



**FERNDALE DDA
BOARD OF DIRECTORS MEETING
THURSDAY, MARCH 16, 2016
8:00 A.M. Board Meeting**

Ferndale City Hall; Council Chambers
300 E. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Agenda
 - D. Consideration of Minutes: February 2016
- II. Consent Agenda
 - A. Staff/Committee Report **verbal update – no handout this month*
 - B. Strategic Plan
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Public Schools
- V. Action Items
 - A. Consideration of Fiscal Year Budget 17-18
 - B. Contract for Services: Pulp Detroit
 - C. Contract for Services: Bold Technologies, Inc. **handout available at meeting*
- VI. Discussion Items
 - A. Main Street Oakland County: Awards Ceremony
 - B. Parking Information Packet
 - C. Committee Meetings Attendance
- VII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- VIII. Adjournment

CALENDAR OF EVENTS

March

1st
Biz Dev Committee 5pm
2nd
Executive Board 5pm
10th
Healthy Happy Ferndale
@ The Rust Belt Market 5pm
11th
City Council Budget
Workshop 9am
13th
City Council 7pm
16th
DDA Board of Directors 8am
22nd
Promotions 5pm
27th
City Council 7pm
DDA Budget Presentation
29th
Design Committee/Design
Guidelines Meeting 6pm

April

4th
Design Committee 6pm
5th
Biz Dev Committee 5pm
6th
Executive Committee 5pm
10th
City Council 7pm
13th
DDA Board of Directors 8am
MSOC Evaluation Day
14th
DDA Offices Closed
Good Friday
18th
Volunteer Appreciation
@ The Rust Belt Market 6pm
24th
City Council 7pm
25th
FACC – Artist in You
@ Ferndale Library 5pm
26th
Promotions Committee 5pm
27th
Executive Board 5pm

May – Bike Month

1st – 3rd
National main Street
Conference
8th
City Council 7p.
9th
Design Committee 6pm
10th
Biz Dev Committee 5pm
11th
MSOC Awards Ceremony
18th
Bike Night Rodeo
22nd
City Council 7pm
24th
Promotions Committee 5pm
29th
DDA Office Closed
Memorial Day

**FERNDALD DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 9, 2017
8:00 A.M.
FERNDALD CITY HALL
300 E. 9 MILE
FERNDALD, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:03 a.m.

DDA Board Members Present: Jay McMillan, Jerome Raska, Michael Hennes, Pj Jacokes, Blake Scheer, Jacki Smith, Mindy Cupples, Chris Johnston

DDA Board Members Absent: Dean Bach, Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: Joe Gacioch, City of Ferndale; Kim Hart, Ferndale Area Chamber

B. Dismissals: Dean Bach (sick)

C. Approval of Agenda

Motion by Director Raska, seconded by Director Hennes to approve the agenda as presented. All Ayes, motion carries.

D. Approval of Minutes: January 2017

Motion by Director Hennes, seconded by Director McMillan to approve the Minutes for January 2017 as presented. All Ayes, motion carries.

E. Approval of Minutes: Strategic Planning 2017

Motion by Director Scheer, seconded by Director Raska to approve the Minutes for January 2017 as presented. All Ayes, motion carries.

II. Consent Agenda

A. DDA/Staff/Consultant Reports

Motion by Director Jacokes, seconded by Director Scheer to accept the consent agenda as presented.

III. Call to Audience

None

IV. Community Organization Reports

A. Chamber of Commerce

Kim Hart

The Chamber held their first "Lunch & Learn", a series focusing on learning/discussion on items such as SEO, websites, etc. Aaron Stone of Easy Like Sundae led a discussion, including a survey, on the retail environment in Ferndale. The information will be compiled and shared and future meetings are expected to have a more structured approach. Director Raska indicated that Stone was thrown in at the last minute and took the opportunity to begin work on the Chamber's initiative a retail council to address needs. Hart also noted the Chamber is building up their Ambassadorship program to assist in communication with members.

The Artist in You reception is planned for April 26th and they will also be following up on sponsorships.

- B. Ferndale School District
No report.

V. Update – Alternative Parking Support

Assistant City Manager Joe Gacioch presented a “Parking Deck Update” document which he overviewed. The project is in the “due diligence” phase, with meetings being held with utilities (DTE, Consumers, internet providers, etc.) as part of the engineering planning. The City has reached out to businesses and residents, with surveys going out to businesses regarding alternative parking solutions during construction. Items being looked into include: utilizing the Credit Union One parking deck (access hours, location and lease terms are all concerns), purchase/running of an off-site shuttle utilizing City-owned and other offsite parking (Kulick, Taft, etc.), street valet service (#1 most interesting concept per the business survey) and potential Uber/Lyft partnership (similar to DtoD project in Boulder CO). The goal is to figure what will work before making in a big investment in things that won’t. Only 15 surveys have been returned so far. The Business Development Committee is doing retention visits to the 60 businesses that will be most impacted by the construction and will also assist with gathering the surveys. The goal is to compile the survey results and present them to City Council. A budget is being worked through to try and determine what comes out of the Auto Parking Fund and parking consultants Carl Walker will do a presentation tentatively in March. People have been invited to serve on a steering committee that will assist in giving input on overall design, massing, etc. There could be a PUD in April and the project could go to the Planning Commission in April, May or June, which will be followed by bids for construction (although that may be able to be done concurrently) and groundbreaking still intended for this summer.

Discussion was had regarding the hope for a system to go in place before it’s needed to build awareness and gauge whether it will work and it was noted that the budget was being examined to see if a slow ramp-up/tease of services, with expansion as the project commencement date grows closer. The Executive Board has spent time talking about this, noting that it parking and the perception of how it was handled will be key in defining 2017. Gacioch also noted that other shuttle uses, such as for seniors and for special events, is being looked at. Other ideas included a Fitbit challenge, creation of a business “tool box”, and a project by UofM students that will be presented to the DDA Board in March or April.

VI. Discussion Items

A. Strategic Plan 2017

The 2017 DDA Strategic Plan, as revised per the planning meeting and subsequent conversations/meetings with the Executive Board was reviewed. Conversation was had regarding the inclusion/location of Capital Improvement Plan projects and it was decided it will stay as a Key Initiative. Key Performance Indicators were also discussed and can be developed in the first or second quarter of each year and then used as a metric going forward.

Motion by Director Smith, seconded by Director Raska to adopt the DDA Strategic Plan with the addition to add Capital Improvement Plan under Key indicators under Data. All Ayes, motion carries.

B. Financial Report – Draft FY 17-18 through FY 19-20 Budget

The DDA is required to submit a recommended budget to the City for adoption and part of the City's requirement to adopt a balanced budget by the first week of May. In addition to a budget and amendment to the current FY, Council is requesting a 3-year projection. Due to changes in State legislation regarding libraries and TIF capture, budget worksheets with 4 proposed scenarios were presented: no library capture/with CIP; no library capture/no CIP; including library capture/no CIP; and including library capture/with CIP. The first scenario is the most likely. The budget report was then overviewed, with it being noted that the highlighted columns are what would actually be recommended to Council for adoption this year for the current and upcoming fiscal years. The remaining information represents the past year, current status and projections for future years. Items of note include "capital outlay" which includes DDA portion of Vester streetscape, trash cans, etc. Also shown is \$50,000 for parking mitigation under the "miscellaneous" category. Also, as discussed previously, the State of Michigan passed legislation allowing local libraries to opt out of the TIF capture. The Ferndale Library successfully passed their millage increase in May, taking their budget from \$1 million to \$2 million, because of this change in legislation, they will also now be capturing the portion previously captured by the DDA TIF of about \$25,000 this year and \$50,000 next year. This is based on the assumption that they won't release those funds back to the DDA, that they do have the ability to do as a Board. The Mayor and DDA Chair have had conversations about this and will be working with the library to see if an agreement can be reached to recapture those dollars. Further discussion was had regarding these funds and approach, but for the time being the DDA budget will assume these funds are not going to be returned to the DDA. Additional budget conversations included clarification of items such as facilities maintenance and public improvements.

C. Library Millage

Item discussed in item "B" above.

VII. Call to Committee Chairs & Board Members & Staff

Director Jacokes thanked the Board for the flowers

OM Willcock discussed retail event the "Indoor Sidewalk Sale" set for the weekend of February 17-19 as well as the still-being-planned health/wellness and green economy event to feature those businesses.

Director Smith requested that an item be added to the monthly agenda to update status on "rocks & accountability" from the Strategic Plan, as a way to measure/look at the document on a monthly basis.

Director Raska noted he liked the idea of business-group events and suggested maybe one centered on financial institutions.

VIII. Adjournment

Motion by Director Raska, seconded by Director Smith to adjourn meeting. All Ayes, meeting adjourned at 9:10 a.m.



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 03/03/17
Re: 2017-18 DDA Budget

Each year the City of Ferndale is required to adopt a fiscally responsible and balanced budget by the first week of May. The DDA is required to submit a recommended budget that includes an amendment to the current fiscal year based on current trends as well as a proposed budget for next Fiscal Year (FY). Additionally, City Council requests a three-year projection to help analyze needs over a multi-year period. Attached to this memo is a draft budget report and recommendation which accommodates these requirements.

2017 Budget Approval Timeline:

March 9 DDA Board of Directors Recommends Adoption of Budget
March 11 City Council Budget Workshop
March 27 DDA Budget Presentation (made by the Treasurer and Executive Director) to City Council
April 24 City Council Budget Adoption

How to Read the Budget Worksheets

Attached is a worksheet with nine columns. Here is a description of what each column means:

FUND ACCOUNT	This is the account number used in the City's General Ledger
DESCRIPTION	Name of the account
2015-16 FINAL BALANCE	Final close-out numbers for the previous fiscal year
2016-17 APPR. BUDGET	The budget that was approved by the City Council for the current fiscal year
BALANCE [DATE]	The account balances in the current fiscal year as of the date shown

2016-17 PROP. AMEN. BUDGET	The proposed amendments to the current fiscal year budget
2017-18 PROP. BUDGET	The proposed budget for the upcoming fiscal year that will begin July 1 st
2018-19 PROP. BUDGET	The proposed 'projected' budget for the next fiscal year (2 nd year out)
2019-20 PROP. BUDGET	The proposed 'projected' budget for the next fiscal year (3 rd year out)

Line Item Descriptions

Each line item in the budget represents a category that staff codes either a liability, revenue, or expenditure to in order to identify the source of the revenue or what the money is being spent on. What is in each of those items? While the liability and revenues line items are self-explanatory, some of the revenue line items are not as clear.

Below is a chart that breaks down generally what is in each expenditure line item. Remember, this list is not meant to be exhaustive, but rather to provide an idea as to what types of costs are associated with each one.

Account #	Description
706-725	Personnel Costs
730	Postage & Mailings
740	<ul style="list-style-type: none"> Flowers (approximately \$8-\$9,000 per year Office equipment and supplies such as pens, paper, computers, software subscriptions, Photo copier lease and service
747	Money spent that was awarded through a grant
775	
802	Audits/Actuarial Fees, CPA as needed
818	AdviCoach (Strategic Planning), Marketing/Graphic services (as needed), satellite radio, MailChimp, customer relations online services, texting services, website support/hosting
853	Phones/Comcast at old building
853.116	Cell phone/data reimbursement
873	Training/education, some travel for conferences
885	Costs associated with special events (equipment rental, decorations, catering, some advertising, ect.)
900	Advertising/marketing, printing costs, mass-print jobs (postcards, pamphlets or flyers, posters)
914	Liability insurance
920	Utilities including <ul style="list-style-type: none"> Internet & Phones in city hall office Computer and tech support Infrastructure such as street lights and satellite box utility cost
931	Contract with maintenance provider (Worry-Free)
940	Equipment Lease (rarely used)
942	Storage locker rental
943	Equipment rental (through DPW)

956	Miscellaneous <ul style="list-style-type: none"> • Construction Mitigation • Parking Alternatives Solutions • Economic development and relationship building (seminars, luncheons, ect.)
958	Membership dues, such as the Ferndale Area Chamber of Commerce, Michigan Municipal League, Michigan Downtown Association, ect.
968	Depreciation on DDA owned property
974	BUILD Grant
977	Christmas light replacement, Vester Street reconstruction

Trends

It is important to keep an eye on what is happening to the DDA's budget, especially over the course of the next three (3) years as revenues continue to decline for a variety of reasons.

Fund Balance

At the end of FY 15-16 (June 30, 2016) the DDA has a Fund Balance of \$708,053 which was a net increase of \$118,813 over the previous year. FY 16-17 (ending June 30, 2017) is projected to increase the Fund Balance to \$740,639 which is a net increase of \$32,586.

After FY 16-17, the Fund Balance will start to fall. The most important projection to pay attention to will be the decline in revenues over the next three (3) years.

Construction Mitigation The DDA has been asked by the City to budget for and set aside approximately \$50,000 per year for the next two fiscal years to assist with providing services during construction mitigation. This has been programed under account #248-956.000 Miscellaneous.

Declining Revenues

Revenues will continue to decline for several reasons:

- Headlee Rollback – In 2016 the voters of the City of Ferndale approved a request to allow the City to capture revenues at a rate higher than the assessed property values.

Why? Because the due to the Headlee Amendment to the Michigan Constitution in 1978, new property taxes required approval from voters and increases in taxable values could only happen when factored for inflation. This means local governments cannot increase property taxes at the same rate that property values increase.

The citizens of Ferndale voted to allow for the City to capture taxes at the increased taxable value. The stipulation is that the taxable values will roll-back to the taxable value prior to the over-ride during the next five (5) years. This means the City will see a decrease in tax revenues over this period of time (more than \$3 million worth of revenue will be lost).

As a result, the DDA will lose a portion of revenues at the same rate the City loses a portion of their revenues. This will be approximately a 2.5% decrease (\$8-\$10,000) per year through FY 21-22.

- Library Millage – In January of 2017, Governor Snyder signed a bill into law (SB 620; MCL 125.1651 & 1653) that stated that DDA's would not be allowed to capture the local library millage without approval from the library. This will result in approximately a \$46-\$48,000 per year decrease in the DDA's revenues unless the library agrees to allow the DDA to continue to capture the share that has historically been captured.

Capital Improvements There are several projects the City Council & DDA have identified that would help accomplish mutual goals of making the DDA a desirable and clean environment to visit. Some of these goals & objectives include the reconstruction of Vester Street (could cost between \$500-\$800,000), the replacement of trash cans and benches (estimated to cost approximately \$15-\$20,000), and the replacement of Christmas lights (approximately \$5,000 per year indefinitely).

Potential Budget Mitigation Strategies

To combat the loss in revenues over the next 3-5 years, the DDA staff will explore options such as:

- Approaching the Library to request that the DDA be returned the revenues that were previously being captured.
- Working with Worry-Free (private contractor), the DPW, or other non-profit programs to assist with downtown maintenance services for a reduced rate.
- Investigate alternative financing opportunities such as Business Improvement Districts or alternative Tax Increment Financing revenues.
- Reduce grant funding and services available to businesses.

Notes & Other Considerations

The City Council indicated during the DDA's Strategic Planning Session that the DDA should consider updating their Downtown Development Plan. The most recent plan was updated in 2012. No money has been allocated in this budget to reflect this request. This would require hiring a consultant to assist and costs could vary depending on many factors.

RECOMMENDED ACTION

To RECOMMEND that City Council adopt the DDA FY 2017-18 Budget as presented.

Attached: Proposed 2017-18 DDA Budget

BUDGET REPORT FOR CITY OF FERNDALE DDA
FY 17-18 PROPOSED

FUND ACCOUNT	DESCRIPTION	2015-16 FINAL BALANCE	2016-17 APPR. BUDGET	BALANCE 03/02/17	2016-17 PROP. AMEN. BUDGET	2017-18 PROP. BUDGET	2018-19 PROP. BUDGET	2019-20 PROP. BUDGET
Liabilities	Liabilities							
248 202.000	Accounts Payable	\$ (22,307)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
248 257.000	Wages Payable	\$ (4,399)	\$ -	\$ (3,299)	\$ (3,299)	\$ (3,500)	\$ (3,500)	\$ (3,500)
248 257.100	Accrued Liability - Payroll	\$ -	\$ -	\$ (5,344)	\$ (5,344)	\$ (5,500)	\$ (5,500)	\$ (5,500)
248 257.150	Accrued Liabilities - Health Insurance	\$ -	\$ -	\$ (559)	\$ (559)	\$ (1,000)	\$ (1,000)	\$ (1,000)
TOTAL LIABILITIES		\$ (26,707)	\$ -	\$ (9,202)	\$ (9,202)	\$ (10,000)	\$ (10,000)	\$ (10,000)
Revenues	Revenue							
248 402.000	Property taxes	\$ 467,987	\$ 462,800	\$ 384,811	\$ 453,300	\$ 418,400	\$ 408,900	\$ 400,171
248 402.005	Property Taxes - Loss	\$ 30,618	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Placeholder	Library	\$ -	\$ -	\$ -	\$ (25,000)	\$ -	\$ -	\$ -
248 403.100	Property Tax Chargebacks	\$ 12,203	\$ (1,000)	\$ 324	\$ (1,000)	\$ -	\$ -	\$ -
248 404.000	Voted Property taxes	\$ 55,785	\$ 53,365	\$ 49,153	\$ 57,068	\$ 56,000	\$ 54,900	\$ 53,900
248 523.000	Federal grant	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
248 545.000	State grant	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000	\$ 3,000
248 610.000	Participation fees	\$ -	\$ 2,500	\$ -	\$ 2,500	\$ -	\$ -	\$ -
248 665.000	Interest income	\$ 18,435	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ -	\$ -
248 675.000	Contributions	\$ 19,813	\$ 73,265	\$ 16,994	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
248 675.500	Contributions - DDA - Public Art	\$ -	\$ -	\$ 110	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000
248 676.101	General Fund Contribution	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
348 695.000	Miscellaneous income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
248 698.000	Net unrealized gains	\$ 13,550	\$ (5,000)	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL REVENUES		\$ 618,390	\$ 586,930	\$ 451,392	\$ 513,368	\$ 503,400	\$ 492,800	\$ 483,071
Expenditures	Expenditures							
248 706.000	Full Time Personnel	\$ (97,385)	\$ (148,600)	\$ (80,900)	\$ (144,518)	\$ (151,744)	\$ (156,297)	\$ (159,423)
248 707.000	Part-Time Personnel	\$ (12,461)	\$ (23,400)	\$ -	\$ -	\$ -	\$ -	\$ -
248 715.000	Social Security	\$ (8,284)	\$ (12,950)	\$ (6,189)	\$ (11,056)	\$ (11,608)	\$ (11,957)	\$ (12,196)
248 716.100	Health Insurance	\$ (20,399)	\$ (34,300)	\$ (7,523)	\$ (16,785)	\$ (17,624)	\$ (18,506)	\$ (19,431)
248 716.110	Health Insurance - EE Contribution	\$ -	\$ 2,880	\$ 420	\$ 2,238	\$ (2,350)	\$ (2,467)	\$ (2,591)
248 717.000	Life Insurance - EE	\$ (112)	\$ (220)	\$ (143)	\$ (211)	\$ (211)	\$ (211)	\$ (211)
248 718.000	Pension- ICMA- RC 401	\$ (3,618)	\$ (6,790)	\$ (5,559)	\$ (10,116)	\$ (10,622)	\$ (10,941)	\$ (11,160)
248 725.000	Workers Compensation	\$ (736)	\$ (850)	\$ (704)	\$ (850)	\$ -	\$ -	\$ -
248 730.000	Postage, Mail processing	\$ -	\$ (500)	\$ -	\$ (500)	\$ (500)	\$ (500)	\$ (500)
248 740.000	Operating Supplies	\$ (22,280)	\$ (53,210)	\$ (15,446)	\$ (24,000)	\$ (25,000)	\$ (30,000)	\$ (30,000)
248 000 747	Grant Activity	\$ -	\$ -	\$ -	\$ -	\$ (3,000)	\$ (3,000)	\$ (3,000)
248 775.000	Repair & Maintenance	\$ (1,083)	\$ (700)	\$ -	\$ -	\$ (1,000)	\$ (1,000)	\$ (1,000)
248 802.000	Audit/Actuarial Fees	\$ (1,000)	\$ (1,000)	\$ -	\$ (1,000)	\$ (1,000)	\$ (1,000)	\$ (1,000)
248 818.000	Contractual Services	\$ (68,095)	\$ (26,500)	\$ (14,477)	\$ (26,500)	\$ (28,000)	\$ (30,000)	\$ (30,000)
248 853.000	Phone/Communications	\$ (2,156)	\$ (3,000)	\$ (233)	\$ (2,200)	\$ -	\$ -	\$ -
248 853.116	Telecom - Cell Phone EE Reimb.	\$ -	\$ -	\$ -	\$ (1,950)	\$ (2,340)	\$ (2,340)	\$ (2,340)
248 873.000	Training/Education	\$ (2,328)	\$ (8,400)	\$ (1,826)	\$ (10,000)	\$ (15,000)	\$ (15,000)	\$ (15,000)
248 885.000	Special programs	\$ (26,882)	\$ (44,975)	\$ (17,719)	\$ (30,000)	\$ (30,000)	\$ (30,000)	\$ (30,000)
248 900.000	Printing & Publishing	\$ (4,444)	\$ (21,780)	\$ (314)	\$ (10,000)	\$ (10,000)	\$ (10,000)	\$ (10,000)
248 914.000	Liability Insurance	\$ -	\$ (2,000)	\$ -	\$ (2,000)	\$ (2,000)	\$ (2,000)	\$ (2,000)
248 920.000	Utilities	\$ (12,585)	\$ (21,000)	\$ (7,475)	\$ (12,000)	\$ (7,600)	\$ (8,000)	\$ (8,400)
248 931.000	Facilities Maintenance	\$ (141,062)	\$ (134,000)	\$ (87,431)	\$ (142,000)	\$ (144,000)	\$ (146,000)	\$ (148,000)
248 940.200	Equipment Leases - Non-City owned	\$ -	\$ (200)	\$ -	\$ (200)	\$ -	\$ -	\$ -
248 942.000	Building Rental	\$ (20,840)	\$ (28,050)	\$ (716)	\$ (2,500)	\$ (1,800)	\$ (1,800)	\$ (1,800)
248 943.000	Equip Rental Alloc - General Fund	\$ (1,579)	\$ (1,632)	\$ (948)	\$ (1,632)	\$ (1,800)	\$ (1,800)	\$ (1,800)
248 956.000	Miscellaneous	\$ -	\$ -	\$ (263)	\$ (2,800)	\$ (52,800)	\$ (52,800)	\$ (2,800)
248 958.000	Memberships & Dues	\$ (2,045)	\$ (725)	\$ (575)	\$ (3,000)	\$ (3,500)	\$ (3,500)	\$ (3,500)
248 968.000	Depreciation Expense	\$ (23,495)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
248 974.000	Public Improvements	\$ -	\$ (15,000)	\$ (10,820)	\$ (18,000)	\$ (15,000)	\$ (15,000)	\$ (15,000)
248 977.000	Capital Outlay	\$ -	\$ -	\$ -	\$ -	\$ (5,000)	\$ (505,000)	\$ (5,000)
TOTAL EXPENDITURES		\$ (472,870)	\$ (586,902)	\$ (258,841)	\$ (471,580)	\$ (543,499)	\$ (1,059,119)	\$ (516,152)
	ACCOUNT BALANCE	\$ 589,240		\$ 708,053	\$ 740,639	\$ 690,540	\$ 114,221	
	TOTAL REVENUES	\$ 618,390		\$ 513,368	\$ 503,400	\$ 492,800	\$ 483,071	
	TOTAL LIABILITIES	\$ (26,707)		\$ (9,202)	\$ (10,000)	\$ (10,000)	\$ (10,000)	
	TOTAL EXPENDITURES	\$ (472,870)		\$ (471,580)	\$ (543,499)	\$ (1,059,119)	\$ (516,152)	
	BALANCE (EACH YEAR)	\$ 708,053		\$ 740,639	\$ 690,540	\$ 114,221	\$ 71,140	
	NET CHANGE	\$ 118,813		\$ 32,586	\$ (50,099)	\$ (576,319)	\$ (43,081)	



Monday, March 6, 2017

Barry Hicks
Cc: Cindy Willcock
Ferndale DDA

Barry - we are excited and honored to be considered to assist in the branding and communication strategy for the upcoming Ferndale construction projects. Per our initial discussion, our involvement would include the following:

Strategic Brand Development

Create a strong, memorable, positive brand campaign that encompasses all of the construction projects.

- Brand Positioning
- Strategic Name Development
- Logo Development
- Tagline Development

Website Design + Development

Build out a section of the current website that features an overview of the construction projects featuring interactive maps and up-to-date information on each project.

Visual Storytelling

Craft engaging visual content that communicates the message of the brand and tells the story of each construction project through robust social media channels.

- Development of overall content and social strategy (Facebook, Twitter, Instagram, and Snapchat)
- Development and management of content calendar
- Social media management (posting + 24/7 monitoring/response)
- Original photography (monthly shoot/edit of images)
- Live social coverage of construction progress
- Placing and monitoring social advertising

Fee Summary

Strategic Brand Development	\$2,500
Website Design + Development	\$3,000
Visual Storytelling	\$1,500/month (minimum 6 month commitment)

This fee summary is based on work performed on a fixed cost basis and a blended rate of \$100/hour. Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs. The above pricing is effective through March 31, 2017.

Barry Hicks

From: Bry, John E <bryj@oakgov.com>
Sent: Tuesday, February 21, 2017 2:02 PM
Cc: Kristi Trevarrow; Barry Hicks; Jerry Walker (jwalker@hollyvillage.org); director@downtownlakeorion.org; Annette Knowles; Glen Konopaskie; Ortonville Michigan; DDA Director; Highland DDA; Deanna@mainstreetfranklinmi.com; dda@thevillageofoxford.org
Subject: The Main Event on Broadway Awards Catalog is Here
Attachments: MAIN STREET Awards Catalog 2017.pdf; MAIN STREET Awards Submittal Form for Select Level 2017.pdf
Importance: High

Good Afternoon Main Street Oakland County Communities

It's that time of year again. We're gearing up for a new and streamlined Main Event Awards evening highlighting excellence in downtown development across Oakland County. This year we have a new home fitting for our theme of "On Broadway" as we head to Pontiac, and revel in the newly refurbished historic Strand Theatre. There's new awards, cash prizes on the line, and a good time to be had by all whether your community takes home an award, or not. So mark your calendar for May 11th for the Main Event on Broadway in downtown Pontiac.

We wanted to get everyone thinking about award entries and are passing along the new MSOC Awards Catalog (attached and submittal form). Here you will find all you need to know about the award categories for Select, Affiliate, and Associate communities. We know you're crunched for time so we tried to make the process applying as easy as possible. Also, in the spirit of healthy competition, and cross-county rivalry, we have two new opportunities for your community to possibly take home some well-earned cash for your program (as well as bragging rights) The Spirit of Main (sponsored by Genisys Credit Union) and the Windows on Main Awards (Sponsored by Michigan Glass Coatings) are open to **ALL** MSOC communities no matter their level. Be sure to check out the details inside the catalog, review the awards category check list, and begin crafting your entries. Be sure to note the deadlines.

Flash drives with nomination forms and files are headed your way this week via the U.S. Mail.

We know great things are happening in the Main Street Oakland County communities, and we can't wait to see your award entries.

Should you need some guidance or have questions, please feel free to give us a call.

Good Luck

John Bry, CMSM
Principal Planner

Oakland County Main Street Program Coordinator
2100 Pontiac Lake Road, Bldg. 41W
Waterford, MI. 48328-0412

(248)-858-5444
bryj@oakgov.com



AWARD NOMINATIONS **SUBMITTAL LIST**

Select Level Communities

Entry Deadline: 5:00 PM | Monday, March 27, 2017

Community Name

Downtown Manager/Executive Director/Main Street Oakland County (MSOC) Program Liaison

Email

Phone #

File this form by this naming structure: CommunityName_SubmittalList

INSTRUCTIONS:

- This *Submittal List* and all *Award Nomination Forms* must be submitted on the MSOC-provided flash drive
- One *Award Nomination Form* must be submitted with each nomination (except for *Spirit of Main Street* and *Window on Main Street*)
- Complete each nomination form contained in the flash drive folders and save with unique name in the same folder
- Copy/save supporting document(s), with unique name, in the corresponding folder
- Nominations must be received by 5:00 PM, Monday, March 27, 2017
- Nominations may be delivered in person or by mail to:

Oakland County
Attn: John Bry
2100 Pontiac Lake Road, Building 41W
Waterford, MI 48323

Select Level Communities may submit one (1) nomination in each of the 13 categories. Check the award categories where you are submitting a nomination:

For All MSOC Communities — An *Award Nomination Form* is not required for these two awards:

- ☐ **1** Spirit of Main Street
- ☐ **2** Window on Main Street

For MSOC Select Level Communities:

- ☐ **3** Volunteer of the Year
- ☐ **4** Local Leader of the Year
- ☐ **5** Board Member of the Year
- ☐ **6** Business Owner of the Year
- ☐ **7** Preservation Action
- ☐ **8** Landmark Preservation
- ☐ **9** On A Shoestring
- ☐ **10** Out in the Open
- ☐ **11** Telling Your Story
- ☐ **12** Celebrating Main Street
- ☐ **13** Game Changer

Thank you for submitting your nominations! Good Luck.





MAIN STREET OAKLAND COUNTY **AWARDS** CATALOG

Recognizing Excellence
in Oakland County
Downtown Development



Make Plans Today to Attend
The Main Event Awards Ceremony | May 11, 2017

*Flagstar Strand Theatre for the Performing Arts
12 Saginaw Street | Pontiac*



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Select Level

Clawson
Farmington
Ferndale
Franklin
Highland
Holly
Lake Orion
Ortonville
Oxford
Pontiac
Rochester

Associate Level

Birmingham
Lathrup Village
Wixom

Affiliate Level

Auburn Hills
Clarkston
Groveland Township
Hazel Park
Holly Township
Leonard
Oak Park
South Lyon
Walled Lake
Waterford

Save the Date

The MSOC Awards will be presented at
The Main Event On Broadway on Thursday,
May 11 at the Flagstar Strand Theatre for the
Performing Arts in Downtown Pontiac.

INTRODUCTION

Main Street Oakland County Awards

As the curtain rises on the Main Event, Main Street Oakland County (MSOC) will debut an all-new program with all new awards in an all new venue. With a “hip hooray and bally hoo” *The Main Event On Broadway* will play out on Downtown Pontiac’s magnificent new stage at the Flagstar Strand Theatre for the Performing Arts. The event will tip its hat to excellence with a streamlined ceremony designed to inspire. Into the spotlight will be the people and the projects, campaigns and initiatives that best demonstrate excellence in downtown development and management across Oakland County.

The Awards

Winning an MSOC award adds prestige to your downtown and allows your community to take a bow and highlight the value of the work being done. This year, winning could mean additional dollars for your budget. "The Spirit of Main Street Award" sponsored by Genisys Credit Union, and "The Window on Main Street Award" sponsored by Michigan Glass Coatings, each come with cash prizes for the winner. In every category, winners will receive a custom-made plaque with handcrafted tile from Pewabic Pottery plus recognition in Oakland County’s post award press release and social media. Each award, description and eligibility requirements are detailed on the following pages.

MSOC designated districts may apply for only one (1) award per category where eligible. (i.e., Select Level communities may apply for up to 14 awards. Associate and Affiliate Level communities may apply for up to six awards.)

Submissions

MSOC will provide a flash drive, pre-loaded with Award Category folders, Instructions and a fillable Nomination Form. Load your materials onto the drive and submit, by the deadline, in person or by mail.

Award Judging

Award judging panels are comprised of professionals in the fields of downtown development, historic preservation, architecture, real estate development, marketing, finance, merchandising, and organizational development from Southeast Michigan and beyond.

Deadline

All award nominations must be received by EDCA by **5:00 PM, Monday, March 27, 2017** to Oakland County, Attn: John Bry, 2100 Pontiac Lake Road, Building 41 W, Waterford, MI



AWARDS *for*

ALL MSOC Communities



SPIRIT OF MAIN STREET

A Video Essay sponsored by Genisys Credit Union

Focus your lens on what makes your downtown special when you celebrate its spirit with a short video essay. Every MSOC community is eligible to enter and compete to win \$2,000 for its local program. It's easy: Decide what your story is, who and/or what is going to tell it, grab your cell phone and press record. You can submit segments — adding up to the five minute maximum; or submit an all-in-one piece, done on your own device. The video will be judged on content, not production quality. It doesn't need to be sleek and shiny. It does need to be enthusiastic, energetic and informative — and it needs to impart the spirit of your program and district.

Rules & Eligibility

- Video must be between 3–5 minutes in length
- Submission can be a series of clips, adding up to 3–5 minutes
- Cell phone videos are fine; so are digital camera videos, etc.
- Video must be new
- Video must not be professionally produced
- Enthusiasm and the story outweigh execution

Judging Criteria

- Time standard: 3–5 minutes total
- Content over quality
- Story line and delivery
- Originality and creativity
- People and/or places highlighted
- Excitement and energy conveyed
- Collaboration in production

The Prize

\$2,000 will be presented to the winner by Genisys Credit Union at The Main Event.

Tips:

- Spirit takes on many forms. Identify and focus on your district's unique spirit — engagement, cooperation, enthusiasm, determination, etc.
- Develop a story line. It could be all-encompassing or a single, unique event/challenge/accomplishment that demonstrates your district's spirit.
- Determine who or what will tell the story, get it on video.
- Include images in the video to demonstrate a particular point.
- Give it a title — it helps the viewer understand what they are seeing.
- Have fun.

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com



WINDOW ON MAIN STREET

Sponsored by Michigan Glass Coatings

Display your community pride with this new award that celebrates the theme of the annual awards ceremony: *The Main Event On Broadway*. All MSOC communities are eligible to participate in this collaborative competition showcasing the window design skills of a local business in partnership with the local MSOC organization. The winning window will earn the business and the organization a cash prize of \$750 EACH and bragging rights as the coolest display behind glass in all of Oakland County.

Rules & Eligibility

- The local MSOC organization must partner with one (1) business of its choosing to create a window display at the selected business
- Window display must reflect the theme: *The Main Event On Broadway*
- Window display must incorporate and/or showcase the business
- Window display must acknowledge MSOC, the contest and Michigan Glass Coatings by displaying an 8.5 x 11 inch sign provided by MSOC
- Window must be located within the community's designated district, whether it is a PSD, DDA, CIA, or other such area as designated by the local program
- Window display must be completed and in place by April 3, 2017. It must remain in place through May 18, 2017
- Entrants must submit an intent-to-enter email to John Bry at bryj@oakgov.com by 5:00 PM, Monday, March 27, 2017

Judging Criteria

- Creativity and originality
- Adherence and execution of theme: *The Main Event On Broadway*
- Incorporation/display of business
- Use of materials
- Promotion of the local program as a participant of Main Street Oakland County
- Recognition of award sponsor
- Collaboration between organization and business

The Prize

\$1,500 cash prize to be split equally between the business and district's official MSOC organization.

Deadlines

✓ **March 27, 2017 at 5:00 PM**
Intent-to-enter email due to bryj@oakgov.com

✓ **April 3, 2017 at 5:00 PM**
Window complete for judging

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com



AWARDS *for*

Select Level Communities

Stars of Main Street **VOLUNTEER OF THE YEAR**

Volunteers are the life blood of every local program. They offer time, talent and treasure to drive the revitalization or management process. They serve on boards and committees, lead projects, lend a helping hand when needed and serve as positive community ambassadors for the district and its ongoing success. This award honors that special individual who has invested considerable personal time and energy to enhance the downtown and organization.

Rules & Eligibility

- Nominee must be uncompensated
- Nominee must currently be an active volunteer
- Nominee must have been an active volunteer during 2016

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Extent of the nominee's participation, the quality and amount of the time donated
- Degree which nominee's commitment went above and beyond expectations

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Stars of Main Street **LOCAL LEADER OF THE YEAR**

Whatever their structure, Main Street organizations do not operate in a vacuum. To be successful they need the engagement and support of the local government leaders. This award honors a local government elected or appointed official, or government administrator, who has shown strong commitment and extensive ongoing support for the local MSOC program.

Rules & Eligibility

- Nominee must be a current or past elected or appointed official in the community such as council member, township board member, planning commissioner, chief elected official, township administrator, city or village manager
- Nominee can currently hold their respective title or position, or may have served within the past three years

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Nominee's advocacy for the best interest of the downtown in his/her official role
- Nominee's leadership and support for the Main Street organization that had an extraordinary impact

Stars of Main Street **BOARD MEMBER OF THE YEAR**

Every MSOC organization needs a strong board that is active and engaged in the Main Street management process. This award honors an individual board member who has served for at least one year as a PSD/DDA/Main Street Board Member, has demonstrated leadership and committed substantial time, energy and talent to advance the Main Street program.

Rules & Eligibility

- Nominee must currently be an active Board Member
- Nominee must have been an active Board Member during 2016

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Extent of the nominee's participation, the quality and amount of the time donated
- Degree which nominee's leadership went above and beyond expectations

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
248-858-5444 | bryj@oakgov.com

Stars of Main Street **BUSINESS OWNER OF THE YEAR**

Every community has that one business owner who stands out in a given year. He or she somehow found time to grow and maintain the day-to-day operations of a successful business and give back and be of service to the community. This award honors the business owner who is the backbone of your Main Street downtown and the one in your community who outshines them all.

Rules & Eligibility

- Nominee must currently own a business in the district
- Nominee must have owned the business in the district during 2016
- Nominee should ideally be involved in the district's organization as contributor, volunteer or in leadership position

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Degree to which the nominee's business has strengthened the district as a whole
- Degree to which the nominee is a model of how to own and operate a downtown business

PRESERVATION ACTION

Telling the story of your downtown, instilling pride and putting in place the necessary tools are all vital to retaining the historic character of our communities. This award recognizes actions taken by an individual, community, business or organization in areas of education, outreach, creation of local legislation and/or incentives to preserve the historic character of their downtown district.

Examples: Historic interpretation signage, website or heritage apps, brochures, maps, school programs, historic district, preservation plan and/or ordinance.

Rules & Eligibility

- Action must have been implemented between January 2015 and December 2016
- Action can target areas, districts, and/or properties
- Action can be a single initiative or a series taken over time
- Action must support high standards of preservation, restoration and design
- Actions must have a positive preservation impact within the boundaries of the MSOC district

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Impact on the district and its historic preservation goals
- Partnerships involved, strengthened or created
- Number of engaged participants, if applicable
- Approach or platform utilized to convey message/take action
- Measurable outcomes as a result of the project
- Long-term sustainability of the project

LANDMARK PRESERVATION

Every downtown has historic landmarks that uniquely define the local character. This award recognizes both the preserved historic landmark and the individual, group, business, community or organization who have protected, maintained or restored the property through stewardship.

Examples: Historic building, group of buildings, site, landscape, farm, bridge, structure, water tower, monument or sign that has been preserved, restored and/or adaptively reused.

Rules & Eligibility

- Project must have been preserved, restored and/or adaptively reused between January 2015 and December 2016
- Project must be at least 50 years old in 2016
- Project must represent high standards of preservation, restoration and design
- Project must be located within the boundaries of the MSOC district
- Project may be residential, institutional, industrial, agricultural or commercial
- Project may be an existing individual structure or several structures that comprise one property or complex

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Impact on the district and its historic preservation goals
- Use of creative partnerships and collaborative efforts before, during and after renovation
- Description of restoration or rehabilitation including photography before, during and after
- Integrity and quality of the final preservation, restoration and design
- Measurable outcomes as a result of the project
- Long-term sustainability of the project

ON A SHOESTRING

Local Main Street programs devise some pretty creative ways to celebrate and advance their goals. Sometimes they use a “shoestring” budget to make a big splash. Give us your best shoestring project that left a big footprint in your district. This award celebrates efforts that utilize the Main Street Approach to achieve goals without breaking the bank.

Examples: Building improvements, streetscape plantings, events, marketing, public relations, gathering spaces.

Rules & Eligibility

- Project must have been completed between January 2015 and December 2016
- Project can be publicly-developed or a combination of private and public partnership
- Project can be an reoccurring activity or one-time event
- Project can be representative of one of the Four Points, or a combination thereof

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district’s strategies and goals
- Broad-based involvement and support in the development of the project
- Innovative ways costs were kept low
- Overall budget for the project
- Measurable results or impact upon the district

OUT IN THE OPEN

Every downtown has places that make it special and a unique destination. From murals to trails, façade improvements to greenspaces, Main Street Oakland County's historic commercial districts are defined places with unique characteristics. This award recognizes an outstanding place-making project or initiative in the downtown.

Examples: Streetscape improvement, new or upgraded park, façade improvement, public art project, greenspace, trail connector, public gathering space.

Rules & Eligibility

- Project must have been completed between January 2015 and December 2016
- Project can be publicly-developed or a combination of private and public partnership
- Project must be accessible or visible to the public
- Project must be a permanent addition to the district

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Quality and innovation of final design
- Accessibility by the public
- Measurable results or impact upon the district

TELLING YOUR STORY

In downtown management it is important to continuously tell the story of what the Main Street organization is about, what it does and why, and why a vibrant downtown is important to the entire community. This award recognizes outstanding efforts in public engagement or public relation campaigns that inform the community about the importance of the district, the activities of the organization and the value the organization brings to the residents, businesses and local government.

Examples: Brochures, special stakeholder engagement events, websites, outreach programs, budget and statistics reports and campaigns to promote the work of the downtown organization.

Rules & Eligibility

- Effort must have been completed between January 2015 and December 2016
- Effort can be developed by the Main Street organization or in partnership with businesses and/or local government
- Effort is designed to increase awareness of the organization's accomplishments
- Effort can target a variety of district stakeholders — local government, the public, businesses, volunteers

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Clearly communicates the district's strategies and goals
- Shows clear connection between the actions of the organization and the economic health and appearance of the downtown
- Clear reporting of budget and resulting outcomes that benefit the district and community
- Impact on volunteer engagement and/or growing the volunteer base
- Alignment with the strategies and goals of the local government

CELEBRATING MAIN STREET

Getting people downtown to shop, eat and drink, have fun and explore is a goal of all Main Street organizations. Being successful requires telling the world — or at least a part of it — what the district has to offer. This award recognizes an outstanding special event, retail event, image campaign or unique promotional effort that celebrates the district and helps build its base-people.

Examples: Shopping extravaganza, restaurant week, calendar of events, welcome brochure, window staging, investor's guide, shopping apps, walking tours.

Rules & Eligibility

- Project must have been completed between January 2015 and December 2016
- Project can be publicly-developed or a combination of private and public partnership
- Project can be a reoccurring activity or one-time event
- Project must be an event, image campaign, website/mobile app, promotional piece or combination thereof

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovative partnerships
- Measurable outcomes leading to positive change
- Quality of design

GAME CHANGER

It's good to break down the silos and shake things up and that's what's happening in Main Street communities across Oakland County. The new dynamic depends on the Main Street Four Point Approach to be comprehensive and consider the big picture and enhance downtown as a whole. Projects and strategies that strengthen economic vitality are essential to long-term success. This award recognizes the best and/or proven efforts designed to work across the Four Points, for now and for the long haul.

Examples: New anchor business, a new business filling a market demand, infill development that improves the downtown, parking, infrastructure, streetscape improvements, trails, wayfinding, and downtown destination development.

Rules & Eligibility

- Project/strategy must have been implemented between January 2015 and December 2016
- Project/strategy can be publicly-developed, privately developed, or a combination
- Project/strategy must contribute to strengthening the district's economic vitality
- Project/strategy must touch all Four Points

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district



AWARDS *for*

Affiliate & Associate Level Communities

Program on the Rise **ECONOMIC VITALITY**

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators and locals alike. With the nationwide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

Rules & Eligibility

- Effort/project must have been implemented between January 2015 and December 2016
- Effort/project can involve one or more of the Four Points, but needs to have a clear primary focus for the award nomination
- Effort/project can be public, private or partnership

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Four Point approach
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an on-going Main Street program

Program on the Rise **DESIGN**

A focus on Design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian-friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently designed buildings, transit-oriented development, and much more.

Rules & Eligibility

- Effort/project must have been implemented between January 2015 and December 2016
- Effort/project can involve one or more of the Four Points, but needs to have a clear primary focus for the award nomination.
- Effort/project can be public, private or partnership

Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Four Point approach
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an on-going Main Street program

Deadline

5:00 PM | Monday, March 27, 2017

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248-858-5444 | bryj@oakgov.com

Program on the Rise **PROMOTION**

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.

Rules & Eligibility

- Effort/project must have been implemented between January 2015 and December 2016
- Effort/project can involve one or more of the Four Points, but needs to have a clear primary focus for the award nomination
- Effort/project can be public, private or partnership

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Four Point approach
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an on-going Main Street program

Program on the Rise **ORGANIZATION**

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a stand alone non-profit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies.

Rules & Eligibility

- Effort/project must have been implemented between January 2015 and December 2016
- Effort/project can involve one or more of the Four Points, but needs to have a clear primary focus for the award nomination
- Effort/project can be public, private or partnership

Deadline

5:00 PM | Monday, March 27, 2017

Need Help? Contact:

John Bry, MSOC Program Coordinator
248-858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Four Point approach
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an on-going Main Street program

THANK YOU

TO OUR SPONSORS

