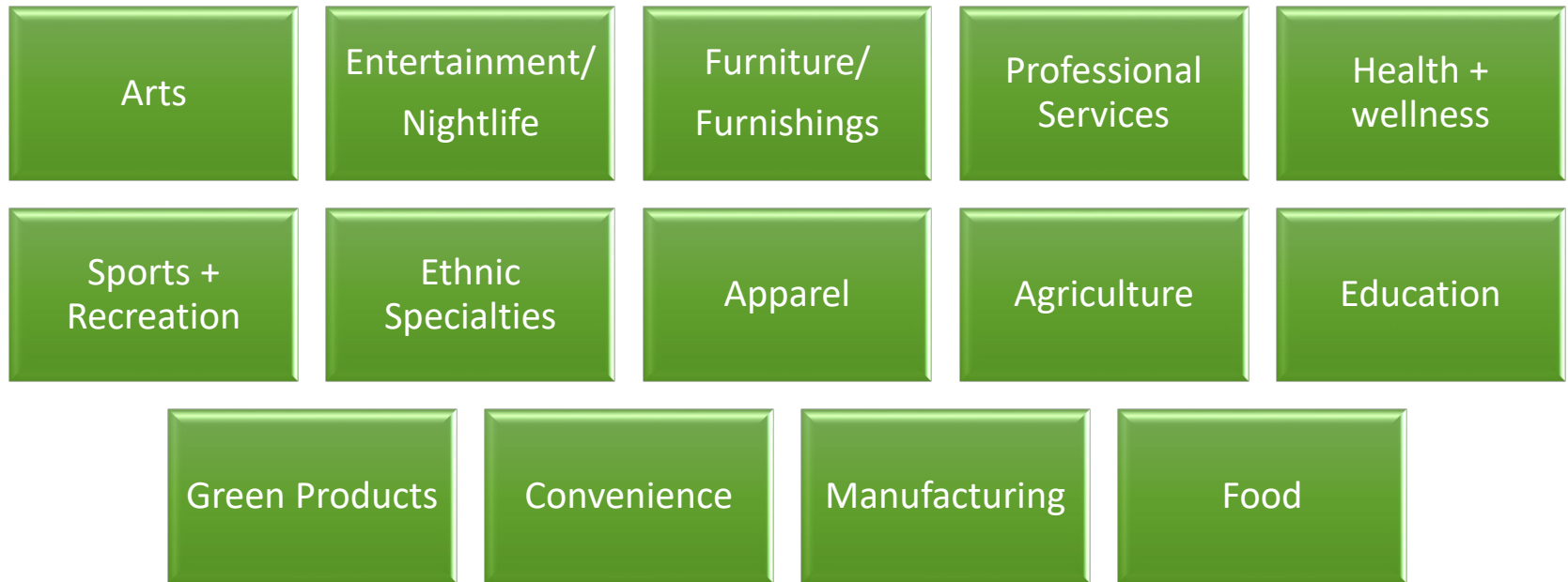
Military
installations

Family-friendly,
family-serving

Millennials

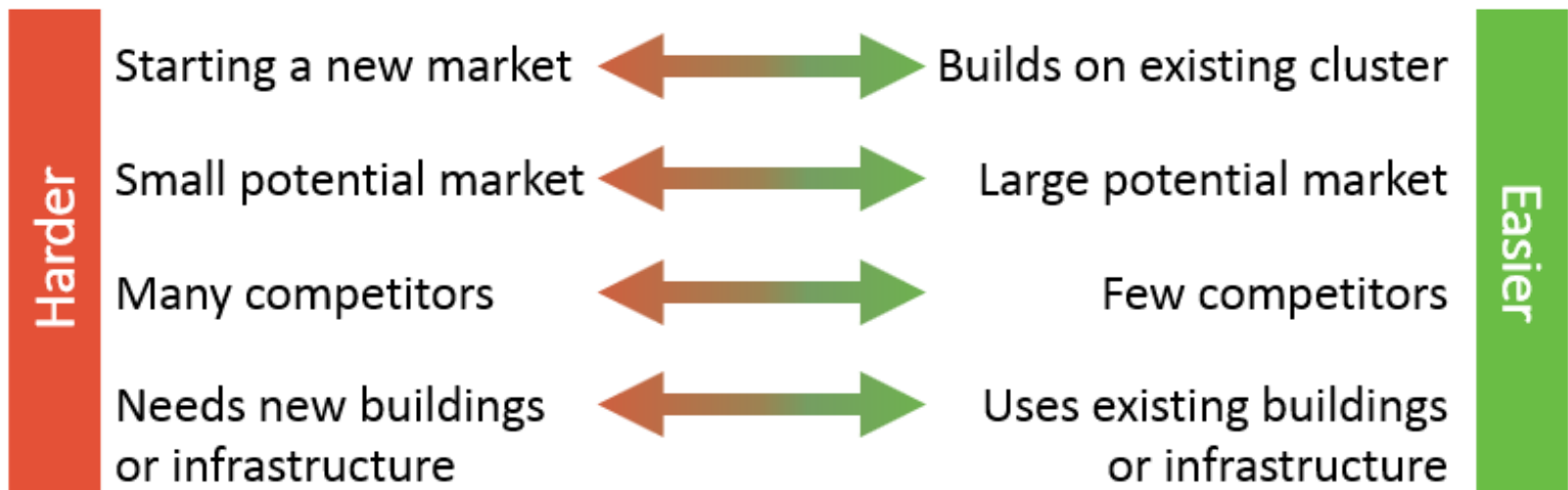
Retirees/
Elder-Friendly

PRODUCT-BASED STRATEGIES



EVALUATING STRATEGIES

Which strategies are a good fit?



TRANSFORMATION STRATEGIES

- + Community Driven
- + Based on market data
- + Three to five years
- + Clearly defined
- + Drive the work plan and include activities in all four points
- + Measurable progress, Noticeable impact

COMMUNITY DRIVEN

- + Existing Plans & Inventories
- + Community Survey - Distribution
- + Community Survey - Accessibility
- + Focus Groups

DOWNTOWN BUSINESS CHARACTERISTICS AND COMMUNITY ASSETS

- Business inventory
- Number of businesses
- Business clusters
 - Retail (by category)
 - Restaurant
 - Lodging
 - Professional
 - Manufacturing
- Number of downtown workers
- Property or Building Inventory

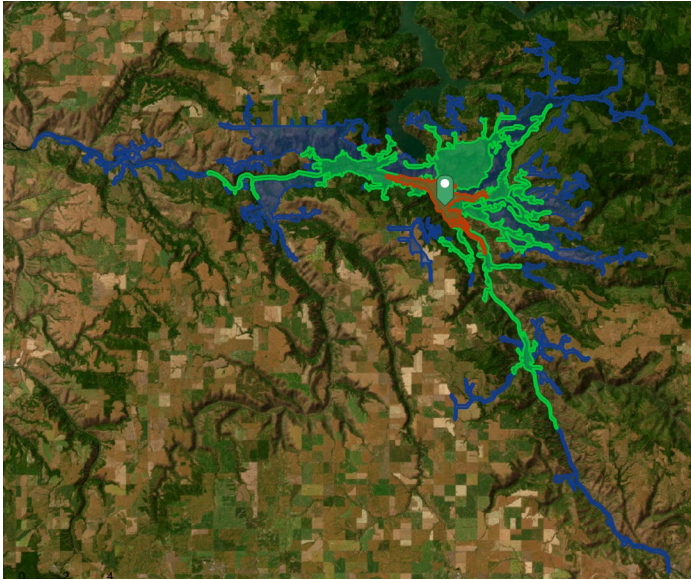


DEMOGRAPHIC CHARACTERISTICS

- + Population size
- + Population trends
- + Number of households
- + Household trends (e.g., smaller or larger)
- + Median HH income and benchmarks
- + Median age and benchmarks
- + Median age trends
- + Households with children at home
- + Homeownership rates
- + Educational attainment
- + Race and ethnicity and trends
- + Psychographic segmentation (“Community Tapestry”)

ESRI DATA

MARKET UNDERSTANDING



Some psychographic characteristics

What is Psychographics?

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles. Psychographic studies of individuals or communities can be valuable in the fields of marketing, demographics, opinion research, prediction, and social research in general. They can be contrasted with demographic variables (such as age and gender), behavioral variables (such as usage rate or loyalty), and organizational demographics variables (sometimes called firmographic variables), such as industry, number of employees, and functional area.

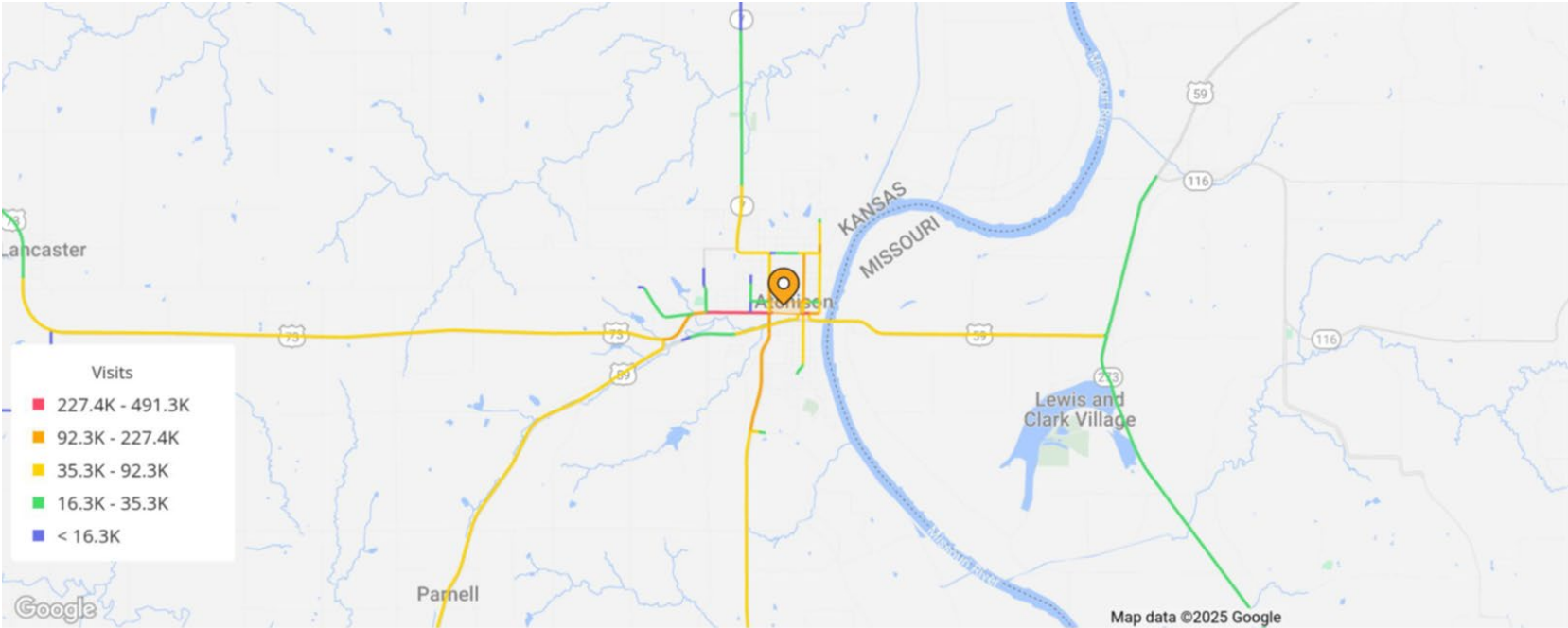
When a relatively complete profile of a person or group's psychographic make-up is constructed, this is called a "psychographic profile". Psychographic profiles are used in market segmentation as well as in advertising. Some categories of psychographic factors used in market segmentation include:

- activity, interest, opinion (AIOs)
- attitudes
- values
- behavior

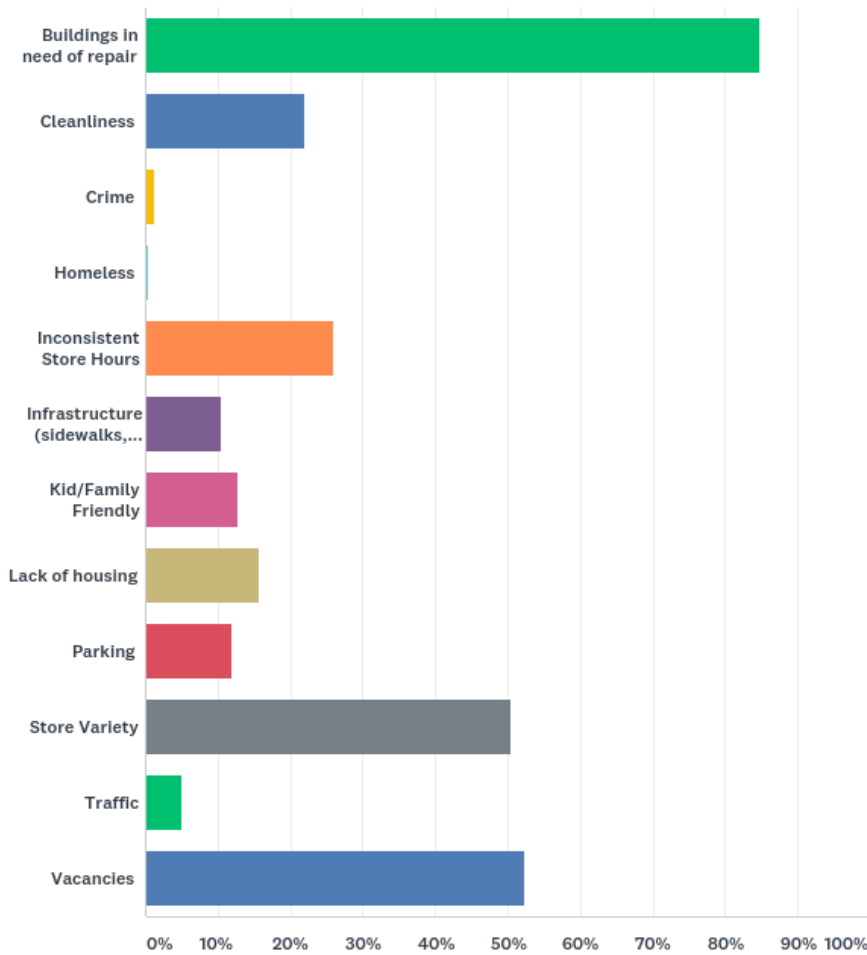
EXPERIAN MOSAIC KEY DIFFERENCES

Segment	Life Stage	Digital Engagement	Shopping Behavior	Dining Preferences	Entertainment Interests
Senior Escapes (9D)	Retired snowbirds, seasonal homeowners	Low; limited social media use	Value and convenience; catalog & mail-order	Familiar chains, early dining	Travel, leisure TV, hobbies
Midlife Constants (5E)	Middle-aged, steady blue-collar workers	Low to moderate; email over apps	Practical, price-driven; big box stores	Fast food, casual diners	Local sports, home improvement
Prairie Living (6D)	Rural families, mix of ages	Low; limited broadband access	Thrifty, DIY-focused, shop locally if possible	Hearty meals, home cooking	Outdoor activities, local fairs
Rural Resort Dwellers (6E)	Retired/semi-retired in scenic towns	Moderate; use internet mostly for news/shopping	Moderate spenders; favor quality and local	Upscale casual, regional favorites	Travel, arts, nature
The Great Outdoors (6C)	Younger families and singles, outdoorsy	Moderate to high; mobile-heavy	Brand-loyal, outdoor gear, online deals	Breweries, grills, food trucks	Hiking, sports, adventure travel
Small Town Sincerity (12C)	Young families, older residents, rooted locals	Moderate; more Facebook than streaming	Coupon use, shop at discount & local stores	Family restaurants, buffets	High school sports, local festivals

PLACER AI



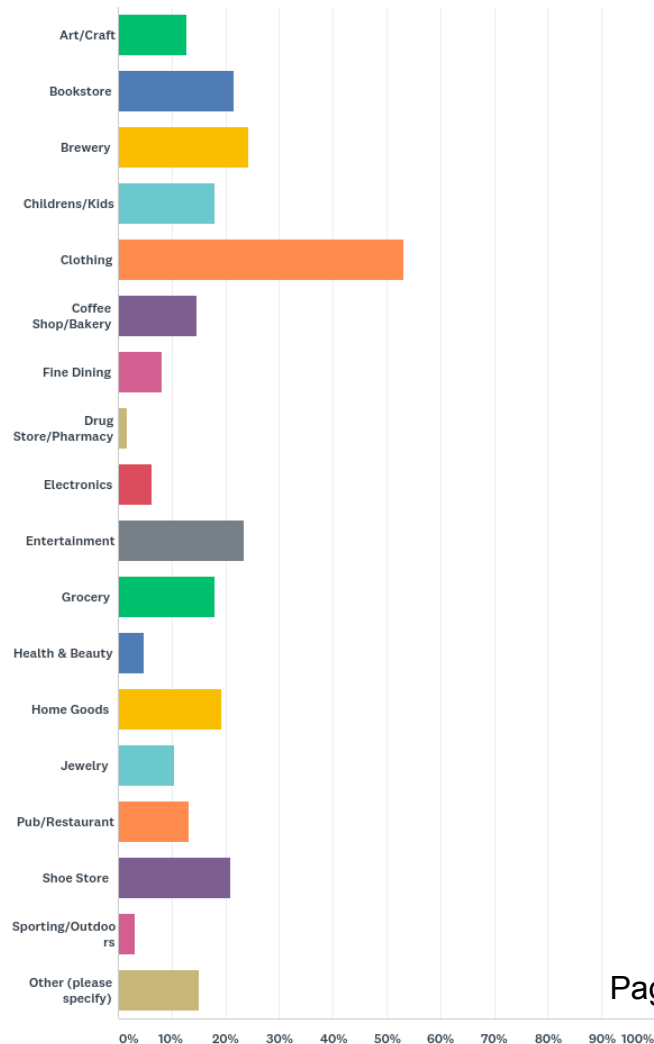
WHAT ARE THE TOP 3 ISSUES FACING DOWNTOWN?



1. Buildings in need of rehab or repair
2. Vacancies
3. Store Variety
4. Inconsistent Store Hours

WHAT THREE BUSINESS TYPES WOULD YOU LIKE TO SEE DOWNTOWN?

Q4 What 3 business types would you like to see within the downtown/district that are not currently present?



1. Clothing
2. Entertainment
3. Bookstore
4. Shoe Store
5. Children/Kid's
6. Grocery

EXAMPLE STRATEGY

- + Strategy: **Supporting Entrepreneurship** -
Developing a program to support business expansion, succession planning, and new business development will create a pipeline of businesses to occupy existing, new and underutilized space.
 - Objective 1.1: Grow your own entrepreneurs, capitalizing on the community's unique assets.
 - Objective 1.2: Engage developers with the local market.

THE FOUR POINTS AND THE STRATEGY SUPPORTING ENTREPRENEURSHIP

DESIGN

- + Utilize Business and Building Inventories to provide detailed information about properties under renovation, for sale or for lease posted at the building and online.

ECONOMIC VITALITY

- + Provide how to start a business guidebook customized for downtown and the city. Include Spanish translation.

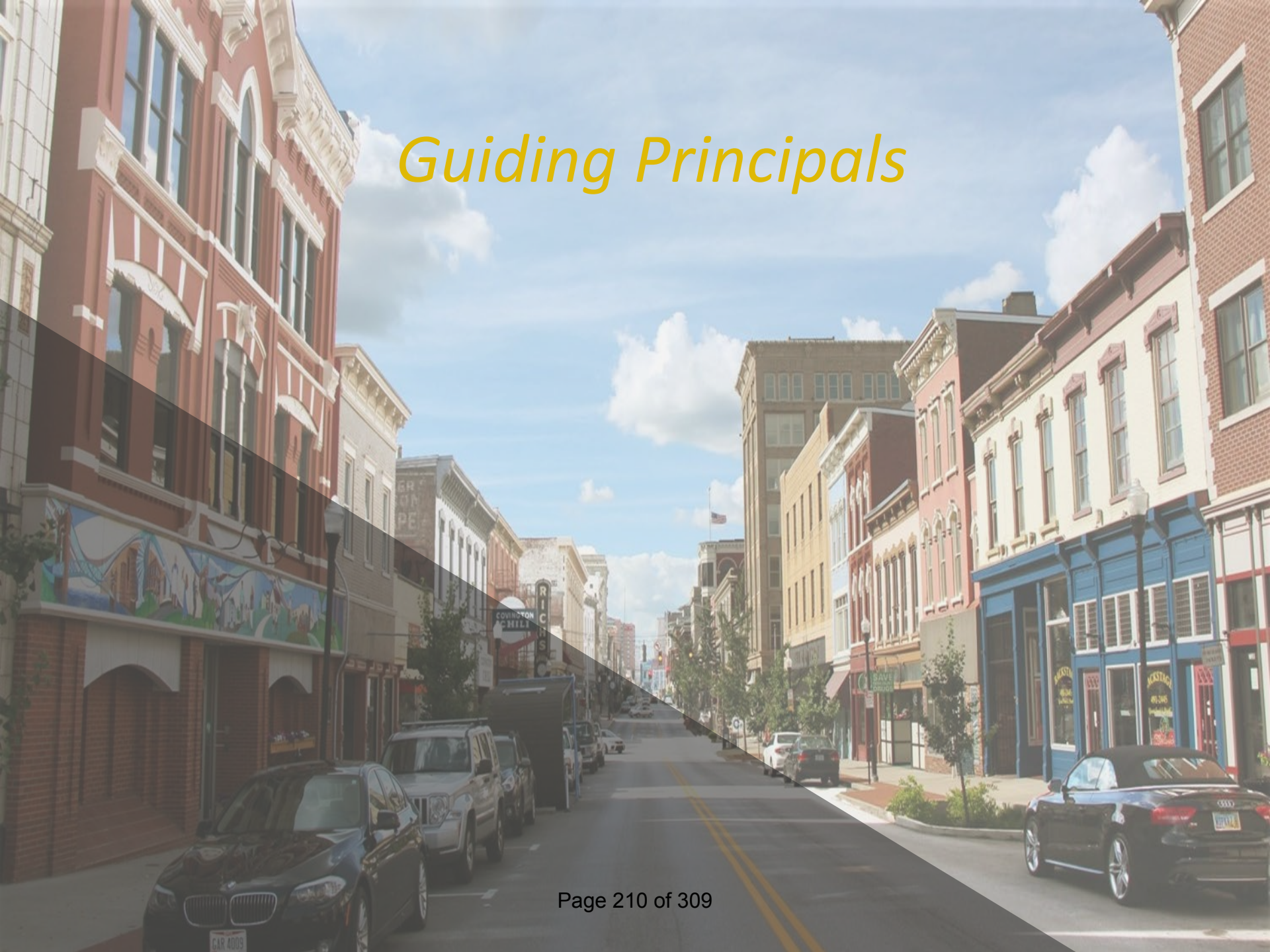
ORGANIZATION

- + Partner with Chamber or other organization to establish business mentor program.

PROMOTION

- + Promote available properties online and in person, offer a property tour.

Guiding Principals



GUIDING PRINCIPLES



- + Comprehensive
- + Incremental
- + Community-Driven
- + Public/Private Partnerships
- + Capitalizing on Existing Assets
- + Quality
- + Change
- + Implementation-orientated

National Accreditation Standards



New Community Accreditation Standards

**Broad-based
Community
Commitment to
Revitalization**

**Inclusive
Leadership and
Organizational
Capacity**

**Diverse Funding
and Sustainable
Program Operations**

**Strategy-Driven
Programming**

**Preservation-Based
Economic
Development**

**Demonstrated
Impact and
Results**

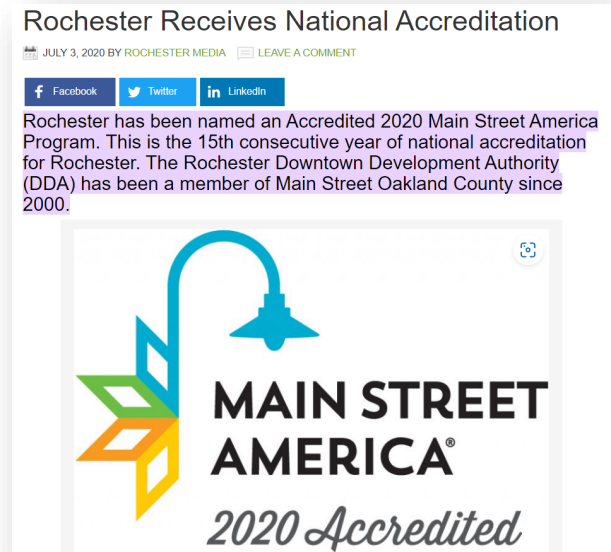
OBJECTIVES

New MSA Community Accreditation Framework

- *Meet communities where they are and guide their revitalization efforts*
- *Offer a more holistic set of Main Street America Community Accreditation Standards*
- *Provide an empowering model of collaboration for local revitalization*
- *Elevate the value of the recognition as a “Nationally Accredited” Community or Commercial District*

WHY IS ACCREDITATION VALUABLE

- + National recognition to programs that **operate with the highest standards**
- + Requirements help programs with **fundraising, volunteer development, and overall sustainability**
- + **Challenges** the board to organize and grow
- + **Illustrates accountability and credibility** to your partners, community, and volunteers
- + **Eligibility to apply for the Great American Main Street Award**
- + Ongoing **track record** of performance



ACCREDITATION STANDARDS

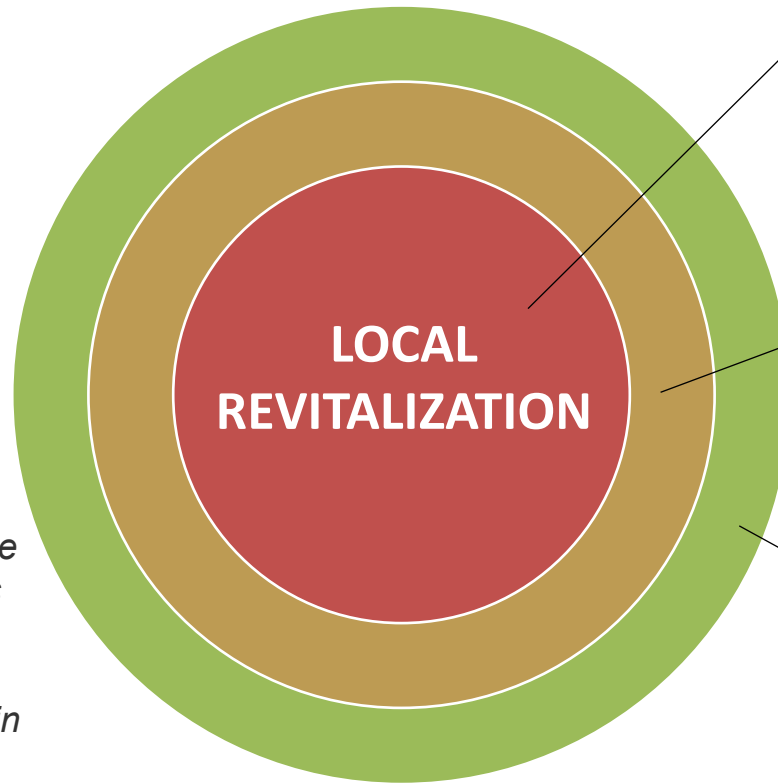
- Positioning MS programs as economic development organizations
- Moving programs beyond idea/project-driven to Strategy-driven programming – Transformation Strategies
- More community-wide engagement (input and participation) in programming and organization
- Develop a more cohesive system within the network



USING THE MSA BRAND



PROVIDING AN EMPOWERING, MODEL OF COLLABORATION FOR LOCAL REVITALIZATION



Community & Local Main Street Program

Coordinating Partner



Main Street America



- ✓ *Locally powered through community-driven revitalization*
- ✓ *Supported by a collaborative model that guides, provides technical assistance, adds resources, and connects to a network & best practices in revitalization.*

SEE BRANDING GUIDELINES



Downtown
Wixom

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Resources

2026 MAIN STREET NOW CONFERENCE

APRIL 13-15, TULSA, OKLAHOMA

+ Embrace this Opportunity

- Strengthen your network, gain new skills, and find solutions to issues impacting your community.

+ Get Squared Away

- 🗳️ Check out registration rates and deadlines
- 🏨 Find the right hotel for your stay

+ Explore What's in Store

- 💡 Check out the agenda
- 🚚 Peruse awesome add-ons
- 🔍 Start planning your visit



Learn more & register >
mainstreet.org/now2026

MAIN STREET AMERICA ACADEMY



The banner features the Main Street America Academy logo in the top left corner, with a 'SIGN IN' button and a 'SIGN UP' button in the top right. The main text reads 'MAIN STREET AMERICA ACADEMY' in large, bold, white letters. Below this, a smaller text block states: 'Your go-to destination for learning experiences that are practical, engaging, and built to grow with you. This is professional development made for Main Street.' To the right of the text is a photograph of four people standing outdoors in front of a building. Below the photo, it says 'Nevada, Iowa. Photo by KandE Productions.'

Explore the Academy > academy.mainstreet.org
Questions? > academy@mainstreet.org

Sharpen your skills, lead with confidence, and grow your impact with the Main Street America Academy!

- *Main Street America's new professional development program powered by a user-friendly learning platform*
- *Engaging self-paced courses*
- *Immersive in-person workshops*
- *Practical, engaging & flexible learning experiences*

MSA SMALL BUSINESS HUB



What is it?

- + Small business education & peer-to-peer networking.
- + No-cost. Self-led. Best-in-class insights.
- + Available for both Main Street leaders and small business owners.

Why Should You Care?

- + Expand your organizational capacity to provide resources to small business owners.
- + Added credibility for your Main Street org as a leader in economic development
- + Connection with other businesses across the country.

Sign up with your MSA account: smallbusiness.mainstreet.org

CURRENT FUNDING OPPORTUNITIES

+ The Hartford Small Business Accelerator Grant Program

- Grants to help Main Streets develop interim space where business owners can showcase their products and services and receive support and mentorship.
- For pop-up shops, incubators, shared commercial kitchens, coworking and other innovative spaces
- Aims to help entrepreneurs access affordable real estate
- **Available only to select eligible communities.**
- **New & Expanding Grants:** 3 grants of \$100,000 to create and operate a new physical small business accelerator site OR physically expand an existing site.
- **Operational Support Grants:** 3 grants of \$25,000 to existing physical accelerator sites to enhance ongoing services and reach.
- 2026 Submission Deadline: Monday, April 27, 2026, at 11:59 p.m. CT



Learn more >

mainstreet.org/smallbusinessaccelerator

PARTNERING WITH CORPORATIONS

DIGITAL EMPOWERMENT

EQUIPPING ENTREPRENEURS

Main Street America and GoDaddy are teaming up to provide digital empowerment to business owners around the U.S. Through Empower by GoDaddy, we equip entrepreneurs in communities with training, tools, and peer networks to help small businesses establish and improve an effective digital presence. We are excited that you have indicated a desire to participate in this initial launch and invite you to join us in sharing this opportunity with your small businesses and emerging entrepreneurs.



GM on Main: Placemaking Grant Program, Backing Small Business Grants from AMEX, Simons Science grants, Kauffman Equitable Entrepreneurial Ecosystems

THE KNOWLEDGE HUB

THE MAIN STREET APPROACH

The Main Street Approach™ offers a practical, adaptable framework for reenergizing and strengthening downtown and neighborhood commercial districts that is easily tailored to local conditions. Find guidance on how to utilize the Main Street Approach and tailor to your local needs.



COMMUNITY PRESERVATION

The Main Street movement was founded to preserve and enhance the physical, social, and cultural core of our communities. This includes rehabilitating older and historic buildings and also protecting and celebrating intangible heritage. Discover tools and resources that will help you lead community preservation efforts.



REAL ESTATE AND PROPERTY DEVELOPMENT

Main Street programs have a crucial role to play when it comes to thoughtful development of housing and commercial district property. This section provides research, tools, and guidance on how to manage the physical imprint in your district.



PUBLIC SPACE AND INFRASTRUCTURE

Creating safe and welcoming spaces for people is essential to creating vibrant Main Streets. From transportation guidance to placemaking best practices to disaster preparedness planning, find the resources you need to create a physical environment that places people first.



SMALL BUSINESS & ENTREPRENEURSHIP

Fostering entrepreneurship and supporting small businesses is a key economic development strategy for Main Streets. Find tools and resources here to help you ensure your small business support strategies leverage the distinct sense of place that makes your commercial district unique.



EQUITABLE AND INCLUSIVE COMMUNITY DEVELOPMENT

At the core of our approach to community development is a commitment to creating places of shared prosperity, equal access to opportunity, and inclusive engagement. Find educational resources and build your knowledge to help guide your work in this area.



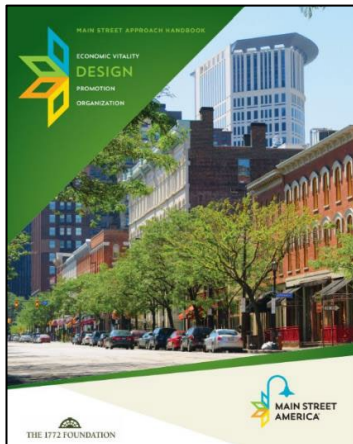
SELF-GUIDED RESOURCES

Main Street Approach Guides



NEW GUIDE! Community Engagement for Main Street Transformation

This new resource guide provides a practical framework for understanding how to launch or strengthen your community engagement efforts, and includes actionable tools to put to use in your own community. [READ HERE >](#)



THE MAIN STREET APPROACH: A COMPREHENSIVE GUIDE TO COMMUNITY TRANSFORMATION

Community Transformation
Learn how your Main Street program can better align your work around district-specific strategies.

[READ HERE](#)



THE MAIN STREET REFRESH: LESSONS LEARNED

Main Street Refresh
Learn about the process, key takeaways and vital updates to the Main Street Approach.

[READ HERE](#)



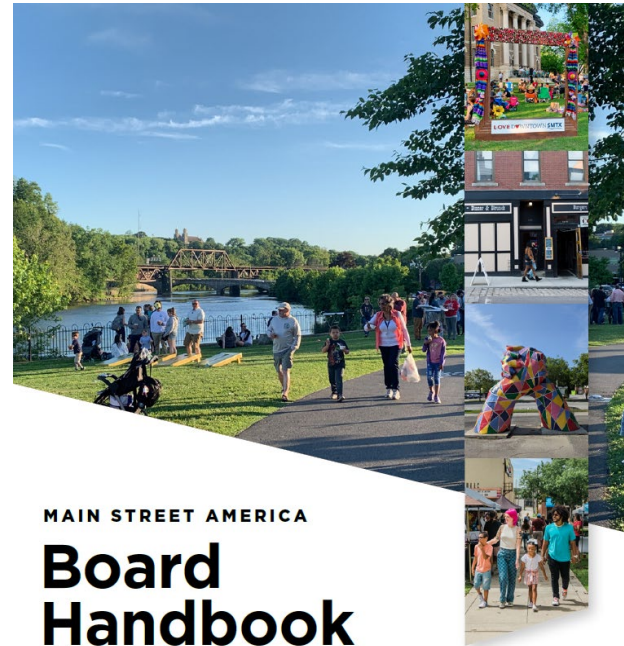
REVITALIZING MAIN STREET

Comprehensive Revitalization
Learn about all aspects of downtown growth, development & revitalization.

[READ HERE](#)



OUR NEWEST RESOURCES



BOOMS TRACKER

BUILDING OPPORTUNITIES ON MAIN STREET THROUGH THE BOOMS TRACKER

ARTICLE PUBLISHED

April 15, 2024

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ALLIED SERVICES DIRECTORY



Main Street Services Directory

Consulting Services

Business Assistance

Marketing & Promotions

Fundraising

Strategic Planning

Community Engagement

Organizational Development

Products

Banners & Signage

Streetscape Products

Holiday Decorations

Technology

Insurance

Fundraising Items

MSA MEMBER HUB

New Features Made for Members: Browse resources, read the latest news, look up important details — like your member number, renewal date, and staff roster — and manage your membership.

Same Great Peer Networking: Find a dedicated space for you to have discussions, build your peer network, share and download resources, and manage digest emails.

A Streamlined Login Experience: Use one username and password to access everything on mainstreet.org — including member-only Knowledge Hub resources, the Academy, and Small Business Hub!

Sign in: members.mainstreet.org

Find help: members.mainstreet.org/platform-faqs

MAIN STREET BUSINESS INSIGHTS PODCAST

Join host Matt Wagner, Ph.D., as he travels the country and takes a deep dive into the personal journeys of downtown and neighborhood entrepreneurs — the stories that far too often go unheard.

- + Learn about the innovative ways businesses have overcome adversity and the advice they have for others on how to keep their businesses on track.
- + Available wherever you find podcasts
- + 50 episodes and growing!



Listen > [mainstreet.org/podcast](https://www.mainstreet.org/podcast)

NATIONAL TRUST INSURANCE SERVICES



**National Trust
Insurance Services, LLC**
a subsidiary of
National Trust *for* Historic Preservation

NTIS policies include coverage for:

- General Liability
- Liquor
- Special Events
- Festivals
- Fairs
- Parades
- Exhibits
- Concerts
- Directors & Officers
- Volunteer Coverage
- Worker's Compensation
- Building & Property

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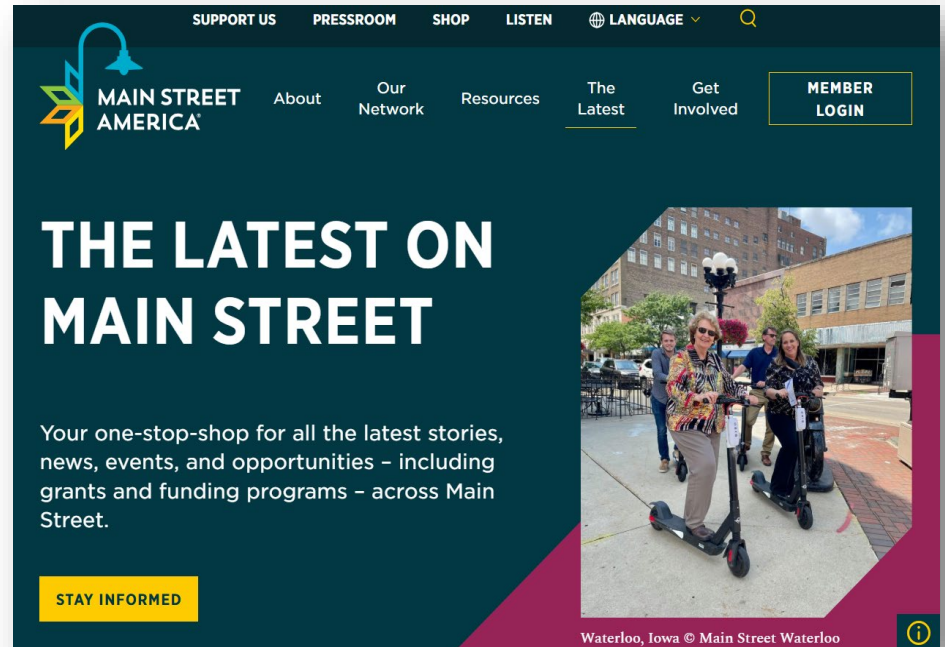
[@Main Street America](https://www.linkedin.com/company/MainStreetAmerica)



[NationalMainStreet](https://www.youtube.com/channel/UC...)

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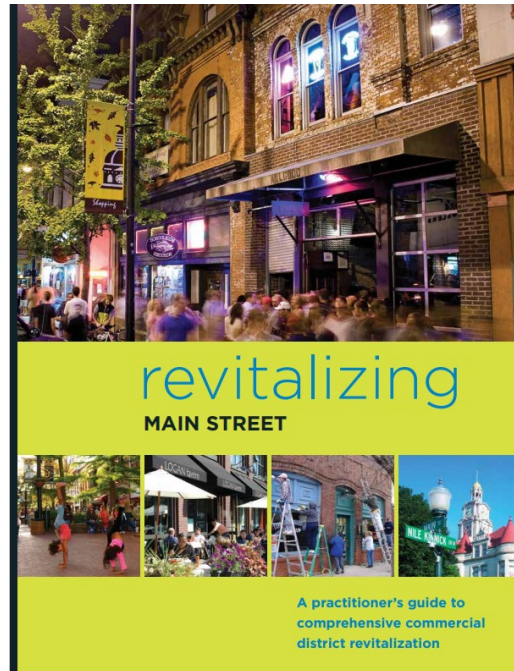


A vibrant street scene in a historic downtown area. The street is lined with colorful brick buildings in shades of red, yellow, and blue. On the left, a large mural depicts a bridge and a cityscape. Several cars are parked along the street, including a dark BMW in the foreground. The sky is blue with scattered white clouds. The text "Stages of Program Growth, Reinvestment Statistics & Telling a Compelling Story" is overlaid in a yellow, italicized font at the top right.

*Stages of Program Growth,
Reinvestment Statistics &
Telling a Compelling Story*

STAGES OF PROGRAM GROWTH

- + Catalyst
- + Growth
- + Maintenance



revitalizing
MAIN STREET

A practitioner's guide to
comprehensive commercial
district revitalization

Organizational Phases of a Main Street Program

Successful Main Street programs go through three distinct organizational phases:

Catalyst Phase

In this phase, during which the revitalization program is created, the organization builds collaborative partnerships; develops basic revitalization skills; builds a strong volunteer base; and establishes a credible presence in the community. Characterized by enthusiasm, high hopes, and some skepticism, this phase is frequently marked by misconceptions about the commercial district's true problems and opportunities. Because the new organization doesn't have a track record yet, its initial revenues have probably been raised through pledges, and the district's constituents will watch carefully to see if the new organization lives up to their expectations. These are the years during which program leaders must lay the organizational groundwork for the reinvestment that will follow. It is important to achieve some highly visible "victories" during the program's early days as a way to signal that changes are taking place, while working diligently to discover economic opportunities for the district and make decisions about the best path to pursue.

Indicators that a Main Street program is moving from the catalyst to the growth phase include: design management system, strategic thinking, organizational credibility, and a good understanding of the district's economic role.

Growth Phase

These are the years in which the program begins tackling tougher problems and sees major reinvestment in the district: facade improvements grow into more substantial rehabilitation projects; unused (or underused) upper floors become apartments, offices, or other small businesses; and new buildings rise on vacant lots. Along with the visionary risk-takers who started the program, the Main Street organization now needs seasoned volunteer leadership—individuals who possess the technical skills and expertise to provide the development financing, political access, and marketing direction necessary to stimulate major reinvestment in the commercial district.

The major challenges of the growth phase are to:

- Develop and implement a comprehensive economic development strategy for the commercial district—a strategy based on a firm understanding of the region's market opportunities and limitations;
- Raise the capital required to complete major building rehabilitations and, if necessary, public improvement projects; and
- Identify and take steps to overcome the regulatory, financial, and perception barriers that prevent or deter full utilization of the commercial district's buildings.

Unlike the transition from the catalyst to the growth phase, which is marked largely by the skills the members of the organization have learned and by the way the program is perceived by the public, the shift from the growth to the management phase is marked by tangible benchmarks:

- At least 70 percent of the buildings, both public and privately owned, that needed major physical renovations at the beginning of the revitalization effort have been renovated;
- The ground-floor vacancy rate ranges between 5 and 8 percent;
- The upper-floor vacancy rate is less than 20 percent;
- The public is aware of the commercial district's importance to the community and quality of life is high; and
- The organization has made some headway in overcoming the regulatory, financial, and perception barriers that have impeded full utilization of the district's commercial buildings.

Management Phase

During the management stage, the Main Street program's role changes. In many ways, it functions like a shopping mall management office, ensuring that businesses adapt to changes in the marketplace; that the district's physical infrastructure, both buildings and public spaces, is in good condition; that the district is as safe as possible; that the district's marketing strategy is targeted and effective; and that potential threats to the district's economic vitality are kept in check.

Typical characteristics of the management phase include:

- The program sometimes serves as a contractor to the municipality, delivering or augmenting specific services such as maintenance, parking management, and security;
- The program's staff often grows during this phase, with staff members assuming greater responsibility for management of the organization;
- Program leaders sometimes redefine the organization's mission to reflect the progress that has been made and the shift from revitalization to ongoing management of the district;
- The commercial district is no longer perceived by the general public as being in economic distress or danger; and
- The district supports a broader range of uses than it did at the beginning of the revitalization process.

The catalyst phase typically lasts from two to four years; the growth phase, about eight to 12 years; and the management phase is ongoing. Main Street programs sometimes cycle back and repeat certain aspects of earlier organizational phases as they mature, as the marketplace changes, and as the program's staff and leadership change over time.

Excerpted from "How Main Street Programs Evolve and Change," by Kennedy Lawson Smith, www.mainstreet.org

[Read more in this publication](#)

STAGES OF PROGRAM GROWTH



Reinvestment Statistics

The Impact of Main Street



BEFORE



AFTER



MUNICIPAL GOVERNMENT

THE BIGGEST BENEFACTOR OF A MAIN STREET PROGRAM

- + Increased tax base
- + More tourism
- + Increased property values
- + Increased number of jobs
- + Better goals and vision
- + Healthy economy
- + Better services available
- + Positive perception of Downtown and community
- + Better relations between local government and private sector
- + Better relations between local government and private sector
- + Increased volunteer base for city
- + Takes political heat, develops consensus for political requests
- + Industrial recruitment
- + Impetus for public improvements
- + Grant solicitation
- + Information resource for city leaders



ELEMENTS OF A THRIVING DOWNTOWN/COMMERCIAL CORRIDOR

Organization

- + Sense of unity, investments being made
- + Leveraging resources

Design

- + Welcoming environment
- + Attractive district – buildings, public spaces, pedestrian amenities, etc.
- + Managed parking

Economic Vitality

- + Desired businesses
- + Housing

Promotion

- + Activities and Attractions
- + People on the street
- + Nightlife



WHAT WILL YOU MEASURE?

- + Job Growth
- + Business Growth
- + Private Sector Reinvestment
- + Public Sector Reinvestment (city, state, and federal)
- + Properties Saved
- + New Buildings Constructed
- + Tax Base Changes (per acre yield)
- + Vacancy Rates
- + Volunteer Hours
- + Festival Impact
 - Attendance
 - Economic Impact
- + Leverage Ratio of Public Dollars
- + Leverage Ratio of Incentive Grants
- + Demographic Data
- + Marketing Dollars

TRACKING PROGRESS



Investment & Economic Impact 2023 STATISTICS

The following data summarizes the annual investment and economic impact in Main Street Oakland County (MSOC) Select Level communities for 2023.*

\$88,266,167

New Annual Public and Private Investment:

\$8,826,967 - Public
Streets, streetscape, pedestrian amenities, sewer, parking, signage, lighting, grants, events, marketing and program management

\$79,439,200 - Private
Buildings, building rehabs, façades, parking, site and interior business improvements

249 Net new full-time jobs created

185 Net new businesses established

\$483,114 Cash Sponsorships
Donated to MSOC community programs

*MSOC compiles this data annually and reports it to the National Main Street Center (Chicago).



15,291 Volunteer Hours
Invested in organization, promotion, design and economic development committee projects, tasks, activities and events by committee members, residents, businesses and property owners

252,558 sq. ft. New floor space constructed

44 New housing units constructed

123 Buildings rehabilitated

491 Special events held in MSOC program communities, including festivals and retail events that draw visitors to the downtowns and support local businesses

MainStreetOaklandCounty.com
@AdvantageOak | #OaklandCounty
All ways, MOVING FORWARD



Investment & Economic Impact 2001-2023 STATISTICS

The following data summarizes the cumulative investment and economic impact in Main Street Oakland County (MSOC) Select Level communities from 2001 through 2023.*

\$967,452,702

Cumulative Public and Private Investment:

\$222,206,704 - Public
Streets, streetscape, pedestrian amenities, sewer, parking, signage, lighting, grants, events, marketing and program management

\$745,245,998 - Private
Buildings, building rehabs, façades, parking, site and interior business improvements

8,182 Net new full-time jobs created

2,759 Net new businesses established

\$12,244,677 Cash Sponsorships
Donated to MSOC community programs

*MSOC compiles this data annually and reports it to the National Main Street Center (Chicago).



508,575 Volunteer Hours
Invested in organization, promotion, design and economic development committee projects, tasks, activities and events by committee members, residents, businesses and property owners

4,177,107 sq. ft. New floor space constructed

1,233 New housing units constructed

2,841 Buildings rehabilitated

6,750 Special events held in MSOC program communities, including festivals and retail events that draw visitors to the downtowns and support local businesses

MainStreetOaklandCounty.com
@AdvantageOak | #OaklandCounty
All ways, MOVING FORWARD



HOW CAN THESE NUMBERS BE USED TO LEVERAGE THE IMPACT OF DISTRICT EFFORTS?

- + Assure/Build Public Financial Support (overall economic impact and festival impact)
- + Assure/Build Public Assistance at Events (Law enforcement, parking, restrooms, etc.)
- + Gaining Private Sector Support
- + Assisting Banks in Compliance with CRA (Community Reinvestment Act and encouraging more small business lending)
- + Using as Match for Grants (volunteer hours)
- + Business Recruitment (economic impact of festivals and marketing)
- + Property Owners Buy-In (see the public investment/interest, leverage ratio, marketing to help tenants be successful)
- + Sponsorship Development (attendance)

TELLING A COMPELLING STORY



ANNUAL REPORT 2023



Our mission is to continuously improve Downtown Lawrenceburg by attracting new investments, prioritizing business retention, promoting community attractions, and developing economic tools to help make Lawrenceburg a better place to live, work, play and invest.



Economic Vitality

GRAND OPENING!
7 NEW Business Openings
\$14K In Small Business Action Grants

35 New Jobs Created
\$43.5K Private Investment Generated

Promotion

80 Programs & Events
50K Attendees

96 Volunteers Worked (820 Hours)
8,000 Ice Rink Visitors

Marketing

4,804 E-Blast Subscribers, up from 2,632

1,339 Instagram Followers, up from 1,204
11,218 Facebook Followers, up from 9,843

Design

\$597K In Private Investment Generated
18 Properties Restored

900 Flowers Planted in Downtown Flowerbeds
1 Mural Designed & Painted

Downtown Wytheville ECONOMIC IMPACT NUMBERS 2016 - 2020

Total PUBLIC IMPROVEMENTS
\$8,252,341

Total FACADE IMPROVEMENTS



Total Amount of PRIVATE INVESTMENT
\$17,077,593

Total NEW BUSINESSES
53



34,279

Total VOLUNTEER HOURS

Est. market value
\$932,389

COMMUNICATING AND REPORTING



Main Street

An accredited member of [Main Street America](#) – a division of the National Trust for Preservation -the Clawson DDA follows the Main Street management philosophy of community driven economic development and historic preservation with an emphasis on “sense of place.”

Goals and Projects

Each year the Board of Directors identifies goals for the upcoming year and the four Main Street committees – Organization, Design, Economic, and Promotion – coordinate and determine projects to realize those goals.

[Current workplan infographic](#)

[2020 Informational Meeting](#)

Funding and Budget

The projects and plans for downtown are funded by several sources with Tax Incremental Financing (TIF) as the primary resource along with a 2 mil levy on properties within the district.

Special events and promotions are supplemented with generous sponsorships while fundraising efforts and promotional sales benefit select priority projects.

Organization Structure



Duties of the Executive Director / Program Manager

SUMMARY OF ABILITIES REQUIRED IN THE WORLD OF MAIN STREET STAFF:

Invest in
Professional
Development.

Professional Certifications

MSRP

Main Street Americ-

MiPDM

Michigan Professional
Downtown Manager

- + To be able to **MANAGE**
volunteers, resources, needs, assets...
- + To be able to **SHARE**
opportunities, tasks, control, credit...
- + To be able to **ENVISION**
the process, the change, the results...
- + To be able to **BUILD** the vision, the value, the
the trust
- + To be able to **MOTIVATE and INSPIRE** by
example

MANAGING THE EXECUTIVE DIRECTOR

Municipality or StandAlone Organization NEEDS

- + Job Description
- + Performance Criteria
- + Annual Evaluation/ Performance Review
 - Maintain a record of feedback through performance reviews
- + Budget for Training and Professional Development
- + Succession Plan
- + Executive Director Retention



BOARD OF DIRECTOR & EXECUTIVE DIRECTOR

➤ **Confirm expectations early-on**

- Communicate preferences, priorities, meeting schedules
- Confirm roles and accountability

➤ **Meet with purpose**

- Confirm agenda in advance
- Highlight strategy, focus on alignment
- Avoid routine / rubber-stamping projects

➤ **Regular communication – crucial!**

- With the entire Board – monthly if possible
- Board Chair with ED – more often

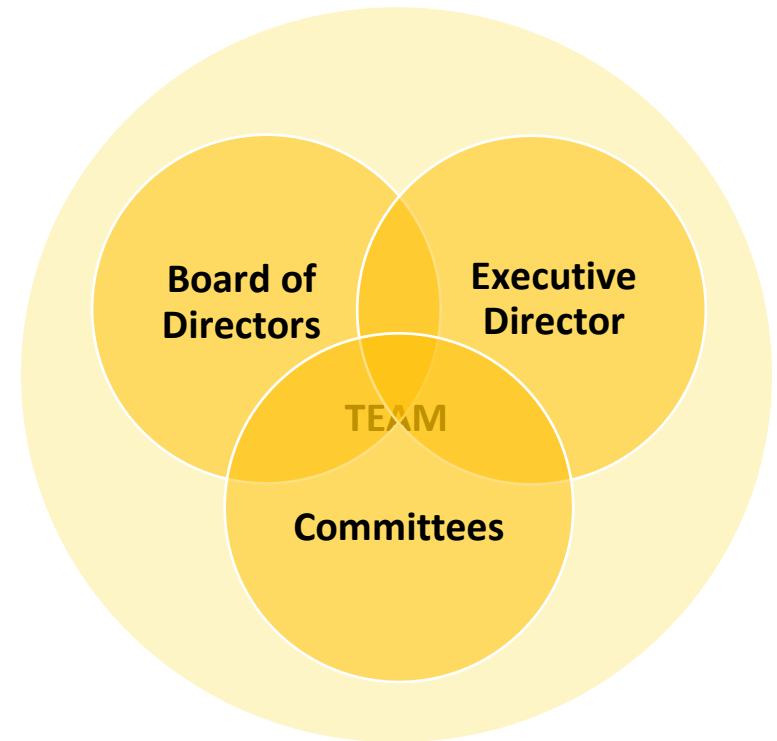
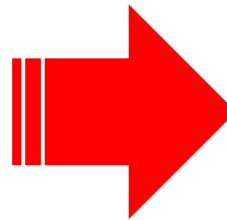
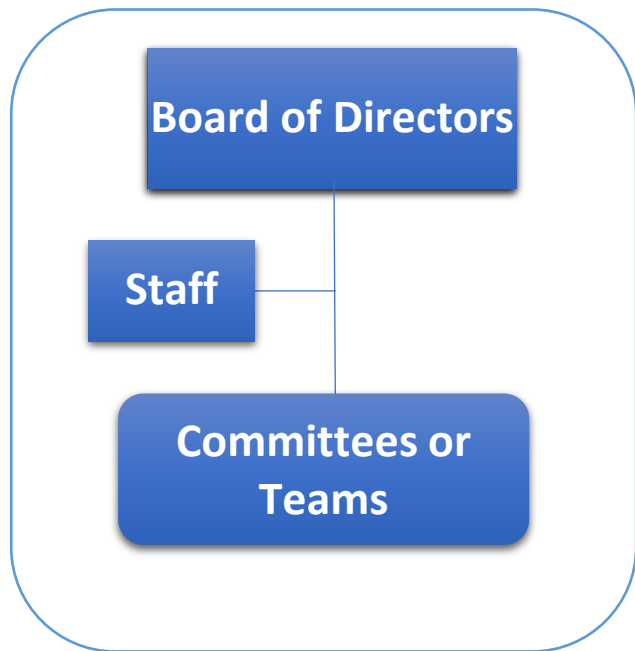


EXECUTIVE DIRECTOR DOES NOT

- + Create Agendas
- + Take minutes
- + Carry out most tasks on the work plan
- + Report to individual board members
- + “Boss” the volunteers
- + Take sides
- + Raise the funds for their salary



BUILDING A STRONG “TEAM” CULTURE WITHIN OUR ORGANIZATIONS...



TIME MANAGEMENT

- Prioritize projects
- Highlight reporting deadlines
- Recurring meetings
- Time blocking
- Technology
- Learn to say no



LET'S PRACTICE SAYING NO

How many ways can we say no?

KEY PHRASES TO USE FOR NO

- "I appreciate your enthusiasm, but I need to set some boundaries to ensure I can prioritize effectively."
- "I'll need to prioritize self-care this evening. Taking care of myself allows me to be more effective in my role."
- "I need to step back from this project to maintain balance in my workload. Can we discuss delegating tasks?"
- "I need to take a personal day tomorrow to address some important matters outside of work."
- "Let's encourage each other to take breaks and prioritize self-care. It's essential for our well-being and productivity."

8 MAIN STREET GUIDING PRINCIPLES...



1. *Comprehensive*
2. *Incremental*
3. *Community-driven*
4. *Public & Private effort*
5. *Builds on existing assets*
6. *Quality*
7. *Change*
8. *Implementation-oriented*

9. Repeat, Repeat, Repeat
the work is never done!
Main Street Oakland County

Board Roles & Responsibilities

ROLES OF THE BOARD AND STAFF

- + Adhering to the mission
- + Establishing a vision
- + Setting short and long-term goals
- + Developing Work Plans
- + Strategic Planning
- + Reporting

Now let me introduce our board members for 2014...

BOARD MEMBERS

Seth Goodman - **Past President**

Tracy Welch - **President**

Open - **Vice President**

Jessica Hanson - **Secretary**

Michael Simonson - **Treasurer**

Brian Huffman

Sara Erlandson

Andy Anderson

Andy Meister

Jonie Tibbs

Nick Vaini

Jessica Hanson

Annette Welch

Ashley Welch



EX-OFFICIO(S)

Andi Hake - Chamber



BOARD OF DIRECTORS

- + Broad-based
- + A *working* board
- + Usually 9-13 members (with Main Street recommendations to mayor/council)
- + Individuals give 5-10 hrs./month
- + Contains the Four W's
 - **Workers**
 - **Wisdom**
 - **At least one Worrier**
 - **Wealth**
 - **Gender and Race Balance**
- + Every DDA/Main Street board member should be representative of the community

ATTENTION

Are you passionate about the growth and vibrancy of Lathrup Village's downtown district?

We're looking for dedicated individuals to join our *Downtown Development Authority Board!*

If you have a vision for the future and a commitment to community development, we want to hear from you!

Applicants should either reside in the city or own a business within the downtown district.

Apply Now! Send your resume and a completed application to Acolson@Lathrupvillage.org.

DDA Board application can be found on the city website or via the QR code below.

Be a part of the team shaping the future of your downtown!



QR Code to DDA Application



WHAT BOARD MEMBERS SHOULD BRING TO THE ORGANIZATION

- + Commitment
- + Leadership
- + Time, Talent, and Treasure
- + Enthusiasm
- + Money (give or get)
- + Community Respect
- + Skills



BOARD OF DIRECTORS

■ Policy

- Financial
- Volunteer
- Personnel
- Purchasing
- Conflict of interest
- Media
- Fundraising

■ Committee Oversight

- Recruiting effective chairs
- Work plan approval
- Monitoring activities
- Providing adequate resources

● Funding & Financial Management

- Annual budget
- Approving and monitoring
- Authorizing audit or review
- Responsible for fundraising

● Advocacy

- Promoting importance of organization to the community

● Personnel/Evaluation (Unless Municipal Staff)

● Planning

RESPONSIBILITIES OF INDIVIDUAL BOARD MEMBERS:



- + Suggest possible nominees to the board
- + Keep up-to-date on developments in the organization's field
- + Follow conflict of interest and confidentiality policies
- + Refrain from making special requests of staff
- + Assist the board in carrying out its fiduciary responsibilities

COMMITTEE/TEAM RESPONSIBILITIES

- + Develop and implement projects and tasks needed to achieve goals identified by the board
- + Develop annual work plan and budget for specific projects
- + Work in collaboration by communicating with other committees/team members
- + Create and communicate benchmarks that measure the success of specific projects and impact of the organization



BOARD MEMBERS

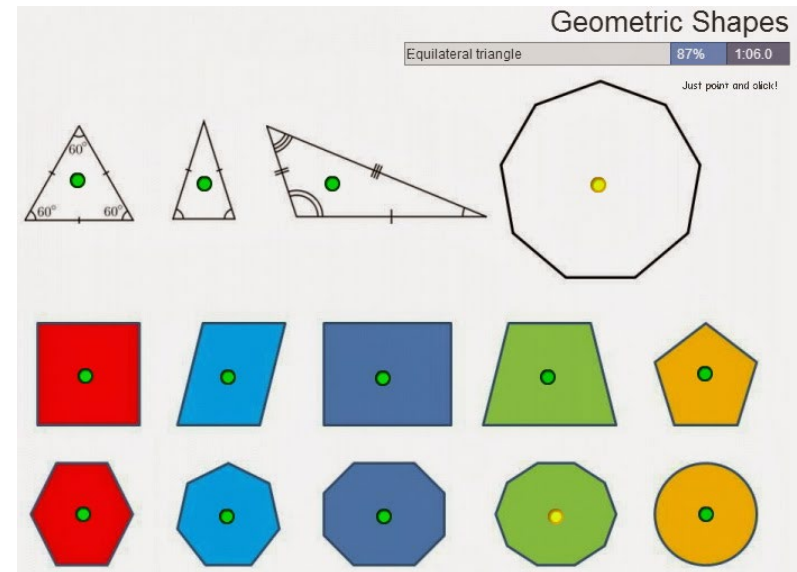
+ What are the strengths of your board members?

Organizing Your Work

COMMUNICATION

+What is Your Shape

<https://theshapestest.com/>



This Photo by Unknown Author is licensed under CC BY-NC-ND

SHAPE YOUR MAINSTREET

5-Minute Group Chat Exercise

Imagine your Main Street board is designing a new public space:

A small plaza on a corner lot is being redeveloped. There's room for:

- Public art
- Seating
- A small events board
- Landscaping

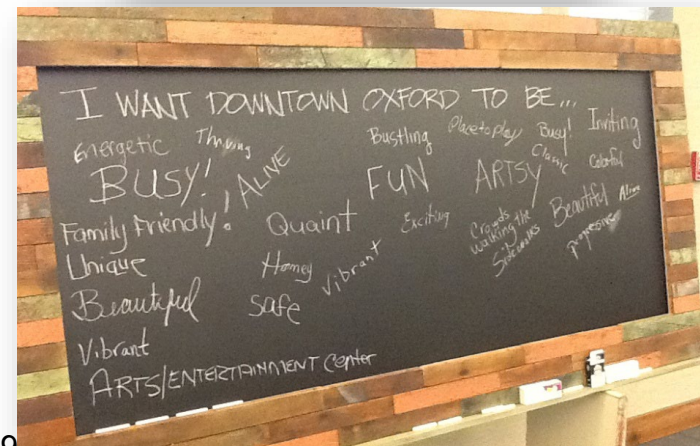
In your shape group (or thinking from your shape's lens), decide:

- What's most important in the design?
- How would your shape prioritize community needs?
- What does decision-making *look like* from your shape?

VISION/ECONOMIC POSITION STATEMENTS

Where You're Going...

- Preferred future of the district
- Inspiring!
- Consensus, developed by a broad cross-section of the community
- Comprehensive
- Uses, significant improvements
- Specific, sensory language
- Reality check for annual activities
- Many ideas generated for projects over many years



WORK PLANS



- + Before we can recruit volunteers, we must know what we need them for and what difference they will make to our efforts at revitalizing downtown.
- + Volunteer cultivation is an on-going project.

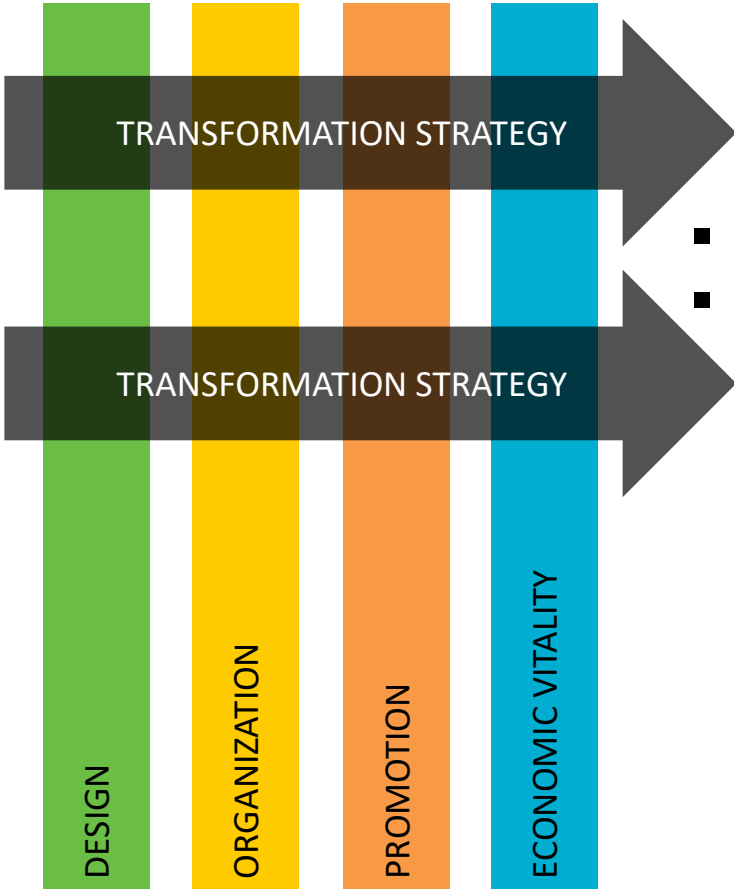
WHY WE DO WORK PLANS

- + **Project management tool – 12-18 month “to-do” list**
 - Improves success rate of projects
 - Reduces confusion and conflict
- + **Volunteer management tool**
 - Motivates volunteers to achieve a goal
 - Spreads out the workload
 - Doesn't waste volunteer's time – manages their time
- + **Evaluation Tool**
 - Provides benchmarks for success
- + **Fundraising Tool**
 - Attracts donations for specific projects
- + **Record-keeping tool**
- + **Required for National Accreditation**



THE MAIN STREET APPROACH

- COMMUNITY VISION
- MARKET UNDERSTANDING



- QUANTITATIVE OUTCOMES
- QUALITATIVE OUTCOMES



PLANNING WORK ACROSS THE FOUR POINTS

Blackstone Main Street Program - Implementation Plan-June 2017-December 2017				
TRANSFORMATION STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Strategy: Home Furnishing and Accessories</p> <p>Goal: Strengthen/Introduce downtown as the place for all your home/apartment needs</p> <p>Objective: Measurable Goals</p> <ol style="list-style-type: none"> 1. Branding of Blackstone as a destination. 2. Increased traffic and revenue from event 3. Increased tax base. 4. Survey business for sales increases and foot <u>traffic</u> 5. 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Trend and Blackstone Emporium reps on the board/committee <p>Potential Activities</p> <ol style="list-style-type: none"> 1. Gets list form antique mall on vendors – ID ways for engagement. 2. Painted Chairs – rocking <u>chairs</u> (money for grants) 3. Antique Road Show (use vendors to be experts) 4. Apply for VA = Downtown Investment grant to fund revolving loan fund 5. Partnership with Farmville and Crewe on regional connections 6. Get realtors on the planning committee for event. 7. Involve contractors (who is available, what do they do?) 8. Designer Showcase (like Middletown, DE) 9. Plan around the Garden Tour week. 10. Just do a train ornament each year – more <u>popular</u> 11. Develop County-wide relationships (to get county funding, perhaps on a tourism or 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Some cross promotion – shop at Trend and eat at discount Corner Kitchen 2. Holiday Open House <p>Potential Activities</p> <ol style="list-style-type: none"> 1. Spring Home event – Refresh – cleaning, carpets, in-door/outdoor (nurseries). Brainstorm on how to get every business in. Tie in Dapper Downtown award) 2. Vendors in the antique mall involved. 3. Adding to the message on the billboard 4. Home show attendance 5. VTC website to promote <u>niche</u> 6. The Virginian Magazine. Richmond Magazine, Southside Electrics magazine, Chesterfield Living, Brookshire Hathaway, Real Estate Guides, Boomers Magazine, 7. Partner/Involve realtors to have 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Clean-Up Blackstone with Rotary <p>Potential Activities</p> <ol style="list-style-type: none"> 1. Vacant storefronts decorated like a <u>room</u> 2. Kids to decorate a <u>window</u> 3. Research public toilets for events (USDA funds) 4. Establish grant fund from <u>fundraiser</u> 5. Seminar on how to use historic tax credits for <u>home owners</u> (incorporate CPA). 6. LOVE sign – original love story came from Blackstone. 	<p>Current Activities</p> <ol style="list-style-type: none"> 1. Loan pool of \$8,500 (job creation) <p>Potential Activities</p> <ol style="list-style-type: none"> 1. ID all the business that fit in this category (cabinet maker, accents, computer, satellite, hardware, furniture, etc.) 2. ID what's missing in the <u>category</u> 3. Work with town on some kind of tax abatement or subsidized rent from property owners. (Target to this biz category)

COMPREHENSIVE/DETAILED WORKPLANS

▲ 2021 Work Plan Economic Vitality

Economic Strategy: Building a more diverse downtown economy that builds on (Transformation Strategy)

Project: Host a Business Plan Contest **Project Completion date:** 12/2021

Anticipated Results/Measures of Success: at least one vacancy is filled with a new or expanding downtown [entrepreneur](#)

Chair/Person Responsible: Board Chair Bob Smith **Phone:** **E-mail:**

Project Team Members: All EV Members, city planner, Chamber of Commerce, County Economic Development

Tasks	Responsibility	Timetable	Cost	Revenue	Volunteer Hours	Staff Hours Needed	Progress/Completion/Comments Measurements of Success
Develop outcomes and guidelines to present to potential funding partners (open within one year, needed business, location, part grant part loan, etc.)							Draft guidelines done with flexibility if funders have input
Determine prize			\$20,000				
Contact partners to fund (banks, county, city, foundations, etc.)				\$25,000			\$5,000 covers staff time, work shops and Business consultants
Contact partners who can play a role to assist potential new or expanding businesses (universities, SBDC, County, state, etc.)							
Hold a press conference, develop press package							
Host a How to Write a Business Plan Workshop			\$500				
Provide one-on-one assistance while applicants are working on their plans							
Line up judges to review applications							
Announce the winner (big event)			\$500				
Team put together to assist the new or expanding business after the announcement							
Monitor their progress			\$4,000				
Capture and promote the case study							

TOTAL: \$25,000 \$25,000

MAIN STREET NOW (CONFERENCE) OPPORTUNITIES IN TULSA

- + Executive Director Roundtable (new and seasoned)
- + Board Member Roundtable
- + Doctor Downtown – expert advice
- + Main Street 101 Sunday
- + Networking



Hope to see you all in Tulsa!



Questions?



Thank you – Please take this survey to share feedback with us!



MAIN STREET AMERICA

Amy Miller
Program Officer
asmiller@mainstreet.org

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Throne Toilet
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	June 17, 2026

EXECUTIVE SUMMARY

The City of Royal Oak engaged in a pilot project with Throne Labs to provide free public restrooms for customers at various budgets. The city budgeted to spend \$97,200 for three deployments. They ended up paying \$150,223 total. The City ended their pilot project in March 2026, and then asked the DDA to assume responsibility for the Throne in Centennial Commons. At that time a three month commitment was made.

The business case for why the DDA might want to cover the cost follows:

- 1) Centennial Commons as originally designed had a permanent bathroom planned to be located where the Throne presently sits. This was never constructed, however, because it was cost prohibitive to build and maintain a permanent facility.
- 2) Many events throughout the years, including some that the DDA sponsors, pay an additional amount for bringing in porta potties. These are not attractive and do little to add to the ambiance of the Commons or the downtown.
- 3) We know many visitors to downtown are looking for a restroom that they do not have to pay to access. Providing one increases the dwell time.

Further research helped us find the plans for the bathroom when Centennial Commons was originally designed but that was never built. The estimated cost in 2020 was \$231,000. With inflation the prices most certainly have gone up in the six years since this estimate was generated.

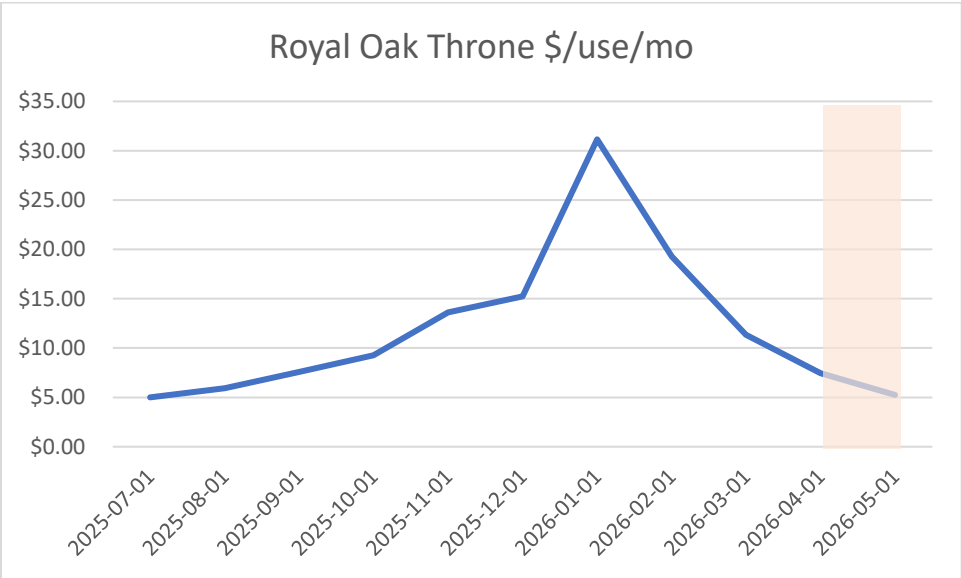
Parks Department Director Nicole McEachern provided useful feedback, including the suggestion of bringing a permanent restroom forward to the Parks Board, prior to putting out for RFP and proceeding with construction.

Additionally, Connie Folk, Superintendent of Facilities for Royal Oak conveyed that the ongoing maintenance costs for a permanent restroom would likely be less than the fees for maintaining a Throne annually.

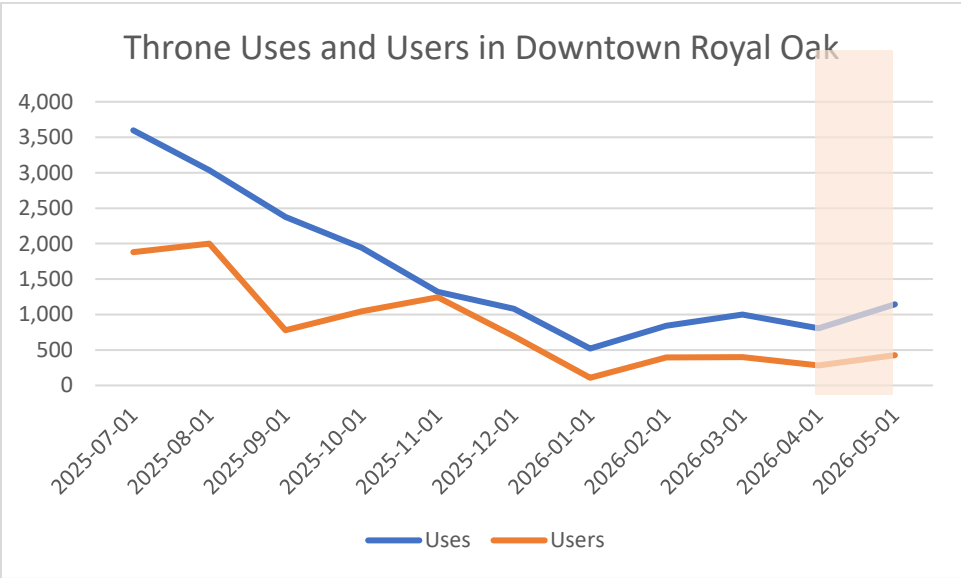
Comparison of the Throne on an annual basis, with the fixed investment of a permanent restroom follows:

	Throne	Permanent Restroom
Fixed Cost - Construction	\$0	\$231,000+
Hardware Rental	\$48,000	

Operating Cost		
- Cleaning	\$16,000	\$30,000
- Electricity/Heating	Included	TBD
- Supplies	Included	TBD
Total	\$64,000/year	\$30,000/year and capital improvement ammortized

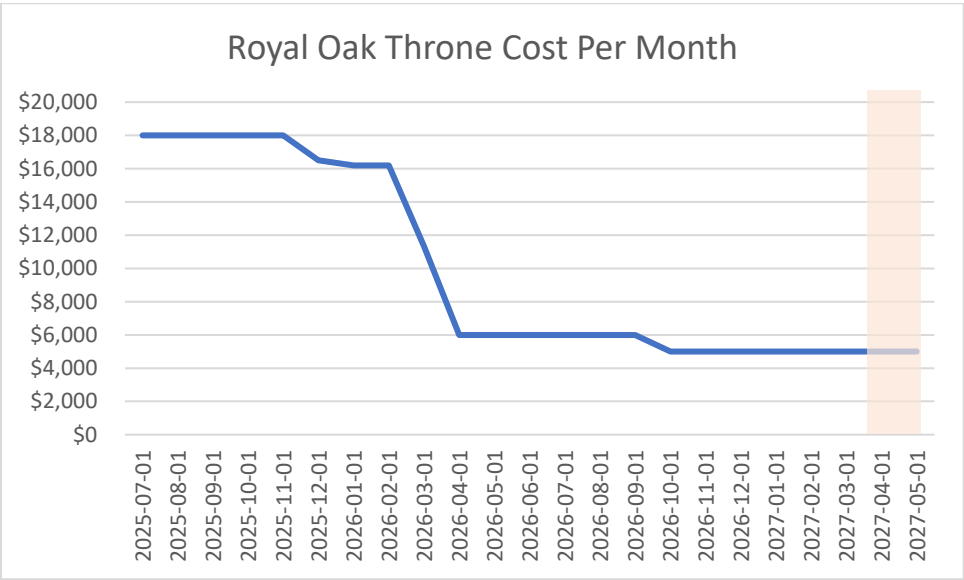


The dollar per use continues to go down in the warm weather months since the DDA has taken over responsibility for paying to manage the one remaining Throne.

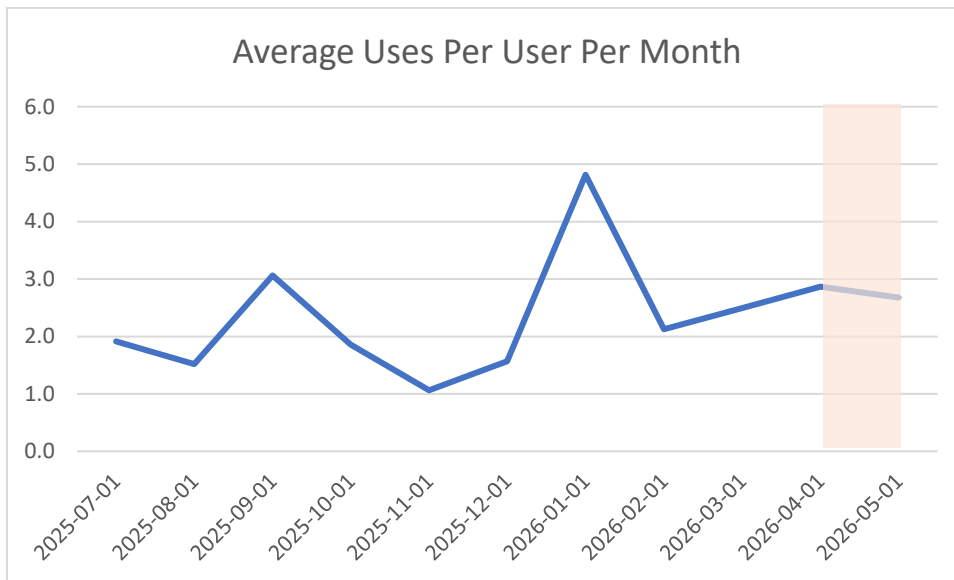


Likewise, both Uses and Users are seeing a slight uptick since DDA management. It is important to note this is in the context of going from three units down to only one that the DDA manages.

	User per month	Total users	\$/use/mo	Use per month	Total uses	Total cost	Cost/mo City	Cost/mo DDA
Jul-25	1881	1881	\$5.00	3,598	3,598	\$18,000	\$18,000	
Aug-25	2000	3881	\$5.93	3,033	6,631	\$36,000	\$18,000	
Sep-25	777	4658	\$7.57	2,378	9,009	\$54,000	\$18,000	
Oct-25	1045	5703	\$9.27	1,941	10,950	\$72,000	\$18,000	
Nov-25	1244	6328	\$13.62	1,322	12,272	\$90,000	\$18,000	
Dec-25	691	7019	\$15.24	1,083	13,355	\$106,500	\$16,500	
Jan-26	108	7127	\$31.15	520	13,875	\$122,700	\$16,200	
Feb-26	395	7522	\$19.29	840	14,715	\$138,900	\$16,200	
Mar-26	400	7922	\$11.35	998	15,713	\$150,223	\$11,323	
Apr-26	281	8203	\$7.44	806	16,519	\$156,223	0	\$6,000
May-26	427	8630	\$5.24	1,144	17,663	\$162,223	0	\$6,000
Jun-26							0	\$6,000
Jul-26							0	\$6,000
Aug-26							0	\$6,000
Sep-26							0	\$6,000
Oct-26							0	\$5,000
Nov-26							0	\$5,000
Dec-26							0	\$5,000
Jan-27							0	\$5,000
Feb-27							0	\$5,000
Mar-27							0	\$5,000
Apr-27							0	\$5,000
May-27							0	\$5,000
Total	9,249	68,874		17,663			\$150,223	\$76,000



The Throne price per month to operate has dropped from a high of \$18,000 during the pilot project phase to between \$5,000 and \$6,000 for the one remaining Throne.



Average uses increased slightly between March and April then had a minor drop off since then, hovering between two and three uses on average. What this indicates is while some people have gotten in the habit to use the Throne multiple times, this repeat behavior has slightly declined. Interestingly the highest repeat usage was in cold weather months. This is an interesting fact given that the Throne is heated.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$0
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-82500

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

This is a substantial new expenditure not being budgeted for. On the other side of the ledger it is lower cost than building a permanent bathroom in Centennial Commons which probably should be the long-term goal. As an amenity, the Throne makes people feel welcome downtown. Additionally, it provides much needed infrastructure and capacity without which there might be unsanitary and unhealthy conditions for the general public as there was before.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

There is minimal additional workload aside from facilitating payments monthly and ensuring the equipment is well maintained.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. Public restrooms help people utilize public spaces.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. Public restrooms make parks, recreation opportunities, and open spaces enjoyable for all.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2d. Work to enhance the pedestrian experience throughout the community. The pedestrian experience is improved by knowing there are safe and clean places to use a bathroom without having to make a purchase.

5.1. Create and promote a network of social engagement opportunities for multiple generations. When people circulate they will have an opportunity for social engagement both among friends, family, and strangers. They will also need bathrooms.

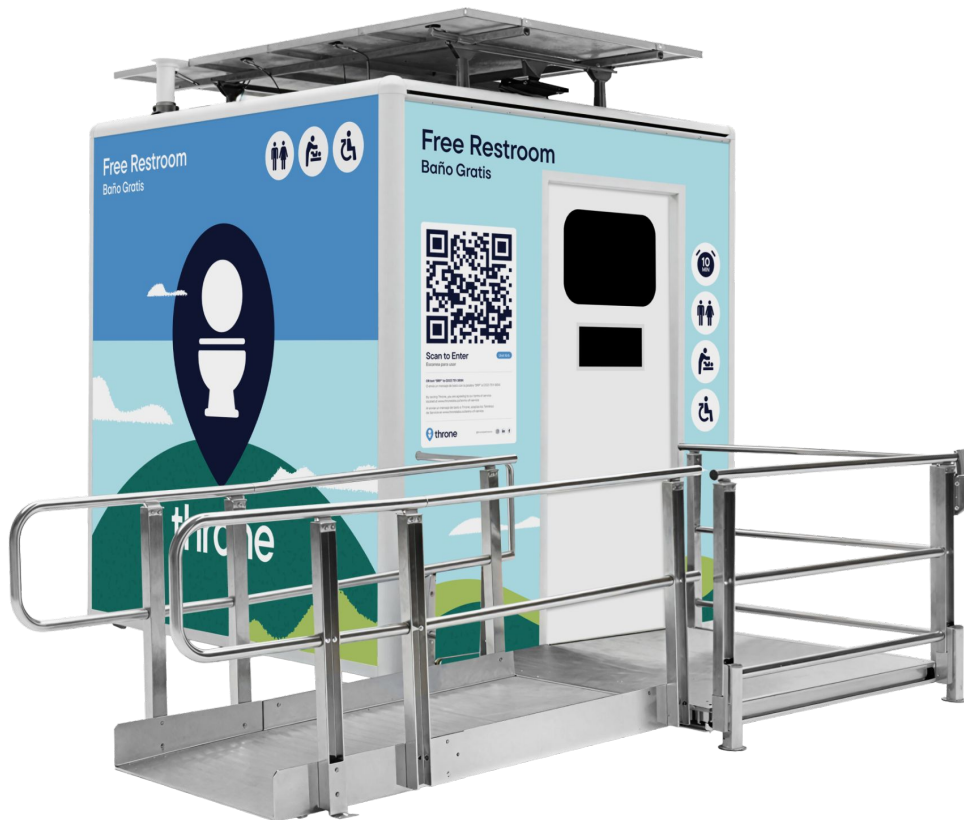
COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Engagement highlights include:

- October 23, 2025. DDA assisted in evaluating potential locations using Placer usage data.
 - July 2, 2025. Oakland County Times promotes new Throne and launch of six month pilot project. [Royal Oak Adds Thrones, aka Smart Restrooms, for Six Month Trial - Oakland County Times](#)
-

ATTACHMENTS:



PREPARED FOR
Isaac Kremer

PREPARED BY
Natasha Shikari
Page 284 of 309

DATE
06/04/2026

About Throne



Throne Labs is on a mission to meaningfully increase bathroom access. We have developed an innovative and smart public restroom and turnkey service model that is fast, cost-effective and keeps Thrones sparkling clean while taking the entire burden of restroom management off municipal staff.

What We Heard

The City of Beverly Hills is committed to providing clean and elevated restroom experiences for residents and visitors. Following the positive reception of the Throne restroom at Will Rogers Park, the Department of Public Works placed a public Throne restroom at the 333 N Crescent Dr Parking Garage to support restroom access in this high-traffic area.



Our Recommendation

Continue the Throne restroom at this location. Since installation, the unit has provided reliable access to a clean public restroom for residents and visitors while meeting the City's high standards for public infrastructure. The location serves an important need for accessible restroom facilities in a high-traffic area of Beverly Hills.



Cost-effective

Zero upfront capital. Cost breaks-even after 20+ years vs. building and maintaining brick & mortar restrooms.



Turnkey service

Turnkey service model delights users with a clean and enjoyable restroom experience.



Fast & flexible

A bathroom, deployed in a day, not years. No connection to water, sewer or power required.



Tech enabled

Smart entry promotes accountability and enables anti-loitering system.



Data-informed

Real-time usage data, smart sensors and user feedback are monitored 24/7 and inform operations.



Equity in access

Throne is committed to enabling communities to provide access & equity for everyone.

The Throne

All Throne's come with the following features & services:

- Running Water Sink
- Flushing Toilet *with vacu-macerator pump*
- Climate Control
- Robust Ventilation
- All cleaning & supplies
- All maintenance & repairs
- All consumables
- ADA Accessible
- 24/7 Remote monitoring
- User Support
- Data Usage Reports
- Baby Changing Station
- Graffiti resistant wrap
- Pro-Accountability Access



Customizations for Any Throne:

Custom Graphics Add your logo, feature local artists or use our design services to customize your Throne

Extended Hours of Operation: Keep Throne open up to 24/7

Workplace Access Management: Provide a secure office bathroom anywhere

Security Add-On's: Anti-Graffiti features and an external camera.

Health Add-On's: Sharps Container, Menstrual Products

Tap Card Distribution Program: Equip local partners to distribute NFC Tap cards for Throne access

Throne Relocation: Move seasonally or as needed to optimize use and value



◀ Baby Changing Station

Optional Pad Dispenser ▶

Centennial Commons Throne



Throne is faster, easier and more cost-effective than brick and mortar bathroom alternatives.

Pricing is derived from the Throne model, the location and the required service levels based upon estimated usage. The customer or City would be responsible for all permitting. All rental and service costs qualify for most State and Federal funding.

All Services rendered will carry the appropriate sales tax as governed by applicable state and federal law unless proof of tax exemption provided

July 1, 2026 - June 30, 2027 (FY27 Standard Pricing)		
Throne Hardware Rental		12 Mo Cost
Centennial Commons		\$48,000
<i>Hardware Rental Subtotal: \$48,000</i>		
Throne Service (Cleaning & Maintenance)	Monthly Cost	12 Mo Cost
Centennial Commons - Breeze (Oct - May)	\$1,000 (Breeze)	\$8,000
Centennial Commons - Hub (Jun - Sept)	\$2,000 (Hub)	\$8,000
<i>Service Subtotal: \$16,000</i>		
TOTAL		\$64,000

*Service tier adjusted seasonally: Breeze (\$1,000/mo) for October - May and Hub (\$2,000/mo) for June - September

Customizations

Anti-Graffiti	\$150/mo	Sharps Container	\$50/mo
Custom Logo	\$500/once	Menstrual Products	\$50/mo
Extended Hours of Operation	\$200/hr/mo	Tap Card Distribution Program	\$1/mo/card active
External Security Camera	\$150/mo	Throne Relocation	\$1,000

Throne Standard Pricing

Our annual pricing includes two key components: a flat rental fee and a service plan. We're happy to partner with you on a plan that fits the needs of each Throne location and the surrounding community.



Throne Rental

Our self-contained, ADA compliant smart restroom with running water and 21+ smart sensors, with a real team monitoring units 24/7, responding to users, and making sure urgent issues get handled fast.

\$48,000/yr
on annual plan*

+



Service Plan

All-inclusive service — cleaning, pumping, and maintenance. Service levels calibrated for 4+ of 5 star cleanliness rating and >90% uptime.

Standard hours 7am – 10pm.

Starting at
\$1,000/mo

+

Customize (Optional)

Reflect your community with optional add-ons



Throne relocation	\$1,000/ea
Security camera	\$1,800/yr
Menstrual products	\$600/yr
Sharps container	\$600/yr
Custom wrap	Ask us!**
Semi-custom wrap	\$3,000/ea
Custom logo	\$500/ea
Phoneless entry card program	Varied
Additional hours	\$2,400/yr/hr
Realtime data dashboard	\$10,000/yr**

* For monthly payment plans add +15% (min 6 mo)
** Requires minimum 10 Thrones



Service Level Tiers

Breeze Quiet neighborhood parks with low/no vandalism	Avg, Service <1 / Day	Price \$1,000/mo
Hub Most Popular Community parks, business corridors, and transit stops with low/no vandalism	Avg, Service 1-2/Day	Price \$2,000/mo
Scrub Most Popular Higher-traffic locations or sites with occasional vandalism	Avg, Service 3-4/Day	Price \$4,000/mo
Scrub Ultra High-traffic locations with persistent vandalism and/or misuse	Avg, Service 5-6/Day	Price \$6,000/mo
Custom Exceptionally demanding environments — we'll scope it together	Avg, Service 7+/Day	Price Custom

* Initial Service Tier is determined by Throne based on experience at similar locations and service data.



Terms

Taxes

State and local taxes will be applied based on the applicable jurisdiction unless the customer provides a valid tax exemption certificate.

Annual Rental & Termination

The annual Throne unit rental fee is invoiced and due in full at the start of each contract year. Service fees are billed monthly in arrears, with invoices issued at the end of each calendar month for services rendered during that month. Payment is due within [Net 30] days of invoice date. Annual rental of each Throne unit is paid up front. If terminated before 12 months, Throne will refund the pro-rated remainder, minus the difference between the annual and monthly pricing rates.

Service Payment & Deployment

Service Payment begins on the agreed Deployment Date. If a delay is caused by Throne, payments are deferred. If the delay is due to the customer (permits, site readiness, or customer request), monthly charges apply from the original Deployment Date. Changes to the Deployment Date require written agreement from both parties at least 30 days prior, without penalty.

Annual Price Adjustment

Beginning with the first fiscal year after the initial 12 months of the contract, all monthly and annual prices automatically increase by 3% per year, unless otherwise stated in the applicable pricing proposal.

Placement

The customer grants Throne all necessary rights to enter the location to place, remove, and service the units. Thrones may not be relocated by the customer without prior written consent from Throne. Customer relocation requests may incur an additional charge, and sufficient written notice (as determined by Throne) must be provided in advance.

Customer Representations & Warranties

The customer is responsible for securing all required permits for Throne placement and warrants they hold all necessary rights and permissions for the selected location(s). Customers agree to: (i) not knowingly permit illegal activity in or around any Throne; (ii) not charge users any fees for Throne access; and (iii) not post or hang any signage in or on any Throne.

Vandalism

Throne is responsible for repairing all vandalism (willful or malicious damage by third parties). If aggregate repair costs exceed \$1,500 in any calendar year, Throne may request good-faith renegotiation — which may include relocation, adjusted hours, or added security. If no agreement is reached within 30 days, Throne may terminate without penalty. Vandalism excludes removable graffiti, ordinary wear and tear, and damage during declared civil emergencies.

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Fifth Street Pedestrian Plaza – update 4
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	June 17, 2026

EXECUTIVE SUMMARY

With underground work complete on Fifth Street, concrete will be laid soon. For the first time we will have a sense of what the completed space will begin to look and feel like. After July 4 we will need to close down Washington Street to through traffic for approximately 1 month.

Shop Washington

The Shop Washington campaign will support businesses impacted by construction. Please consider buying a gift card here: <https://shop-washington.yiftee.com/>. The DDA will provide some additional bonus funds to incentivize customers to visit and support businesses when they need it the most.

Business Owner Meeting

On June 17th at 10:30 am sharp on the corner of 5th street and Center Street behind Detroit Eatery we are holding an informational meeting regarding the construction project on 5th street moving onward to Washington. It is strongly recommended that one representative or business owner from each business attend to find out about upcoming scheduling conflicts that may affect you. Please do your best to make it, and we look forward to seeing you then.

Contract Modification 1

The 5th Street Plaza Improvement Contract Mod. No. 1 will include:

- Deletion of the festoon lighting.
- Deletion of the digital kiosk.
- Addition of water system related additions and associated items such as additional removals, sidewalk replacement and associated work at the request of City Engineering.
- Addition of two solar powered portable light units at request of Public Safety.
- Deletion of the Landscape Forms Ring Lights. Contractor to provide new cost for installation of City purchased lighting units.
- Upgrade of temporary pedestrian walk areas to a composite ground protection mat.

One additional provision added and accepted by Warren Contractors was for 8 additional work days to amend the contract date from August 15, 2026 to August 25, 2026 which would exclude the two Sundays. See attached Contract mod. No. 1 pending DDA approval.

Contract Modification 2

The 5th Street Plaza Improvement Contract Mod. No. 2 will include:

- Deletion of existing hydrant and valve assembly.

- Addition of a sewer pipe lead.
- Addition of a new hydrant and valve assembly.

Contract Modification 3

The 5th Street Plaza Improvement Contract Mod. No. 3 will include:

- Underground drain pipe to connect from Keller Williams to storm drain.
- Minor changes in units throughout the project.
- Purchase and provision for location of bollards.

Center Street

Need to limit Center Street for contractors, employees, and deliveries. Seeking to eliminate public parking because it is making it impossible for deliveries to utilize Center Street.

Washington Ave Closure

After Independence Day (July 4) it will be necessary to close Washington Ave for up to one month. The street will only be one way at that time. We are looking into a program to help business

Shop Washington

A gift card will be offered with up to \$20 requiring a dollar-for-dollar match of \$20. These can be spent at 20 participating businesses on Washington between 4th and 6th St and Fifth Street between Washington and Center.

1. Detroit Eatery, 200 W Fifth St
2. O'Tooles- Irish American Grill and Bar, 205 W Fifth St
3. Fifth Avenue, 215 W Fifth St
4. Your Personal Jeweler, 302 S Washington Ave
5. About Face Beauty Spa, 402 S Washington Ave
6. Write Impressions, 407 S Washington Ave
7. Lily's Seafood Grill and Brewery, 410 S Washington Ave
8. Blu Jean Blues, 412 S Washington Ave
9. Paper Trail Books, 414 S Washington Ave
10. Trattoria Da Luigis, 415 S Washington Ave
11. Cafe Muse, 418 S Washington Ave
12. Citizen Yoga, 500 S Washington Ave
13. Tricho Salon, 501 S Washington Ave
14. Rail and Anchor, 502 S Washington Ave
15. Mood Swing, 508 S Washington Ave
16. La Roche Gifts, 509 S Washington Ave
17. Elements Custom Jewelry, 512 S Center St
18. UHF, 512 S Washington Ave
19. Vintage Freakzoid, 514 S Washington Ave
20. Rare Old Prints, 516 S Washington Ave

Weight Limits of Concrete

The entire north section of fifth Street between Washington and Center Street was designed with 8 inches of non-reinforced concrete to accommodate emergency vehicles and maintenance access. As a rule, Up to 15,000 lbs per axel for trucks and heavy machinery (like skid steers or tractors), wheel loads can exert massive point pressure that risks cracking non-reinforced concrete if left stationary for extended periods. Any vehicle traffic should be prohibited in and over the areas of the synthetic decking.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$2,362,795
AMOUNT CURRENTLY BUDGETED	\$1,325,000
FUNDING SOURCE/ GL NUMBER	247-729-97000 Capital Outlay

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

Cost savings of \$312,712 have been achieved. The City purchasing the lights directly with their tax exempt status may lead to further savings. The prior project size has been reduced from \$2,657,027 to \$2,344,315.00 after Contract Mod 1, and increased \$18,480 to \$2,362,795.00 as a result of Contract Mod 2.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

There is significant workload impact for construction supervision related to this project. This will be a responsibility shared between the City Engineer and their staff, along with the DDA and their staff.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Commission has stated on multiple occasions that completing the Fifth Street Pedestrian Plaza is a top priority. The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. There are few greater amenities than outdoor spaces which encourage people to gather. Taking a street and transforming it into a vibrant public space will provide a valuable piece of social infrastructure.

2.2. Providing programs and spaces that promote physical and mental health. The pedestrian plaza will provide a valuable location for people to gather outdoors. Walking and passive recreation will be encouraged by people who utilize the space.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

4.4. Provide resilience against more intense precipitation events to reduce combined sewer overflows. Below ground infrastructure will receive an upgrade as part of this project. This will help with preventing future flooding by improved drainage.

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. While not technically a park, Fifth Street will expand the amount of grass versus hard surface or synthetic. This will reduce microplastic release into the environment while creating a needed outdoor amenity for the public to enjoy.

6.3.1 – Quality of Life: Support local small businesses and business retention. Businesses in the neighborhood will benefit from additional foot traffic generated as a result of the pedestrian plaza project.

6.3 – Civic Engagement and Community Connections: Promote inclusive civic engagement and empower community members to participate in local decision-making. This project is the result of extensive civic engagement. Showing a concrete result that reflects community interests will build trust and support future engagement efforts as a result.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2b. Implement Vision Zero practices to help avoid accidents between cars and people using different modes of transportation and in public spaces. Removal of curbs and creating the pedestrian table across Washington Ave will help to distinguish the pedestrian “safe” zone from the area for automobiles.

1.2d. Work to enhance the pedestrian experience throughout the community. Walking routes will be enhanced with features that encourage mobility through walking, and prioritize pedestrian safety.

5.1. Create and promote a network of social engagement opportunities for multiple generations. The pedestrian plaza will provide a venue for social engagement to occur.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Extensive community engagement has occurred and is documented on the Downtown Plaza Design page of the City website: <https://www.romi.gov/1311/Downtown-Plaza-Design>

Engagement highlights include:

- February 2023 - DDA's Infrastructure Committee, consisting of DDA Board members, volunteers, and stakeholders outlined process with Fleis & Vandenbrink
- March 20, 2023 - First Engagement Sessions Held with adjacent property owner, Business Owners, City Staff, General Public
- April 19, 2023 - 30% Designs shared with DDA Board and discussed
- April 20, 2023 - Second Engagement Sessions Held (Part 1), Adjacent Property Owners, City Staff
- May 10, 2023 - Second Engagement Sessions Held (Part 2), Business Owners, General Public
- May 17, 2023 - DDA approved the purchase of bistro tables and chairs to temporarily placemake the area being discussed for plaza development.
- May 19, 2023 - Both a Visual Preference Survey and Priorities Survey open to the public to collect feedback.

- July 20, 2023 - Both surveys close for data to be analyzed by the contractor and design committee.
- September 20, 2023 - DDA reviewed updated concept plans and provided revision comments.
- October 18, 2023 - DDA expanded design scope to include 3D visualization and rendering services.
- January 17, 2024 - DDA reviewed updated concept plans, provided revisions, and approved staff to move forward with finishing concept placement, seek City Commission concurrence, and instruct F&V to begin construction drafts and pricing once City Commission concurs.
- February 12, 2024 - City Commission reviewed concept plans and appointed City Commissioners Douglas, Herzog, and Kolo to meet with DDA representatives to compromise on various details.
- November 18, 2024 - DDA approves final concept design.
- January 27, 2025 - City Commission approves final concept design.
- December 1, 2025 – DDA Infrastructure Committee discusses project
- December 17, 2025 – DDA Board approves putting project out to bid.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to execute Contract Modification 3.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to provide \$40,000 of matching funds to the Shop Washington gift card.

ATTACHMENTS:

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Downtown Royal Oak Website Redevelopment
PRESENTER	Julia Kalugar, DDA Deputy Director
MEETING DATE	June 17, 2026

EXECUTIVE SUMMARY

The Royal Oak Downtown Development Authority (DDA) website serves as a primary public-facing tool for residents, visitors, businesses, and potential investors seeking information about Downtown Royal Oak. The current website no longer fully aligns with the DDA’s goals of supporting economic development, enhancing user experience, and promoting Downtown Royal Oak as a destination.

At present, the site has limitations in design, usability, and functionality. Navigation is not fully intuitive, and the platform does not reflect current best practices for downtown and Main Street organization websites. As a result, there are limitations in the DDA’s ability to engage visitors, support local businesses, and effectively communicate events, initiatives, and economic development efforts.

A new website would allow the DDA to modernize its digital presence, improve accessibility and mobile performance, and strengthen support for tourism, business attraction, and community engagement efforts. It would also support more streamlined internal content management and improved analytics tracking to measure engagement and usage.

Currently, the Royal Oak DDA website is housed within the City of Royal Oak’s website, which limits customization and content organization. The City is transitioning to a new web provider. There are opportunities to have microsites with the new provider, but that falls short of the customization and content organization that the DDA aspires for. The DDA can maintain a basic informational presence on the City’s website for items such as board meetings, agendas, and minutes, while directing downtown-focused content to a dedicated Downtown Royal Oak website. This structure is consistent with approaches used in other communities, where downtown organizations maintain separate websites to support tourism and business district promotion.

- [Downtown Ferndale – Downtown Ferndale. You Belong Here.](#)
- [Welcome to Downtown Farmington MI](#)
- [Downtown Rochester, MI](#)
- [Birmingham Shopping District | Birmingham, MI](#)
- [Downtown Berkley](#)

Fiscal Impact

BUDGET SUMMARY

EXPENDITURE REQUIRED	Unknown
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-85711

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

The discontinuation of prior high-cost advertising contracts and agreements has resulted in available capacity within the DDA marketing budget. A modernized website would support more effective use of these funds by serving as a central landing page for digital advertising, promotional campaigns, and tourism initiatives. An improved website would also strengthen the effectiveness of paid marketing efforts by providing a more consistent and functional user experience for individuals directed to the site through advertising and outreach campaigns. This may improve engagement with downtown businesses, events, and initiatives promoted by the DDA.

No direct revenue is generated or reduced as a result of this item; however, the website functions as a supporting infrastructure for marketing and promotional activities funded through existing DDA marketing allocations.

The fiscal impact of a new website would depend on the scope of services outlined in the RFP. Based on comparable municipal and DDA website projects, a full redesign and development effort could widely vary, depending on functionality such as event integration, mapping tools, content management system complexity, and accessibility compliance requirements.

Ongoing costs *may* include hosting, maintenance, security updates, and potential content management support, annually depending on vendor structure and service level agreements.

While there is an upfront investment, a modernized website can directly support economic development efforts by increasing tourism visibility, improving business attraction efforts, and enhancing communication with stakeholders—ultimately strengthening the DDA’s return on investment through improved engagement and promotion of downtown activity.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

This item will require ongoing staff time for website maintenance and content management. Responsibilities would include regular updates to the events page, business directory, and other public-facing content to ensure information remains current and accurate.

These tasks would be incorporated into existing staff responsibilities and are not expected to require additional staffing. However, the level of effort will vary depending on the frequency of event updates, promotional campaigns, and business-related changes. We may enlist support of part-time/intern staff for updating as needed.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

From the City's Strategic Plan, this project supports goals related to community connectivity and access to Downtown Royal Oak resources and amenities:

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. The redesigned website supports community connectivity by creating a more accessible and engaging digital hub for residents, visitors, and businesses to connect with Downtown Royal Oak amenities and activities.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

6.3. CIVIC ENGAGEMENT AND COMMUNITY CONNECTIONS: Strengthen and increase communications networks. The updated website will improve public access to Downtown information, programs, events, and resources while creating a more visible and accessible communications network for residents, businesses, and visitors.

2.2.6. Actively inform Royal Oak residents and city staff about available SMART service in Royal Oak. The website can serve as a resource hub for transportation information, including SMART transit options, parking resources, mobility initiatives, and alternative transportation opportunities available downtown.

6.6. ECONOMY AND EDUCATION: Establish public policies, programs, and resources to support local small businesses and business retention. The website redevelopment will support local businesses through enhanced business directory features, promotional opportunities, event visibility, tourism marketing, and buy-local campaigns.

6.6.1. Support and encourage participation in buy-local campaigns.

The website will help promote initiatives such as Small Business Saturday, downtown events, seasonal campaigns, and other economic development efforts designed to increase visibility and support for local businesses.

The Aging in Place Plan also identifies areas that align with this project under **Information and Communication**:

Goal 3.1: Foster digital literacy through a variety of platforms. Create, foster, and anticipate digital connections. The updated website will provide a more accessible, mobile-friendly, and easy-to-navigate platform that improves access to information for users of all ages and abilities while supporting digital engagement throughout the community.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Informal research of comparable communities was conducted to understand common practices among downtown development organizations. This included reviewing websites and digital

structures used by similar organizations in other cities. Findings indicate that many comparable downtown organizations maintain standalone websites to support downtown promotion, business visibility, and event marketing.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, that the Royal Oak Downtown Development Authority hereby authorizes the Executive Director to issue a Request for Proposals (RFP) for website design and development services for the DDA website.

ATTACHMENTS:



Royal Oak **DOWNTOWN** DEVELOPMENT AUTHORITY

PRICE QUOTES

WEBSITE DEVELOPMENT & DESIGN SERVICES IN DOWNTOWN ROYAL OAK

ABOUT THE ROYAL OAK DOWNTOWN DEVELOPMENT AUTHORITY

The Royal Oak Downtown Development Authority supports the economic vitality, vibrancy, and long-term success of Downtown Royal Oak.

Downtown Royal Oak is a thriving mixed-use district featuring:

- Restaurants and nightlife
- Retail businesses
- Entertainment venues
- Professional services
- Community events and festivals
- Public gathering spaces
- Residential and commercial development

The website should reflect Downtown Royal Oak as both:

- A destination with unique experiences, events, dining, shopping, and entertainment opportunities.
- A business district that supports economic development, investment, and business success.

PURPOSE & OBJECTIVE OF THE PRICE QUOTES

The Royal Oak Downtown Development Authority (DDA) is seeking proposals from qualified firms to design and develop a new website for Downtown Royal Oak.

The current website has served as an important resource for residents, visitors, businesses, and stakeholders. The DDA is now seeking a modern, dynamic website that actively supports downtown visitation, promotes economic activity, enhances the user experience, and strengthens Downtown Royal Oak's identity as one of Michigan's premier downtown destinations. The DDA intends to select a vendor capable of providing professional website design, development,

migration, training, hosting, and ongoing support services aligned with the goals outlined in this RFP.

The purpose of this project is to:

- Improve the experience for visitors exploring Downtown Royal Oak.
- Clearly showcase businesses, events, attractions, and amenities.
- Strengthen Downtown Royal Oak's brand identity and sense of place.
- Improve navigation, parking, and transportation information.
- Increase engagement with residents, visitors, and businesses.
- Provide a user-friendly platform that is easy for staff to manage and update.
- Improve search engine visibility and online discoverability.
- Create a mobile-first experience that supports today's users.
- Position Downtown Royal Oak as a premier destination within Southeast Michigan.

RESPONSES

Deadline: Monday, July 20, 2026, at 4:30 p.m.

Please inform the DDA of the rate for web design and build out and number of hours needed to complete the scope of services highlighted below. Please also include any annual hosting fees.

Price proposals must address the DDA's terms and conditions for each and every bid item listed on the Rate Response Sheets.

The DDA will not reimburse for time or materials associated with the developing this response.

EVALUATION PROCESS

The DDA's Marketing and Business Development Committee may review the price proposals and make a recommendation to the DDA for their consideration. Some qualifications include:

- Relevant Experience
 - Design Quality
 - User Experience Approach
 - Functional Capabilities
 - Project Team Qualifications
 - Cost
-

GENERAL NOTES

TIMEFRAME

The DDA anticipates the following schedule:

Milestone	Date
RFP Released	June 19th
Questions Due	June 29th
Proposal Deadline	July 20th
Interviews (if needed)	July 20th-28th
Vendor Selection	July 30th
Project Kickoff	August 4th
Website Launch	September 14th

The DDA welcomes alternative timeline recommendations from respondents.

NUMBER & HOURS OF WORK

Inform the DDA of the rate and number of hours needed to complete the scope of services highlighted below. Utilize your discretion to distribute the number of man hours per day to accomplish all of the tasks associated with the scope of services.

The hourly wage rate shall remain the same. There will be no increase based on the day of the week, number of hours worked in a day or week, time of day worked, holidays, skill set of each worker, etc.

INDEMNIFICATION / HOLD HARMLESS

Upon entering into an agreement with the DDA, the contractor must indemnify, in writing, the City of Royal Oak and the Royal Oak Downtown Development Authority.

INSURANCE

Upon entering into an agreement with the DDA, the contractor must be able to provide required insurances.

PAYMENT FOR SERVICES RENDERED & PRODUCTS PURCHASED

The contractor shall be responsible for submitting timely invoices for service rendered or materials purchase and utilized. The DDA will process payment of said invoices based completeness. Payments will be processed based upon the City of Royal Oak's approved Accounts Payable Calendar.

The DDA is a tax-exempt entity. Any items purchased directly by the DDA are exempt from applicable sales and services taxes. Any items purchased may not necessarily qualify for the same exemption. Bid responses should be reflective of complete costs.

REQUIRED – FIRM INFORMATION

Firm Tax Identification Number: _____

Firm's Legal Name: _____

Firm Mailing Address: _____

Firm Phone #: _____

Firm Representative, Print Name & Title:

E-Mail Address of Firm Representative: _____

Signature of Firm Representative: _____

Valid Date/Timeframe of Price Quotes

This response is valid for the following length of time from the due date (December 18, 2025).

_____ days

THE SCOPE OF SERVICES

The selected consultant will provide a comprehensive website design and development project that may include:

Discovery & Strategy

- Stakeholder interviews
- User experience analysis
- Content audit
- Site architecture recommendations
- SEO assessment and recommendations

Website Design

- Custom visual design
- Mobile-responsive layouts
- Accessibility compliance (WCAG standards)
- User experience optimization
- Integration of Downtown Royal Oak and DDA branding

Website Development

- CMS implementation (WordPress preferred)
- Custom page templates
- Business directory functionality
- Event calendar integration
- Interactive maps
- Parking information and wayfinding resources
- Contact forms
- Search functionality
- Social media integration
- Newsletter integration
- Analytics setup

Content Migration

- Migration of existing content
- Organization and restructuring of information
- Redirect strategy for existing URLs

Training & Documentation

- CMS training for staff
- Written user documentation
- Ongoing support recommendations

The DDA is interested in proposals that include recommendations for the following:

Visitor Experience

- Business directory
- Dining directory
- Shopping directory
- Attractions and entertainment listings

- Event calendar
- Interactive maps
- Parking information
- Frequently asked questions

Business Resource Sections

- Economic development information
- Development incentives
- Business support resources
- Available properties
- DDA programs and initiatives
- Grant and funding opportunities

Content Management

- Easy-to-use CMS
- Flexible page creation
- User permissions
- Event management tools
- Directory management tools

Technical Requirements

- Mobile responsiveness
- Search engine optimization
- Accessibility compliance
- Fast page loading speeds
- Secure hosting environment
- Scalability for future growth

The selected consultant will provide:

- Website strategy and sitemap
- Design concepts and mockups
- Fully developed website
- Content migration
- CMS implementation
- Staff training
- Technical documentation
- Website launch support
- Warranty period following launch

Vendors should describe:

- Hosting options
- Security protocols
- Backup procedures
- Software updates
- Ongoing maintenance services
- Technical support availability

- Service level agreements

The Royal Oak Downtown Development Authority shall retain ownership of all website content, data, graphics, and design assets developed under this agreement.

Proposals should clearly describe how all content and data can be exported and transferred if services are discontinued.

DRAFT

DRAFT

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Executive Director Report
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	June 17, 2026

Isaac Kremer, DDA Executive Director, provided the following report:

- What We Have Worked on in the Last Month
 1. Placed order for Addapave with delivery in late June.
 2. Pulled together backup materials on DDA investment into retail space and construction of Center Street Parking Structure.
 3. Placed final order for Walk Your Wheels signs.
 4. Volunteered at the Memorial Day Breakfast with the Royal Oak Historical Society at the Royal Oak Farmer’s Market.
 5. Participated in meetings with Social Media Team. Reviewed posts for upcoming month. Making some adjustments to analytics to report out.
 6. Met with Parks Department to discuss Centennial Commons usage. More policy to be brought forward for consideration.
 7. Prepared budget memo for review.
 8. Gathered feedback from residents on West Street landscaping.
 9. Met with RORA reps to do debrief on Wine Stroll.
 10. Met with Chamber reps to do debrief on RO in Bloom.
 11. Prepared logistics for DDA Board Retreat on June 17, 4-7pm in Chambers. Will include half hour or so for a light dinner on site.
 12. Performed de-brief on Winter Restaurant Week with RORA and shared data.
 13. Prepared logistics for America in Bloom visit June 21-24.
 14. Updated Board with info on Dinner Stroll marketing spend.
 15. Managed Retention & Recruitment Fund applications.
 16. Prepared RFP for DDA website redevelopment.
 17. Caught up with reporting requirements for Fifth Street project.
 18. Prepared talking points for 696 construction and shift of lane closures in last few weeks.
 19. Supported businesses who applied for Main Street Connected Grant for up to \$5K.

- Logged 772.75 volunteer hours from 21 volunteers through end of May valued at \$34.79 per hour for a total of \$26,884 of in-kind contribution to the work of the program. Put another way, each volunteer gave back on average \$1,280 worth of their time. Thank you!

ATTACHMENTS: