



The City of Ferndale

Agenda

VIRTUAL Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors Downtown Development Authority Meeting

THURSDAY, MARCH 11, 2021 @ 8:00 AM

[https://us02web.zoom.us/j/83370971044?](https://us02web.zoom.us/j/83370971044?pwd=OWFCUDRVenBKd2lISDhUeVI4ejFUZz09)

pwd=OWFCUDRVenBKd2lISDhUeVI4ejFUZz09

Passcode: FERNDAL

Or Telephone: Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 833 7097 1044

Passcode: 66641697

-
- 1. Call to Order**
 - 2. Electronic Meeting Acknowledgement** Chair acknowledges that the Board is meeting electronically in accordance with State law and City of Ferndale policy.
 - 3. Approval of Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
 - 4. Call to Board Members** Members are provided an opportunity to share general updates, recovery planning strategy, questions, concerns, etc.
 - 5. Community Reports** Updates from community organizations such as the Ferndale Area District Library, Southeast Oakland Area Chamber of Commerce, Eight Mile Boulevard Association, etc. (3 minute time limit)
 - 6. Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
 - 7. Presentations**
 - 7.a [Broadway in the Burbs Event Concept Presentation](#)
 - 7.b [Social Districts Update](#)
 - 7.c [MEDC Match on Main Grant Application Update](#)
 - 7.d [Budget Workshop #2](#)

8. Consent Agenda Vote Format: By Voice

Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.

8.a [Approval of Minutes](#)

9. Regular Agenda

9.a [Approval of Restaurant Relief Grant Process](#)

9.b [Approve FY21-22 Budget](#)

10. Information Items from Executive Director

10.a [Expenses Updates](#)

10.b [Upcoming Events/Promotions](#)

11. Adjournment



March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Broadway in the Burbs Event Concept Presentation

SUGGESTED ACTION

Review and discuss event concept and comfort level for such an event related to the pandemic

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

The Ferndale DDA has been approached by Tim Pare of Michigan Stage to create an outdoor, socially distanced event in Summer 2021.

Item Background

Broadway in the Burbs, is proposed as a community driven musical theatre showcase series, presented by Michigan Stage and the Downtown Development Association of Ferndale. Michigan Stage is a non-profit launching officially in Fall 2021 with a mission is to expose new audiences to the performing arts, and in doing so nurture a curiosity to explore new cultures, communities, and opportunities. Founder Tim Pare moved to Ferndale with the intent to launch this organization and has been volunteering with the Ferndale Arts and Culture Commission. The Broadway in the Burbs musical revue will focus on celebrating the supreme talent of our community, performing alongside professionals and inspire others to build and follow pathways to experience more performing arts near home. The baseline program is based on a program entitled Off Broadway in the Boros produced by The Bushwick Starr and Mayor's Office of Media and Entertainment (MOME).
<https://www.thebushwickstarr.org/starrgazing/2020/safstd-k5n3p>

Item Costs

Estimated \$3000-\$6000, with sponsorships likely

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Social Districts Update

SUGGESTED ACTION

Discuss update from Executive Director on the status and next steps for implementing Ferndale's Social Districts program.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

The Ferndale DDA approved the Ferndale Social Districts plan on Feb 11, 2021, followed by approval of the Ferndale City Council on Feb 22, 2021. The Executive Director will provide an operational update.

Item Background

>MLCC has approved the City of Ferndale's Social District:

https://www.michigan.gov/documents/lara/soc-dist-lgu_697422_7.pdf >Local User Agreement is in development for launch to participants the week of March 8. Draft agreement can be viewed here:

<https://ferndalemi.seamlessdocs.com/f/SocialDistrictUserAgree> >Once a participant has filled out the Local User Agreement, the DDA will assist with individual business applications to the MLCC.

>Marketing and promotions plan is in development.

Item Costs

While staffing costs are TBD, conversations are ongoing with DPW about ensuring litter control over the weekends. It is likely that much of this work can be completed within the existing budget for the Downtown Maintenance Contract. Printed cups are quoted at approx. 24 cents per cup, with a sponsor potentially identified. An initial order of 20,000 cups is in development.

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: MEDC Match on Main Grant Application Update

SUGGESTED ACTION

Review and discuss update on the Ferndale DDA application to the MEDC Match on Main Grant Program for 2021 Cycle

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

The Ferndale DDA submitted an application on March 5, 2021 to the Michigan Economic Development Corporation, Match on Main Program. This was the first year that Ferndale was eligible to apply for this grant, and the process was undertaken solely between the February and March meetings of the DDA Board of Directors.

Item Background

On February 17, 2021, the City Manager alerted the DDA Executive Director about a funding opportunity from the MEDC. The notification for the Match on Main Program came to him via Charlie Grose, and outside grant writer who has been working with the City recently. Read More About Match on Main Here: <https://www.miplace.org/small-business/match-on-main/> What is Match on Main? Grants of up to \$25,000 to Michigan economic and community development organizations, development authorities, and government units in eligible regions to assist small businesses that are located in downtown areas. Eligible uses of funds include business infrastructure, marketing, technology, renovation, design and layout, and activation of outdoor spaces. The program began in 2019, and 2021 is the first cycle in which Redevelopment Ready Communities like Ferndale were eligible to apply. It is anticipated that this will be an annual program, which will provide the Ferndale will ample time to prepare a process for the 2022 grant cycle. How did Ferndale DDA determine which projects to include in the application? On February 25, Ferndale DDA emailed local businesses informing them of the Match on Main opportunity and requesting a response to a short online survey by March 2 to declare eligibility and state interest to apply for a grant. The survey was also sent

directly to the DDA Board of Directors with a request to share, and direct outreach was undertaken by staff to businesses thought to be eligible. While the timeline was regrettably short, it allowed for a level of openness and transparency in the selection process. Four businesses submitted potential projects to expand their businesses through Match on Main funding. A review team consisting of DDA staff, the DDA Board of Directors Chair and Treasurer, the Ferndale City Manager, and Ferndale Community Economic Development Director convened to review responses and discuss the selection of businesses to be included in the grant application. The following criterion were utilized to assess the proposed projects: * number of jobs to be supported * amount of private funding to be leveraged * square footage to be activated * retain or attract anchor businesses * historic preservation * long standing impact versus short term/temporary/seasonal. The job creation, match funding, and space activation scoring priorities were selected as they were aligned with MEDC imperatives and are universally accepted metrics for economic development projects. The other criteria were used because they reflected local priorities of supporting district anchor businesses, preserving historically significant buildings and elevating permanent improvements versus temporary upgrades. Among the four initial inquiries, only three were deemed as eligible for the grant. The two businesses presented in this application received the highest scores based on the attached matrix. It should be noted that one application was from a business owned by a member of the DDA Board of Directors. This position was not taken into consideration, and the applicant business was not involved in the decision making process in any capacity.

Item Costs

\$1250 for grant writing services to Charlie Grose of GrantWorks Detroit.

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



FERNDALE

March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Budget Workshop #2

SUGGESTED ACTION

Review and discuss budget for FY21-22 as proposed by Executive Director.

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

The DDA Board of Directors is being asked to adopt the FY21-22 budget on March 11, 2021. This is the second budget workshop to address questions. While substantive changes to the budget are not ideally undertaken during this meeting, a budget review and potential amendment can be scheduled for early July 2021.

Item Background

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July through June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council. The Board may, however, temporarily adopt a budget in connection with legal requirements for any revenue bonds issued. The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Expenditures are only considered authorized for the upcoming budget (FY21-22). Typically the board would have a draft budget in January, with plenty of time to review and discuss prior to adoption. Given the demands on time for DDA staff, as well as that of our board members, the draft was first made available on February 24. The Board is being asked to consider this an 'Executive Budget' which was designed by the Director to reflect the priorities of the Board in the good faith. A review/amendment process can be scheduled for early July once the Treasurer has been property on-boarded and can provide recommendations.

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



FERNDALE

March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Minutes

SUGGESTED ACTION

Approval of DDA Board of Directors Meeting Minutes from February 11, 2021

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

Approval of minutes from previous meeting on February 11, 2021 DRAFT MINUTES -
https://downtownferndale.com/wp-content/uploads/2021/03/DDA-Board-of-Directors_MINUTES-February-11-2021.pdf

Item Background

The Michigan Open Meetings Act, PA 267, MCL 15.261 -15.275 took effect in January 1977 with the goal of creating accountability and openness in government. Meeting minutes must, at a minimum, show the date, time, place, members present, members absent, any decisions made, and the purpose for any closed meetings which were held. The minutes must include all roll call votes taken at the meeting. The act does not prohibit more details minutes. These minutes must be approved at the board's next meeting. Learn more about open meetings here:
https://www.michigan.gov/documents/egle/egle-ogmd-mining-cmmfopenmeetingsact_674793_7.pdf

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:



March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Restaurant Relief Grant Process

SUGGESTED ACTION

Approve attached Grant Guide for the Restaurant Relief Grant program funded by Oakland County Phase Two Restaurant Relief Program to Support Dine-In Restaurants, Bars and Cafés During COVID-19.

Vote Format: Roll Call

Each member answers "yes" or "no" as their name is called.

Grant Award:

Dollar Value of Products Awarded in Phase One: \$26,151.00

Dollar Value of Products Awarded in Phase Two: \$9,987.00

Acquisition and Reimbursement Funds Awarded in Phase Two: \$67,924.00 (to be used for grants to businesses and support for Open in Ferndale Business Promotions Pilot)

Total Award: \$104,062.00

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

A component of the City of Ferndale's application to the Oakland County Phase Two Restaurant Relief Program included the creation of a small local grant to assist restaurants as they activated patios or modified operations for low-contact take-out processes. The DDA Board of Directors is being asked to review the draft grant application and process before it launches on March 12.

Item Background

How will the local grant program work? The City of Ferndale has been awarded funds to administer \$2,000 grants to 24 individual dine-in restaurants, bars, or cafes throughout the City to assist with

pandemic related modifications to patios and carry-out processes. Grants can reimburse business expenditures made between July 1, 2020 - March 12, 2021 OR be used for future improvements. Award announcements will occur no later than April 5, 2021. DEADLINE TO SUBMIT: March 21, 2021 at 12 AM. Application opens on March 12, 2021. Please note that all applicants will be given equal consideration regardless of when their application was submitted. PLEASE SEE THE ATTACHED DRAFT GRANT GUIDE FOR FULL DETAILS. DRAFT ONLINE APPLICATION CAN BE VIEWED HERE: <https://ferndalemi.seamlessdocs.com/f/DDARestaurantGrant>

Item Costs

In total, Ferndale will receive \$104, 062 from the Oakland County Restaurant Relief Program. Phase One included direct products which were directed to individual businesses as outlined in the attached Phase One Program Update. Phase Two involves direct funding AND a small level of in-kind products. The interlocal agreement for these funds, along with the grant application is attached herein.

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[Restaurant Relief Grant Guide.pdf](#)

[Ferndale Application- Oakland County Restaurant Relief Phase Two](#)

[Ferndale Restaurant Relief Phase One Program Update.pdf](#)

#OAKLAND *Together*

Ferndale Restaurant Relief Grant

A Program to Support Dine-In Restaurants, Bars and Cafés During COVID-19



The City of Ferndale has been awarded funds to administer \$2,000 grants to 24 individual dine-in restaurants, bars, or cafes throughout the City to assist with pandemic related modifications to patios and carry-out processes. Grants can reimburse business expenditures made between July 1, 2020 - March 12, 2021 **OR** be used for future improvements.

The Oakland Together Restaurant Relief Grant Program is being funded by the county's General Fund—as approved by Oakland County Executive David Coulter and the Oakland County Board of Commissioners.

Awards will be selected using a lottery system for eligible applicants. Funds will be distributed to businesses city-wide with 80% designated for Downtown Ferndale businesses and 20% for businesses outside downtown. This ratio is representative of the distribution of restaurants, bars, and cafes in the community, and is designed to reflect the interconnected nature of Ferndale's economy.

DEADLINE TO SUBMIT: March 21, 2021 at 12 AM (Application opens on March 12, 2021). Please note that all applicants will be given equal consideration regardless of when their application was submitted.

MAXIMUM GRANT AMOUNT:

Grants can be requested up to \$2,000.

* If a business received materials during Round 1 of Restaurant Relief in January 2021, the maximum grant award of will be reduced by the value of items received. If you have questions about the value of items received, please email info@downtownferndale.com.

WHO IS ELIGIBLE TO APPLY?

- Businesses located with the City of Ferndale boundaries with 50 or fewer employees.
- Businesses with a fixed location where patrons traditionally consume food or beverage premises. Businesses are eligible if they are temporarily operating with take-out only service, but are not eligible if the primary operation is take-out and delivery.
- Businesses designed as a “food service establishment” under section 1107(t) of the Food Law, 2000 PA 92, as amended, MCL 289.1107(t).
 - For purposes of this grant the following categories are eligible: restaurant, coffee shop, short order cafe, luncheonette, grill, tearoom, sandwich shop, soda fountain, tavern, bar, cocktail lounge, nightclub, delicatessen, or similar place in which food or drink is traditionally prepared for direct consumption through service on the premises.

The following businesses are NOT eligible to apply for a grant:

- Establishments with drive-thru availability
- Establishments with zero or limited dine-in presence and/or whose primary operation is take-out and delivery
- Establishments that are permanently closed
- Establishments which do not anticipate being open for business in any capacity before August 1, 2021
- If a business received materials during Round 1 of Restaurant Relief in January 2021, the maximum grant award will be reduced by the value of items received. If you have questions about the value of items received, please email info@downtownferndale.com.

WHAT EXPENSES ARE ELIGIBLE FOR THE GRANT?

Grants will be awarded for the following purposes:

1. Creating and expanding outdoor dining opportunities by adapting operations, facilities, and sites for outdoor service.
2. Building or system modifications that allow minimal contact order pickup for carry-out services.

Eligible expenses may be for either reimbursement or future acquisition:

- **Reimbursement:** Expenses for improvements made between July 1, 2020 – March 12, 2021.
- **Acquisition:** Expenses for improvements which will be implemented prior to August 1, 2021.

Eligible Products Include:

- Tents
- Igloos/domes and greenhouses
- Outdoor propane heaters
- Propane refill programs
- Plastic A-Frame sidewalk signs (24" x 36")
- Picnic tables, outdoor tables and seating
- Materials to construct platforms, railings and ramps
- Materials to construct outdoor seating areas
- Electrostatic sprayers and disinfectant solution
- Sanitation stations (fixed and portable)
- Refill wipes and liquid hand sanitizer for sanitation stations
- Foot operated door pulls
- General Personal Protective Equipment (PPE) and supplies
- Other requested items as determined appropriate.
Email info@downtownferndale.com with a description of the expense for a determination.

Labor, Services and Fees Eligible Include:

- Installation/setup of Igloos/domes and greenhouses
- Labor to construct platforms, railings and ramps
- Labor to construct outdoor seating areas
- Labor to install fixed location sanitation stations
- Technology related services or fees to upgrade websites and install apps for online ordering or delivery
- Technology related services or fees to install point of sale systems to minimize employee-customer contact
- \$250 Social District Permit Fee
- Other requested items as determined appropriate.
Email info@downtownferndale.com with a description of the expense for a determination.

HOW WILL GRANTS BE AWARDED?

All eligible applicants will be placed in a pool and selection will be made using a random lottery system.

Funds will be distributed to businesses city-wide with 80% designated for Downtown Ferndale businesses and 20% for businesses outside downtown. This ratio is representative of the distribution of restaurants, bars, and cafes in the community, and is designed to reflect the interconnected nature of Ferndale's economy.

If your business is not selected for a grant, you will be entered into a secondary lottery to receive a maximum of 3 patio heaters (total available 30).

Award announcements will occur no later than April 5, 2021.

DRAFT



The Oakland Together Restaurant Relief Grant Program

A City, Village and Township (CVT) Grant Program to Support Restaurants, Bars and Cafés During COVID-19

Tab A

PLEASE NOTE:

If your CVT received a Phase One award and **DOES NOT wish to apply for Phase Two**, please do not complete the Phase Two application below. The County will email you a final Interlocal Agreement for your Phase One grant award for review and signature.

PHASE TWO: GRANT APPLICATION & INTERLOCAL AGREEMENT

DEADLINE TO SUBMIT APPLICATION: Thursday, February 4, 2021 - 5:00 PM

CVT Name: *

City of Ferndale

Address: *

300 E Nine Mile Road, Ferndale, MI 48220

Application ID: *

10014RR

1. Phase Two Grant Allocation (A-B=C)

A. Total Base Fund Allocation amount that has been determined for your CVT for Phase One and Phase Two

\$ 83,250.00

B: Dollar value of the Phase One products that your CVT has been awarded

\$ 26,151.00

C: Base amount available for Phase Two funding and/or products

\$ 57,099.00

Note: It is anticipated that not all CVTs will request the full base award amount and that not all 53 eligible CVTs will apply for the grant. For this reason, CVTs may wish to request additional grant funds beyond the Base amount available for Phase Two funding and/or products calculation indicated above.

2. Local official or staff person that will be authorized to execute the final Interlocal Agreement after it has been approved by the Oakland County Board of Commissioners on 2/4/2021. This individual will be the recipient of the final Interlocal Agreement for electronic signature:

Name: *

Lena Stevens

Title: *

DDA Executive Director

Phone: *

(248) 546-1632

Email: *

lena@downtownferndale.com

Date

2/4/2021

3. If Oakland County staff have questions about your application, who should they contact in your community (if different from above)?

Name:

Title:

Phone:

Email:

4. Acknowledgements

*

I understand that only one application submittal is allowed per City, Village, and/or Township.

*

I understand that the municipality receiving Restaurant Relief Grant products and/or funding is required to sign an Interlocal Agreement with Oakland County.

*

I understand that the municipality receiving Restaurant Relief Grant products and/or funding will provide reports and documentation to the county as requested that demonstrate how the grant products and funds were used.

*

I understand that the municipality receiving Restaurant Relief Grant products and/or funding will comply with all applicable zoning, building codes, ADA requirements, public safety and fire safety codes and ordinances, and current and future, State and County Public Health Orders.

Tab B

5. Products Requested

Please enter the quantity of each item requested below, if no items are requested enter "0".

Phase Two Product Description

Phase Two Product Description	Quantity Requested *	Unit Price	Subtotal
Outdoor Sanitation Stations - Fixed Location (8 Max)	3	\$ 1,489.00	\$ 4,467.00
Igloo - 12ft in diameter (15 Max)	0	\$ 1,475.00	\$ 0.00
Outdoor Tower Propane Heater + Propane Tank (30 Max)	30	\$ 171.00	\$ 5,130.00
20 lb. Propane Tank exchange/refill delivery program (24 Min Tanks)	30	\$ 13.00	\$ 390.00
Victory Cordless Electrostatic Handheld Sprayer (60 Max)	0	\$ 570.00	\$ 0.00
One-gallon Electrostatic Disinfectant Solution (200 Max)	0	\$ 22.00	\$ 0.00

Please enter a quantity of Outdoor Sanitation Stations between 0 and 8.

Please enter a quantity of Igloos between 0 and 15.

Please enter a quantity of Outdoor Tower Propane Heater + Propane Tanks between 0 and 30.

Please enter a quantity of Propane Tank exchange/refill delivery programs greater or equal to 24 tanks.

Please enter a quantity of Cordless Electrostatic Handheld Sprayers between 0 and 60.

Please enter a quantity of Electrostatic Disinfectant Solution between 0 and 200.

Total dollar value of requested products:

\$ 9,987.00

Please check box to acknowledge and agree to the following statement: *

I understand that due to the limited time to complete the distribution of Phase Two products along with the number of communities participating, CVTs will need to establish one delivery location for the vendors. Vendors will not be delivering directly to business end-user locations.

For the selected products above please briefly describe how and where the requested products will be used: *

Three sanitation stations will be placed in strategic locations in Downtown Ferndale. They will be serviced by staff from the Department of Public Works as part of their maintenance contract with the Ferndale DDA. The availability of the stations will be publicized with marketing material for the pending Ferndale Social District.

6. Acquisition Funds Requested

CVTs may request an allocation of funds to purchase products to create and expand outdoor dining opportunities and to assist dine-in restaurants, bars and cafes in operating safely (see page 4 of the Application Guide for a list of eligible products).

Enter the amount of requested funds, if no funds are requested enter "0". *

\$ 43,500.00

Please list the types of products the CVT intends to purchase to create and expand outdoor dining opportunities and to assist dine-in restaurants, bars and cafes in operating safely. Also, describe how and where the purchased products will be used. *

Acquisition funds are being requested to (1) create a mini-grant program for restaurants, bars, and cafes and (2) to enable the expansion of the Open in Ferndale Business Promotion Pilot Program that the City of Ferndale launched in November 2020.

MINI-GRANT PROGRAM - \$25,500

Both Reimbursement and Acquisition funds will be used to create a mini-grant program for restaurants, bars and cafes who have made, or are interested in making, investments in their outdoor patio spaces and/or order pickup systems. \$51,000 is the total request in both categories which would allow for 25 grants of \$2000 each. This proposal allows each individual recipient to use the funds in a way that best suits their needs.

This request divides the \$51,000 requested mini-grant funds evenly between reimbursement and acquisition; however, the final distribution will be based on requests received to the grant program.

Participants from Phase One: Rapid Response will be allowed to participate but their award total will be reduced by the value of items received in Phase One. Under this rule, several restaurants will be ineligible to participate in the mini-grant program. Participants must be in good standing with the City of Ferndale, Oakland County, and State of Michigan. Once an application has been deemed valid, selections will be based on a lottery system using randomly generated numbers.

Estimates indicate that between 80-85% of Ferndale's restaurants and bars are located within the downtown. Considering this, the grants will be awarded 80% within the DDA District and 20% city-wide. This ensures support to businesses outside of the downtown area and respects the interconnected nature of Ferndale's restaurant economy.

ELIGIBLE ACQUISITION EXPENSES: Restaurants, bars and cafes requesting funds for acquisition of items will be asked to provide details and quotes for items proposed for purchase if the grant is awarded. These items may include but are not limited to tents, igloos/domes, greenhouses, heating equipment, signage, platforms, cleaning/sanitizing supplies, and PPE. The funds could also be used for building or system modifications that allow minimal contact order pickup. Fees for labor and other services will also be eligible for reimbursement.

OPEN IN FERNDALE BUSINESS PROMOTIONS - \$18,000

\$18,000 is requested to enable the expansion of the Open in Ferndale Business Promotion Pilot Program that the City of Ferndale launched in November 2020.

About the Pilot:

The pilot provides access to ad analytics software, enabling participating businesses to (1) optimize their Google My Business listing and (2) track the performance of their advertisements across media platforms, demographics, and locations in order to strategically develop and deploy ads that increase customer traffic for a lower advertising cost. The Ferndale City Council allocated \$50,000 for this pilot in 2020. Approx. \$42,000 is already allocated, with a further \$8,000 to be allocated that will focus on non-restaurant assistance and the development of a small business digital advertising toolkit that will capture the key findings of the pilot and strategies that all small businesses can use to optimize their digital advertising. Running since November 2020, the pilot is beginning to generate strategies and takeaways that will help businesses and the city itself calibrate and optimize promotional efforts.

Goals of the Phase 2 Grant: Improve Baseline Ad Performance. Help Businesses Increase Sales and Engagement. Develop and circulate a toolkit of replicable strategies for success.

The \$18,000, if awarded, would focus on two components that will achieve the grant goals. The first would be a \$7,500 funding pool to support the design and deployment of ads for restaurants in Ferndale, leveraging the early findings of the pilot to help our restaurants increase the effectiveness of their advertisement and drive engagement and sales into the warm weather season. With this component, professional advertising design services, which have been secured already through the pilot, would be leveraged to help businesses design and deploy ads that are optimized to generate conversions.

The second component would leverage \$10,500 to focus on the restaurants in our pilot that have established a measurable baseline for their cost per conversion, a key metric outlining return on investment for a restaurant's advertising spend over a period of time, and helping them improve their baseline, with the goal of outlining key strategies that other businesses can replicate for similar success. The funds for this component would focus on fully subsidizing the monthly analytics platform access (\$250 per business per month) for up to 7 restaurants for 6 months. Beneficiaries of both components would need only commit to a minimum monthly advertising spend of \$100, as well as sharing all data regarding ad spend, sales from ads, and other performance-related data. The data gleaned from these 7 businesses could help countless more in our city to replicate their success and avoid costly missteps in advertising that do not generate sales.

If awarded, the City will use its remaining pilot funds to bolster businesses outside the scope of the Phase 2 grant as well as to develop the toolkit, enabling a holistic business support campaign that stretches into the peak outdoor months and can be replicated by other businesses and business support entities. Thank you for considering this request to amplify our efforts.

7. Reimbursement Funds Requested

CVTs may request funds to reimburse themselves; dine-in restaurants, bars, cafes; downtown development authorities; and other downtown and corridor management organizations ([see page 4 of the Application Guide for a list of eligible products](#)).

Enter the amount of requested funds, if no funds are requested enter "0".*

\$ 30,759.00

Please list the types of products, contracted labor, services and fees the CVT intends to be reimbursed for or intends to reimburse restaurants, bars, cafes, downtown development authorities and other downtown and corridor management organizations. Also, describe how the CVT will identify local needs for reimbursement.*

Reimbursement funds are being requested to (1) create a mini-grant program for restaurants, bars, and cafes and (2) reimburse the Ferndale DDA for funds allocated to propane sourcing and greenhouse installation services during Phase One: Rapid Response.

MINI-GRANT PROGRAM - \$25,500

Both Reimbursement and Acquisition funds will be used to create a mini-grant program for restaurants, bars and cafés who have made, or are interested in making, investments in their outdoor patio spaces and/or order pickup systems. \$51,000 is the total request in both categories which would allow for 25 grants of \$2000 each. This proposal allows each individual recipient to use the funds in a way that best suits their needs.

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Estimates indicate that between 80-85% of Ferndale's restaurants and bars are located within the downtown. Considering this, the grants will be awarded 80% within the DDA District and 20% city-wide. This ensures support to businesses outside of the downtown area and respects the interconnected nature of Ferndale's restaurant economy.

ELIGIBLE REIMBURSEMENT EXPENSES: Restaurants, bars and cafés requesting funds for reimbursement will be asked to provide receipts for the items or services purchased. These items may include but are not limited to tents, igloos/domes, greenhouses, heating equipment, signage, platforms, cleaning/sanitizing supplies, and PPE. Expenses are also eligible for building or system modifications that allow minimal contact order pickup. Fees for labor and other services will also be eligible for reimbursement. Businesses may also use the funds to seek reimbursement of the MLCC Social District Permit fee.

FERNDALE DDA REIMBURSEMENT FROM PHASE ONE - \$5,259

The Ferndale DDA is seeking funds to reimburse expenses made during Phase One: Rapid Response. This request is being made in accordance with legal council that the Ferndale DDA cannot distribute public money to private individuals or organizations. During Phase One: Rapid Response, the Ferndale DDA incurred expenses in the amounts of \$1059 for propane refills and \$4200 to Home Depot for greenhouse installation services.

8. Partner Organizations

Please list the partner organizations that will assist the CVT with the grant program. Also, briefly describe the type of support each partner will provide.

The City of Ferndale, Ferndale DDA, and Ferndale Area Chamber of Commerce have been working together to support Ferndale businesses since the onset of the pandemic. This application was developed collaboratively, and implementation will continue to be a team effort.

City of Ferndale

The Open in Ferndale Business Promotion Pilot Program was launched by City of Ferndale launched in November 2020 under the direction of Jordan Twardy, CED Director. Jordan has led the program and will continue to build on the lessons learned to help tailor more effective marketing for participating restaurants while reaching out to new participants as well.

Ferndale DDA

The Ferndale DDA has been designated to oversee administration of the mini-grant program, with involvement from staff of the City of Ferndale and Ferndale Area Chamber of Commerce. The DDA is also responsible for the administration of social districts.

Ferndale Area Chamber of Commerce

The Chamber has been working closely with the City of Ferndale to launch the Open in Ferndale platform, including the Business Promotions Pilot. They will continue to assist with outreach when the grant program is announced, making sure that restaurants city-wide are aware of the program.

9. Social District Information

Has the CVT received State approval to establish a Social District under MCL 436.1551? *

Yes No

If no, please select the box below that reflects the CVT's status related to establishing a Social District. *

- The CVT has started the process to establish a Social District, but has not received approval from the State.
- The CVT may consider establishing a Social District in the future.
- The CVT does not intend to establish a Social District.

10. Grant Program Benefit

If awarded, please enter the estimated number of restaurants, bars and cafes that would benefit from the grant: *

39

If awarded, please enter the estimated number of full-time and part-time employees of those establishments: *

585

11. Previous and ongoing support from CVT and partner organizations

Briefly describe the types of services, support and/or funding that the CVT and partner organizations have provided to the restaurants, bars and cafes located within the CVT since October 1, 2020. Please note activities that the CVT and/or partners intend to continue. *

The City of Ferndale, Ferndale DDA, and Ferndale Area Chamber of Commerce have been working together to support Ferndale businesses since the onset of the pandemic. Below is a brief summary of some of the support that has been provided through that collaboration.

Free PPE Marketplace: Using funding from the Main Street Oakland County Patronicity campaign in Spring 2020, combined with local donations, Ferndale launched a free PPE Marketplace that has been servicing businesses city-wide since October 2020. 24 restaurants picked up re-open kits to prepare for indoor dining to resume on February 1.

Open in Ferndale Business Promotions Pilot: The pilot provides access to ad analytics software, enabling participating businesses to (1) optimize their Google My Business listing and (2) track the performance of their advertisements across media platforms, demographics, and locations in order to strategically develop and deploy ads that increase customer traffic for a lower advertising cost. 9 restaurants/bars are currently participating in the program.

Holiday Promotion Campaign: Unbox The Holidays was rolled out in November 2020 to encourage shoppers to "ditch big box, shop local, shop Ferndale." Ad spend included Michigan Public Radio, Google Ads, social media paid advertising, and resharing of content on social media platforms to amplify messages about gift ideas for the holidays.

Social District: The Ferndale City Council will consider the creation of the Ferndale PATIO Zone (Pay and Take It Outside) on February 8, 2020. This initiative is being led by the Ferndale DDA with support from the police department, department of public works, and other city staff.

Tab D

12. Phase Two - Award Request Summary

Base amount available for Phase Two funding and/or products

\$ 57,099.00

Phase Two - dollar value of requested products

\$ 9,987.00

Phase Two - Acquisition Funds requested

\$ 43,500.00

Phase Two - Reimbursement Funds requested

\$ 30,759.00

Total Phase Two Grant Award requested

\$ 84,246.00

13. If your application is approved for funding you will receive payment via the following method:

Payment Method

ACH - Direct Deposit

14. Interlocal Agreement

After the grant award determinations have been made, the County will provide each city, village and township receiving a grant award with a final Interlocal Agreement for local government approval and signature. The Interlocal Agreement will include the final Grant Award (products and funding).

The proposed Interlocal Agreement will be on the agenda for the February 4, 2021 County Board of Commissioners meeting for approval.

CVTs may review the Draft Interlocal Agreement. CVTs may also consider giving authorization to the appropriate (city/village/township) signatory to execute the final agreement after it has been approved by the Oakland County Board of Commissioners and the grant award determinations have been made.

If a CVT is awarded grant funding or products (from Phase One and/or Phase Two), a single Interlocal Agreement is required with Oakland County.

Upon submittal of your application, you will receive a confirmation email that includes PDF attachments of your application submittal and a copy of the proposed Interlocal Agreement.

January 20, 2021

To: Ferndale City Council, Ferndale DDA Board of Directors
From: Lena Stevens, DDA Executive Director
Cc: Joseph Gacioch, City Manager
Jordan Twardy, CED Director
Sommer Realy, DDA Engagement Manager
Joy Wells, Ferndale Area Chamber of Commerce

Re: Oakland County Restaurant Relief Program Update – Phase One Report & Phase Two Expectations

This memo outlines the participation of the Ferndale Downtown Development Authority (Ferndale DDA) in Phase One of the Oakland County Restaurant Relief Program and outlines current information about Phase Two which is expected to launch in January or early February 2021. Phase One has been commonly referred to as “Rapid Response,” which included distribution of greenhouses, igloos, patio heaters, and electrostatic cleaners. Phase Two is expected to include direct funds that can be distributed to restaurants with local discretion. The planning horizon for Phase One was limited, while Phase Two will allow more time for a strategic approach.

The current total allocation to Ferndale for both phases is expected to be \$83,250. This total is subject to change. Phase One allocation of in-kind materials was \$26,151.

The Ferndale DDA Executive Director accepted responsibility for administering program on behalf of the City of Ferndale with input from City of Ferndale and the Ferndale Area Chamber of Commerce staff. This strategy aligned with the collaborative business support process that has been in place since the onset of the pandemic. Representatives of these organizations successfully partnered in Spring 2020 to provide award guidance for almost \$700,000 from the Oakland County Small Business Stabilization Grant program. Additionally, the Ferndale DDA was able to capitalize on existing processes and procedures in place for the PPE Marketplace, and provided the ability to respond to the fast timeline in which decisions were required for Phase One.

Restaurant Relief Phase One Report

Timeline Overview

On December 3rd, County Executive Dave Coulter announced the creation of the Restaurant Relief Program. At that time, Ferndale representative were asked for high level input about potential restaurant needs. This data was requested to be provided early in the following week.

The input on potential restaurant needs was gathered in Ferndale in two ways:

- Ferndale DDA Winterization Survey sent via email (Dec 4-7): 10 responses
- Direct outreach from the Ferndale Area Chamber of Commerce: 5 responses

Oakland County announced the launch of the Restaurant Relief Phase One Program on a webinar in the afternoon of Wednesday, December 16th. The application for the program was provided on Thursday, December 17th with a deadline of Monday December 21st. The application required communities to request materials and submit a distribution plan to specific restaurants. Given the timeline, the application was based on the input that had been gathered to date. Approximately \$50,000 of materials were requested, and \$26,151 of materials were awarded.



Materials Awarded

- 4 greenhouses
- 3 igloos
- 50 patio heaters with empty propane tanks
- 12 cordless electrostatic handheld sprayers with disinfected solution

Distribution Details & Criteria

Distribution was prioritized to businesses who had responded to the early December outreach and were immediately prepared to accept the materials and apply for building permits. City of Ferndale Community and Economic Development staff facilitated expedited permits through the Outdoor Seating and Sales process which was authorized by the City Council in June 2020.

Materials were supplied through three vendors, and the Department of Public Works provided support for acceptance and distribution. Scheduling and permitting began on December 29, and the majority of the deliveries were completed between January 11-13. Igloos received permit approval on January 12 and are expected to be delivered soon.

<i>Business Name</i>	<i>Located in DDA District?</i>	<i>Greenhouses</i>	<i>Igloos</i>	<i>Patio Heaters</i>	<i>Electrostatic Cleaners</i>
<i>Otus Supply</i>				4	1
<i>Anita's Kitchen</i>	X			4	1
<i>Assaggi Bistro</i>	X	2		2	1
<i>Babylon Garden</i>			1	4	1
<i>Balkan House</i>	X		2	4	1
<i>Ferndale Project</i>				15	2
<i>Hambo's Coney Island</i>	X			2	1
<i>Imperial</i>	X			6	1
<i>The dot (City of Ferndale)</i>	X				1
<i>Tony's Sports Bar</i>		2		6	1
<i>Voyager</i>				3	1

Restaurant Relief Phase Two Expectations

A webinar has been scheduled for January 22 to provide communities with details about the pending funds available in Phase Two. It is anticipated that the remaining funds (\$58,964) will be distributed from Oakland County to the City of Ferndale for distribution to restaurants. More information will be shared when it is available. Additionally, it is likely that more structures (greenhouses and igloos) will be available for distribution in this phase.

I am available to answer any questions about the Restaurant Relief program, and how various determinations were made throughout the process. We are grateful to Oakland County for streamlining access to materials during this difficult time and are excited to develop a strategic process for Phase Two distribution in February 2021.

Sincerely,

Lena Stevens, Ferndale DDA Executive Director

lena@downtownferndale.com

248-546-1632



March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approve FY21-22 Budget

SUGGESTED ACTION

Recommend that the Ferndale City Council adopt the DDA Budget for FY21-22

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2021-03-11

Item Description

Based on the presentation provided for the second Budget Workshop, the DDA Board of Directors is asked to recommend that the Ferndale City Council approve the FY21-22 DDA Budget.

Item Background

The DDA budget process is separate but aligned with the City of Ferndale. Annually, the Ferndale DDA Board of Directors and Executive Director recommend a budget for the next fiscal year (July through June) by submitting it to the City of Ferndale City Council as part of its annual budget adoption process. The board does not formally adopt a budget for any fiscal year until it has been approved by the City Council. The Board may, however, temporarily adopt a budget in connection with legal requirements for any revenue bonds issued. The City of Ferndale and the DDA create a budget on a 3-year timeline, called a Triennial Budget. This helps to keep the perspective that a budget does not simply impact a single year. Expenditures are only considered authorized for the upcoming budget (FY21-22). Typically the board would have a draft budget in January, with plenty of time to review and discuss prior to adoption. Given the demands on time for DDA staff, as well as that of our board members, the draft was first made available on February 24. The Board is being asked to consider this an 'Executive Budget' which was designed by the Director to reflect the priorities of the Board in the good faith. A review/amendment process can be scheduled for early July once the Treasurer has been property on-boarded and can provide recommendations.

Item Costs

n/a

GL#
n/a

CIP#
n/a

Additional Notes

ATTACHMENTS:



March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Expenses Updates

SUGGESTED ACTION

Updates from the Executive Director on any expenses from the previous month which fell outside of an existing line item.

Agenda Item Category

Agenda Item Deadline Date

Item Description

Item Background

Item Costs

GL#

CIP#

Additional Notes

ATTACHMENTS:



FERNDALE

March 11, 2021

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Upcoming Events/Promotions

SUGGESTED ACTION

Receive update on upcoming events, promotions, meetings, etc.

Agenda Item Category

Agenda Item Deadline Date

Item Description

Item Background

Item Costs

GL#

CIP#

Additional Notes

ATTACHMENTS: