



**Fenton
Downtown
Development
Authority**

City of Fenton – Downtown Development Authority
Board Meeting of Tuesday May 15, 2012
6:00 p.m. – Council Chambers – City Hall

Call to Order

Roll Call

- 1) Director's Report
- 2) Financial Report
- 3) Consent Agenda
 - a) Accounts Payable – Authorize payment of bills in the amount of \$119,380.93
 - b) Minutes of the April 17, 2012 DDA Board Meeting.

CITIZEN COMMENTS: If you wish to address any agenda item, please identify yourself and you will be called on when that item is reached. Comments on items not on the agenda may be made at the Call to the Audience.

- 4) Chamber of Commerce Sponsorship
- 5) 2013 Revenue Sharing Agreement with City
- 6) Call to the Audience
- 7) Adjournment

Upcoming meeting: June 19, 2012

CITY OF FENTON
DOWNTOWN DEVELOPMENT AUTHORITY
BALANCE SHEET
4-May-12

ASSETS:	
CASH IN BANK	\$2,438,215
DUE FROM OTHER FUNDS	<u>\$643</u>
TOTAL ASSETS	<u><u>\$2,438,858</u></u>
LIABILITIES:	
ACCOUNTS PAYABLE	\$27
DUE TO OTHER FUNDS	<u>\$29,955</u>
TOTAL LIABILITIES	\$29,982
FUND EQUITY:	
FUND BALANCE	<u>\$2,408,876</u>
TOTAL LIABILITES AND EQUITY	<u><u>\$2,438,858</u></u>

CITY OF FENTON
DOWNTOWN DEVELOPMENT AUTHORITY
STATEMENT OF REVENUES, EXPENDITURES
AND CHANGES IN FUND BALANCE
4-May-12

	AMENDED BUDGET	YTD ACTUAL	PERCENT OF BUDGET	VARIANCE FRM BUDGET
REVENUES:				
TAX REVENUES	\$1,996,057	\$1,996,057	100.00%	\$0
REVENUE SHARING	(\$400,000)	(\$400,000)	100.00%	\$0
PREV YRS CHARGE BACKS.	(\$94,176)	(\$94,176)	100.00%	\$0
PROCEEDS OF LOAN	\$260,000	\$0	0.00%	(\$260,000)
MISCELLANEOUS INCOME	\$0	\$660	0.00%	\$660
INTEREST INCOME	\$10,000	\$5,042	50.42%	(\$4,958)
TOTAL REVENUE	\$1,771,881	\$1,507,583	85.08%	(\$264,298)
DEBT PAYMENTS:				
PRINCIPAL	\$310,000	\$310,000	100.00%	\$0
INTEREST & FEES	\$181,328	\$181,327	100.00%	\$1
TOTAL PAYMENTS	\$491,328	\$491,327	100.00%	\$1
OPERATING EXPENSES:				
SALARIES	\$53,000	\$39,832	75.15%	\$13,168
EMP FRINGES	\$18,000	\$14,830	82.39%	\$3,170
CONFERENCES & DUES	\$2,500	\$1,969	78.76%	\$531
PROF SERVICES	\$20,000	\$5,091	25.46%	\$14,909
MARKETING	\$142,600	\$108,920	76.38%	\$33,680
EVENT MARKETING	\$59,400	\$44,829	75.47%	\$14,571
APPRAISALS	\$40,000	\$8,000	20.00%	\$32,000
BOND COSTS	\$15,082	\$15,082	100.00%	\$0
LEGAL FEES	\$30,000	\$15,637	52.12%	\$14,363
INSURANCE	\$15,000	\$15,000	100.00%	\$0
OLD FIRE HALL UTILITIES		\$2,019		(\$2,019)
RENTAL PROPERTY	\$5,000	\$189	3.78%	\$4,811
STREET LIGHTS	\$8,000	\$1,309	16.36%	\$6,691
LANDSCAPING MAINTENANCE	\$16,000	\$9,875	61.72%	\$6,125
LAWN CARE	\$7,200	\$4,471	62.10%	\$2,729
RIVER ST. UTILITIES	\$5,000	\$1,921	38.42%	\$3,079
WEBSITE	\$4,500	\$3,765	83.67%	\$735
MISCELLANEOUS	\$7,500	\$4,562	60.83%	\$2,938
TOTAL OPERATING	\$448,782	\$297,301	66.25%	\$151,481
PROJECTS:				
MASTER PLAN IMPLEMENTATION	\$500,000	\$304,430	60.89%	\$195,570
OLD FIRE HALL	\$0	\$0	0.00%	\$0
WAYFINDING	\$105,000	\$102,310	97.44%	\$2,690
STRIPING	\$3,000	\$0	0.00%	\$3,000
STREETSCAPE	\$288,000	\$89,635	31.12%	\$198,365
STREETSCAPE MAINTENANCE	\$15,000	\$8,262	55.08%	\$6,738
FAÇADE IMPROVEMENTS	\$64,000	\$0	0.00%	\$64,000
RIVER ST PARKING IMPROVMENTS	\$0	\$1,000		(\$1,000)
COMMUNITY CENTER RESTORATION	\$200,000	\$20,849	10.42%	\$179,151
DISPATCH EQUIPMENT	\$260,000	\$61,576	23.68%	\$198,424
WALNUT ST IMPROV	\$64,000	\$48,529	75.83%	\$15,471
SILVER PARKWAY DESIGN	\$0	\$0		\$0
SILVER PARKWAY IMPROV	\$6,584	\$8,776		(\$2,192)
TOTAL PROJECTS	\$1,505,584	\$645,367	42.86%	\$860,217
TOTAL EXPENDITURES	\$2,445,694	\$1,433,995	58.63%	\$1,011,699
REVENUES OVER EXPENDITURES	(\$673,813)	\$73,588		
BEGINNING FUND BALANCE	\$2,335,288	\$2,335,288		
ENDING FUND BALANCE	\$1,661,475	\$2,408,876		

City of Fenton
 DDA Refunding Bonds

Fiscal Year Ended June 30	Interest 1-Oct	Interest 1-Apr	Principal 1-Apr	Total Requirements
2012	-	\$86,010	\$310,000	\$396,010
2013	\$55,125	\$55,125	\$360,000	\$470,250
2014	\$49,725	\$49,725	\$370,000	\$469,450
2015	\$44,175	\$44,175	\$385,000	\$473,350
2016	\$38,400	\$38,400	\$395,000	\$471,800
2017	\$32,475	\$32,475	\$405,000	\$469,950
2018	\$26,400	\$26,400	\$420,000	\$472,800
2019	\$20,100	\$20,100	\$435,000	\$475,200
2020	\$13,575	\$13,575	\$445,000	\$472,150
2021	\$6,900	\$6,900	\$460,000	\$473,800
TOTAL	\$286,875	\$372,885	\$3,985,000	\$4,644,760

Purpose: DPW Garage & Fire Hall

EXP CHECK RUN DATES 04/26/2012 - 05/16/2012
 UNJOURNALIZED OPEN
 BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-810.000	PROF SERV - ENGINEERING	OHM ENGINEERING ADVISORS	GENERAL SERVICES MBC MEETING	165.00	
401-851-818.400	MARKETING	NEW MOON VISIONS	SERVICES FOR APRIL 2012	5,008.00	
401-851-818.410	EVENT MARKETING	NEW MOON VISIONS	THIRD THURSDAY EVENTS FEB,MAR,APR	3,000.00	
401-851-818.410	EVENT MARKETING	THE UPS STORE	1000 COPIES @ \$0.045	45.00	
401-851-818.410	EVENT MARKETING	TRI-COUNTY TIMES	3RD THURSDAY	196.40	
401-851-820.911	96 CHANNEL LOGGING RECORD 1/2 D	BLUMERICH COMMUNICATIONS	96 CHANNEL LOGGING RECORDER WITH 24	7,872.00	
401-851-820.911	NETCLOCK PSAP COMMAND CENTER PK	BLUMERICH COMMUNICATIONS	NETCLOCK PSAP COMMAND CENTER PACKAGE	4,522.00	
401-851-820.911	DISPATCH EQUIPMENT	MODULAR COMMUNICATION SY	911 COMMUNICATION CONSOLE	61,606.13	
401-851-825.300	STREETSCAPE	LANDSCAPE ARCHITECTURE S	COMPLETED GRANT APPLICATION	1,975.00	
401-851-825.300	STREETSCAPE	LANDSCAPE ARCHITECTURE S	PROFESSIONAL SERVICES	7,275.00	
401-851-825.300	STREETSCAPE	OHM ENGINEERING ADVISORS	DOWNTOWN ROADWAY/STREETSCAPE	13,076.00	
401-851-826.000	LEGAL FEES	FAHEY SHULTZ BURZYCH RHO	DDA BOARD MEETINGS	350.00	
401-851-826.000	LEGAL FEES	FAHEY SHULTZ BURZYCH RHO	PROFESSIONAL SERVICES DDA DIRECTOR	546.00	
401-851-826.000	LEGAL FEES	FAHEY SHULTZ BURZYCH RHO	PROFESSION SERVICES REAL ESTATE MATTE	4,372.50	
401-851-956.100	MISCELLANEOUS	MICHAEL BURNS	MILEAGE REIMBURSEMENT	18.87	
401-851-971.400	MASTER PLAN IMPLEMENT	MANSOUR REALTY, INC	CONSULTING FEE MAY 2012	3,000.00	
401-851-971.400	MASTER PLAN IMPLEMENT	UNIVERSAL SIGN INC	DESIGN TIME AND INSTALLATION	708.00	
401-851-971.413	LANDSCAPING MAINT	CJ CALLAGHAN & SONS	LANDSCAPE MAINTENANCE	3,921.44	
401-851-971.414	LAWN CARE	CJ CALLAGHAN & SONS	LAWN MAINTENANCE	840.00	
401-851-975.720	STREETSCAPE MAINTENANCE	BELSON OUTDOORS	PARK CHIEF FRAME KIT FOR TABLES	727.76	
401-851-975.720	STREETSCAPE MAINTENANCE	KERTON LUMBER	HF-2X10	104.40	
401-851-975.720	STREETSCAPE MAINTENANCE	THE STAIN SHOP	STAIN SALES	51.43	
Total For Dept 851 DOWNTOWN DEVELOPMENT				119,380.93	
Total For Fund 401 DDA CONSTRUCTION FUND				119,380.93	
Fund Totals:					
Fund 401 DDA CONSTRUCT				119,380.93	
Total For All Funds:				119,380.93	

EXP CHECK RUN DATES 04/19/2012 - 04/19/2012

JOURNALIZED PAID

BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-719.000	EMPLOYEE FRINGES	HEALTHPLUS	MAY PREMIUM	248.59	3865
401-851-719.000	EMPLOYEE FRINGES	MERS	DEFINED CONTRIBUTION - M. BURNS	340.38	3866
Total For Dept 851 DOWNTOWN DEVELOPMENT				588.97	
Total For Fund 401 DDA CONSTRUCTION FUND				588.97	
Fund Totals:					
Fund 401 DDA CONSTRUCT				588.97	
Total For All Funds:				588.97	

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DB: Fenton

INVOICE GL DISTRIBUTION REPORT FOR CITY OF FENTON

EXP CHECK RUN DATES 04/26/2012 - 04/26/2012
JOURNALIZED PAID
BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-719.000	EMPLOYEE FRINGES	METLIFE	MAY PREMIUMS	19.93	3870
401-851-719.000	EMPLOYEE FRINGES	VISION SERVICE PLAN	VSP TOTALS 04/25/2012	6.57	3871
		Total For Dept 851 DOWNTOWN DEVELOPMENT		26.50	
		Total For Fund 401 DDA CONSTRUCTION FUND		26.50	
		Fund Totals:			
			Fund 401 DDA CONSTRUCT	26.50	
			Total For All Funds:	26.50	

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DB: Fenton

INVOICE GL DISTRIBUTION REPORT FOR CITY OF FENTON

EXP CHECK RUN DATES 05/10/2012 - 05/10/2012
JOURNALIZED PAID
BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-825.400	RENTAL PROPERTIES	CONSUMERS ENERGY	111 S LEROY ST	28.85	3875
401-851-975.010	OLD FIRE HALL UTILITIES	FENTON WATER DEPT.	FINAL WATER BILL	60.27	3876
		Total For Dept 851 DOWNTOWN DEVELOPMENT		<u>89.12</u>	
		Total For Fund 401 DDA CONSTRUCTION FUND		<u>89.12</u>	
		Fund Totals:			
			Fund 401 DDA CONSTRUCT	89.12	
			Total For All Funds:	<u>89.12</u>	



**Fenton
Downtown
Development
Authority**

FENTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

6:00 p.m.

Tuesday April 17, 2012

The meeting was called to order by Chairman Schmidt at 6:00pm.

ROLL CALL:

PRESENT: Bayer (phone), Bertschy, Canever, Green, Henderson, Kasper, Osborn, Saule, Schmidt, Strayer, Sweetman

ABSENT: James, Wesch

OTHERS: Michael Burns DDA Director/Assistant City Manager, Lynn Markland City Manager

ELECTION OF OFFICERS:

Annual election of Chairman and Vice-Chairman

Motion by Strayer supported by Kasper to nominate Jim Saule for Vice-Chairman
MOTION CARRIED, ALL AYES

Motion by Strayer supported by Sweetman to nominate Craig Schmidt for Chairman
MOTION CARRIED, ALL AYES

EXECUTIVE DIRECTOR'S REPORT:

The City Council Budget Hearing will be all day on Saturday April 28th at the new Fire Hall. There are a few other reminders for May. The Community Center Restoration Committee will be meeting on Wednesday May 2, 2012 at 6pm at the Fenton Community Center. On Thursday May 3, 2012, the Kiwanis will be holding their Annual Prayer Breakfast at The Fenton United Methodist Church at \$10.00 per person.

There will be information in the Friday Memo on the Personal Property Tax Senate hearings scheduled for April 18, 2012.

FINANCIAL REPORT:

Shane was absent. Burns advised that we are on track and not over budget.
-Saule inquired as to why the Police Dispatch equipment was 50% over.
-Burns advised that the money will be reimbursed and the loan will be covered.
-Saule asked if the equipment was functional yet.
-Markland advised that it is in the process but not all of the equipment has arrived yet. He said that he will schedule a tour when it is complete.

CONSENT AGENDA:

- a) Accounts Payable – Authorize payment of bills in the amount of \$31,414.45.
- b) Minutes of the March 27, 2012 DDA Board Meeting

Motion by Kasper, supported by Henderson to approve the consent agenda as presented.

MOTION CARRIED, Roll Call Vote: Bayer(phone)-aye, Bertschy-aye, Canever-aye, Green-aye, Kasper-aye, Osborn-aye, Schmidt-aye, Strayer-aye, Sweetman-aye.

CITIZEN COMMENTS:

NONE

COMMUNITY CENTER SOIL BORING:

In 2008 G2 Consulting Group of Howell conducted a soil analysis on the Community Center property. At that time they found that the subsurface conditions were not suitable to support conventional shallow spread footing foundations. G2 had provided preliminary recommendations for alternative site preparation and foundations. Lindhout & Associates reviewed this information and requested the administration to allow them to seek out this service. They provided two quotes from two firms.

Brad Alvord of Lindhout, advised that both firms will meet our needs. Since G2 is the lowest bidder and created the initial reports, it would be in our best interest to allow them to proceed with this work.

Approval is needed by City Council and DDA. City Council approved this at their April 9, 2012 meeting.

Motion by Saule, supported by Bertschy that the City Council and Downtown Development Authority allow for G2 Consulting to conduct the necessary soil analysis for the Community Center at a cost not to exceed \$3,850.

MOTION CARRIED, ALL AYES

FREEDOM FESTIVAL:

The Freedom Festival will be held on July 2, 3, & 4, 2012. For a number of years the DDA has provided a \$5,000 sponsorship toward the Freedom Festival. A request is being made by the Freedom Festival for the continued sponsorship. The event is budgeted for FY 2012 and the allocation would come from that budget. Our funding would be used for the general management, promotion and fireworks for the event.

Motion by Sweetman, supported by Henderson that the DDA approve a not to exceed amount of \$5,000 for sponsoring the Freedom Festival Event.

MOTION CARRIED, ALL AYES.

CALL TO THE AUDIENCE:

Greg Bugala –Artist
13288 Enid Dr
Fenton, MI 48430

Greg is a local artist that that has done murals in the city and surrounding area. He has been contacting local businesses to see if he could do a mural on their building. He is requesting any assistance with funding that the DDA may be able to provide.

- Burns advised that the Façade Program for improvement has been temporarily suspended due to budget constraints. We can look at it on a committee level.
- Strayer noted that we should consider murals on the rear façade. It may be fairly inexpensive.
- Green said that Greg does good work.
- Schmidt advised that the façade program is great and we will look into it when our budget allows.
- Bugala thanked the DDA for the chance to address the board.
- Patrick Perfit with Kiwanis asked for some help with marketing and financing for the 2012 Art Walk. He advised that it is the same weekend as The Taste In Fenton. He asked if the Kiwanis could use New Moon Vision to attract new artists and help get the word out about the Art Walk.
- Burns advised that the budget is real tight right now for funding, but using New Moon would be a great idea.
- Perfit thanked the board and said that he will contact New Moon.
- Strayer said that Sharman with New Moon would be a great help.
- Sweetman expressed a special thanks to Pat Lockwood, Lynn Markland, Sue Osborn, Ben Smith, Doran Kasper and others for supporting the Library Board. Bobby mentioned that the library brings approximately 10,000 people into the community every month, and that Fenton deserves a nice library.
- Kasper added that Bobby did a very nice job on the presentation for the library.

CLOSED SESSION:

Motion by Schmidt, supported by Osborn to enter into closed session at 6:30pm to discuss a matter subject to Attorney-Client privilege.

MOTION CARRIED

Roll Call Votes: Bayer (phone)-aye, Bertschy-aye, Canever-aye, Green-aye, Henderson-aye, Kasper-aye, Osborn-aye, Saule-aye, Schmidt-aye, Strayer-aye, Sweetman-aye.

RECONVENE TO OPEN SESSION:

Motion by Osborn, supported by Schmidt to reconvene to open session at 7:45pm

MOTION CARRIED, ALL AYES

ADJOURNMENT:

The meeting adjourned at 7:45pm.

Respectfully submitted by,

Craig Schmidt
Craig Schmidt, Chairman
Downtown Development Authority

Elaine McGreevy
Elaine McGreevy
Recording Secretary

FENTON DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: May 11, 2012

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, Executive Director *MVB*

RE: Chamber of Commerce Event Sponsorship

I have been working with Shelley Day from the Fenton Regional Chamber of Commerce regarding our event sponsorship with them. In previous years, the DDA had provided a sponsorship to them for the Taste in Fenton, JingleFest, and An Event So Good It's Scary.

In 2010, due to concerns by the City Council, changes were made as to how the sponsorship to the Chamber of Commerce occurred. At the time, it was agreed that our funding would go directly to specific tasks needed for the event (i.e. marketing) rather than just providing a direct allocation to them for a specific event. It was agreed upon at the time by both the Chamber of Commerce and City Council that the DDA could provide in-kind marketing for the event.

However, in FY 12, the DDA originally budgeted \$6,000 for the Chamber of Commerce event but never made an expenditure for these events. During the budget process for Fiscal Year 13, I approached the Chamber and asked if they will be seeking assistance from us. Ms. Day stated that they would like to seek assistance; however, by accepting assistance for marketing it causes concerns for them due to chamber members who purchase sponsorships. This concern they had is why they didn't request sponsorship last year.

So, in order for the DDA to still partner with the Chamber and continue to address previous concerns by the City Council; I asked for Ms. Day to provide me with their budgets for the "Taste in Fenton" and the "An Event So Good It's Scary" events.

After review of those budgets I proposed the following sponsorship to Ms. Day and she was supportive of it. The sponsorship would include:

- \$5500 for the Taste In Fenton to include:
 - \$2000 for tents, tables and linens from Valley Tent Sales.
 - \$2000 for Signs for events.
 - \$1100 for the Community Center rental for the day.
 - \$200 for poster and flyer designs.
 - \$200 for program printing.

- \$500 to purchase signs for An Event So Good It's Scary.

When the events are completed, they would provide us with receipts of the purchases they made for the event and we would reimburse them. The agreement would be similar to that of Southern Lakes Parks and Recreation events.

I have attached the event sponsorship questionnaires which the Chamber has completed. **I recommend that the Downtown Development Authority approve a cost not to exceed \$5500 for sponsoring the "Taste in Fenton". I also recommend that the Downtown Development Authority approve a cost not to exceed \$500 for sponsoring "An Event So Good It's Scary."**

1. What is the name, date and location of your event?

Taste in Fenton

August 11, 2012

Downtown area –Fenton Community and Cultural Center grounds

2. What is the purpose and/or desired goal of your event?

The purpose is to expose the downtown area to the community and attract visitors. The event also provides advertising and exposure for area restaurants and businesses that sponsor.

3. How much is your organization asking in funds from the Downtown Development Authority for your event?

\$5,500.00

4. What will the funding from the Downtown Development Authority be used specifically for and provide a cost for this item? (You will be required to provide receipts to the DDA for this expense)

- **\$2,000 for tents, tables and linens**
- **\$2,000 for signs**
- **\$1,100 for Community Center Rental**
- **\$200 Poster & Flyer design**
- **\$200 Program printing**

5. How much has your organization financially profited from this specific event? (Please provide information for the past three years of this event)

The Chamber has a balanced budget for 2012. The proceeds from the Taste in Fenton is one of many events that helps the Chamber function as a business.

6. How much has your organization asked for this event in the past? If you have received funding the past three years, please list each year's appropriation (only provide info on years in the past three years where you have received funding)?

The Chamber did not request funding last year. In years prior, the DDA contributed \$7,000 per year. Each year's appropriation has been \$7,000.00.

7. How much has your organization received from other sponsors? Please provide a list and amount received from each sponsor for last year's event and for the current event.

Sponsor income is approximately \$9,500.00

8. How many people has this event attracted to the City of Fenton Downtown Authority District? Please provide information for the past three years of the event.

This event is estimated to bring approximately 4000 + annually to the downtown area.

- 9. If there is inclement weather on the day of your event, what are your alternative plans for the event?**

The Community Center is rented for this reason and the facility would be used to accommodate inclement weather conditions.

- 10. If there is cancellation of your event, will the City of Fenton Downtown Development Authority be reimbursed for their sponsorship? If so, please provide how the Downtown Development Authority will be reimbursed?**

The money would not be reimbursed because the money will be used for specific rentals for the event.

- 11. Please provide a one page statement how the sponsorship of your event meets the Downtown Development Authority's charge of improving the business climate within the district and promoting the economic growth of the district?**

Funding assistance for this event is a sound investment for the DDA. This event directly affects the businesses and residents located in our area. It highlights our beautiful downtown to existing residents and visitors alike. It injects a high concentration of people in our downtown and exposes them to what the City of Fenton and its residents are all about – Community! This partnership will assist in stimulating both business and residential growth in and around our downtown area.

1. What is the name, date and location of your event?

An Event So Good it's Scary

October 31, 2012

DDA District and surrounding areas – It is open to all businesses that wish to participate.

2. What is the purpose and/or desired goal of your event?

The purpose is to expose and introduce area residents to the businesses in our community. This event requires people to go business to business and creates the opportunity for business owners to give out coupons or information to bring them back to shop at a later date.

3. How much is your organization asking in funds from the Downtown Development Authority for your event?

\$500.00

4. What will the funding from the Downtown Development Authority be used specifically for and provide a cost for this item? (You will be required to provide receipts to the DDA for this expense)

The request will go to fund signage for the event. If the full amount is not used on signs, it can be used for poster design and distribution.

5. How much has your organization financially profited from this specific event? (Please provide information for the past three years of this event)

After administrative costs, this event is not a profit event. The Chamber functions annually on a balanced budget.

6. How much has your organization asked for this event in the past? If you have received funding the past three years, please list each year's appropriation (only provide info on years in the past three years where you have received funding)?

The DDA has provided \$1,000 to assist the Chamber with marketing this event in years past excluding 2011.

7. How much has your organization received from other sponsors? Please provide a list and amount received from each sponsor for last year's event and for the current event.

The sponsors of this event are the businesses that participate. Their contribution covers the cost of signage and advertising. Typically 40-50 businesses participate at a cost of \$40 per business. In 2011 55 businesses participated.

8. How many people has this event attracted to the City of Fenton Downtown Authority District? Please provide information for the past three years of the event.

This event is estimated to bring approximately 500 kids annually to the downtown area trick-or-treating.

9. If there is inclement weather on the day of your event, what are your alternative plans for the event?

The event is held rain or shine.

10. If there is cancellation of your event, will the City of Fenton Downtown Development Authority be reimbursed for their sponsorship? If so, please provide how the Downtown Development Authority will be reimbursed?

The event would not be cancelled because it is a holiday event. The money would not be reimbursed because the money is used for marketing and that would take place prior to the day of the event.

11. Please provide a one page statement how the sponsorship of your event meets the Downtown Development Authority's charge of improving the business climate within the district and promoting the economic growth of the district?

The Event so Good it's Scary helps bring approximately 500 visitors/customers to downtown Fenton each year. For over 15 years the event has been a popular downtown Fenton event and is an attractive tool to help showcase businesses in the downtown district to our area residents. This event brings potential customers to downtown restaurants, stores and service businesses. It diversifies the downtown and its clientele, and creates walking traffic between the various businesses in the Downtown District.

Special Events such as an Event so Good it's Scary help create multi-faceted economic development strategies while at the same time brand downtown Fenton as a cultural and enrichment based destination point. Supporting this event only makes for great business sense and adds economic development elements to the DDA's plan and falls directly in line with the State's branding of "Cool Cities".

**FENTON DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM**



DATE: May 11, 2012
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MTB*
RE: FY 13 Revenue Sharing Agreement with the City

Pending an unforeseen change of events, the City Council and DDA will approve in the Fiscal Year 13 Budget, a revenue share of \$350,000 from the DDA Fund to the General Fund. This amount has decreased by \$50,000 since Fiscal Year 2012. Since 2004, the Downtown Development Authority has been making agreements with the City Council to provide a revenue share of between \$300,000 and \$400,000.

Before this transfer occurs there must be a formal agreement between the City Council and DDA. I am presenting the attached agreement this evening.

Due to the current fiscal situation of the City of Fenton's General Fund, this revenue share by the Downtown Development Authority will be of tremendous benefit to the City. The General Fund continues to see major revenue reductions. The City has reduced expenditures, made significant changes to employee benefits and is changing the way we operate in order to adapt to the revenue losses we have endured. However, while major cuts have been made and the overall way the City operates has changed, the revenue sharing that the City receives from both the DDA and Local Development Finance Authority is vital.

A public hearing of the City Council would need to take place prior to approval and the proper public notifications will need to take place.

I am recommending this agreement be approved per the Fiscal Year 2013 budget, for a revenue share of DDA funds to the General Fund in a not to exceed amount of \$350,000.00.

**AGREEMENT TO SHARE CAPTURED ASSESSED VALUE
BETWEEN THE CITY OF FENTON DOWNTOWN DEVELOPMENT AUTHORITY
AND THE CITY OF FENTON (FISCAL YEAR 2013)**

This Agreement is entered into by and between City of Fenton Downtown Development Authority whose address is 301 South Leroy Street, Fenton, Michigan 48430-2196 (“DDA”) and City of Fenton whose address is 301 South Leroy Street, Fenton, Michigan 48430-2196 (“City”). The City and DDA are collectively referred to as the “Parties.”

BACKGROUND

Public Act 197 of 1975, as amended, (being Michigan Compiled Laws 125.1651 *et seq.*) (the “Act”) provides in Section 14 that a downtown development authority established pursuant to the provisions of the Act may enter into an agreement with the governing body of the municipality in which the development area is located to share a portion of the captured assessed value of the downtown development district. The DDA is currently operating under a tax increment financing and development plan adopted by the DDA Board of Directors on May 16, 2000 and amended on June 28, 2004 and December 13, 2010. The Tax Increment Financing Plan authorizes the DDA to enter into a sharing agreement with the City pursuant to the authority granted by Section 14 of the Act. This agreement is intended to implement the understandings between the DDA and the City with respect to the terms and conditions for sharing captured assessed value of the downtown development district between the Parties for fiscal year 2013.

AGREEMENT

1. Unless otherwise specifically indicated herein, the words and phrases used in this Agreement shall have the definitions attributed to them in Section 1 of the Act.
2. The DDA and the City agree that this Agreement shall control the terms and conditions relating to the sharing of captured assessed value pursuant to the amended Development Plan and Tax Increment Financing Plan and contains express authority for the DDA to share a portion of the captured assessed value of the downtown development district within the City of Fenton.
3. The DDA agrees to exclude from its capture the levy of 5.000 mills from captured assessed value within the City of Fenton for fiscal year 2013.
4. The City agrees that the revenue generated as a result of this Agreement will be shown as a separate line item in its budget for fiscal year 2013.
5. This Agreement shall expire after fiscal year 2013, and unless otherwise agreed to in writing by the Parties, the DDA shall, beginning with fiscal year 2014, resume its capture of the 4.500 mills excluded from capture pursuant to this Agreement.
6. Pursuant to Section 11 of the Act, the City agrees that for fiscal year 2013, it will donate to the DDA all revenue the City collects in excess of \$350,000.00 resulting from operation of this Agreement
7. This Agreement shall take effect upon execution of this Agreement after approval by the DDA and the City, whichever is later.

Dated: _____

By: Michael Burns
Downtown Development Authority Executive Director,
City of Fenton

Dated: _____

Downtown Development Authority Secretary,
City of Fenton

Dated: _____

Lynn Markland
City Manager, City of Fenton