

City of South Lyon, Downtown Development Authority Board Meeting
Thursday, February 10, 2022, 8:00 a.m., City Council Chambers, 335 S. Warren St.,
South Lyon, MI 48178

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the January 13, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report

- VII. New Business:
 - A. Farmers Market Manager, Vendor Rates, and Dates for 2022 Season
 - B. DDA Goals and Objectives for 2022*
 - C. DDA Budget Presentation – First Draft

- VIII. Old Business:
 - A. Main Street Oakland County Associate Level Assessment – Feb. 22
 - B. Committee Reports
 - C. Storm Sewer Along S. Lafayette St. between Liberty St. & McHattie St.

- IX. Board Member Comments
- X. Adjournment

***Indicates an item that will be available at the meeting, but is not included in the DDA Board of Directors Packet.**

Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:

Members of the public may contact members of the public body prior to the electronic meeting by email. Email addresses for the DDA Board of Directors may be found on the City's website at www.southlyonmi.org.

The next Board Meeting is 8:00 a.m., Thursday, March 10, 2022 in person at South Lyon City Hall.

All Regular Board Meetings shall end no later than 10:00 a.m.



MEETING MINUTES – January 13, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:02am.
- II. **Roll Call.** Present: Dereck Mashburn, Jeff Heinanen, Paul Zelenak, Mark Childs, Gary Fagin, Norm Fultz and Anne Vuillemot joined the meeting at 8:12am.
Not present, excused: Tanya Nevitt, Gene Carroll
Also present: Nate Mack, DDA Director
- III. **Approval of the Agenda.** Mark Childs asked to amend the agenda with the addition of Item F under Old Business, “Electric Vehicle Chargers.” Zelenak made a motion to approve the agenda as amended. Motion was supported by Jeff Heinanen. Motion passed unanimously.
- IV. **Approval of the December 9, 2021 DDA Board Meeting Minutes.** Motion by Zelenak, supported by Heinanen to approve the December 9, 2021 DDA Board Meeting minutes as presented. Motion carried unanimously.
- V. **Citizen Comments.** None.
- VI. **Budget Report.** Mack gave the budget report. He noted that there were no revenues for the month. Expenditures for the month of December included the Holiday Spectacular as well as additional red lights for the downtown trees, and the final payment to the former market manager who was unable to submit expenses until recently due to medical issues.
- VII. **New Business:**
 - A. **Approve the 2022 DDA Board of Directors Meeting Schedule.** Mack presented a tentative schedule for the 2022 DDA Board of Directors meetings. Mack recommended that due to the high number of COVID-19 cases currently, the board should forego its retreat typically held in February to reduce the amount of time the Board is in person together. Motion by Fagin, supported by Childs to approve the 2022 DDA Board of Directors meeting schedule for 2022. Motion carried unanimously.
 - B. **DDA Budget Presentation Feb. 10** – Mack informed the Board the budget would be presented for their review at the February 10th DDA Board of Directors meeting. He encouraged any board members with budget ideas/considerations to contact him prior to the meeting. Mack presented some preliminary ideas for the upcoming budget year, which included additional funding for the pocket park on E. Lake Street, a façade and/or building rehabilitation program, improve the

presentation of the lights on the light poles downtown, a professional marketing video for the downtown that can be used for business recruitment and retention, additional mural or murals in the downtown, new banners for the light poles downtown, another food truck rally, and the cost of the lease for the electric vehicle charging stations.

VIII. Old Business:

- A. Farmers Market Manager Interviews.** Mack stated that interviews for the farmers market manager position will soon be taking place and asked if the board members that previously volunteered would be able to assist with the interviews.
- B. 390 S. Lafayette St. Park Grant** - Mack informed the board he would be submitting the Oakland County Parks Grant on January 14th to convert the city-owned parcel into a downtown park. The amount requested for the grant totaled \$100,000 from Oakland County Parks and Recreation with a \$50,000 contribution from the City of South Lyon.
- C. Main Street Oakland County Associate Level** – Mack informed the board the assessment that was to be performed by Main Street Oakland County for the South Lyon DDA to move up in the program had been postponed to a later date. Once a new date had been selected, he will reach out to board members to have them stop by during the assessment.
- D. Committee Reports.** Mack gave the report for the committees that met over the course of the month. **Design** did not meet since the last board meeting, but planned to meet the week after the board meeting. **Economic Vitality** met and discussed available properties in the downtown as well as the Oakland County Parks and Recreation Grant. **Promotions** continued to plan the new Mardi Gras event for March 5th. Mack shared the committee has been successful in raising over \$1,000 for the event to date.
- E. Storm Sewer along S. Lafayette between Liberty Street and McHattie.** Zelenak reported that he expects to have a report from the County in February, at which time he will be able to share more information with the DDA Board regarding this issue.
- F. Electric Vehicle Charging Stations** – Mark Childs mentioned the questions he had were mostly answered in the preliminary budget presentation earlier. Childs asked if the chargers will get used if there is a \$1 per hour fee. Mack stated it is common for electric vehicle users to be charged for the charging stations to offset the cost of the electricity.

- IX. Board Member Comments.** Mark Childs noted that the new City of South Lyon website looks good. However, he noted the Huron Valley Trail Map was outdated and that City Manager Zelenak was listed as the interim city manager. He also mentioned there was still some garland on one of the light poles in the Liberty Street

parking lot as well as some lights on the poles that need to be addressed. He also suggested the City not use Bradford Pear trees when doing tree replacements because they are messy. Vuillemot was seeking clarification regarding who needs to clear the sidewalks after snowfall. Zelenak stated it is the business/property owner's responsibility to clear in front of their storefront. Vuillemot was also concerned about the snow that gets piled up on the brick between the street and the sidewalk. She has noticed many people have to climb over the snow that gets piled up and was wondering if Public Works will remove the snow. Zelenak mentioned that DPW crews do come back and clean that up once they have finished plowing the roads because the snow from the plow trucks is pushed up onto the bricks. Zelenak also made mention of rates for the daily vendors at the farmers' market. He was wondering what other markets charge for daily fees and whether the current rate of \$15 per 10'x10' space was too low. Mack was directed to research other farmers' markets and their rates for daily vendors. Heinanen mentioned there may be a need to raise the rate of pay for the market manager due to rising costs of everything.

- X. **Adjournment.** Motion by Zelenak, supported by Heinanen to adjourn the meeting. The motion carried unanimously. Meeting adjourned at 9:16am.

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
 PERIOD ENDING 01/31/2022
 FINANCIAL REPORT FOR JANUARY 2022

GL NUMBER	DESCRIPTION	2021-22		YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BGD USED
		AMENDED BUDGET	NORMAL (ABNORMAL)	01/31/2022	MONTH 01/31/2022	BALANCE	
					INCREASE (DECREASE)	NORMAL (ABNORMAL)	
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000.000							
280-000.000-402.000	REAL PROPERTY TAX	51,705.00	48,711.44	638.62		2,993.56	94.21
280-000.000-664.000	INTEREST	100.00	4.27	0.00		95.73	4.27
280-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00	0.00		500.00	0.00
280-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,350.00	2,000.00	0.00		5,350.00	27.21
280-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	2,000.00	500.00	500.00		1,500.00	25.00
280-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	2,000.00	3,000.00	0.00		(1,000.00)	150.00
280-000.000-675.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00		0.00	0.00
280-000.000-675.410	FARMERS MARKET VENDOR FEES	6,000.00	3,635.00	0.00		2,365.00	60.58
280-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	0.00	0.00		0.00	0.00
280-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	500.00	0.00		4,500.00	10.00
280-000.000-676.101	TRANSFER IN-GENERAL FUND	4,000.00	0.00	0.00		4,000.00	0.00
280-000.000-688.000	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00	0.00		0.00	0.00
280-000.000-692.000	GRANT MONEY	5,500.00	0.00	0.00		5,500.00	0.00
280-000.000-698.000	MISCELLANEOUS	0.00	0.00	0.00		0.00	0.00
280-000.000-698.110	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00	0.00		500.00	0.00
Total Dept 000.000		84,655.00	58,350.71	1,138.62		26,304.29	68.93
TOTAL REVENUES		84,655.00	58,350.71	1,138.62		26,304.29	68.93
Expenditures							
Dept 000.000							
280-000.000-702.000	WAGES SALARY	0.00	0.00	0.00		0.00	0.00
280-000.000-702.200	FARMER'S MARKET	12,500.00	2,696.20	0.00		9,803.80	21.57
280-000.000-740.000	OPERATING EXPENSE	1,000.00	606.18	135.65		393.82	60.62
280-000.000-740.200	SEASONAL IMPROVEMENTS	7,700.00	4,037.22	0.00		3,662.78	52.43
280-000.000-801.000	PROFESSIONAL SERVICE	5,500.00	0.00	0.00		5,500.00	0.00
280-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00	0.00		0.00	0.00
280-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00	0.00		0.00	0.00
280-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	0.00	0.00		2,500.00	0.00
280-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00	0.00		2,000.00	0.00
280-000.000-880.200	COMMUNITY PROMOTION DESIGN	7,500.00	2,000.00	0.00		5,500.00	26.67
280-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00		0.00	0.00
280-000.000-880.400	COMMUNITY EVENT	8,850.00	9,127.79	856.24		(277.79)	103.14
280-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00		500.00	0.00
280-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00		0.00	0.00
280-000.000-888.000	GRANT EXPENDITURES	5,500.00	0.00	0.00		5,500.00	0.00
280-000.000-900.000	PRINTING	5,600.00	998.45	0.00		4,601.55	17.83
280-000.000-957.000	EDUCATION & TRAINING	4,000.00	1,046.03	0.00		2,953.97	26.15
280-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	374.78	57.93		625.22	37.48
280-000.000-969.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00		0.00	0.00
280-000.000-969.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00		0.00	0.00
280-000.000-970.000	CAPITAL IMPROVEMENTS	15,000.00	2,784.89	0.00		12,215.11	18.57
Total Dept 000.000		79,150.00	23,671.54	1,049.82		55,478.46	29.91
TOTAL EXPENDITURES		79,150.00	23,671.54	1,049.82		55,478.46	29.91
Fund 280 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		84,655.00	58,350.71	1,138.62		26,304.29	68.93
TOTAL EXPENDITURES		79,150.00	23,671.54	1,049.82		55,478.46	29.91
NET OF REVENUES & EXPENDITURES		5,505.00	34,679.17	88.80		(29,174.17)	629.96

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
 FROM 280-000.000-001.000 TO 280-000.000-970.000
 TRANSACTIONS FROM 01/01/2022 TO 01/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
280-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
134474	01/06/2022	SUMMARY CD 01/06/2022		Multiple		914.17
134551	01/11/2022	SUMMARY CD 01/11/2022		Multiple		264.12
134621	01/13/2022	SUMMARY CD 01/13/2022		Multiple		91.65
134724	01/20/2022	SUMMARY CD 01/20/2022		Multiple		44.00
		Journal Totals			0.00	1,313.94
Journal GJ: Journal Entry						
134493	01/06/2022	CHECKING TRANSFERS	10737	Multiple	914.17	
134561	01/11/2022	CHECKING TRANSFER	10750	Multiple	264.12	
134627	01/13/2022	CHECKING TRANSFER	10756	Multiple	91.65	
134727	01/20/2022	CHECKING TRANSFER	10761	Multiple	44.00	
		Journal Totals			1,313.94	0.00
Totals for 280-000.000-001.000					1,313.94	1,313.94
		Balance 01/01/22:	5,831.96 CR			
		Net Change:	0.00			
		Balance 01/31/22:	5,831.96 CR			
280-000.000-002.008 DDA/TIFA PNC BANK						
Journal CR: Journal Entry						
134895	01/31/2022	SOUTH LYON CARNIVALE 01/31/2022		280-000.000-675.200	500.00	
		Journal Totals			500.00	0.00
Journal GJ: Journal Entry						
134493	01/06/2022	CHECKING TRANSFERS	10737	Multiple		914.17
134561	01/11/2022	CHECKING TRANSFER	10750	Multiple		264.12
134627	01/13/2022	CHECKING TRANSFER	10756	Multiple		91.65
134718	01/13/2022	TAX DISBURSEMENT	10759	Multiple	638.62	
134727	01/20/2022	CHECKING TRANSFER	10761	Multiple		44.00
		Journal Totals			638.62	1,313.94
Totals for 280-000.000-002.008					1,138.62	1,313.94
		Balance 01/01/22:	102,445.03			
		Net Change:	(175.32)			
		Balance 01/31/22:	102,269.71			
280-000.000-202.000 ACCOUNTS PAYABLE						
Journal AP: Journal Entry						
134395	01/03/2022	PNC BANK	12/19/2021	Multiple		914.17
134589	01/12/2022	PETER'S TRUE VALUE HARDWARE	DECEMBER 2021	Multiple		91.65
134644	01/18/2022	MARTIN'S DO IT BEST	DECEMBER 2021	Multiple		44.00
		Journal Totals			0.00	1,049.82
Journal CD: Cash Disbursements						
134474	01/06/2022	SUMMARY CD 01/06/2022		Multiple	914.17	
134551	01/11/2022	SUMMARY CD 01/11/2022		Multiple	264.12	
134621	01/13/2022	SUMMARY CD 01/13/2022		Multiple	91.65	
134724	01/20/2022	SUMMARY CD 01/20/2022		Multiple	44.00	
		Journal Totals			1,313.94	0.00
Totals for 280-000.000-202.000					1,313.94	1,049.82
		Balance 01/01/22:	364.12			
		Net Change:	(264.12)			
		Balance 01/31/22:	100.00			

280-000.000-402.000 REAL PROPERTY TAX

Journal GJ: Journal Entry

134718	01/13/2022	TAX DISBURSEMENT	10759	Multiple		638.62
		Journal Totals			0.00	638.62

Totals for 280-000.000-402.000

Balance 01/01/22:	48,072.82
Net Change:	638.62
Balance 01/31/22:	48,711.44

280-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS

Journal CR: Journal Entry

134895	01/31/2022	SOUTH LYON CARNIVALE 01/31/2022		280-000.000-002.008		500.00
		Journal Totals			0.00	500.00

Totals for 280-000.000-675.200

Balance 01/01/22:	0.00
Net Change:	500.00
Balance 01/31/22:	500.00

280-000.000-740.000 OPERATING EXPENSE

Journal AP: Journal Entry

134589	01/12/2022	PETER'S TRUE VALUE HARDWARE	DECEMBER 2021	Multiple	91.65	
134644	01/18/2022	MARTIN'S DO IT BEST	DECEMBER 2021	Multiple	44.00	
		Journal Totals			135.65	0.00

Totals for 280-000.000-740.000

Balance 01/01/22:	470.53
Net Change:	135.65
Balance 01/31/22:	606.18

280-000.000-880.400 COMMUNITY EVENT

Journal AP: Journal Entry

134395	01/03/2022	PNC BANK	12/19/2021	Multiple	856.24	
		Journal Totals			856.24	0.00

Totals for 280-000.000-880.400

Balance 01/01/22:	8,271.55
Net Change:	856.24
Balance 01/31/22:	9,127.79

280-000.000-962.000 MISCELLANEOUS EXPENSE

Journal AP: Journal Entry

134395	01/03/2022	PNC BANK	12/19/2021	Multiple	57.93	
		Journal Totals			57.93	0.00

Totals for 280-000.000-962.000

Balance 01/01/22:	316.85
Net Change:	57.93
Balance 01/31/22:	374.78

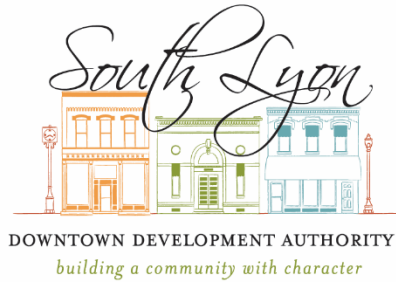


Memorandum

To: DDA Board of Directors
From: Nate Mack, DDA Director
Date: February 10, 2022
Subject: Farmers Market Manager

Since the DDA Board has last met, myself and DDA Board Member Gary Fagin conducted the interviews for the farmers market manager position. From these interviews we were able to extend an offer to the candidate that was best suited to fill the position. However, once I sent the individual the contract for the position, they declined to accept the offer. In light of this, I will be attempting to find a farmers market manager again.

I have contacted individuals I know in the farmers market community to determine if they know of anyone that would be interested in filling the position. If this is unsuccessful, I will post the position again on ZipRecruiter. In the meantime, I have updated the forms for the 2022 season and started to identify sponsors that we will be contacting for the upcoming season.



Memorandum

To: DDA Board of Directors

From: Nate Mack, DDA Director

Date: February 10, 2022

Subject: Vendor Rates for Area Farmers Markets

The table below shows the most recent rates for other farmers' markets in the surrounding area. Based off of these findings, I would suggest the daily rates for vendors increase from \$15/day to \$25/day for a 10'x10' space. For each additional 10' of space prices will increase \$5. Seasonal vendor fees have been calculated off the daily vendor fee with a 25% discount. Therefore, seasonal Farmers Market fees for the 2022 season would go from \$292.50 to \$468.75 applying the same 25% discount. Seeing as this seasonal rate would be the highest in the area, I recommend the seasonal rate for a 10'x10' space be \$310. This is done to remain competitive with other markets. I have included the proposed new rate for the South Lyon Farmers Market in the table below for comparison purposes only.

Market Name	Operating Dates	Daily Fees	Seasonal Fees	Other
South Lyon	May – Oct.	\$25.00	\$310.00	N/A
Northville	May – Oct.	\$30.00	\$325.00	N/A
Walled Lake	Wed., May – Oct.	\$12.00	\$180.00	\$115 half season
Dixboro	May – Oct.	\$15.00	\$315.00	Tents & tables for rent
Farmington	May – Oct.	\$32.00	N/A	N/A
Dexter	Tu/Sat, May – Oct.	\$10/\$15	\$60/\$150	N/A
Oakland County Farmers Market	Tu/Th/Sat, May – Dec.	\$17/\$22/\$46	N/A	N/A
Holly	Sun., May – Oct.	\$20	\$300	N/A
Clarkston	6/19 – 10/29	\$28	\$340	N/A
Milford	May – Oct	\$20	\$322	\$161 half season
Pontiac	Aug 8 & 22, Sep 12 & 26, Oct 31	\$50	N/A	N/A
Brighton	Sundays, Apr. 24 – Nov. 20	N/A	\$450	



Memorandum

To: DDA Board of Directors

From: Nate Mack, DDA Director

Date: February 10, 2022

Subject: DDA Budget Fiscal Year 2022-2023

The first draft of the DDA budget for the 2022-2023 fiscal year is presented for the DDA Board of Directors. The budget includes some new initiatives for the year as well as some of the traditional activities of the South Lyon DDA. The DDA's budget year runs from July 1 – June 30 in accordance with the City of South Lyon's budget year. DDA TIF revenues, the largest source of revenue for the DDA is estimated to be \$53,780 for the upcoming fiscal year. This was calculated as a 4% increase from the previous fiscal year. Once the Board of Review meets in March the precise TIF capture will be known.

Building off of the many successes the DDA has experienced over the year, the budget reflects an increase in revenues and expenditures for 2022-2023. Sponsorships have increased with more aggressive fundraising activities. Ladies Night Out in November saw its highest amount of sponsor dollars in recent memory. Additionally, the farmers market had the greatest amount of sponsorship dollars in quite some time. The revenues reflect these anticipated increases. Additionally, if the DDA board wishes to increase the farmers market vendor fees for the 2022 season there will be an increase in funds for that line item as well. While there is no grant money allocated for the upcoming fiscal year, this does not mean DDA staff is not looking for grants. It simply means that as of this date there are no grants funds that will be received by the DDA for the period of July 1, 2022 – June 30, 2023.

Other items included in the proposed 2022-2023 budget year are a marketing video to highlight the various activities and businesses in the downtown, increased funds for the pocket park on E. Lake St., new banners for the decorative light poles downtown, another Food Truck Rally in the summer, the electric vehicle charging stations, additional murals, improving the Christmas lights on the light poles, adding freestanding trash cans to some of the areas of the downtown that do not have, replacing the pedestrian signs at the crosswalks in the downtown, and a façade/building rehabilitation program.

The first overall draft budget will be submitted to City Council on or about March 25. The final budget approval for fiscal year 2022-2023 will take place during the May 23 City Council meeting.

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The DDA is under the day-to-day direction of the Executive Director, currently an employee of the City of South Lyon, with the title "DDA & Economic Development Director." The DDA operates according to PA 57 of 2018 (formerly Public Act 197 of 1975) as the management organization of the historic core downtown and the South Lyon DDA District. The purpose of the DDA is to manage the downtown and DDA district by utilizing a comprehensive, community involved, volunteer driven program known as "Main Street." The Main Street Program is a trademarked program of the National Trust for Historic Preservation. The DDA shall make recommendations to the City on all issues/projects in the DDA District. The DDA Board of Directors is appointed by the Mayor and approved by the City Council. The budget is prepared by the DDA Executive Director and the DDA Board of Directors. The South Lyon DDA is an Associate Level Member of the Oakland County Main Street Program.

The Main Street Approach is a four-point management strategy including:

- **Organization** – Builds leadership and strong organizational capacity, ensuring broad community engagement, and forging partnerships across sectors.
- **Design** – Adhering to a set of design principles and guidelines which protect and preserve the unique sense of place which defines downtown South Lyon through ongoing respect for its historic architecture. Conformance with the City's overall Community Master Plan, Zoning Ordinance, *National Main Street Design Guidelines*, and the *U.S. Secretary of the Interior's Standards for Historic Preservation Projects with Guidelines for Applying Standards*. Respect for the existing historic buildings is a key element of maintaining the City's unique sense of place which is now recognized as a major component of economic development in communities across America.
- **Promotion** – Provides a wide range of promotional and marketing activities which include, but are not limited to, special events and business promotions, including use of social media, websites, printed materials (print media, brochures, posters, billboards, magazine advertising, and editorials), broadcast media, networking, organizational partnerships, volunteer outreach, and marketing the district's defining assets.
- **Economic Vitality** – Defines and understands the following items which include, but are not limited to: demographics of the City and surrounding communities; detailed market data of the City's market area that is regularly updated, which supports different specific types of businesses for retention, expansion, and recruitment; collecting and publishing annual benchmarking statistics to measure success which include: buildings sold, sale price, buildings rehabilitated, cost of rehabilitation, square footage of buildings rehabilitated, costs of associated rehabilitation, new and expanded construction, data on all existing buildings including square footage, age of the building, types of use, zoning and master plan designation, jobs retained, jobs created, and other indicators of private and public investment in the DDA District. Also, a knowledge of economic development programs and incentives available for developers of new buildings and for rehabilitation of existing buildings at the local, county, state, national, and private levels.

Thus, the DDA budget includes items which relate to the four points noted above.

DDA REVENUE

402 – Current Property Taxes (Captured) **\$53,780**

Tax increment financing (TIF) revenue is generated by the increase in value of the district (from the base year 2000) from all tax jurisdictions and all properties within the boundary of the DDA district. Oakland County Equalization will have a final estimate for TIF increase and total TIF revenue for 2021/2022 at the end of March after all Board of Review activity. Current estimate is based on a 4% increase from 2021-2022 fiscal year.

570 – State Shared Revenues **None**

664 - Interest Income **None**

The final amount of estimated interest on TIF tax capture to be determined after receipt of final information from Oakland County Equalization.

674.300 – Contribution – Gift Certificates **\$500**

Revenue generated by individuals purchasing downtown gift certificates. This revenue will be used to reimburse businesses for gift certificates that are redeemed in their store.

675 – Contribution – Private Sources **None**

675.100 – Contribution – FM Sponsorship Fees **\$7,500**

Revenue from Farmers Market sponsorship fees. Sponsorship planning is currently in progress by the Farmers Market Manager and the DDA Executive Director for the 2022 market season (May – October 2022).

675.200 – Contribution – Winter Events **\$6,000**

Revenues expected from local business sponsors for the Mardi Gras and Holiday Spectacular events.

675.300 – Contribution – Ladies Night Out Sponsorship Fees **\$4,000**

Revenues from Ladies Night Out sponsorship fees for May and November.

675.410 – Contribution – FM Vendor Fees **\$7,500**

Revenue from vendor fees at the Farmers Market. Projected revenues for 2022-2023 are a conservative estimate based on a 25% increase in vendor fees along with a 30% discount for seasonal vendors.

675.900 – Contribution – Murals **\$5,000**

Private donations will be sought for the installation of murals in the downtown.

676.101 – Transfer In – General Fund **\$4,000**

\$4,000 donation from the General Fund toward the Cool Yule winter event.

692 – Grant Funds **None**

698.110 – Contribution – Business Directory **\$500**

Revenues expected from at least two different local business sponsors for the annually updated brochure.

698.200 – Contribution – Electric Vehicle Charging Station Fees **\$2,200**

Projected revenues from the two electric vehicle charging stations at the Wells Street Parking Lot.

DDA Expenditures

702.200 – Wages/Salaries **\$12,500**

Farmers market Manager hourly wages are based upon the high quality, professional and creative work ethic of the current Market Manager. The current Wages/Salaries for the Farmers Market Manager is based on \$20/hour pay rate.

740 – Operating Expenses **\$1,000**

Purchase of supplies and materials for events and projects.

740.200 – Seasonal Improvements **\$8,250**

Holiday garland, lighting, cornstalks, and pumpkins:

- Flowers purchased for light poles and sidewalk planters: \$ 4,500
- Corn stalks and pumpkins: \$ 750
- DDA winter garland for placement on all DDA light poles: \$ 3,000
- \$ 8,250

801 – Professional Services Contractual **\$6,000**

Consultants for the DDA for promotions and marketing, design (window display and store interior merchandising, etc.), business improvement, business recruitment, and to create a professional downtown marketing video.

880 – Community Promotion **\$2,500**

Miscellaneous promotional expenses for DDA projects and programs, other than major events, including ribbon cuttings, etc. Funds for training provided through Main Street Oakland County or other downtown related educational opportunities.

880.100 – Community Promotion CBD Winter **\$2,000**

New lighting in trees within the DDA streetscape along Lake and Lafayette Streets, in addition to lighting on the pedestrian light poles.

880.200 – Community Promotion Design **\$9,000**

- Professional graphic design of promotional materials: \$ 1,000
- Sign Grants (50% of total sign cost up to a maximum of \$500 each): \$ 1,500
- Downtown Murals (2 at estimated cost of \$2,500 per mural): \$ 5,000
- Pocket Park on E. Lake. St. enhancements (plants, flowers, upkeep) \$1,500
- \$9,000

880.400 – Community Events **\$14,500**

Mardi Gras in March, Ladies Night Out in May and November, Food Truck Rally in August, Kids Trick or Treat, Cool Yule, South Lyon Eve:

- Ladies Night Out – May: \$ 2,000
- Ladies Night Out – November: \$ 2,000
- Kids Trick or Treat – October: \$ 500
- Cool Yule/South Lyon Eve: \$ 6,000
- Mardi Gras – March \$ 2,000
- Food Truck Rally – August \$ 2,000

880.500 – Community Promotion – Gift Certificates **\$500**

Reimbursement to downtown businesses for gift certificates.

888-Grant Expenditures **None**

900 – Printing/Publishing **\$6,500**

Advertising/promotion for major DDA projects and events including the Downtown Business Directory annual update, Holiday Gift Guide, Events Guide, over-the-road banner pole hardware, and other related items:

- Downtown business directory, annual update: \$1,400
 - Holiday Gift Guide, Lyon Today, and overrun: \$3,500
 - Events guide: \$500
 - Downtown gift certificate printing: \$100
 - New Banners for DDA light poles: \$1,000
- \$6,500**

957 – Education and Training **\$4,000**

Continuing education for the DDA/Economic Development Director, Farmers Market Manager and DDA board members including workshops, conferences and professional organizations such as: the Michigan Downtown Association, Michigan’s Farmers Market Association and Main Street America.

962 – Miscellaneous Expense **\$1,000**

Items such as parking shuttle for events, supplies for events, etc.

970 – Capital Expenditures

\$18,700

Holiday lighting for streetscape trees and over E. Lake St., and new holiday lighting on trees in downtown, new trash cans for downtown, Façade/Building Improvement Program:

• Lights over E. Lake St. and cable (Lafayette to Wells Street):	\$3,000
• Fall and holiday lights for trees:	\$2,000
• Trash cans for downtown area:	\$1,500
• Façade/Building Improvement Program	\$10,000
• EV Charging Station Fees	<u>\$2,200</u>
	\$18,700

**280 DOWNTOWN DEVELOPMENT AUTHORITY
OPERATING FUND**

Revenue	Description	Audited 2020-2021	Adopted 2021-2022	Amended 2021-2022	Draft 2022-2023	Proposed 2023-2024
402.000	Current Property Taxes (Captured)	54,862	51,705		53,780	
664.000	Interest Income	21	100		-	
674.300	Contribution - Gift Certificate	-	500		500	
675.100	Contribution - FM Sponsorship Fees	6,273	7,350		7,500	
675.200	Contribution - Winter Events	-	2,000	-	6,000	
675.300	Ladies Night Out Sponsorship Fees	-	2,000	-	4,000	
675.410	Contribution - FM Vendor Fees	6,721	6,000		7,500	
675.700	Contribution - Street Banner	-	-	-	-	
675.900	Contribution - Murals	-	5,000		5,000	
676.101	Transfer In - General Fund	-	4,000	-	4,000	
688.000	Patronicity Funds Economic Development	7,183	-		-	
692.000	Grant Money	-	5,500		-	
698.000	Miscellaneous	(7,631)			-	
698.110	Contrib. Business Directory	-	500	-	500	
698.200	Contrib. EV Charging Stations				2,200	
Total Revenues		67,429	84,655	-	90,980	-

Expenditure	Description	Audited 2020-2021	Adopted 2021-2022	Amended 2021-2022	Draft 2022-2023	Proposed 2023-2024
702.200	Wages/Salaries	11,146	12,500		12500	
715.000	Fringe Benefits	-				
740.000	Operating Expense	2,570	1,000		2500	
740.200	Seasonal Improvements	6,139	7,700		8250	
801.000	Professional Services	-	5,500		6000	
880.000	Community Promotion	1,083	2,500		2500	

880.100	Community Prom. CBD Winter	-	2,000	2000
880.200	Community Promo. Design	-	7,500	9000
880.400	Community Events	669	8,850	14500
880.500	Community Promo. Gift Certificate	-	500	500
888.000	Grant Expenditures	11,992	5,500	0
900.000	Printing/Publishing	2,945	5,600	6500
957.000	Education & Training	1,534	4,000	4000
962.000	Miscellaneous Expense	(4,865)	1,000	1000
969.101	Transfer to General Fund	-		
970.000	Capital Expenditure	1,955	15,000	18,700

Total Expenditures	35,169	79,150	-	87,950	-
BEGINNING FUND BALANCE	29,399	61,659	61,659	61,659	64,689
TOTAL FISCAL YEAR REVENUES	67,429	84,655	-	90,980	-
TOTAL EXPENDITURES	35,169	79,150	-	87,950	-
ENDING FUND BALANCE	61,659	67,164	61,659	64,689	64,689

Printed: 2/8/2022

Proposed
2024-2025

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Proposed
2024-2025

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