



DOWNTOWN MANAGEMENT BOARD

November 17, 2015

1. Call to Order – 7:00 P.M. - City Hall Community Room
2. Consent Agenda:
 - (a) Approval of the regular meeting minutes of October 20, 2015
 - (b) Payment of bills
 - (c) Acceptance of expense and income reports
3. Old Business – Discuss Brownfield TIF and possible adoption of a proposed position statement concerning 200 East Lake Street property
4. New Business:
 - (a) Consider development and approval of a formal event sponsorship policy
 - (b) Consider and approve brand update recommended by the Marketing Committee
 - (c) Reports by Downtown Management Board Committees
 - (d) Report by the City staff
5. Miscellaneous
6. Adjournment

MISSION STATEMENT

A self-governing board dedicated to planning, promoting, and preserving the downtown business district - the hub of our community – for the greater good of the business, professional, social, cultural and service activities located within the defined downtown area.

Purposes of the Downtown Development Authority Board of Directors and Downtown Management Board are to: (1) Provide leadership for the implementation of improvements as outlined in the Downtown Master Plan as adopted by the City of Petoskey in 1987; (2) Promote public and private development and physical improvements in the downtown business district as initiated by individuals and organizations; (3) Serve as an advisory body to the City of Petoskey in matters pertaining to the downtown business district; and (4) coordinate appropriate downtown programs and services.



BOARD: Downtown Management Board

MEETING DATE: November 17, 2015 **PREPARED:** November 13, 2015

AGENDA SUBJECT: Consent Agenda

RECOMMENDATION: That the Downtown Management Board approve items and administrative transactions that have been included on the Consent Agenda

The Downtown Management Board will be asked to approve the consent agenda that includes: (1) Enclosed minutes of the Downtown Management Board regular meeting minutes of October 20, 2015; (2) Acknowledgement of bills since October 20, 2015; and (3) Acceptance of the October expense and income reports as prepared by the Downtown Director.

sb
Enclosures



DOWNTOWN MANAGEMENT BOARD

October 20, 2015

A regular meeting of the City of Petoskey Downtown Management Board was held in the City Hall Community Room, Petoskey, Michigan, on Tuesday, October 20, 2015. The meeting was called to order at 7:00 P.M., and the following were

Present: Lawrence Rochon, Chairperson
Doug Buck
David Carlson
Robin Bennett
Jennifer Shorter

Absent: William J. Fraser, Mayor, Jason Keiswetter, James M. Reid Jr., Vice Chairperson and S. Reginald Smith

Also in attendance was the Downtown Director Becky Goodman.

Approve Consent Agenda Items Downtown Management Board members discussed the first item of routine business, the September 22, 2015 regular session meeting minutes and October 13, 2015 special meeting minutes; acknowledgement of bills since September 22, 2015; and acceptance of the September expense and income reports as prepared by the Downtown Director.

Upon motions made and seconded, the September 22, 2015 regular session meeting minutes and October 13, 2015 special meeting minutes were approved; acknowledgement of bills since September 22, that totaled \$52,123.17; and expense and income reports for September were approved. Said motions were unanimously approved as submitted.

Discuss Brownfield TIF & Position Statement for 200 East Lake St. Property The Downtown Director reviewed that as discussed at the September meeting it is the desire of City staff to attempt to spur development at the 200 East Lake Street development site. Goal three of the City's 2015 Strategic Plan is "Diversify and Strengthen the City's Economic Base"; a strategy of that goal is, "Articulate a policy, even a general framework if necessary, governing the City's position on supporting development/redevelopment efforts through incentives of various kinds."

Mac McClelland, Otwell Mawby, gave an informational presentation at the September meeting regarding the use of Brownfield TIF for improvements at the development site. The subject was referred to the Parking Committee for further discussion. Upon meeting with the Parking Committee and in conference with the City Manager, staff proposed the following position statement:

The Downtown Management Board (DMB) and Petoskey City Council recognize that development of the 200 East Lake Street site is a very complex and expensive undertaking requiring a strong private/public partnership. To this end, development of the site will likely involve implementing a Brownfield Redevelopment Tax Increment Finance plan to fund certain aspects of the project. Currently, the site has a Tax Increment Financing (TIF) mechanism in place that was adopted by the City of Petoskey's City Council and DMB. The existing TIF would need to be waived by the DMB and the City Council as part of establishing a new Brownfield Redevelopment TIF for any proposed development.

To provide guidance and to encourage development, the DMB and City Council present the following position statement regarding development of the site.

The DMB and City Council will examine all aspects of the development plans in making their decisions on whether to revoke the current TIF in consideration of adopting a Brownfield Redevelopment TIF. However, strong consideration for support of a Brownfield Redevelopment TIF will be given to a plan that incorporates the following items:

1. Development to provide sufficient parking to meet all of the private parking needs necessitated by the proposed uses at 200 East Lake Street.*
2. Development to provide sufficient public parking in an amount agreeable to both the DMB and City Council.*
3. A minimum investment of \$30 million.
4. A funding mechanism for providing additional public parking off-site.
5. A strategy for shared maintenance and enforcement of the on-site parking area.
6. A variety of mixed uses such as a hotel/conference center, residential units and commercial and retail space.

*Shared parking may be considered to satisfy both private and public parking needs.

Board members reviewed the position statement; inquired if it was necessary to have a statement in place; if the statement was the entire document or just the six items listed; discussed existing TIF and what would happen to it if Brownfield TIF was put into place; if public parking was referred to parking owned by the City or available for use by the public; heard from those in support of the position statement; that a funding mechanism for providing additional public parking off-site (#4) should not be excluded from the statement; that underground parking and residential mixed-use should be emphasized; and that the statement is a guideline and a marketing tool for potential developers.

In response to inquiries, the Downtown Director reviewed that public parking is referred to City-owned or could be shared which would be owned by City and developer, but available for use; and that residential mixed-use may not be year-round residents and could bring limited revenues to downtown.

The Downtown Director reviewed that the position statement would be further discussed at the November meeting.

Hear Committee Reports

The Downtown Director reported on behalf of the Events Committee and that A Moveable Feast was successful even though the weather was bad; that upcoming events included Downtown Trick or Treating, the Haunted Halloween Progressive Dinner, Ladies Night Out, Stafford's Holiday Parade and Holiday Open House; and that Bill and Jutta Cutler accepted the invitation to be grand marshals of the parade in honor of their 50th anniversary of being in business.

The Downtown Director reported on behalf of the Marketing Committee and that installation of updated shopping podium maps will occur next week; the Committee is continuing to work on website and mobile friendly updates; that the Committee has made progress with brand tweaking; that the deadline was this week for the Holiday Catalog and will be available in digital or print form; and that Ladies Night Out is transferring to the Events Committee.

In economic enhancement, the Downtown Director reported that the pasty place and downtown diner had a soft opening; that Petoskey Cheese opened October 16; and that City Council approved a Redevelopment Liquor License for BRKP Cigar Group, LLC.

In beautification, the Downtown Director reported that the scarecrow contest will be judged on Facebook; and holiday wreaths and roping was ordered to be installed by November 12.

The Downtown Director reported on behalf of Parking and that Pay Station demonstration will be in town November 12 and staff can experiment with new meters for a few days; that City staff has been contacted to incorporate the new meters in the design for the Elks Lot; that chronic abuser fees have been updated; that accelerated late fees are also being instituted transitionally; that several calls have been received from handicapped parking users regarding paying for parking; and that new meter heads have been ordered for the newly installed meters.

In design, the Downtown Director reported that the Lambert Building on Petoskey Street is nearly complete.

The Downtown Director also reported that she was asked to speak to Sunset Rotary on November 4; that the cigar bar Redevelopment Liquor License was approved by City Council by a 3-2 vote; that she will be out of the office at the MDA State Conference in Kalamazoo October 21-23; and that Reg Smith attended the City Council meeting last night and urged Council to revisit the Hemingway statue location.

There being no further business to come before the Downtown Management Board, the meeting was adjourned at 7:45 P.M.

**Downtown Management
Monthly Bills - October 2015**

November 8, 2015

PROGRAMS AND SERVICES

Downtown Marketing	City of Petoskey DMB/Goody Bag Coupons	Downtown Assessment	\$ 100.00
Downtown Marketing	Traverse Mag/My North Ad	Downtown Assessment	\$ 525.00
Downtown Marketing	Traverse Mag/Holidays Up North Ad	Downtown Assessment	\$ 1,170.00
Downtown Marketing	Traverse Mag/Ad	Downtown Assessment ⁸³⁰	\$ 830.00
Downtown Marketing	Sign and Design/podium map updates	Downtown Assessment	\$ 1,771.90
Downtown Marketing	Stafford's Perry/Haunted Halloween Appetizer	Downtown Assessment	\$ 308.57
Downtown Marketing	City Park Grill/Haunted Halloween Dessert	Downtown Assessment	\$ 444.85
Downtown Marketing	Pethers Photography/holiday catalog photos	Downtown Assessment	\$ 300.00
Downtown Marketing	North Country Pub./Welcome North ad	Downtown Assessment	\$ 265.00
Downtown Trick or Treat	Mitchell Graphics/school bag flyers	Downtown Assessment	\$ 399.00
Downtown Trick or Treat	Goodman/reimbursement for candy	Downtown Assessment	\$ 100.42
Holiday Decorations	Meyer ACE/bows and lights	Downtown Assessment	\$ 5,428.70
Moveable Feast	Bill Eaton/Trolley Services	Downtown Assessment	\$ 135.00
Moveable Feast	K. Manthei/reimbursement for supplies	Downtown Assessment	\$ 198.07
Moveable Feast	Taylor Rental/tent	Downtown Assessment	\$ 1,976.36
Moveable Feast	N MI Review/ads	Downtown Assessment	\$ 600.00
Moveable Feast	Bill's Farm Market/pumpkins	Downtown Assessment	\$ 90.00
Moveable Feast	Meyer ACE/tent stakes	Downtown Assessment	\$ 6.45
Moveable Feast	Meyer ACE/tent lights	Downtown Assessment	\$ 15.99
Moveable Feast	Up North Racing/timing services	Downtown Assessment	\$ 150.00
Moveable Feast	Meyer ACE/tent lights	Downtown Assessment	\$ 90.93
Moveable Feast	Eyes Only Media/Ad	Downtown Assessment	\$ 299.70
Moveable Feast	Little Traverse Historical Soc./non profit services	Downtown Assessment	\$ 506.00
Shopping Scramble	City Park Grill/19th Hole Party	Downtown Assessment ⁹⁰	\$ 799.55
Shopping Scramble	Whitecaps/Luncheon	Downtown Assessment	\$ 1,224.00
Shopping Scramble	Stafford's Perry/breakfast	Downtown Assment	\$ 518.16
TOTAL			\$ 18,253.65

PARKING FUND

Contracted Services	LexisNexis/contract	Parking Fund	\$ 117.45
Downtown Office	McCardel/water	Parking Fund	\$ 8.00
Downtown Office	Thru Glass/window cleaning	Parking Fund	\$ 25.00
Downtown Office	City of Petoskey/utilities	Parking Fund	\$ 49.37
Downtown Office	Charter/internet, phone	Parking Fund	\$ 99.26
Downtown Office	DTE/Utilities	Parking Fund	\$ 49.82
Downtown Office	Wm Thompson/rent	Parking Fund	\$ 700.00
Downtown Office	Wages	Parking Fund	\$ 13,479.02
Education & Training	Goodman/reimburse expenses state conference	Parking Fund	\$ 659.73
Education & Training	PRCC/seminar fee	Parking Fund	\$ 30.00
Materials & Supplies	Print Shop/Courtesy notices, permits	Parking Fund	\$ 503.00
Materials & Supplies	Meyer ACE/key	Parking Fund	\$ 2.49
Materials & Supplies	Meyer ACE/duct tape	Parking Fund	\$ 14.98
Materials & Supplies	USPS/postage	Parking fund	\$ 249.00
Signs	Sign & Design/edge signs	Parking fund	\$ 63.00
Uniforms	Personal Graphics/Shirts	Parking fund	\$ 203.66
Uniforms	Personal Graphics/Jackets	Parking fund	\$ 245.43
TOTAL			\$ 16,499.21

TOTAL BILLS

\$ 34,752.86

**PROGRAMS SERVICES
MONTHLY REPORT
October 2015**

November 8, 2015

REVENUES	BUDGET	CURRENT MONTH	YTD	LAST YTD	BUDGET BALANCE
SPECIAL ASSESSMENTS	88,348.00	0.00	84,878.48	88,348.00	3,469.52
PENALTIES & INTEREST	500.00	0.00	2,456.56	1,873.52	(1,956.56)
INTEREST INCOME	3,000.00	0.00	0.00	16.72	3,000.00
HOLIDAY PARADE SPONSORS	4,000.00	0.00	500.00	100.00	3,500.00
PETOSKEY ROCKS SPONSORS/income	6,000.00	3,050.00	16,272.50	11,600.00	(10,272.50)
WINTER CARNIVAL	2,000.00	0.00	750.00	2,160.00	1,250.00
MOVEABLE FEAST	600.00	945.00	945.00	105.00	(345.00)
TROLLEY	6,500.00	0.00	1,500.00	4,850.00	5,000.00
MARKETING & PROMOTIONS		0.00			
Shop Map Ads	8,600.00	9,000.00	20,500.00	500.00	(11,900.00)
Gallery Walk	4,000.00	1,500.00	3,900.00	1,750.00	100.00
Ornaments	1,500.00	0.00	0.00	709.80	1,500.00
Haunted Halloween	500.00	320.00	320.00	225.00	180.00
Shopping Scramble	5,000.00	3,347.20	3,772.20	3,405.00	1,227.80
Holiday Catalog	2,500.00	0.00	1,895.00	0.00	605.00
Historic Markers & Tour	1,000.00	0.00	0.00	0.00	1,000.00
Mardi Paddy Gras	3,000.00	0.00	1,889.70		1,110.30
Restaurant Week		0.00	0.00	1,000.00	
TOTAL REVENUES	137,048.00	18,162.20	139,579.44	116,643.04	(2,531.44)
EXPENSES					
Events					
HOLIDAY PARADE	6,500.00	0.00	0.00	0.00	6,500.00
HOLIDAY OPEN HOUSE	1,000.00	0.00	0.00	980.00	1,000.00
SIDEWALK SALES	8,000.00	0.00	5,150.06	4,761.21	2,849.94
PETOSKEY ROCKS	11,000.00	0.00	18,138.85	8,637.41	(7,138.85)
DT TRICK OR TREAT	500.00	499.42	0.00	448.65	500.00
Mitchell Graphics/school bag flyers \$399					
Goodman/candy reimbursement \$100.42					
WINTER CARNIVAL	5,000.00		4,664.05	5,736.74	335.95
MOVEABLE FEAST	3,000.00	4,068.50	41.74	2,245.46	2,958.26
Bill Eaton/trolley services \$135					
K. Manthei/reimbursement for supplies \$198.07					
Taylor Rental/Tent \$1,976.36					
N MI Review/Ads \$600					
Bill's Farm Market/Pumpkins \$90					
Meyer ACE/stakes \$6.45					
Meyer ACE/tent lights \$15.99					
Up North Racing/timing services \$150					
Meyer ACE/tent lights \$90.93					
Eyes Only Media/Ad \$299.70					
e Traverse Historical Soc./non profit service \$506					
Collaborating Events					
CONCERTS IN THE PARK	4,000.00	0.00	4,000.00	4,000.00	-
FOURTH OF JULY	800.00	0.00	0.00	800.00	800.00
FARMERS MARKET	500.00	0.00	0.00	500.00	500.00
RESTAURANT WEEK	500.00	0.00	500.00	0.00	-
SANTA'S VISIT	200.00	0.00	0.00	0.00	200.00
FESTIVAL ON THE BAY	1,500.00	0.00	1,500.00	1,500.00	-

**PROGRAMS SERVICES
MONTHLY REPORT
October 2015**

November 8, 2015

	BUDGET		YTD	LAST YTD	BUDGET BALANCE
Marketing & Promotions					
MARKETING					
Image Campaign	40,000.00	2,890.00	24,199.05	28,775.12	15,800.95
City of Petoskey DMB/Goody Bag Coupons \$100					
Traverse Mag/My North Ad \$525					
Traverse Mag/Holidays Up North Ad \$1,170					
North Country Pub/Welcome North ad \$265					
Traverse Mag/Ad \$830					
Gallery Walk	2,500.00	0.00	4,691.82	3,698.85	(2,191.82)
Ornaments	900.00	0.00	0.00	900.00	900.00
Shopping Scramble	3,500.00	2,541.71	1,023.44	2,057.00	2,476.56
City ParkGrill/19th Hole Party \$799.55					
Whitecaps/Luncheon \$1,224					
Stafford's Perry/breakfast \$518.16					
Shop Map	9,000.00	1,771.90	0.00	9,043.59	9,000.00
Sign & Design/podium map updates \$1,771.90					
Holiday Catalog	2,500.00	300.00	0.00		2,500.00
Pether's Photography/photos \$300					
Historic Markers & Tour	2,500.00	0.00	0.00	0.00	2,500.00
Haunted Halloween	250.00	753.42	0.00	0.00	250.00
Stafford's Perry/Appetizer \$308.57					
Citty Park Grill/desert \$444.85					
Ladies Opening Night	3,000.00	0.00	0.00	0.00	3,000.00
Mardi Paddy Gras	3,000.00	0.00	3,245.94		(245.94)
Restaurant Week		0.00	0.00	4,295.96	-
Other	1,800.00	0.00	0.00	0.00	1,800.00
Economic Enhancement					
BUSINESS RECRUITMENT	500.00	0.00	0.00	0.00	500.00
BUSINESS RETENTION	1,500.00	0.00	738.88	1,526.82	761.12
TROLLEY	9,000.00	0.00	783.62	4,116.21	8,216.38
Beautification					
HOLIDAY DECORATIONS	8,000.00	5,428.70	0.00	5,888.78	8,000.00
Meyer ACE/bows and lights \$5,428.70					
FALL DECORATIONS	600.00	0.00	694.60	651.00	(94.60)
FLOWERS	5,000.00	0.00	6,016.00	5,222.80	(1,016.00)
BEAUTIFICATION COMMITTEE	10,000.00	0.00	6,427.02		
CAPITAL OUTLAY	-	0.00	13,645.00		
Administrative					
INSURANCE AND BONDS	500.00	0.00	0.00		
OTHER	100.00	0.00	67.41	332.63	32.59
TOTAL	143,650.00	18,253.65	97,496.26	98,673.23	46,153.74
Excess of Revenues Over Expenses	(6,602.00)	-91.45	42,083.18	17,969.81	(48,685.18)

**Downtown Parking Fund
October 2015**

November 8, 2015

	Budget	Current Month	YTD	Last YTD	Budget Balance
REVENUES					
Meters	315,500.00	26,918.53	276,707.40	271,746.48	38,792.60
finest	51,000.00	5,329.00	45,133.71	29,918.50	21,081.50
Permits	31,000.00	1,425.00	20,177.06	24,599.00	10,822.94
Bags	6,000.00	850.00	4,063.65	4,521.02	1,936.35
Tokens	2,500.00	295.00	2,576.00	1,669.75	(76.00)
Interest	400.00	4.19	25.07	14.83	374.93
Meter Sponsorships	2,000.00	700.00	700.00	400.00	1,300.00
Cell Phone Parking	25,000.00	1,528.82	20,961.73	15,249.48	4,038.27
Total Parking Revenue	433,400.00	37,050.54	370,344.62	348,119.06	78,270.59
EXPENSES					
ADMINISTRATIVE FEES	18,000.00	0.00	18600.00	18,000.00	-600.00
CAPITAL OUTLAY	30,000.00	0.00	16,258.98	12977.61	13741.02
CONTRACTED SERVICES	50,000.00	117.45	44,262.98	46,530.00	5,737.02
LexisNexis/contract \$117.45					
DOWNTOWN OFFICE	193,000.00	14,410.52	160,893.14	171,695.96	32,106.86
McCardel/water \$8					
Thru Glass/window cleaning \$25					
City of Petoskey/Utilities \$49.37					
Charter/phone,internet \$99.26					
DTE/Utilities \$49.82					
Wm Thompson/rent \$700					
Wages \$13,479.02					
EDUCATION AND TRAINING	5,000.00	689.73	6,109.53	5,349.83	(1,109.53)
man/reimburse MDA state conference \$659.73					
PRCC/seminar fee \$30					
EQUIPMENT REPAIR	1,000.00	0.00	482.71	212.30	517.29
FAÇADE GRANTS	20,000.00	0.00	969.50	83.56	
LEASE RENTAL TO DEBT		0.00		40,000.00	
MATERIALS AND SUPPLIES	11,000.00	769.42	11,788.47	18,190.81	(788.47)
Print Shop/Courteseynities, permits \$503					
Meyer ACE/key \$2.49					
Meyer ACE/duct tape \$14.98					
USPS/postage \$249					
PROFESSIONAL SERVICES	500.00	0.00	351.63	346.91	148.37
PROPERTY LEASE	1,000.00	0.00	1,118.05	1,875.00	(118.05)
PUBLIC UTILITIES	3,200.00	0.00	1,128.85	2,475.30	2,071.15
SIGNS	1,000.00	63.00	4108.12	424.50	(3,108.12)
Sign & Design/Edge Signs \$63					
UNIFORMS	1,500.00	449.09	449.09	757.17	1,050.91
Personal Graphics/shirts \$203.66					
Personal Graphics/jackets \$245.43					
OTHER		-	16.99	84.80	(16.99)
TOTAL EXPENSES	335,200.00	16,499.21	248,053.64	319,087.31	87,146.36
NET	98,200.00	(16,499.21)	(248,053.64)	(319,087.31)	(87,146.36)



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: October 11, 2015

RE: Recommendation of Position Statement Regarding Brownfield TIF

As discussed at the September meeting of the DMB, it is the desire of City staff to attempt to spur development at the 200 East Lake Street development site. Goal #3 of the City's 2015 Strategic Plan is, "Diversify and Strengthen the City's Economic Base." A strategy of that goal is, "Articulate a policy, even a general framework if necessary, governing the City's position on supporting development/redevelopment efforts through incentives of various kinds."

You will recall that Mac McClelland, Otwell Mawby, made an informational presentation to the Board at the September meeting regarding the use of Brownfield TIF for improvements at the development site. The subject was referred to the Parking Committee for further discussion. Upon meeting with the Parking Committee and in conference with the City Manager, staff comprised the attached position statement which was discussed by the full Board at the October meeting.

Discussion at the October meeting centered on the necessity of a position statement, how specific a statement should be, and the concept that the statement would serve as a marketing piece to prospective developers. No changes have been made to the Position Statement draft as a result of that discussion.

It is the request of staff that the DMB now move on a decision of whether or not to adopt this Position Statement. Because there is an existing DDA TIF plan for the development site, in the case that a potential developer would request the use of Brownfield TIF, support for that request would begin at the DDA level where the first action would be to eliminate the DDA TIF in favor of a Brownfield TIF. The DDA would then recommend to City Council and Council could choose to support the request or not support it. If the Board chooses to adopt the Position Statement, for the sake of the strength of the statement, City Council will also be asked to adopt it.

Please call me if you have questions or concerns.

Attachment

Position Statement 200 East Lake Street

The Downtown Management Board (DMB) and Petoskey City Council recognize that development of the 200 East Lake Street site is a very complex and expensive undertaking requiring a strong private/public partnership. To this end, development of the site will likely involve implementing a Brownfield Redevelopment Tax Increment Finance plan to fund certain aspects of the project. Currently, the site has a Tax Increment Financing (TIF) mechanism in place that was adopted by the City of Petoskey's City Council and DMB. The existing TIF would need to be waived by the DMB and the City Council as part of establishing a new Brownfield Redevelopment TIF for any proposed development.

To provide guidance and to encourage development, the DMB and City Council present the following position statement regarding development of the site.

The DMB and City Council will examine all aspects of the development plans in making their decisions on whether to revoke the current TIF in consideration of adopting a Brownfield Redevelopment TIF. However, strong consideration for support of a Brownfield Redevelopment TIF will be given to a plan that incorporates the following items:

1. Development to provide sufficient parking to meet all of the private parking needs necessitated by the proposed uses at 200 East Lake Street.*
2. Development to provide sufficient public parking in an amount agreeable to both the DMB and City Council.*
3. A minimum investment of \$30 million.
4. A funding mechanism for providing additional public parking off-site.
5. A strategy for shared maintenance and enforcement of the on-site parking area.
6. A variety of mixed uses such as a hotel/conference center, residential units and commercial and retail space.

*Shared parking may be considered to satisfy both private and public parking needs.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: November 10, 2015

RE: Request to Develop a Formal Event Sponsorship Policy

In planning for the 2016 Budget the Board discussed the possibility of including major sponsors for certain Downtown events. The Winter Carnival was the primary candidate for consideration. In recent Downtown Events Committee meetings the desire to increase revenue to produce higher quality events has repeatedly been discussed.

Currently, we have one event that has a title sponsor and that is Stafford's Downtown Petoskey Holiday Parade. The decision to accept this generous sponsorship was made by a vote of the Board in 2006. We also accept money for support of the parade. In the past two years we have solicited for organizations or businesses to carry our two, giant helium balloons. The charge for this is \$500. The balloons would likely not be possible without this support as helium is expensive and the support of balloon carriers/handlers is imperative.

Other events offer ways for businesses to promote themselves through extra levels of participation. Shopping Scramble is a pay to play event.

The history of the DMB and the creation of the Programs and Services assessment was initially to avoid "passing the hat" to support Downtown marketing and events. Rising costs, the addition of events to the event calendar, and a resistance to raising the special assessment has led to the need for sponsorship opportunities to be considered. Approaching sponsorships on a case by case basis is not practical and could lead to misunderstandings. Staff is recommending that a formal policy on this subject be adopted. Please review the attached draft and be prepared to discuss at the November meeting.

Please call me if you have questions or concerns.

Attachment

DRAFT

Sponsorship Guidelines for Downtown Petoskey Events

The mission of the Downtown Events Committee is “to create and coordinate events that lure residents and visitors into Downtown Petoskey, as well as promote the downtown as a community center.”

Promoting the downtown as a community center is important to the entire region. For the purpose of producing the highest quality events, sponsorship funds are necessary and opportunities for promotions should be made to businesses and organizations according to the following guidelines.

All sponsorship opportunities will be offered to Downtown businesses first.

No title sponsorship will be awarded to any business or organization outside of the Downtown district. (Businesses or organizations outside of the district will be given sponsorship recognition, but the event will not be named for them – as in Stafford’s Downtown Petoskey Holiday Parade which is a title sponsorship.)

No sponsorship opportunity will be awarded to any business that directly competes with an existing Downtown business.

In the case that a sponsorship is accepted an agreement will be signed that will state the responsibility of the sponsor and the reciprocal obligations of the DMB.

National or non-regional sponsors may be pursued.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman

DATE: November 10, 2015

RE: Downtown Marketing Committee Request for Approval of Brand Update

As has been reported throughout this year, the Downtown Marketing Committee has been grappling with the issue of updating our downtown brand that was created in 2007. At the request of the Committee, Downtown Promotions Coordinator, Kate Manthei, spent some time putting some ideas together. Kate has graphic design skills and her computer has programs that allow her to work in this area.

With the concept of, "Sunsets · Gaslights · Holiday Lights · Seasonal Lights. Brighten your Up North experience with shopping, dining, and entertainment in Downtown Petoskey, the Light of the North," Kate developed a presentation for the Committee this fall. The Committee embraced it immediately and unanimously. The Committees believe it is a modernization of a traditional Downtown Petoskey brand and suitable for a premier, resort community that is home to a loyal, local population.

Current plans are to launch the new brand when the new Downtown website is launched at the beginning of January 2016. Spearheaded by Kate, the design is a collaborative effort of a group of successful retailers, skilled in the marketing of their own businesses, and knowledgeable of the Petoskey market.

It is the recommendation of staff that the Board move to support the Marketing Committee's recommendation and adopt the new brand. Marketing materials will reflect the changes as they are reproduced.

A concept drawing of the new brand is below. It will be used in conjunction with changeable postcard style photos of Downtown scenes and events.

Please call me if you have questions or concerns.

DOWNTOWN
PETOSKEY
LIGHT OF THE NORTH

