



**For Immediate Release**

**Contact:** Michael Burns, City Manager  
City of Lowell, 616.897.8457

## **City of Lowell will hold Informational Downtown Development Authority Meeting both in-person and virtually on Thursday April 8, 2021**

As a result of COVID -19 and the current social distancing practices being mandated statewide, the City of Lowell Downtown Development Authority will holding their informational Downtown Development Authority Meeting both in-person at 301 E. Main Street, Lowell, MI 49331 and via teleconferencing on Thursday April 8, 2021 at 12:00 P.M.

The Downtown Development Authority will meet via the Zoom Computer Teleconferencing System. The meeting will be held in compliance with the State of Emergency declared in Kent County due to COVID-19 and Public Act 254 of 2020 pertaining to the ability to conduct public meetings remotely.

The Zoom application allows for interactive public participation. The meeting will be available to those via online and/or telephone. To participate in the meeting via Zoom here is the contact information below:

### **Join Zoom Meeting**

<https://us02web.zoom.us/j/9806911106>

**Meeting ID: 980 691 1106**

**One tap mobile**

**+13126266799,,9806911106# US (Chicago)**

**+16465588656,,9806911106# US (New York)**

### **Dial by your location**

**+1 312 626 6799 US (Chicago)**

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**+1 346 248 7799 US (Houston)**

**+1 669 900 9128 US (San Jose)**

**+1 253 215 8782 US (Tacoma)**

**Meeting ID: 980 691 1106**

You may also provide input or ask questions of the DDA relating to any items of business that will come before them at the meeting by emailing the City Clerk at [sullery@ci.lowell.mi.us](mailto:sullery@ci.lowell.mi.us) who will forward them to the City Council, or by mailing them via regular U.S. Postal service to c/o City Clerk, City of Lowell, 301 E. Main St, Lowell, MI 49331, or by calling 616-897-8457.

Persons with disabilities may attend and participate using any of the above described methods. If you require special accommodations, please email [mburns@ci.lowell.mi.us](mailto:mburns@ci.lowell.mi.us) and we will be happy to accommodate you. If you have any questions or need further assistance, please email [sullery@ci.lowell.mi.us](mailto:sullery@ci.lowell.mi.us). More meeting information, including the meeting agenda, will be available at our website [www.lowellmi.gov](http://www.lowellmi.gov).

**According to the Attorney General, interrupting a public meeting in Michigan with hate speech or profanity could result in criminal charges under several State statutes relating to Fraudulent Access to a Computer or Network (MCL 752.797) and/or Malicious Use of Electronics Communication (MCL 750.540). According to the US Attorney for Eastern Michigan, Federal charges may include disrupting a public meeting, computer intrusion, using a computer to commit a crime, hate crimes, fraud, or transmitting threatening communications. Public meetings are being monitored and violations of statutes will be prosecuted.**

**# # #**



301 East Main Street  
Lowell, Michigan 49331  
Phone (616) 897-8457  
Fax (616) 897-4085

CITY OF LOWELL  
DOWNTOWN DEVELOPMENT AUTHORITY  
INFORMATIONAL MEETING  
**IN PERSON AND VIRTUAL**  
THURSDAY, APRIL 8, 2021  
12 NOON

Join Zoom Meeting

<https://us02web.zoom.us/j/9806911106>

Meeting ID: 980 691 1106

One tap mobile

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+1 253 215 8782 US (Tacoma)

Meeting ID: 980 691 1106

Find your local number: <https://us02web.zoom.us/j/kca8BkcpR4>

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
  - a) February 4, 2021
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
  - a) Amity
  - b) Social District
7. NEW BUSINESS
  - a) Chamber Marketing
  - b) Summer Concerts
  - c) Holiday Decorations
  - d) Budget 21/22

8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS  
OF THE  
DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE  
CITY OF LOWELL  
ZOOM MEETING  
THURSDAY, FEBRUARY 04, 2021**

**1. CALL TO ORDER; ROLL CALL.**

The Meeting was called to order at 12:00 p.m. by Chair Reagan.

Present: Board members Brian Doyle, Rita Reister, Rick Seese, Mike Sprenger, Julie DeVoe and Chair Jim Reagan.

Absent: Board members Mike DeVore and Eric Wakeman.

Also Present: City Manager Michael Burns, Clerk Susan Ullery, DPW Director Dan Czarnecki, City Treasurer Sue Olin.

**2. EXCUSE OF ABSENCES.**

IT WAS MOVED BY DEVOE and seconded by SPRENGER to excuse the absences of board members Mike DeVore and Eric Wakeman.

YES: 6. NO: 0. ABSENT: 2. MOTION CARRIED.

**3. APPROVAL OF THE AGENDA.**

IT WAS MOVED BY DOYLE and seconded by DEVOE to approve the agenda as written.

YES: 6. NO: 0. ABSENT: 2. MOTION CARRIED.

**4. APPROVAL OF THE MINUTES.**

IT WAS MOVED BY REISTER and seconded by SPRENGER to approve the minutes of January 7, 2021 as written.

YES: 6. NO: 0. ABSENT: 2. MOTION CARRIED.

**5. TREASURER'S REPORT.**

**DOWNTOWN DEVELOPMENT AUTHORITY FUND  
February 2, 2021**

Beginning Balance:	\$427,461.68
Revenue:	
TIFA Revenue	\$566,300.00
Interest	

Total Revenues	\$993,761.68
Expenditures:	
Capital Outlay	\$72,235.19
Salaries	\$13,972.87
Maintenance Supplies	\$19,282.94
Utilities	\$10,016.81
Misc and Community Promotions	\$8,027.00
Accrued Wages	\$4,626.50
Administration	\$27,111.24
Accrued Payables	\$2,901.55
Transfer to Equipment	
Transfer to General Fund	
Debt Service to light and power	\$34,263.28
Total Expenditures:	\$192,437.38
Ending Balance	\$801,324.30

IT WAS MOVED BY DOYLE and seconded by SPRENGER to accept the Treasurer's Report as submitted.

YES: 6.

NO: 0.

ABSENT: 2.

MOTION CARRIED.

6. **PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA.**

There were no public comments.

7. **OLD BUSINESS**

a.) **Social District.**

City Manager Michael Burns stated they had some opening issues last week. Five out of the six businesses will participate. It will be called the "Showboat City Social District". Monroe will be shut down Thursday or Friday. The DPW will build two fire pits and the Chamber of Commerce will contribute one. Burns mentioned he is hopeful that people will donate firewood. Hooper printing was used for the signage and stickers. The Fire & Police will be out and about Monday -Friday 4pm to 10pm. Saturday 12pm to 10pm and Sunday 12pm to 8pm. Liz Baker with the Chamber of Commerce will work on marketing the Social District to the community with marketing funds applied for.

b.) **Amity.**

City Manager Michael Burns provided an update on Amity street project. Paperwork and drawings have all been submitted to County for the CBDG Grant funding and they will handle the bids. We anticipate the project to begin after July 01, 2021, taking approximately eight weeks or so to complete the project.

c.) Downtown Benches and Trash Receptacles.

DPW Director Dan Czarnecki read his memo giving pricing and information on new benches and trash cans. Black is for recycle and red will be for trash. Discussed advertising and dollar amount needed and staffing to maintain the garbage, etc.

IT WAS MOVED BY SPRENGER and seconded by SEESE to approve 10 benches and 13 trash cans with the least expensive company.

YES: Board member Reister, Board member Doyle, Board Member DeVoe, Board member Sprenger, Board member Seese and Chair Reagan.

NO: None. ABSENT: Board members DeVore and Wakeman. MOTION CARRIED.

8. NEW BUSINESS.

a.) Temperature Control.

City Manager Mike Burns read his memo explaining City Hall is in need of a new temperature control system as the old one is outdated and is now obsolete and becoming very hard to manage. Enertemp is the preferred vendor and City Council approved their share of \$11,050 for a new system at their February 1, 2021 meeting.

IT WAS MOVED BY DOYLE and seconded by DEVOE that the Downtown Development Authority approve the remaining share at a cost not to exceed \$11,050 for a new Enertemp Temperature Control System.

YES: Board member Riester, Board member Doyle, Board member Sprenger, Board member Seese, Board member DeVore, and Chair Reagan.

NO: None. ABSENT: Board members DeVore and Wakeman. MOTION CARRIED.

9. REPORTS AND MEMBER COMMENTS.

City Manager Michael Burns stated there will be no meeting March 4, 2021 as he will be on Vacation. A Zoom invite for April 8, 2021 will be sent out later today.

IT WAS MOVED BY REISTER and seconded by DOYLE to adjourn at 12:32.

Date:

APPROVED:

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James E. Reagan, Chair

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Susan Ullery, Lowell City Clerk

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
March 30, 2021

Beginning Balance:	\$427,461.68
Revenue:	
TIFA Revenue	\$706,176.53
Interest	
Total Revenues	\$1,133,638.21
Expenditures:	
Capital Outlay	\$79,750.31
Salaries	\$23,380.33
Maintenance Supplies	\$29,388.94
Utilities	\$11,648.16
Misc and Community Promotions	\$10,520.19
Accrued Wages	\$4,626.50
Administration	\$33,038.95
Accrued Payables	\$2,901.55
Transfer to Equipment	\$17,340.00
Transfer to General Fund	\$308,632.00
Debt Service to light and power	\$34,263.28
<i>Total Expenditures:</i>	\$555,490.21
Ending Balance	\$578,148.00



03/31/2021 09:25 AM  
User: SUE  
DB: Lowell

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL  
CHECK DATE FROM 02/02/2021 - 03/31/2021

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
02/12/2021	GEN	75328	BERNARDS ACE HARDWARE	ACCOUNT STATMENT	880.000	463	428.93
02/12/2021	GEN	75347	HOOPER PRINTING	SOCIAL DISTRICT LOGO ITEMS	880.000	463	582.98
02/12/2021	GEN	75356	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOM - SOCIAL DISTRICT	880.000	463	500.00
02/12/2021	GEN	75361	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS DUE 2/20/2021	920.000	463	822.37
02/12/2021	GEN	75375	SABO PR	SOCIAL DISTRICT PROJECT	880.000	463	1,769.10
02/12/2021	GEN	75377	SELF SERVE LUMBER	ACCOUNT STATEMENT	880.000	463	32.49
				ACCOUNT STATEMENT	880.000	463	14.75
				ACCOUNT STATEMENT	880.000	463	18.99
				CHECK GEN 75377 TOTAL FOR FUND 248:			66.23
02/12/2021	GEN	75380	TRACTOR SUPPLY CREDIT PLAN	ACCOUNT STATEMENT	880.000	463	593.54
02/12/2021	GEN	75382	UNITED SIGN CO. L.L.C.	SOCIAL DISTRICT SIGNAGE	880.000	463	459.00
02/26/2021	GEN	75403	GR CENTRAL IRON & STEEL INC	STEEL FOR DDA	880.000	463	331.60
				STEEL DDA & EQUIP FUND	880.000	463	94.00
				CHECK GEN 75403 TOTAL FOR FUND 248:			425.60
02/26/2021	GEN	75412	KING MILLING COMPANY	PARKING LOT W TAX 2021	955.000	463	640.80
03/04/2021	GEN	75425	SWANSON, JEFF	SOCIAL DISTRICT FIREWOOD	880.000	463	180.00
03/05/2021	GEN	75427	BERNARDS ACE HARDWARE	ACCOUNT STATEMENT	740.000	463	71.32
				ACCOUNT STATEMENT	740.000	463	28.36
				ACCOUNT STATEMENT	880.000	463	46.13
				CHECK GEN 75427 TOTAL FOR FUND 248:			145.81
03/05/2021	GEN	75444	LOWELL FIRE & EMERGENCY SERV. AUTH.	SOCIAL DISTRICT WARMING STATIONS	880.000	463	550.20
03/05/2021	GEN	75450	SELF SERVE LUMBER	ACCOUNT STATEMENT	880.000	463	109.93

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Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
03/05/2021	GEN	75452	TRACTOR SUPPLY CREDIT PLAN	ACCOUNT STATEMENT	880.000	463	48.97
03/10/2021	GEN	75461	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOMS - SOCIAL DISTRICT	880.000	463	500.00
03/10/2021	GEN	75477	VISA	MERCANTILE VISA STATEMENT	880.000	463	57.70
03/26/2021	GEN	75513	ROCKET ENTERPRISE INC	FLAGS AND SUPPLIES	930.000	463	741.60
03/30/2021	GEN	75528	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS MARCH 2021	920.000	463	808.98
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							9,431.74

**LOWELL DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEMORANDUM**



**DATE:** April 4, 2021

**TO:** Downtown Development Authority Board of Directors

**FROM:** Michael T. Burns, City Manager *MD*

**RE:** Marketing

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The DDA has received its annual marketing funds requests from the Lowell Area Chamber of Commerce. The DDA has provided sponsorship for a number of years on these events in the Downtown district.

This year the Chamber of Commerce is requesting \$50,000 in sponsorship for this. Information is attached explaining what this will entail. This is budgeted activity.

**I recommend the Downtown Development Authority provide a sponsorship to the Lowell Area Chamber of Commerce at a cost not to exceed \$50,000 for their marketing sponsorship.**



## Greater Lowell Chamber Foundation

*April 6, 2021*

*City of Lowell DDA  
301 E Main St  
Lowell, MI 49331*

*Dear DDA Directors:*

The Membership of the Lowell Area Chamber of Commerce continues to recognize the need for collective marketing for the Lowell Community. This year and 2020 we have all felt the aftereffects of COVID-19 on our businesses, government agencies, organizations, churches, and school district. Continued marketing will be nothing less than crucial.

**Mission of the Community-Wide Business Marketing Plan:**

To strengthen the Greater Lowell Community through the development of a Community-Wide Business Marketing Plan, which will promote Lowell as an attractive area to work, develop and run a business, relocate a factory, go to school, raise a family, shop, dine and enjoy Lowell's many other amenities. From the very beginning of the implementation of our community-wide marketing program, our marketing efforts have been focused on directing people to the Chamber website for information on all community events, programs and services. In addition, our continued marketing strategy was to promote established and successful community events, showing people having a great experience, enhanced all of the marketing efforts.

For the last couple of years, our emphasis has been on community promotion and branding using social media, local print, radio, cable and TV, which we continued for 2020 and 2021

Videos we have produced in the past, are still relevant and we will continue to showcase them on Facebook, Instagram and social media platforms, along with possible TV marketing. We recreated some of our old videos to stay in touch with the ever-changing environment because of the aftershock of COVID-19. We also created outdoor video's that focused on our outdoor assets, i.e. the North County Trail, Kayaking the rivers, Grand River River Front park and the Fred Meijer River Valley Trail.

During 2020 we focused on staying in touch with our small businesses by promoting them in eblasts and providing them with much needed COVID information. We recreated events that were safe for the merchants and the public. Market on Main, Harvest Celebration with the Autumn Marketplace on Main, Holiday on Main, Drive-through Santa Parade and Santa Video's instead of live Santa Visits.

Lowell Bucks, our local community currency, is a very important piece to promoting shopping, eating, and playing locally. We have created campaigns to use unspent Lowell Bucks because there is significant amount of unspent Lowell Bucks within our community. This resource has and can be used as stimulus along with giveaways to inject cash into local business. We have seen an increase in redeeming Lowell Bucks during 2020 and it has continued into 2021.

We had planned to celebrate with to Re-Open Lowell the Next Place to Be in 2020. The timing was not right, but we plan to continue to move in the direction as we move forward and slowly opens.

We are requesting these funds late, we were fortunate to be able to spend down the 2019/2020 grant funds, due to COVID. The Chamber also received COVID funding from Kent County and we utilized for many of our newly created events and videos.

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331

Phone (616) 897-9161 - Fax (616) 897-9101

E-mail [info@lowellchamber.org](mailto:info@lowellchamber.org) - Web Site [www.lowellchamber.org](http://www.lowellchamber.org)

# Greater Lowell Chamber Foundation

As we move forward, we are currently planning to hold, Spring Fling & Fall GNO, Expo on the Riverwalk, Summer Concerts, Riverwalk and all the other events that we normally do. We would like to focus the some of the funds on Billboards (ideal place for long-term messaging, awareness, and branding) as well as using some of the funds to help promote the social district with entertainment. We will continue to promote with social media, the return on investment has been great. The other methods radio and print media will be utilized as we need them for events.

Today, we are requesting that the DDA continue their support for Marketing the Greater Lowell Community in the amount of \$50,000.

Sincerely,

*Liz Baker*

Liz Baker  
Executive Director – Lowell Area Chamber of Commerce  
Committee Member - Marketing Steering Committee

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331  
Phone (616) 897-9161 - Fax (616) 897-9101  
E-mail [info@lowellchamber.org](mailto:info@lowellchamber.org) - Web Site [www.lowellchamber.org](http://www.lowellchamber.org)

**Community-Wide Business Marketing Plan: June 2020 - May 2021**

**Marketing Income**

Co-op Marketing Opportunitites	\$ 5,000.00
DDA (40,000 confirmed requesting 10,000 extra)	\$ 50,000.00
Lowell Area Community Fund (received \$40,000 in the past, requesting 10,000 extra)	\$ 50,000.00

<b>Total Revenue:</b>	<b>\$ 105,000.00</b>
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**Marketing Expenses**

**Advertising using the various means of media**

Radio	\$ 12,000.00
TV/Cable	\$ 9,500.00
On-line Marketing (Facebook and other online oportunties)	\$ 27,000.00
Print (local papers, flyers, inserts and post cards)	\$ 16,000.00
Video Production	\$ 10,000.00
Billboard	\$ 11,000.00
Promotional Items (Lowell Bucks, bags,water & misc)	\$ 5,000.00
Supplies and Mailings	\$ 1,500.00
Re-open Lowell Celebration	\$ 10,000.00
Chamber Business Marketing Plan Administration - 100 hours X \$30 hour	\$ 3,000.00

<b>Total Expenses:</b>	<b>\$ 105,000.00</b>
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# LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

## MEMORANDUM



**DATE:** April 7, 2021

**TO:** Downtown Development Authority Board of Directors

**FROM:** Michael T. Burns, City Manager *MB*

**RE:** Summer Concert Series

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We are receiving our annual request for the DDA to sponsor a portion of the costs for the 2021 Lowell Showboat Sizzlin' Summer Concert Series. The DDA has been participating for this for a number of years.

With the COVID-19 pandemic, the Chamber of Commerce is anticipating the events but don't plan to begin until later in June. We are being asked to contribute \$6,000 for these events. This is the same amount we sponsored last year.

This is a budgeted item and **I am recommending the Lowell Downtown Development Authority approve the contribution of \$6,000 for the Sizzling Summer Concert Series.**



## Greater Lowell Chamber Foundation



April 6, 2021

Michael Burns  
City of Lowell – DDA  
301 E Main St  
Lowell, MI 49331

Dear Michael and members of the DDA:

The LowellArts! and the Lowell Area Chamber of Commerce have a mutual goal to increase the quality of life for residents and bring visitors to the greater Lowell community. In addition, both organizations wish to use the arts as an economic development resource for the entire community including businesses, service organizations, and government entities.

*The LowellArts! mission is: The LowellArts! will integrate the arts in daily life for all citizens in the Lowell area. Statement of Purpose: To encourage the understanding and enjoyment of the arts in the schools and communities we serve and to provide expression and enjoyment of the arts to all segments of these communities.*

*The Lowell Area Chamber of Commerce mission is: To promote the commercial welfare of the Lowell area, making the area a desirable location for capital investment and residence, also to promote the quality of life and harmony among the business and residential communities.*

Today we are requesting \$6,000 to support the 2021 Lowell Showboat Sizzlin' Summer Concerts Series. Thank you for considering our proposal for funding.

Sincerely,

*Lorain Smalligan*

*Liz Baker*

Lorain Smalligan  
Lowell Area Arts Council  
Executive Director

Liz Baker  
Lowell Area Chamber of Commerce/Chamber Executive  
Foundation  
Executive Director

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331  
Phone (616) 897-9161 - Fax (616) 897-9101  
E-mail [info@lowellchamber.org](mailto:info@lowellchamber.org) - Web Site [www.lowellchamber.org](http://www.lowellchamber.org)



# LOWELL SHOWBOAT SIZZLIN' SUMMER CONCERTS - 2021

(10 Week Series)

## Projected Budget:

<u>EXPENSES</u>	<u>Budget</u>	<u>In-kind</u>	<u>Total</u>
Musician Fee	\$ 9,450.00		\$9,450.00
Sound Technicians	\$ 6,000.00	\$ 600.00 Clear Sky Technologies	\$6,600.00
Annual total for assembly/disassembly of stage	\$ 1,500.00		\$1,500.00
Annual total setup/disassembly of lighting & lighting tech	\$ 1,000.00		\$1,000.00
Weekly concert set-up and after concert cleanup of trash	\$ 500.00		\$500.00
Contract Labor - Cleaning of Library bathrooms and Chamber Administration	\$ 900.00		\$900.00
Medic Support	\$ 500.00		\$500.00
LowellArts / LACC	\$ 10,000.00		\$10,000.00
LowellArts - Marketing Support	\$ 1,000.00		\$1,000.00
Emcee / Musician & Sound Contracts	\$ 600.00		\$600.00
Sound & Stage Insurance	\$ 1,000.00		\$1,000.00
Office Supplies / Postage / Beverage for Musicians	\$ 400.00		\$400.00
Bleacher/ rental & set-up	\$ 800.00		\$800.00
Marketing & Concert Banner	\$ 6,000.00	\$ 1,800.00 Hooper/ Lowell Ledger/WION	\$7,800.00
Children's Activities - Hiring artists	\$ 2,000.00		\$2,000.00
Picnic Tables	\$ 723.00		\$723.00
	<u>\$ 42,373.00</u>	<u>\$ 2,400.00</u>	<u>\$44,773.00</u>
 <u>REVENUE</u>			
Lowell Area Community Fund	\$ 9,487.00		\$9,487.00
Carry over from 2019 and 2020	\$ 7,386.00		\$7,386.00
Lowell Downtown Development Authority	\$ 6,000.00		\$6,000.00
Entertainment Sponsor (Litehouse)	\$ 6,000.00		\$6,000.00
24 Corporate Sponsors - paid (20) and in-kind (4)	\$ 12,000.00	\$ 2,400.00	\$14,400.00
Concessions	\$ 1,500.00		\$1,500.00
	<u>\$ 42,373.00</u>	<u>\$ 2,400.00</u>	<u>\$44,773.00</u>

# LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

## MEMORANDUM



**DATE:** April 7, 2021

**TO:** Downtown Development Authority Board of Directors

**FROM:** Michael T. Burns, City Manager *MB*

**RE:** Holiday Decorations

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For many years, the DDA has contracted with Hometown Decoration and Display, LLC in Hudsonville for our holiday light decorations. They have provided us a renewal agreement for the next three years.

Total cost is \$5,032 for the decorations and bows. In the event there is an increase for the 2022 and 2023 year, we would be notified in June of those particular years of the changes.

This has budgeted for annually. I have attached the contract for review. **I recommend the Downtown Development Authority approve a three-year agreement with Hometown Decoration and Display, LLC at a cost not to exceed \$5,032 for Fiscal Year 2021-22.**

## AGREEMENT

This agreement made and entered into this 3rd day of February 2021, by and between Hometown Decoration and Display, LLC, of Hudsonville, Michigan hereinafter for brevity sometimes called "lessor" and the City of Lowell hereinafter for brevity sometimes called "lessee"

### WITNESSETH:

Whereas, lessor has offered to provide and furnish Holiday Decorations, display equipment and material to lessee pursuant to the terms, conditions and provisions hereinafter set forth, and, whereas, lessee is desirous of accepting and does accept the offer of lessor to provide and furnish said Holiday Decorations, display equipment and materials in accordance with said terms, conditions and provisions.

Now therefore, the parties hereto in consideration of the promises, and the promises of each to the other mutually made and accepted, covenant and agree as follows:

1. Lessor agrees to furnish and provide Holiday Decorations, display equipment and materials of the type hereinafter specified to lessee during the winter holiday seasons of 2021, 2022 and 2023, and to install the same in a workman like manner.

2. The decoration, display equipment and materials which shall be furnished by lessor for the use and benefit of lessee for the 2021 holiday season shall consist of components as follows:

68 Decorations	@	\$71.00	each	=	\$4,828.00
6 Bows with Pole Wrap	@	\$34.00	each	=	\$204.00
Total				=	\$5,032.00

3. Lessor shall complete the work to be performed by it so that the decorations leased by it shall be ready for lighting in accordance with the following schedule:
  - (A) Decorations to be installed in designated areas ready for lighting on or before November 30<sup>th</sup> in each year during existence of the contract.
  - (B) Lessor shall remove decorations as soon as practicable after December 25, 2021 And December 25th of each subsequent year during the existence of the contract.
4. Lessor shall complete the plugging in of all decorations which require lighting and shall furnish connecting facilities required in order that said decorations may be plugged in for lighting.
5. Lessee agrees and undertakes to make all arrangements to procure and secure such authorization as might be required in from any governmental unit; agency of public authority to carry out its scheme for Holiday Decorations.
6. All damage to said decorations, equipment and materials or any part thereof, shall be the responsibility of the lessor provided, however, that the lessee shall use reasonable care to prevent such damage.
7. Special Provisions: Lessee will reassess this agreement in 2022 and 2023 and is not bound to the terms should changes take place in these years. Lessee will notify lessor of any changes by June of these years.
8. Lessor shall maintain such insurance as will protect lessee against any claims under workers' compensation act and from claims for damage and because of bodily injury, including death, in the amount of not less than \$500,000. for each person and \$500,000. for each accident and for claims or property damage in an amount not less than \$500,000. for any person and \$500,000. for each accident.

9. The lessee agrees to pay lessor for its services and the use of the materials designated at paragraph 2 hereof, the sum of \$5,032.00 which shall be paid to lessor at 2645 24<sup>th</sup> Ave., Hudsonville, Michigan 49426 on or before the 10<sup>th</sup> day of December of the year to which such payment is attributable. Said sum shall include the installation by lessor of such decoration, necessary service calls and removal of said decorations. If lessee is on a rotation basis, decorations for the Holiday seasons of the year 2022 and 2023 will be of different type of kind that those leased to lessee for the Holiday season of the year 2021. But the decorations, materials and supplies furnished shall, with the exception of the wrapping of poles, be such as are within a retail cost of \$250.00 to \$500.00 per unit. If you are on a rotation schedule and/or you have a three year contract, the price for said decorations and services for the Holiday seasons 2022 and 2023, shall be the same as that for the year 2021, provided, however, that if an additional or more expensive type of decoration is required, said price shall be increased in an amount to be negotiated by the parties hereto. In the event that a use of sales tax should be imposed by the state of Michigan upon lessor by reason if its undertaking as set forth herein, the lessee to reimburse lessor in payments otherwise required by the terms hereof, within thirty (30) days after demand by lessor.
10. This agreement shall be executed in two (2) counterparts, each of which is deemed to be for all purposes an original copy hereof.
11. This agreement shall be binding upon and inure to the benefit of the successors, assigns and Legal representatives of the parties hereto.

In witness whereof, the parties hereto have caused the execution hereof by their duly authorized officers this 3rd day of February 2021.

Lessor

Hometown Decoration and Display, LLC

By Wendy Braun  
Wendy Braun, President

Lessee

City of Lowell

By \_\_\_\_\_  
President/Mayor/Director

Attest:

Secretary/Clerk

# LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

## MEMORANDUM



**DATE:** April 7, 2021

**TO:** Downtown Development Authority Board of Directors

**FROM:** Michael T. Burns, City Manager *MTB*

**RE:** FY Budget 2021-22

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Attached is your proposed Fiscal Year 2021-22 Budget. This past year we saw an approximate \$104,000 increase to the DDA fund. We originally budgeted \$602,500 in the current year revenues. We have taken in \$706,176.53 this current fiscal year. The major increases are the land sales and opening of the marijuana facilities, all of which are in the Downtown Development Authority district. The City will see an increase of \$6 Million in taxable value of real property (land) in the upcoming year. This is a significant increase in value.

That being said, I anticipate seeing some tax tribunal requests and some value dropping. Especially with any restaurants and hotels. Since we have both in the district, I am being a little conservative with our revenue estimate for the upcoming year. This is so we can pay back tax revenue on those requests if the Michigan Tax Tribunal grants them. Our new revenue projection in the upcoming fiscal year is \$788,049.57. For the concerns I mentioned, I am budgeting \$755,000 in new revenue for the upcoming fiscal year.

In the current fiscal year, we originally budgeted \$788,475.23 in expenditures (after making the bond payment). We need to make the following amendments to the DDA budget for this fiscal year

- Reduce the Capital Outlay line item from \$154,000 to \$105,885. Since Amity will be moved to the upcoming fiscal year, I reduced the projection. We have already paid and completed the Riverside Drive street project. I anticipate the temperature control and benches and trash cans should be completed shortly.
- Increase the Operating Supplies line item from \$3,000 to \$5000. This was mainly due to some surveying work that needed to be done to accommodate the DNR land transfer for the Unity Schools Project.
- \$21,000 to the Social District (Community Promotions #463) line item for costs associated with operating it.
- Reduce the equipment rental line item from \$26,000 to \$18,000 due to less need of DPW equipment.
- Reduce the Marketing (Community Promotions #740) line item from \$75,000 to \$64,027 as this amount accommodates all of the Chamber of Commerce marketing requests.
- Increase the Equipment Fund transfer amount from \$17,340 to \$34,680 as the Treasurer did not transfer last year's installment purchase payment for the Bobcat and Skidsteer. This is the final installment purchase needed for this equipment.

While there are many routine operational expenses that are being budgeted, listed below are the major appropriations to consider:

- \$312,632 for the DDA contribution to the City Hall Bond. This year, I am asking the DDA to take on the full bond payment. The General Fund needs to be alleviated as our pension costs are increasing significantly and we need to make payments towards them. In addition, the City is increasing their contribution to local streets. We are also budgeting for our Police Detective to be full-time. Furthermore, the City has multiple retirements in the next few years where we are obligated to provide retirement healthcare for five years. Funds are being set aside for all of these tasks which have not been done in the past.
- \$454,000 in capital outlay is proposed. This will include \$184,000 for the DDA District's portion of Amity Street. \$145,000 for repaving Valley Vista from Bowes to Main. \$100,000 is budgeted to address possible bumpouts on Monroe St along with possible options to eliminate truck traffic turning off of Main to N. Monroe. The Monroe infrastructure project will begin in 2022 and we will incorporate these concerns into this project. \$25,000 for the purchase and installation of the donated bricks for the Showboat project.
- \$65,000 for Marketing (Community Promotions #740). This includes our normal contribution to the Chamber of Commerce for event sponsorship.
- \$48,620 for costs associated with the Social District (Community Promotions #463).
- \$20,000 for repair and maintenance as I set aside \$15,000 of this for painting the light poles.

I attached the proposed budget and cash flow for the DDA. The DDA is going to use a significant amount of fund balance this year to complete the capital projects. That being said, we still have a projected 8.6% fund balance at the end of the upcoming fiscal year. The cushion by under projecting next year's revenue along with this year should provide us manageable financial reserves. In addition to reducing the revenue projection for potential chargebacks, the City is projected to receive \$411,000 from the American Recovery Plan. I intend to set aside \$100,000 to cover potential chargebacks in the event they occur in the next four years. This money could go and address the DDA's needs if this happens.

**I am recommending that the Downtown Development Authority amend the current fiscal year budget and approve the Fiscal Year 2021-22 Budget as presented.**

## BUDGET REPORT FOR CITY OF LOWELL

GL NUMBER	DESCRIPTION	2019-20 ACTIVITY	2020-21 ORIGINAL BUDGET	2020-21 PROJECTED ACTIVITY	2020-21 ACTIVITY THRU 06/30/21	2021-22 REQUESTED BUDGET
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 000						
ESTIMATED REVENUES						
TAXES						
248-000-407.000	TIFA REVENUE	549,128.68	600,000.00	706,176.53	706,176.53	755,000.00
	TAXES	549,128.68	600,000.00	706,176.53	706,176.53	755,000.00
INTEREST AND RENTS						
248-000-665.000	INTEREST	7,268.45	2,500.00	1,000.00	0.00	2,500.00
	INTEREST AND RENTS	7,268.45	2,500.00	1,000.00	0.00	2,500.00
OTHER REVENUE						
248-000-698.000	BOND PROCEEDS	165,000.00	0.00	0.00	0.00	0.00
	OTHER REVENUE	165,000.00	0.00	0.00	0.00	0.00
	TOTAL ESTIMATED REVENUES	721,397.13	602,500.00	707,176.53	706,176.53	757,500.00
	NET OF REVENUES/APPROPRIATIONS - 000 -	721,397.13	602,500.00	707,176.53	706,176.53	757,500.00
Dept 450 - CAPITAL OUTLAY						
APPROPRIATIONS						
PROFESSIONAL & CONTRACTUAL						
248-450-801.000	PROFESSIONAL SERVICES	0.00	21,750.00	0.00	0.00	0.00
	PROFESSIONAL & CONTRACTUAL	0.00	21,750.00	0.00	0.00	0.00
CAPITAL						
248-450-970.000	CAPITAL OUTLAY	258,367.08	154,500.00	105,885.00	79,750.31	454,000.00
	FOOTNOTE AMOUNTS:			0.00		184,000.00
	AMITY CONSTRUCTION					
	FOOTNOTE AMOUNTS:			10,500.00		0.00
	TEMPERATURE CONTROL MODULE 50% COST WITH GF					
	FOOTNOTE AMOUNTS:			72,235.00		0.00
	RIVERSIDE STREET REPAVING					
	FOOTNOTE AMOUNTS:			0.00		25,000.00
	SHOWBOAT BRICKS					
	FOOTNOTE AMOUNTS:			23,150.00		0.00
	BENCHES AND TRASH CANS					
	FOOTNOTE AMOUNTS:			0.00		145,000.00
	VALLEY VISTA - BOWES TO MAIN DR 50% FY 22 50% FY23					
	FOOTNOTE AMOUNTS:			0.00		100,000.00
	MONROE & MAIN INTERSECTION					
	GL # FOOTNOTE TOTAL:			105,885.00		454,000.00
	CAPITAL	258,367.08	154,500.00	105,885.00	79,750.31	454,000.00
	TOTAL APPROPRIATIONS	258,367.08	176,250.00	105,885.00	79,750.31	454,000.00
	NET OF REVENUES/APPROPRIATIONS - 450 - CAPITAL OUT	(258,367.08)	(176,250.00)	(105,885.00)	(79,750.31)	(454,000.00)
Dept 463 - MAINTENANCE						
APPROPRIATIONS						
PERSONNEL						
248-463-702.000	SALARIES-PERMANENT	10,096.22	19,478.78	19,478.78	9,742.91	18,149.25
248-463-707.000	SALARIES-TEMPORARY	8,894.78	15,000.00	15,000.00	7,061.73	9,780.00
248-463-709.000	SALARIES-OVERTIME	1,016.11	2,000.00	2,000.00	1,221.38	1,100.00
248-463-715.000	SOCIAL SECURITY	1,574.40	2,700.00	2,700.00	1,579.20	2,220.00
248-463-716.000	HEALTH INSURANCE	1,225.28	5,315.42	5,315.42	1,693.43	4,727.86

## BUDGET REPORT FOR CITY OF LOWELL

GL NUMBER	DESCRIPTION	2019-20 ACTIVITY	2020-21 ORIGINAL BUDGET	2020-21 PROJECTED ACTIVITY	2020-21 ACTIVITY THRU 06/30/21	2021-22 REQUESTED BUDGET
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 463 - MAINTENANCE						
APPROPRIATIONS						
PERSONNEL						
248-463-717.000	LIFE INSURANCE	13.08	54.36	54.36	24.98	60.00
248-463-718.000	PENSION	2,805.99	3,891.57	3,891.57	917.14	3,447.00
248-463-721.000	LONGEVITY	183.42	84.50	84.50	52.00	52.00
248-463-722.000	WORKERS COMPENSATION	1,488.64	1,700.00	1,700.00	916.55	0.00
248-463-723.000	DENTAL INSURANCE	78.97	259.86	259.86	82.96	348.37
248-463-724.000	EYECARE	19.44	112.40	112.40	28.96	100.20
248-463-725.000	DISABILITY	30.26	119.84	119.84	59.09	200.00
PERSONNEL		27,426.59	50,716.73	50,716.73	23,380.33	40,184.68
SUPPLIES						
248-463-740.000	OPERATING SUPPLIES	4,094.78	3,000.00	5,000.00	4,978.30	7,500.00
SUPPLIES		4,094.78	3,000.00	5,000.00	4,978.30	7,500.00
PROFESSIONAL & CONTRACTUAL						
248-463-802.000	CONTRACTUAL	0.00	2,000.00	3,500.00	3,267.00	1,000.00
248-463-930.000	REPAIR & MAINTENANCE	2,426.89	12,000.00	5,000.00	3,243.09	20,000.00
	FOOTNOTE AMOUNTS:			0.00		15,000.00
	LIGHT POLE PAINTING					
PROFESSIONAL & CONTRACTUAL		2,426.89	14,000.00	8,500.00	6,510.09	21,000.00
OPERATING						
248-463-880.000	COMMUNITY PROMOTION	0.00	0.00	21,000.00	8,983.84	48,620.00
	FOOTNOTE AMOUNTS:			21,000.00		0.00
	SOCIAL DISTRICT COSTS					
	FOOTNOTE AMOUNTS:			0.00		27,000.00
	POLICE COSTS					
	FOOTNOTE AMOUNTS:			0.00		6,000.00
	PORTA POTTIE					
	FOOTNOTE AMOUNTS:			0.00		3,120.00
	DPW STAND BY COSTS					
	FOOTNOTE AMOUNTS:			0.00		11,000.00
	FIRE MAINTENANCE					
	FOOTNOTE AMOUNTS:			0.00		1,500.00
	PROMOTION					
	GL # FOOTNOTE TOTAL:			21,000.00		48,620.00
248-463-920.000	PUBLIC UTILITIES	13,460.55	17,500.00	18,000.00	11,648.16	18,000.00
248-463-940.000	RENTALS	12,789.08	26,000.00	18,000.00	8,916.71	26,000.00
248-463-955.000	MISCELLANEOUS EXPENSE	2,465.33	2,500.00	2,500.00	2,493.19	2,500.00
OPERATING		28,714.96	46,000.00	59,500.00	32,041.90	95,120.00
TOTAL APPROPRIATIONS		62,663.22	113,716.73	123,716.73	66,910.62	163,804.68
NET OF REVENUES/APPROPRIATIONS - 463 - MAINTENANCE		(62,663.22)	(113,716.73)	(123,716.73)	(66,910.62)	(163,804.68)
Dept 483 - ADMINISTRATION						
APPROPRIATIONS						
PERSONNEL						
248-483-702.000	SALARIES-PERMANENT	35,369.84	33,135.44	33,135.44	23,923.75	34,096.40
248-483-715.000	SOCIAL SECURITY	2,732.03	2,539.00	2,539.00	1,845.92	2,608.00
248-483-716.000	HEALTH INSURANCE	2,030.70	2,057.45	2,057.45	1,482.60	2,187.68
248-483-717.000	LIFE INSURANCE	43.06	50.06	50.06	28.81	0.00
248-483-718.000	PENSION	9,643.64	8,837.22	8,837.22	5,370.30	9,471.00
248-483-721.000	LONGEVITY	32.51	52.00	19.52	19.52	71.50



## BUDGET REPORT FORCITY OF LOWELL

GL NUMBER	DESCRIPTION	2019-20 ACTIVITY	2020-21 ORIGINAL BUDGET	2020-21 PROJECTED ACTIVITY	2020-21 ACTIVITY THRU 06/30/21	2021-22 REQUESTED BUDGET
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 483 - ADMINISTRATION						
APPROPRIATIONS						
PERSONNEL						
248-483-722.000	WORKERS COMPENSATION	179.50	125.00	180.00	120.00	0.00
248-483-723.000	DENTAL INSURANCE	169.82	181.82	181.82	115.86	173.16
248-483-724.000	EYECARE	43.19	37.56	37.56	13.81	15.53
248-483-725.000	DISABILITY INSURANCE	167.94	201.67	201.67	119.30	0.00
PERSONNEL		50,412.23	47,217.22	47,239.74	33,039.87	48,623.27
PROFESSIONAL & CONTRACTUAL						
248-483-830.000	ADMINISTRATIVE SERVICES	16,056.00	16,056.00	16,056.00	0.00	16,056.00
PROFESSIONAL & CONTRACTUAL		16,056.00	16,056.00	16,056.00	0.00	16,056.00
TOTAL APPROPRIATIONS		66,468.23	63,273.22	63,295.74	33,039.87	64,679.27
NET OF REVENUES/APPROPRIATIONS - 483 - ADMINISTRAT		(66,468.23)	(63,273.22)	(63,295.74)	(33,039.87)	(64,679.27)
Dept 740 - COMMUNITY PROMOTIONS						
APPROPRIATIONS						
OPERATING						
248-740-880.000	COMMUNITY PROMOTION	52,245.68	75,000.00	64,027.00	8,027.00	65,000.00
OPERATING		52,245.68	75,000.00	64,027.00	8,027.00	65,000.00
TOTAL APPROPRIATIONS		52,245.68	75,000.00	64,027.00	8,027.00	65,000.00
NET OF REVENUES/APPROPRIATIONS - 740 - COMMUNITY P		(52,245.68)	(75,000.00)	(64,027.00)	(8,027.00)	(65,000.00)
Dept 906 - DEBT SERVICE						
APPROPRIATIONS						
DEBT SERVICE						
248-906-991.000	PRINCIPAL ON BONDS	0.00	33,000.00	33,000.00	33,000.00	33,000.00
248-906-995.000	INTEREST ON BONDS	0.00	1,263.28	1,263.28	1,263.28	1,263.28
DEBT SERVICE		0.00	34,263.28	34,263.28	34,263.28	34,263.28
TOTAL APPROPRIATIONS		0.00	34,263.28	34,263.28	34,263.28	34,263.28
NET OF REVENUES/APPROPRIATIONS - 906 - DEBT SERVIC		0.00	(34,263.28)	(34,263.28)	(34,263.28)	(34,263.28)
Dept 965 - TRANSFERS OUT						
APPROPRIATIONS						
TRANSFERS OUT						
248-965-999.101	TRANSFER TO GENERAL FUND	303,382.00	308,632.00	308,632.00	308,632.00	312,632.00
248-965-999.661	TRANSFER TO EQUIPMENT FUND	0.00	17,340.00	34,680.00	17,340.00	0.00
TRANSFERS OUT		303,382.00	325,972.00	343,312.00	325,972.00	312,632.00
TOTAL APPROPRIATIONS		303,382.00	325,972.00	343,312.00	325,972.00	312,632.00
NET OF REVENUES/APPROPRIATIONS - 965 - TRANSFERS O		(303,382.00)	(325,972.00)	(343,312.00)	(325,972.00)	(312,632.00)
ESTIMATED REVENUES - FUND 248						
APPROPRIATIONS - FUND 248		721,397.13	602,500.00	707,176.53	706,176.53	757,500.00
NET OF REVENUES/APPROPRIATIONS - FUND 248		743,126.21	788,475.23	734,499.75	547,963.08	1,094,379.23
BEGINNING FUND BALANCE		(21,729.08)	(185,975.23)	(27,323.22)	158,213.45	(336,879.23)
ENDING FUND BALANCE		441,662.71	419,933.63	419,933.63	419,933.63	392,610.41
		419,933.63	233,958.40	392,610.41	578,147.08	55,731.18

Downtown Development Authority Fund  
Budget

	Fiscal year 2020-2021	Fiscal year 2021-2022
Beginning Balance:	\$ 427,461.68	\$ 401,638.46
REVENUE:		
TIFA	\$ 706,176.53	\$ 755,000.00
Interest	\$ 2,500.00	\$ 2,500.00
Light and Power bond proceeds		
Total:	\$ 1,136,138.21	\$ 1,159,138.46
EXPENDITURES:		
Capital Outlay & Prof. Services	\$ 105,885.00	\$ 454,000.00
Maintenance & Admin.	\$ 123,716.73	\$ 163,804.68
Administration	\$ 63,295.74	\$ 64,579.91
Marketing	\$ 64,027.00	\$ 65,000.00
Transfer to General Fund/City Hall	\$ 308,632.00	\$ 312,632.00
Transfer to Equipment Fund	\$ 34,680.00	\$ -
Pmt to Light and Power	\$ 34,263.28	\$ 34,263.28
Total:	\$ 734,499.75	\$ 1,094,279.87
Estimated Ending Balance:	\$ 401,638.46	\$ 64,858.59