



**Fenton
Downtown
Development
Authority**

City of Fenton – Downtown Development Authority
Board Meeting of Tuesday October 18, 2011
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 \$17,692.77
 - b) Minutes of the September 27 and October 5, 2011 DDA Board Meeting
 - c) Minutes of the September 13, 2011 Design Committee 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) Southern Lakes Parks and Recreation update
- 5) Jinglefest Sponsorship
- 6) Silver Parkway Reward Program
- 7) Marketing Plan revisions
- 8) Call to the Audience
- 9) Closed Session to discuss purchase of property
- 10) Recess to closed session
- 11) Reconvene to open session
- 12) Adjournment

Upcoming meeting: November 15, 2011

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-818.400	MARKETING	CBS OUTDOOR	DETROIT & FLINT BILLBOARDS	4,300.00	
401-851-818.400	MARKETING	CBS OUTDOOR	DETROIT & FLINT BILLBOARDS	4,300.00	
401-851-818.400	MARKETING	THE FRENCH LAUNDRY	CATERING	143.10	
401-851-826.000	LEGAL FEES	FAHEY SHULTZ BURZYCH RHO	DDA DIRECTOR & REAL ESTATE MATTERS	2,237.50	
401-851-971.400	MASTER PLAN IMPLEMENT	MANSOUR DEVELOPMENTS INC	OCTOBER CONSULTING FEE CORNERSTONE PR	3,000.00	
401-851-971.400	MASTER PLAN IMPLEMENT	GOIN' POSTAL	PRINT/LAM/MOUNT	312.00	
401-851-971.410	WAYFINDING	GRISSIM METZ ANDREISE AS	FENTON WAYFINDING SIGNS	265.50	
401-851-971.413	LANDSCAPING MAINT	CJ CALLAGHAN & SONS	DDA PROPERTIES LANDSCAPING - WEED BED	1,064.14	
401-851-971.414	LAWN CARE	CJ CALLAGHAN & SONS	LAWN MAINTENANCE	820.00	
401-851-975.750	WEBSITE	3SIXTY INTERACTIVE	WEBSITE - SEPTEMBER	383.33	
401-851-975.807	COMMUNITY CENTER RESTORATION	LINDHOUT ASSOCIATES ARCH	COMPLETION OF SCHEMATIC DESIGN PHASE	867.20	
		Total For Dept 851 DOWNTOWN DEVELOPMENT		17,692.77	
		Total For Fund 401 DDA CONSTRUCTION FUND		17,692.77	
		Fund Totals:	Fund 401 DDA CONSTRUCT	17,692.77	
		Total For All Funds:		17,692.77	

User: JDEHMEL
 DB: Fenton

EXP CHECK RUN DATES 09/23/2011 - 09/23/2011
 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	AFLAC INSURANCE	OCTOBER PREMIUMS	90.78	3675
401-851-719.000	EMPLOYEE FRINGES	AMERAPLAN	OCTOBER PREMIUMS	4.34	3676
401-851-719.000	EMPLOYEE FRINGES	HEALTHPLUS	OCTOBER PREMIUMS	360.38	3677
401-851-719.000	EMPLOYEE FRINGES	METLIFE	OCTOBER PREMIUMS	29.11	3678
401-851-719.000	EMPLOYEE FRINGES	THE STANDARD INSURANCE C	OCTOBER PREMIUMS	22.33	3679
Total For Dept 851 DOWNTOWN DEVELOPMENT				506.94	
Total For Fund 401 DDA CONSTRUCTION FUND				506.94	
Fund Totals:					
Fund 401 DDA CONSTRUCT				506.94	
Total For All Funds:				506.94	

User: JDEHMEL
 DB: Fenton

EXP CHECK RUN DATES 10/06/2011 - 10/06/2011
 JOURNALIZED PAID
 BANK CODE: 05

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 401 DDA CONSTRUCTION FUND					
Dept 851 DOWNTOWN DEVELOPMENT					
401-851-956.100	MISCELLANEOUS	CONSUMERS ENERGY	REPUBLIC BANK - 120 E SILVER LAKE RD	83.47	3693
401-851-956.100	MISCELLANEOUS	CONSUMERS ENERGY	TRAIN DEPOT- 207 E SILVER LAKE RD	62.90	3693
401-851-956.100	MISCELLANEOUS	FENTON WATER DEPT.	DDA 120 SILVER LAKE	48.00	3694
401-851-956.100	MISCELLANEOUS	FENTON WATER DEPT.	DDA 120 SILVER LAKE	182.35	3694
401-851-975.010	OLD FIRE HALL UTILITIES	CONSUMERS ENERGY	OLD FIRE HALL - FINAL BILL	201.22	3693
401-851-975.010	OLD FIRE HALL UTILITIES	CONSUMERS ENERGY	OLD FIRE HALL - FINAL BILL	20.07	3693
401-851-975.010	OLD FIRE HALL UTILITIES	FENTON WATER DEPT.	OLD FIRE HALL SPRINKLERS	1,269.20	3694
401-851-975.721	RIVER STREET UTILITIES	CONSUMERS ENERGY	STREET LIGHTS - 125 S RIVER	181.88	3693
		Total For Dept 851 DOWNTOWN DEVELOPMENT		2,049.09	
		Total For Fund 401 DDA CONSTRUCTION FUND		2,049.09	
		Fund Totals:	Fund 401 DDA CONSTRUCT	2,049.09	
			Total For All Funds:	2,049.09	

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		OCTOBER 2011 PREMIUMS	9.58	3697
401-851-956.100	MISCELLANEOUS		TRAIN DEPOT FINAL BILL	10.84	3695
401-851-956.100	MISCELLANEOUS		DDA CELL PHONE SERVICE - SEPTEMBER	52.23	3696
			Total For Dept 851 DOWNTOWN DEVELOPMENT	72.65	
			Total For Fund 401 DDA CONSTRUCTION FUND	72.65	
			Fund Totals:		
			Fund 401 DDA CONSTRUCT	72.65	
			Total For All Funds:	72.65	



**Fenton
Downtown
Development
Authority**

FENTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS

6:00 p.m.

Tuesday September 27, 2011

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

ROLL CALL:

PRESENT: Canever, Henderson, James, Kasper, Piacentini
Saule, Schmidt, Strayer, Sweetman, Wesch

ABSENT: Bayer, Osborn

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

EXECUTIVE DIRECTOR'S REPORT:

Burns reported that the Consumer's bill for the Fire Hall was transferred to the Michigan Brewing Co.

New Moon has some upcoming events in October.

3rd Thursday Merchant Event will start on October 13th. They are also planning a realtor event and marketing events on Silver Parkway.

FINANCIAL REPORT:

Burns provided the board with the financial report.

CONSENT AGENDA:

- a) Accounts Payable – Authorize payment of bills in the amount of \$76,606.77.
- b) Minutes of the August 12, 2011 Design Committee Meeting
Minutes of the August 16, 2011 DDA Meeting

Motion by Henderson, supported by Strayer to approve the consent agenda as presented. MOTION CARRIED Roll Call Vote: Canever-aye, Henderson-aye, James-aye, Kasper-aye, Piacentini-aye, Saule-aye, Schmidt-aye, Strayer-aye, Sweetman-aye, Wesch-aye.

REVISION TO MICHIGAN BREWING COMPANY LEASE:

Burns reported that The Michigan Brewing Company is in the process of obtaining their liquor licenses. The LCC is requesting that the lease specify that a small wine making and small distillery are to be allowed on the premises. They are also requesting that Resolution 11-04 approved by City Council which waived certain provisions of the restrictive covenants regarding the retail sale of beer, wine and spirits also include the allowance of a small wine and small distillery operation to occur on the site.

Motion by Sweetman, support by Canever recommending that the DDA revise section 2.2 of their agreement with the Michigan Brewing Co. to allow for small wine making and small distillery operations to occur on the premises. MOTION CARRIED, ALL AYES.

OLD FIRE HALL ARCHITECTURAL RENDERINGS:

Burns reported that Michigan Brewing Co has received their site plan approval. They still need approval for some issues to the exterior that pertain to outdoor seating.

Bill Tadrick gave a presentation:

Discussed color of addition, deck on the back of the building, screened porch, kitchen plans, and main entrance.

Approval for indoor demo.

Strayer asked if they had an opening date yet. Tadrick advised that they are projecting to open in July 2012. He also stated that he is going to post plans in the window to help answer questions that the public may have.

Sweetman asked if he was going to have before and after pictures. Tadrick said he was taking photos and that there might be a time capsule in the cornerstone of the building. They plan on checking it at the grand opening and then adding a new time capsule and resealing it in the cornerstone.

LINDHOUT & ASSOC. AS FAÇADE IMPROVEMENT PROGRAM CONSULT:

Burns reported that we have ended the agreement with John Dziurman & Associates and need to seek out a new architectural consultant for our Façade Improvement Program.

At the September 12, 2011 DDA Design Committee Meeting they made a recommendation to the DDA Board that they retain Lindhout & Associates as our architectural consultant for the Façade Improvement Program.

Motion by Strayer, support by James that the DDA accept the recommendation from the Design Committee regarding this mater.
MOTION CARRIES, ALL AYES

JINGLEFEST:

Tabled until the 10/18/11 meeting.

PERSONAL PROPERTY TAX SEMINAR:

Burns reported that on January 12, 2012 the City of Fenton will be hosting a personal property tax seminar for businesses in the community. Leading the seminar will be Jeff Irvin of Fausey & Associates and the City Assessor, Tonya Molloseau. LDFA has already agreed to sponsor the event.

Motion by Strayer, support by James that the DDA co-sponsor this event.
MOTION CARRIED, ALL AYES

BUDGET AMENDMENTS:

Burns reported that prior to proceeding with budgeting the appraisals, the City Council would need to approve the budget amendments. Memo attached. Question was asked by Les Beare of the UPS Store if the Silver Parkway Lighting Project has been tabled. Burns advised him to come back in March when it will be discussed.

Motion by Saule, supported by Sweetman that the DDA request the City Council approve the listed budget amendments.
MOTION CARRIED, ALL AYES

CALL TO THE AUDIENCE:

Les Beare questioned as to what the Hotel Program consisted of. Burns advised that it was an incentive the DDA offered when they couldn't levy the hotel tax. The DDA agreed to sponsor Fairfield Inn & Holiday Inn Express breakfast at \$10,000 each for 2 years. Les questioned how other businesses get marketing. Burns & Schmidt advised that he use website and newsletters. Les asked if there is financial support. Schmidt & Burns advised there is nothing in place yet. They are going to see how the Hotel Program works.

Schmidt advised that Biggby Coffee opened today. Also, that they are looking at getting more cross walk signs by the Fenton United Methodist Church and St. John's Church.

CLOSED SESSION:

Motion by Schmidt , supported by Canever to enter into closed session to discuss the purchase of property.

Roll call votes: Canever-aye, Henderson-aye, James-aye, Kasper-aye, Piacentini-aye, Saule-aye, Schmidt-aye, Strayer-aye, Sweetman-aye, Wesch-aye.

RECONVIEN OPEN SESSION:

Schmidt-Thank Mike Piacentini for the band book sale

October 20th is the 1st "First Thursday"

Next meeting will be Oct 18th

ADJOURNMENT:

The meeting adjourned at 7:10pm.

Respectfully submitted by,

Craig Schmidt
Craig Schmidt, Chairman
Downtown Development Authority

Elaine Mcgreevy
Elaine Mcgreevy
Recording **Secretary**



**Fenton
Downtown
Development
Authority**

**FENTON DOWNTOWN DEVELOPMENT AUTHORITY PROCEEDINGS
SPECIAL BOARD MEETING**

6:00 p.m.

Wednesday October 5, 2011

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

ROLL CALL:

PRESENT: Bayer, Canever, Henderson, Kasper, Osborn, Saule, Schmidt, Strayer, Sweetman, Wesch

ABSENT: James, Piacentini

OTHERS: Michael Burns, DDA Director/Assistant City Manager

CLOSED SESSION:

Motion by Schmidt, support by Kasper to enter into a closed session at 6:00pm for the purpose of discussing purchase of property.

MOTION CARRIED, Roll Call Vote: Bayer-aye, Canever-aye, Henderson-aye, Kasper-aye, Osborn-aye, Saule-aye, Schmidt-aye, Strayer-aye, Sweetman-aye, Wesch-aye.

RECONVENE TO OPEN SESSION:

Motion by Saule, support by Canever to take action on items discussed in closed session.

ADJOURNMENT:

The meeting adjourned at 6:30pm.

Respectfully submitted by,

Craig Schmidt
Craig Schmidt, Chairman
Downtown Development Authority

Elaine Mcgreevy
Elaine Mcgreevy
Recording **Secretary**



**Fenton
Downtown
Development
Authority**

FENTON DESIGN COMMITTEE PROCEEDINGS

10:00 a.m.

Tuesday

September 13, 2011

The meeting was called to order at 10:03 a.m. by Chairman Schmidt.

ROLL CALL:

PRESENT: Schmidt, James, Piacentini, Saule, Strayer

ABSENT:

OTHERS: Michael Burns, Assistant City Manager/DDA Director, Tim Judici, OHM, Joe Wright, LAS, Dan Czarnecki, DPW Director

Agenda Items

Approval of August 8, 2011 minutes

Motion by Saule, Supported by Piacentini to approve the meeting minutes of August 8, 2011.

MOTION PASSED ALL AYES

Lindhout and Associates as DDA Architectural Consultant for the Façade Improvement Program

Burns mentioned with the ending of the relationship between the DDA and John Dziurman Architects that the DDA needs to select a new architect to assist with the program. The majority of work in the future includes assisting the building official and the planning consultant in review of the projects to ensure that historic standards are met and that plans are being followed as submitted. Payment for Lindhout's services in this aspect would be set up through the building applicants escrow account, however their fees for this can be reimbursable.

Burns also mentioned that there were approximately 5 eligible parcels available to seek assistance through the Façade Improvement Program and we would need Lindhout's assistance on those. Burns said he is awaiting a proposal for this but mentioned that Lindhout's fees are much less per hour than John Dziurman Architects.

Motion by Schmidt, Supported by Saule to recommend to the DDA Board to name Lindhout & Associates as the Architectural Consultant for the Façade Improvement Program.

MOTION PASSED ALL AYES

Downtown Streetscape

Tim Juidici from OHM and Joe Wright from LAS met with the Committee to review their preliminary drawings. Juidici discussed the option of phasing this project into three phases. The first phase includes a reconstruction in the Dibbleville area which includes removing the existing payment, sewer and water main rehabilitation, The second phase is a mill and overlay project in the areas on LeRoy north of the Community Center and south of Silver Lake Road including Caroline Street, River Street and Roberts. The third phase is the streetscape enhancements on LeRoy Street from Elizabeth to Silver Lake Road and Shiawasse Street from Adelaide to LeRoy.

Initially, the costs are \$2,763,000 for Phase 1, \$882,000 for Phase 2 and \$785,491 for phase 3. Each phase of the project was discussed in detail. Both Juidici and Wright believed that financial assistance was available for the sewer upgrades and the streetscape. Both would look into this at a greater length.

Discussion occurred regarding the layout of the streetscape. There was also discussion about addressing the sewer needs for other areas of the district. OHM would return with more information regarding this at the next meeting.

CALL TO AUDIENCE:

OTHER

Burns asked to switch the time for the October 11, 2011 Design Committee meeting from 10 AM to 11 AM due to the Real Estate Meeting for the DDA.

ADJOURNMENT:

The meeting adjourned at 11:50 a.m.

Respectfully submitted by,

Michael T. Burns

Michael T. Burns

DDA Executive Director

**FENTON DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM**



THE CITY OF
FENTON

DATE: October 14, 2011
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MB*
RE: SLPR Summer Event Update

Vince Paris from Southern Lakes Parks and Recreation will present information about this summer's events that were sponsored by the Downtown Development Authority.

FENTON DOWNTOWN DEVELOPMENT AUTHORITY MEMORANDUM



DATE: October 14, 2011
TO: Downtown Development Authority Board of Directors
FROM: Michael T. Burns, Executive Director *MB*
RE: Jinglefest

The Downtown Development Authority has provided a sponsorship to Jinglefest for several years. In years past, we have provided a \$4,500 sponsorship for the event. This year the event will occur on December 2nd and 3rd at the Fenton Community Center and various places within the Downtown District.

Southern Lakes Parks and Recreation does manage the event. They are requesting \$5,000. This would include the following:

- \$3,400 in Media Purchases for New Moon Visions to promote the event.
- \$1,100 in rental fees for the Fenton Community and Cultural Center.
- \$500 would go to offset a portion (about 25%) of SLP&R staff wages.

This is a \$500 increase from last year's contribution. SLPR is asking for the DDA to provide \$500 to offset SLPR's personnel costs to administer the event. They informed me that they utilize funds from their budget to pay approximately \$4200 in wages for the coordination of the event. They plan on utilizing revenue from the sponsorships to help ease the burden of these costs.

This is \$500 more than was budgeted in Fiscal Year 12 for this event and we would require amending the budget to address this. Currently, we have an additional \$7,100 that was budgeted for events but will be unspent at the end of fiscal year 12. We had budgeted \$5,000 for marketing Taste in Fenton and \$1100 for the DDA's presence at Taste in Fenton which was never spent. In addition, there will \$1,000 left that was budgeted for a Silver Parkway event if the item discussed later this evening is approved.

I am recommending that the Downtown Development Authority provide a sponsorship of \$5,000 for Jinglefest.



Memorandum

Date: September 14, 2011
To: Mike Burns, DDA Director
City of Fenton
From: Vince Paris, Executive Director
Southern Lakes Parks & Recreation
RE: 2011 JingleFest Sponsorship Grant Application

Dear Mr. Burns:

Attached please find the completed DDA sponsorship-grant application for the 2011 Fenton JingleFest.

The sponsorship amount requested this year is \$5,000.00. This is conservative increase of \$500 from last year and reflects the need to a small of SLP&R's administrative pre-planning and event staff time. SLP&R is also proposing greater local sponsorships from local business (\$6,600 in 2010 and \$7,600.00 for this year) which demonstrates how staff is seeking other alternative funding sources and not looking only to the DDA.

Thank you for your continued support of JingleFest.

Please contact me with any questions, concerns or if my presence is needed at a DDA meeting to make a formal presentation.

Regards,


Vince Paris, Executive Director
Southern Lakes Parks & Recreation
810-714-2011, etc 8, vparis@slpr.net

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

Fenton JingleFest. December 2nd and 3rd, Downtown Fenton, Fenton Community & Cultural Center.

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

JingleFest is another in a series of community special event that SLP&R manages in order to bring people to Downtown Fenton. The event includes a road race, parade, talent show, tree decorating, cookie walk, Santa Pa Pictures, Letters to Santa, Santa Christmas Crafts, Smores, Pictures with Santa and other family oriented activities.

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

The total amount is \$5,000.00.

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)

\$3,400.00 is requested as an in-kind service to have New Moon (DDA's Marketing Company) promote and market the event.

\$1,100.00 would be to secure the Fenton Community & Cultural Center for the event.

\$500.00 would go to offset a portion (about 25%) of SLP&R staff wages. The remainder (75% would come from other fundraising, sponsorships and SLP&R.

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

Like the other events SLP&R runs in collaboration with the DDA, there is no profit. SLP&R has in the past worked on a dollar for dollar re-imburement and provides detailed expense-revenue reports at the end of each event.

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)?

This is the second year SLP&R has applied for the JingleFest funding. In the past the Fenton Community Center and Fenton Chamber applied for the funding. To SLP&R's knowledge the amount requested has been \$4,500.00 each year for the last three years, although last year the DDA was billed directly by New Moon for \$3,400.00. The conservative \$500.00 increase is to help offset administrative staff fees.

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.

In 2010 15 local businesses provided sponsorships ranging from \$200.00 to \$1900.00 for a total of \$6,600.00. In 2011 staff is targeting 20 local businesses to provide sponsorships ranging from \$200 to \$1,900.00 for a total of \$7,600.00.

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.**

In 2010 it is estimated that 2000 people visited the downtown.

As SLP&R has only managed JingleFest for one year this is the only visitor/participant data we have.

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

The event goes no matter what the weather conditions. Many of the activities take place inside at the Fenton Community & Cultural Center. Rain, sleet, snow, the parade and road race take place.

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 in-kind sponsorship dollars paid to New Moon (approximately \$3,400.00 for media/advertising) will be spent prior to the event on advertising and marketing. If the event were cancelled (and that would happen only at the last minute due to extreme weather or some other unforeseen happening) the rental (\$1,100.00) and \$500.00 in administrative planning wages and, would still need to be paid to the Fenton Community & Cultural Center and SLP&R for securing those dates to reserve the Center and for previously expended employee wages.

11. **Please provide a one page statement on 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?**

JingleFest, like the other events SLP&R manages/administrates within the DDA District, helps make Fenton's downtown a destination point for both residents and non-residents alike. The variety of activities included in JingleFest draws good numbers of different people from the greater Genesee County area to experience the Fenton downtown environment.

From experience SLP&R knows that many of the participants and non participants eat in local restaurants and visit other stores and businesses that may be open during the event. Visitors to the downtown, from runners to teens and families visit the Fenton Community & Cultural Center to experience the various inside events.

Contact Information

Vince Paris, Executive Director
Southern Lakes Parks & Recreation
vparis@slpr.net, 714-2011, etc 8

Proposed Itemized Expense/Revenue Report
Jingle Festival 2011

Revenue:			
Event Fees:		\$	5,241.00
	Jingle Jog - Pre Register - 76 Participants @ \$20	\$	1,520.00
	Jingle Jog - Register at Event - 64 Participants @ \$25	\$	1,600.00
	Talent Show Admission	\$	1,901.00
	Talent Show Concessions	\$	220.00
Sponsorships:		\$	10,400.00
	Ice Sculptors - 15 Businesses @ \$200	\$	3,000.00
	1 @ \$1,900	\$	1,900.00
	2 @ 750	\$	1,500.00
	2 @ \$500	\$	1,000.00
	1 @ \$1,000 for Jingle Jog T-Shirts	\$	1,000.00
	DDA	\$	2,000.00
In-Kind Sponsors:	Advertising - Fenton Press and Tri County Times (1 Ad/1 Day)		
	New Moon - Advertising - \$3,000		
	Entertainment Donations: \$250 Dibble Ville (Steel Drums)		
	\$350 Beautification (Guy Louis)		
TOTAL REVENUE		\$	15,641.00
Expense:		\$	1,000.00
Advertising	Posters	\$	600.00
	Postage	\$	400.00
		\$	3,780.00
	Events		
Jingle Jog:	Long Sleeve Shirts - 100 @ \$10 - Artwork on Logo 5 @ \$10	\$	1,050.00
	Race Services Company - Timing	\$	910.00
	Medals	\$	500.00
	Soup and Bread (VG's Donated bread and discounted the Event)	\$	100.00
	Maps - printing - 100 @ \$.20	\$	20.00
	Signs for Course and Registration, etc..	\$	600.00
	Supplies/Misc.	\$	600.00
		\$	1,650.00
Ice Sculptors:	15 Blocks of Ice @ \$150	\$	1,650.00
		\$	715.00
Jingle Jam Talent Show:	Winner Prizes (High School: 1st - \$100, 2nd - \$75, and 3rd - \$50)	\$	225.00
	Winner Prizes (Middle School: 1st - \$50, 2nd - \$25, and 3rd - \$15)	\$	90.00
	Concession: Pop Corn, and Pop/Water	\$	400.00
		\$	600.00
Entertainment:	Steel Drums	\$	250.00
	Guy Louis	\$	350.00
		\$	1,100.00
Custodian/Maintance:	Community Center (Building Rental)	\$	1,100.00
		\$	1,000.00
Fenton Chamber:	Admin. Fee (Mailing - Email - Parade Registration - Printing)	\$	1,000.00
		\$	4,200.00
SLP&R Support Staff Wage: Staff, and Admin. Wages		\$	4,200.00
SLPR Admin Fee	10%	of \$	15,641.00
		\$	1,564.10
TOTAL EXPENSE:		\$	15,609.10
Total Revenue Less Expense:		\$	31.90

FENTON DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: October 14, 2011

TO: Downtown Development Authority Board of Directors

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

RE: Silver Parkway Silver Lining Rewards Program

There been discussion on doing something special for the businesses on Silver Parkway. There has been discussion about some sort of event on the Parkway and \$5,000 was budgeted for this within the Event Marketing budget line item. However, the retail environment is a stark contrast from Downtown. Events and activities that fare well for a Downtown District are not typically as successful in a retail district. Neither New Moon nor I are aware of Downtown style events that fare well in retail districts similar to Silver Parkway.

However, New Moon does have experience with the Canton Retail District which is similar to Silver Parkway. They have recommended what they are calling the Silver Parkway Silver Lining Rewards Program. The way this works is a when a consumer makes a purchase of \$25 or more at a participating merchant, they receive the card. The card allows for exclusive offers and discounts from other participating members.

Participating merchants will be included on the card and the listing of reward offers will be continually updated online, as well as on printed flyers available in the stores.

New Moon will explain the program in greater detail. If approved, it would be scheduled to begin in February, after the holiday rush. New Moon anticipates that approximately 15 to 20 merchants on the Parkway will participate. They don't believe some of the more corporate stores (i.e. Wal-Mart, Home Depot) will be able to participate. However, New Moon does believe that this will be an opportunity to incentivize people to make more stops during their regular errands to the district or to just choose shopping in the District.

The cost to operate this program would be \$4,000. This would include the printing of the plastic cards and the time devoted by New Moon to promote and manage the program with both the participating merchants and through social media. This is \$1,000 less than budgeted for to hold a Silver Parkway event.

I am recommending that the Downtown Development Authority allocate \$4,000 to implement the Silver Parkway Silver Lining Rewards Program.

Silver Parkway Promotions Plan

Silver Parkway is a vibrant and important part of the Fenton DDA. It is also a very different type of commercial district than that of the historic Dibbleville. It largely features a different type of retailer than a traditional downtown, provides a different shopping climate, and also attracts a different style shopper than Dibbleville.

During our time working with the Fenton DDA, we have striven to uncover the best way to promote these businesses. We find that the key to success will mostly likely be found by matching the promotion to the shopping style of the typical Silver Parkway consumer.

Consumer Profile: The strength of Silver Parkway is wide variety and consumer convenience. Shoppers typically arrive in this district with a list of stops to make, such as VG's, then the UPS store and then picking up some lunch at Panera on the way home. These shoppers are attracted by the ability to find all of their necessary errands all in one place and typically drive from location to location until their tasks are complete.

Shoppers do not typically come to Silver Parkway to browse from store to store. The distance from the road to the storefronts minimizes browsing or impulse stopping.

Promotions Recommendation: Events-based promotions work best in places where people come to browse or stroll. Once enjoying themselves at the event, they take note of the browsing and strolling possibilities around them and may make the decision to return for similar activity in the future. Though a large-scale event could certainly take place in Silver Parkway, we do not believe it would not have this desired effect. For an example, a carnival or concert the VG's parking lot might attract attendees for that day, but would be unlikely to have a long-term impact on return grocery visits.

Rather, we must respond to the needs of the Silver Parkway consumer. We must incentivize her to make more stops during her regular errands to the district, or to choose Silver Parkway to begin with.

It is our recommendation that a district-side rewards program will do just that. With a rewards card in her wallet, a VG's shopper is more likely to stop at ELECTIONS because she's in the neighborhood already and her card offers her a discount or reward for her visit. Card carriers also have an extra incentive to stop at the Fenton Jimmy John's rather than waiting for the next exit.

Finally, rewards cards have the intrinsic value of making consumers feel a sense of belonging and ownership. By being a card-carrying Silver Parkway shopper,

consumers can add loyalty to their reasons for patronizing their favorite stores there.

Promotions Plan: The Silver Parkway's Silver Lining Rewards Card

Consumers would qualify for the card when making a purchase of \$25 or more at any participating merchant. An easily attainable barrier for entry adds to the "exclusivity" of the card.

Presenting the cards at participating merchants will give Silver Lining Rewards members exclusive discounts and offers.

Participating merchants and contact info will be included on the card and the listing of reward offers will be continually updated online, as well as on printed flyers available in participating stores.

Timeline:

- January 1: Merchants will be introduced to the program
- February 1: Merchants will be asked to determine their participation. Participation requires a one-year commitment.
- February 15: Rewards Program will be announced through press releases and social media.
- February 20: Rewards cards will be distributed to participating merchants.
- March: Rewards cards will be promoted with advertising and PR
- Printed flyers will be updated and distributed quarterly

FENTON DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: October 14, 2011

TO: Downtown Development Authority Board of Directors

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

RE: Marketing Plan revisions

As we have carried the marketing plan through the first three months of Fiscal Year 2012, we need to make some revisions to the plan that would require some budget amendments.

After discussing the plan with New Moon, they would like to make some additions to the marketing plan that would include the following tasks:

- \$500 in miscellaneous funds for signs and stickers for the Hotel Marketing Sponsorship
- \$500 for miscellaneous funds for marketing opportunities
- \$5600 to add two additional months of the digital billboard advertising on I-75 south or Bristol Rd. near Bishop Airport.

We were looking at possibly having some sort of advertising for Fenton inside Bishop Airport similar to what other suburban communities do nationwide to promote their communities within the local airport. However, New Moon believes that two months additional advertising at the Bristol Road may receive better exposure than advertising at Bishop Airport.

These would add \$6600 in additional line item expenditures from the Marketing line item. To properly fund this, I recommend transferring \$6600 from the Event Marketing line item to the Marketing line item. At this time, we have an additional \$6600 in the Event Marketing line item budget because we did not spend this amount which was budgeted for promoting Taste in Fenton, and the costs for our presence at Taste of Fenton and we will have additional funding of \$500 that will not be spent for Silver Parkway promotion.

This budget amendment would be cost neutral. This fiscal year the DDA had budgeted \$66,000 for event marketing and \$136,000 for the marketing line item (this includes hotel sponsorship program). The amendments would change the Event Marketing line item to \$59,400 and the Marketing line item to \$142,600. I have included the additional \$500 for Jinglefest (if approved) in the Event Marketing line item.

I am recommending that the Downtown Development Authority make the necessary revisions to marketing plan and request that the City Council to make the necessary budget amendments.



Silver Parkway's Silver Lining Rewards Card Program

In lieu of Silver Parkway Event:

Proposed Timing - After holiday rush - Feb through June 2012

\$5000 was originally allocated in marketing plan

Estimated costs:

\$1000 - 5000 plastic cards - 15 to 20 merchants max 250 to 330 cards ea.

(Number of cards distributed could be lowered to keep some cards in reserve)

\$2000 - 20 hours - promote program with internal Enews and in person to merchants and distribute cards

\$1000 - 10 hours- promote program - PR, social media, monthly website updates and flyers of specials

\$4000 - Actual cost estimated for reward program

Funds in marketing plan proposed for reallocation:

\$5000 was allocated in marketing plan for 'Taste in Fenton'-

Event Signage, Flyers, Brand Ad Placement

\$1100 was allocated in marketing plan for 'Taste in Fenton' DDA presence on-site with some sort of sponsored added-value element to the event

\$1000 originally allocated as part of Silver Parkway promotion

\$7100 - Total funds available for proposed reallocation

New marketing reallocations proposed:

\$500 - Misc. signs/stickers etc. – Hotels

\$500 – Misc. Marketing Opportunities

\$5600 - 2 month agreement @ \$2800/mo. - Continue Digital Billboard on I-75 south of Bristol Rd near Bishop Airport for two more months. Available starting Dec 12 2011 *(Better exposure of message than sign inside Bishop)*

Rotate Messaging ie: Be Closer during the Holidays, Be Closer to Your Dream Business, Be Closer while you Shop and Dine etc.

\$6,600 – Total new marketing reallocations proposed

July 2011-Jun 2012		
Activity	Description	Estimated cost to implement
Billboards	Bulletin July - Dec \$2,500 per month	\$ 17,000.00
	2 Posters, July - Dec \$1000 per month each	\$ 14,000.00
Radio	:15 second spots running on Flint and Detroit stations \$3,000 per month July - June (Pick 6 Months)	\$ 20,400.00
Ad in Southern Lakes recreation brochure	Full page in all 3 issues of Southern Lakes brochure @550 ea.	\$ 2,250.00
Printing Entertainment Guide/Map	Estimated printing cost and updated art for 5,000 quantity. Distribution additional*	\$ 3,500.00
Shopping Bag Stickers	4x3 rolls of stickers @ \$500 for merchants to add to their shopping bags, distribution to appropriate merchants additional*	\$ 600.00
Tour of vacant buildings for realtors and tour for potential tenants	This event is primarily coordination, with some promotion and some hospitality costs on the day of the event.	\$ 3,000.00
Website annual maintenance/hosting	FentonGetCloser.com website annual maintenance service fee	\$ 395.00
Miscellaneous	In case of additional costs	\$ 2,000.00
Joint meeting of DDA, Planning Commission and City Council	This can be coordinated by staff to save costs.	\$ 0.00
Approximate Implementation Costs		\$ 63,145.00
Events:		
Farmers Market, Film Series, Concerts	Southern Lakes Parks and Recreation Sponsorship	\$ 22,000.00
Freedom Festival	Event Signage, Flyers, Brand Ad Placement	\$ 5,000.00
Taste in Fenton	Event Signage, Flyers, Brand Ad Placement	\$ 5,000.00
Event So Good It's Scary	Event Signage, Flyers, Brand Ad Placement	\$ 1,000.00
Jinglefest	Rental, Event Signage, Flyers, Brand Ad Placement	\$ 4,500.00
First Friday Event	12 events (cost is mainly coordination, with some promotion costs)	\$ 12,000.00
DDA Presence at Jinglefest, Taste in Fenton, Event So Good, and Freedom Festival	DDA Representatives on-site with some sort of sponsored added-value element to the event	\$ 4,400.00