



**AGENDA
WORK SESSION**

**Wednesday, January 30, 2019, 8:00 A.M.
CITY HALL, 3RD FLOOR CONFERENCE ROOM, 120 E. FIRST ST.**

- 1. Roll Call**
 - 2. Vision Statement**
 - 3. Public Comment (2 minutes per individual)**
 - 4. Fiscal Year 2019-2020 Budget Discussion: Handouts include Proposed Work Plan, Proposed Budget, Answers to Board Questions, Proposed Communications and Marketing Plans**
 - 5. Board Member and Administrative Comments**
 - 6. Adjournment**
- Action Requested**

Vision Statement

In 2027, Downtown Monroe will be a state- and nationally-recognized vibrant and walkable downtown. The storefronts and upper floors are occupied and attract residents to shop and dine locally. It is the preferred downtown in the region for young and successful professionals and retired baby boomers to reside.

The Downtown Monroe retailers and restaurants combine into a lively shopping and entertainment district with an active nightlife. They leverage technology to augment their storefront sales online and to promote their businesses to the community and others in the region.

All historic downtown buildings have made improvements from facade renovations, new signage, and outdoor seating. Empty lots and underused properties are revitalized with productive real estate contributing to the tax base, creating jobs and places to live.

The downtown is connected by an attractive, functional streetscape that is welcoming to pedestrians and non-motorized modes of transportation. The downtown has created greater connection to major employers, education institute and other attractions in the area such as the River Raisin, National and State Parks, and the Center for the Arts.

MONROE DDA 2019-2020 WORK PLAN

	PROJECT	CHAMPION(S)	PRIORITY	BUDGET REQUEST	NOTES
Goal:	Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses				
	1. Annual Communications Plan 2. Address negative social media posts through issue-oriented public education	Staff	Medium	\$ 3,000	Per Plan
Goal:	Support downtown businesses and property owners				
	1. Implement recommendations in Downtown Master Plan that calm streets. a. One way conversion on Cass/Harrison b. One way conversions on First/Front c. Traffic analysis on Monroe Street (following one way conversions)		Med/High		*City is funding Monroe St Traffic Analysis (defer to 20/21?)
	2. Implement recommendations in Downtown Master Plan to activate storefronts. a. Activate blank facades with arts-focused treatments and installations b. Promote sidewalk shopping and outdoor seating with streamlined approval process c. Animate empty spaces thorough pop up events, food trucks and temporary art installations d. Establish building design standards/form-based code e. Enhance the Farmers Market experience		Low	\$ 10,000 \$ 175,000	Change sign ordinance to permit "murals" *In City zoning code update Possible property acq \$150K and economic feasibility study \$25K; potential grant funding?
Goal:	Preserve and enhance downtown by facilitating development; establish an environment that promotes residential growth				
	1. Enhance the Riverwalk (in accordance with Riverwalk plan) 2. Release RFP for Macomb St riverfront site 3. Help drive alleyway improvements		Med/High Low Low	\$ 25,000 \$ 5,000 \$ 50,000	Set aside for potential grant match Contribution for enhancement of city alley paving
Goal:	Market the downtown to encourage people to frequent local businesses and events				
	1. Annual Marketing Plan	Swanson/Staff	Medium	\$ 10,000	Per plan

MONROE DDA 2019-2020 WORK PLAN

2. Develop greater partnership with the MC Convention & Tourism Bureau

Goal: Serve as an intermediary between the organizations that connect to downtown and link to other community resources

1. Schedule quarterly stakeholder/partner meetings	Staff	Low	\$	500
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Goal: Implement strategies to improve parking management and infrastructure

Peruski/

High

\$ 50,000 Signage Allowance

0. Establish steering team: DDA/Police/DPW/Clerk/DMBN reps

\$	70,000	Loss of Revenue Offset
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1. Create employee and residential permits as recommended in Downtown Master Plan

\$ 5,000 Communications/Printed Materials

2. Create visitor-priority parking lots that prohibit parking before 10am

3. Cover meters/make parking free on street and in visitor lots until demand rises

4. Establish first-time forgiveness program; escalating fines

5. Establish new, simplified regulations for on-street parking

6. Establish loading zones in on-street spaces for commercial deliveries in key retail zones during off-peak hours

Carry Over from 2018-2019

Tree and Lamp Post Maintenance (Year 2 of 3)	\$	15,000
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Upper Floor Conversion Case Study (1 per year)	\$ 5,000
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TOTAL	\$	453,500
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Column1	Column2	Column3	Column4	Column7	Column8	Column82	Column9
V2	BUDGET REPORT FOR CITY OF MONROE						
		2016-17	2017-18	2018-19	2019-20	2020-21	
		ACTIVITY	AMENDED	EXPECTED	REQUESTED	FORECAST	
GL NUMBER	DESCRIPTION		BUDGET	BUDGET	BUDGET		NOTES
ESTIMATED REVENUES							
Dept 80.100-GENERAL REVENUE							
751-80.100-665.005	INTEREST ON INVESTMENTS	4,731.34	4,500.00	9,600.00	7,200.00	500.00	If fund balance is reduced
Totals for dept 80.100-GENERAL REVENUE		4,731.34	4,500.00	9,600.00	7,200.00	500.00	
Dept 80.600-GENERAL REVENUE							
751-80.600-402.000	REAL PROPERTY TAXES	214,728.01	216,893.00	245,200.00	250,100.00	255,100.00	Increase of 2% annually
751-80.600-410.000	PERSONAL PROPERTY TAXES	(30,188.28)	(30,500.00)	(37,120.00)	(38,000.00)	(38,000.00)	Hold annually
751-80.600-441.000	LCSA APPROPRIATION/PPT EXEMPT REIMB		16,212.00				
751-80.600-573.000	LCSA APPROPRIATION/PPT EXEMPT REIMB	16,211.53		19,500.00	19,500.00	19,500.00	Hold annually
751-80.600-692.090	MISCELLANEOUS REVENUE	5,194.37	5,000.00	3,000.00			
Totals for dept 80.600-GENERAL REVENUE		205,945.63	207,605.00	230,580.00	231,600.00	236,600.00	
TOTAL ESTIMATED REVENUES		210,676.97	212,105.00	240,180.00	238,800.00	237,100.00	
APPROPRIATIONS							
Dept 65.691-DOWNTOWN DEVELOPMENT							
751-65.691-703.000	PART TIME SALARIES & WAGES	17,066.52	24,000.00	22,000.00	20,500.00	21,000.00	1,000 hours/\$20.49 hr eff 7/1
751-65.691-717.000	SOCIAL SECURITY	1,058.13	1,400.00	1,320.00	1,280.00	1,300.00	6.2% of wage
751-65.691-717.005	MEDICARE	247.47	319.00	320.00	300.00	305.00	1.45% of wage
751-65.691-718.010	WORKERS' COMP INSURANCE	30.00	20.00	21.00	20.00	25.00	.97% of wage
751-65.691-727.000	OFFICE SUPPLIES	400.23	500.00	500.00	500.00	500.00	
751-65.691-728.000	COPIES		100.00	100.00			no use per city
751-65.691-730.000	POSTAGE	104.07	500.00	500.00	500.00	500.00	
751-65.691-750.075	SEASONAL DECORATIONS	0.00	0.00	5,000.00	5,000.00	5,000.00	Planters - Spr and Win
751-65.691-818.010	AUDIT SERVICES	1,320.00	1,500.00	1,500.00	1,500.00	1,500.00	
							Traffic Analysis \$30K, Econ Feas for Prop Acq \$25K, RFP for Macomb lot \$5K, Case Study \$5K
751-65.691-818.020	GENERAL CONTRACT SERVICES	29,760.00	89,000.00	160,000.00	65,000.00		Rev replacement \$70K and communications \$5K
					75,000.00		
					50,000.00		
					85,000.00		Art \$10K, Riverwalk project \$25K, alley contrib \$50K

V2	BUDGET REPORT FOR CITY OF MONROE						
				2016-17	2017-18	2018-19	
				ACTIVITY	AMENDED	EXPECTED	
					BUDGET	BUDGET	
GL NUMBER	DESCRIPTION				2019-20	2020-21	
					REQUESTED	FORECAST	
					BUDGET		NOTES
	TBD - Property Acquisition				150,000.00		FM district
751-65.691-818.080	FACADE IMPROVEMENTS	40,507.00	85,000.00	20,000.00	40,000.00	40,000.00	Rename Building Improvement Program
751-65.691-860.000	TRAINING & TRAVEL		1,400.00	1,400.00	1,400.00	1,400.00	per city agreement
751-65.691-880.000	COMMUNITY PROMOTION	0.00	0.00	15,450.00	13,000.00	13,000.00	Comm plan \$3K, Marketing \$10K
751-65.691-905.000	PUBLISHING/ADVERTISING	2,749.89	4,000.00	300.00	300.00	300.00	Legal ads
751-65.691-910.000	INSURANCE PREMIUM	467.04	1,500.00	500.00	600.00	700.00	Historical cost
751-65.691-934.751	REPAIRS AND MAINTENANCE	0.00	0.00	15,000.00	15,000.00	15,000.00	Trees \$5K, Ped lights \$10K
751-65.691-955.000	MISCELLANEOUS EXPENSE	322.88	800.00	800.00	1,000.00	1,000.00	
751-65.691-955.030	DEVELOPMENT COMMITTEE	1,402.22					deactivate
751-65.691-955.035	DESIGN COMMITTEE	15,553.90	5,500.00				deactivate
751-65.691-955.040	PROMOTION COMMITTEE	8,987.53	2,500.00				deactivate
751-65.691-958.000	MEMBERSHIPS AND SUBSCRIPTIONS		600.00	600.00	600.00	600.00	per city agreement
751-65.691-999.101	TRANSFER OUT-GENERAL		10,000.00	20,000.00	30,000.00	30,000.00	per city agreement
751-65.691-999.301	TRANSFER OUT-DEBT SERVICE	96,393.75	105,494.00	113,994.00	122,200.00	131,100.00	
Totals for dept 65.691-DOWNTOWN DEVELOPMENT		216,370.63	333,533.00	379,305.00	678,700.00	263,230.00	
Dept 95.260-CLERK/TREASURER							
751-95.260-961.005	REFUND - BOR SETTLEMENT	1,419.21					
Totals for dept 95.260-CLERK/TREASURER		1,419.21					
TOTAL APPROPRIATIONS		217,789.84	333,533.00	379,305.00	678,700.00	263,230.00	
NET OF REVENUES/APPROPRIATIONS - FUND 751		(7,112.87)	(121,428.00)	(139,125.00)	(439,900.00)		
BEGINNING FUND BALANCE		528,773.58	521,660.71	485,791.00	346,666.00		
ENDING FUND BALANCE		521,660.71	400,232.71	346,666.00	(93,234.00)		

TOTAL by category

Obligations are in peach

\$156,300

Optional costs are in green

\$522,400

BUDGET QUESTIONS FROM BOARD

Highlight obligations versus optional expenditures. Completed by revising spreadsheet; items that are obligations are color-coded as peach, whereas optional expenditures appear as green.

Highlight total of obligations versus optional expenditures. Completed by adding totals at bottom of spreadsheet. Total obligations are \$156,300. Total optional expenditures are \$522,400.

Breakout the components of large budget items to better label what is in larger amounts. Completed by adding more details in line item notes. For example, under Community Promotions see note that says: Comm plan \$3K, Marketing \$10K

Identify expenditures for festivals/events/promotions or landscaping. Completed by including the proposed marketing and communications plans. The proposed marketing plan only includes a \$500 sponsorship of the River Raisin Jazz Festival. Funds for maintenance include \$5,000 for planters under Seasonal Decorations and \$15,000 for the second year of tree trimming and lamp-post improvements under Repairs and Maintenance.

Monroe Downtown Development Authority

Communications Plan

2019-2020

aknowles
10/2/2017
DRAFT

BACKGROUND

One of the most important things an organization can do is to tell its story and the stories of those it serves. By creating a comprehensive communications plan, the DDA can, on an ongoing basis, inform the public, property and business owners of the efforts of the DDA as well as tell the good news stories of the district it serves. The communications plan should include traditional media tools such as press releases and media alert templates, but also social media efforts and a schedule or planned and coordinated posts to various platforms.

OVERALL OBJECTIVES

1. **To inform.** The Downtown Development Authority should become a clearinghouse for information about downtown happenings and be seen as the useful resource to keep stakeholders and constituents in-the-know.
2. **To inspire.** The Downtown Development Authority should strive to raise awareness of the downtown as a place, to elevate its own exposure in the community and to increase engagement in its activities.
3. **To build the brand.** The Downtown Development Authority should capitalize on the City of Monroe's recent rebranding campaign and correlate its activities to be complementary, from using variations of the brand language of "Raisin' Expectations" to expecting outstanding experiences.
4. **To build alliances.** The Downtown Development Authority should use its communications resources as a means to connect and to partner with stakeholders such as the City, Chamber of Commerce, business and property owners, visitors bureau, the general public and the Business Network, especially as a means to leverage funds for marketing.

RESOURCES

Electronic:	Example:
Web Site and Web Calendar	
E-Newsletter	MailChimp has no fee for <2,000 subscribers
Social Media	Facebook, Linked-In, Instagram
Blog	WordPress
Print:	
Printed locator maps/directories	
Promotional materials for events – posters, flyers, postcards	
Press releases	
Media alerts (condensed press releases)	
Print ads	
Other:	
Multimedia	
Video	

Signage	
Personal Engagement	Ribbon-Cutting, Ground-breaking
Case Studies	Before & After

KEY MESSAGING

Mission Statement: The Monroe Downtown Development Authority exists to serve as the lead organization in the **preservation** and **enhancement** of Downtown Monroe. Its mission is to provide **direction** and **resources** to businesses, property owners and residents in the downtown district. It works for the **advancement** of downtown through **promotion** of its businesses and events; the facilitation of **redevelopment** opportunities; and to increase Monroe's unique **sense of place** and **community**. Its goal is be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

Location Statement: Home to nearly 300 businesses, historic Downtown Monroe is the 67.2 acre center for civic, cultural and commercial activities for the greater Monroe area. Anchored by institutions like the County of Monroe and City of Monroe office campus and the corporate headquarters of Monroe Bank and Trust, Downtown Monroe is abundant with opportunities for enjoyment of everyday life and recreation. The River Raisin, the River Raisin Centre for the Arts and the nearby River Raisin National Battlefield are amenities the afford businesses and visitors alike a unique and engaging atmosphere. In Downtown Monroe, expect an amazing experience!

MEDIA LIST

A list of media contacts (see Attachment A) has been compiled and will be updated as needed to include those contacts or agencies with capacity to assist in disseminating news and information about the ongoing projects and programs.

STRATEGIES AND ACTIONS, TIMELINE AND COST

ONE-TIME ACTIONS	TARGET DATE OF COMPLETION	COST
Direct mail newsletter	Bi-annually	\$1,000 plus distribution
E-newsletter	Monthly	
Brand program descriptions	As needed	
Web site page reorganization	To comply with Act 57	\$1,000
Informational Meetings	Bi-annually	
Annual Report	Annually	\$500
Community Update Video	Annually	\$300
ON-GOING ACTIONS	FREQUENCY	
Establish key messages for all projects and programs	As needed	

Update web site	As needed	
Update centralized calendar for internal meetings and internal and external events	Weekly	
Interact via social media	Daily or other	\$ (some)
Press Releases	As needed	

BEST PRACTICES FOR ON-LINE ENGAGEMENT

When utilizing web-based applications, such as a web site and /or social media, the main recommendations are to be consistent, to be aware of audience preferences and to be a practitioner (i.e. interact with audience).

General best practices for **web sites** are:

- Keep the site current
- Use key words
- Connect with social media and email platforms
- Advertise the URL
- Pursue search engine optimization by establishing internal links and meta descriptions
- Ensure the site is fast-loading
- Write engaging content

General best practices for **social media** platforms are:

- Complete your profile
- Send links to your email subscribers
- Use social share buttons
- Include your social share in your email signature
- Share original, relevant content regularly; tell stories
- Monitor your most popular posts, that is what your audience wishes to see
- Follow others, especially those relevant to your business
- Post appropriately but do not overdo; quality over quantity
- Spend *a little* on Facebook advertisements

GENERAL INFORMATION AND TIPS FOR EFFECTIVE COMMUNICATION

- Do not use "I" voice in communications, unless it is a direct quote. Use terms such as the DDA, downtown, "we", etc.
- Social media interaction should be two-way communication. Manage your posts and page(s) efficiently. Selectively post, use correct spelling and grammar, etc.

- Press releases and media alerts should be cut-and-pasted into the body of an email, not sent as an attachment. Press releases for events should be sent out 4-6 weeks in advance; send a media alert as a reminder.

SIGN ONS

MailChimp

Facebook

LinkedIn

MonroeDDA

Mondoedda123#

Sign in from Paula Stanifer Facebook Account

Sign in from Annette Knowles LinkedIn Account

PRESS RELEASE



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

(Monroe, MI) – Summarize in first paragraph, add quotes and additional information in following paragraphs. Add background. Close with contact info.

####

The Monroe DDA exists to serve as the lead organization in the **preservation** and **enhancement** of Downtown Monroe. Its mission is to provide **direction** and **resources** to businesses, property owners and residents in the downtown district. It works for the **advancement** of downtown through **promotion** of its businesses and events; the facilitation of **redevelopment** opportunities; and to increase Monroe's unique **sense of place** and **community**. Its goal is be a **dynamic** and **innovative** organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown. Find out more at www.DowntownMonroeMI.com.

MEDIA ALERT



FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE:

TITLE

Sub-Title

(Monroe, MI) – Condensed who, what, where, when, contact

####

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Monroe Downtown Development Authority

Marketing Plan

2019-2020

aknowles
10/2/2017
DRAFT

WHAT IS DOWNTOWN MONROE?

Location Statement: Home to nearly 300 businesses, historic Downtown Monroe is the 67.2 acre **center for civic, cultural and commercial activities** for the **greater Monroe area**. Anchored by institutions like the County of Monroe and City of Monroe office campus and the corporate headquarters of Monroe Bank and Trust, Downtown Monroe is **abundant with opportunities** for enjoyment of **everyday life and recreation**. The River Raisin, the River Raisin Centre for the Arts and the nearby River Raisin National Battlefield are **amenities** that afford businesses and visitors alike a unique and engaging atmosphere. In Downtown Monroe, expect a great experience.

OVERALL OBJECTIVES

1. **To position.** The Downtown Development Authority should promote the downtown as a destination to reside, work, recreate and gather, through a targeted advertising and branding campaign.
2. **To build the brand.** The Downtown Development Authority should capitalize on the City of Monroe's recent rebranding campaign and correlate its activities to be complementary, using variations of the tag line "Raisin' Expectations."
3. **To raise awareness.** The Downtown Development Authority should engage in activities that generate excitement and discovery about the downtown, its businesses and local events.
4. **To leverage.** The Downtown Development Authority should piggyback its marketing strategy with other communication tactics to maximize efficient use of resources

RESOURCES

Electronic:	Example:
Web Site and Web Calendar	
E-Newsletter	MailChimp has no fee for <2,000 subscribers
Social Media	Facebook, Instagram
Blog	WordPress
Print:	
Printed locator maps/directories	
Promotional materials for events – posters, cards	
Press releases	
Media alerts (condensed press releases)	
Print ads	
Downtown magazine	
Other:	
Multimedia	
Video	
Signage	
Personal Engagement	
Banners	

KEY MESSAGING

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TARGET AUDIENCES

Visitors – promote the downtown and businesses to the greater Monroe area residents, visitors to area events, visitors to area destinations and cultural institutions

Businesses – promote the downtown to businesses with market potential as identified in the target market analysis (retail, restaurant)

STRATEGIES AND ACTIONS, TIMELINE AND COST

AUDIENCE/TACTIC	TARGET DATE OF COMPLETION	COST	PRIORITY
VISITORS			
Web site	Ongoing	\$500	I
Web site improvements (page realignments)	Fall, 2019	\$1,500	I
Marketing as Jazz Festival Sponsor	Once	\$500	I
General Marketing	Ongoing	\$650	II
Rack Card – MI welcome center, national/state parks, hotels, county fairground, MCCC	Once, reprint	\$500	II
MPACT	Once/annual	\$350	II
Paid posts on Facebook	\$20 month	\$250	II
Holiday co-op piece	Dec 2018	\$1,000	III
Radio co-op	Feb 2019	\$1,000	III
		\$6,250	
BUSINESSES			
Vacancy Tour/Development Showcase/Dwelling Tour/"Upstairs" Downtown Tour (pick two, TBD)	Fall, 2019 and Spring, 2020	\$2,000	I
Virtual Tour	Spring, 2020	\$1,750	II
		\$3,750	
EVENTS/FAMILY-ORIENTED			
Share existing by others via Facebook and e-newsletter	Ongoing	-	I
Update or replace kiosk to digital	Once	\$5,000(e)	II