



301 East Main Street
Lowell, Michigan 49331
Phone (616) 897-8457
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CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY
INFORMATIONAL MEETING
THURSDAY, OCTOBER 5, 2023
12 NOON

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
 - a) August 17, 2023
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
 - a) Monroe Street Island
7. NEW BUSINESS
 - a) Christmas Marketing
 - b) Marketing
 - c) Handicapped Ramp Grant – 317 E. Main
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUTHORITY
OF THE
CITY OF LOWELL
MEETING
THURSDAY, AUGUST 17, 2023**

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

The Meeting was called to order at 12:18 p.m. by Boardmember Bartkus.

Present: Board members Rick Seese, Eric Bartkus, Nicole Lintemuth, Martha Davis, Laurie Chambers and Chair Reagan.

Absent: Board members DeVore, Doyle and Reagan.

Also Present: City Manager Michael Burns, City Treasurer Sue Olin, City Clerk Sue Ullery.

2. **EXCUSE OF ABSENCES.**

IT WAS MOVED BY BARTKUS and seconded by CHAMBER to excuse the absences of Board member DeVore, Reagan and Doyle.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

3. **APPROVAL OF THE AGENDA & MINUTES FROM JUNE 8, 2023.**

IT WAS MOVED BY SEEE and seconded by LINTEMUTH to approve the agenda as written.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

4. **TREASURER'S REPORT.**

DOWNTOWN DEVELOPMENT AUTHORITY FUND

August 15, 2023

Beginning Balance		\$	447,841.42
Revenue			
	TIFA Revenue	\$	27,500.00
	Misc		
	Interest	\$	-

Total Revenues		\$	475,341.42
Expenditures			
	Capital Outlay	\$	9,450.00
	Salaries	\$	5,622.11
	Maintenance Supplies	\$	5,399.21
	Utilities	\$	972.12
	Marketing and Community Promotions		
	Accrued Wages	\$	1,959.10
	Administration	\$	6,989.69
	Accrued Payables	\$	1,208.86
	Transfer to Equipment		
	Transfer to General Fund		
	Debt service to Light & Power		
Total Expenditures		\$	31,601.09
Ending Balance		\$	443,740.33

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

There were none.

6. **OLD BUSINESS.**

There was none.

7. **NEW BUSINESS.**

a) Ottawa Street Design Engineering.

City Manager Michael Burns read his memo regarding Williams & Works engineering services for Ottawa and Brook Street.

Bartkus questioned if this is the same period as the project on Washington St. and also if utilities were involved on this one.

Burns said yes, same time period, explained why and stated no utilities involved.

IT WAS MOVED BY SEESE and seconded by CHAMBER that the Lowell Downtown Development Authority approve the Design Engineering Services quote for Brook Street at a cost not to exceed \$19,800.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

b) Monroe Street Island.

City Manager Michael Burns explained the ideal for enhancing Monroe Street. Concerned that when Monroe Street repair is complete, there will be speeding issues. The island ideal will help divert semi-trucks to Washington where we have always wanted them to go, and eliminate the left hand turn onto Main but also make it more esthetically appealing. Monroe is a major city street and we get more money from the state for major streets. We could budget this for next fiscal year and DDA could fund. Approximately \$100,000.

Bartkus questioned why we would not make the whole road a one-way.

Burns is open to options and suggestions and could come back with a quote as well as a representative from Williams & Works to the next DDA meeting.

General consensus from all board members was for the DDA to approve the island concept.

c) Bike Rack.

City Manager Michael Burns stated he has had some requests for more bike racks in the city. We would get the same model we have currently and would like DDA to fund this.

DDA Board members directed Burns to get some numbers for adding more bike racks and bring them to the next meeting.

8. **REPORTS AND MEMBER COMMENTS.**

City Manager Michael Burn stated he received a handicap access grant request yesterday for Amanda Rogers new building; he will review it and bring it to the next DDA meeting, which will be October.

9. **ADJOURNMENT.**

IT WAS MOVED BY LINTEMUTH and seconded by Seese to adjourn at 12:44pm.

APPROVED:

James E. Reagan, Chair

DOWNTOWN DEVELOPMENT AUTHORITY FUND

October 2, 2023

Beginning Balance		\$	448,968.79
Revenue			
	TIFA Revenue	\$	738,500.00
	Misc	\$	35.70
	Interest	\$	-
Total Revenues		\$	1,187,504.49
Expenditures			
	Capital Outlay	\$	97,542.49
	Salaries	\$	8,986.42
	Maintenance Supplies	\$	10,871.20
	Utilities	\$	2,607.89
	Marketing and Community Promotions	\$	65.07
	Accrued Wages	\$	1,959.10
	Administration	\$	13,338.93
	Accrued Payables	\$	1,208.86
	Transfer to Equipment		
	Transfer to General Fund		
	Debt service to Light & Power		
Total Expenditures		\$	136,579.96
Ending Balance		\$	1,050,924.53

CHECK DATE FROM 08/16/2023 - 10/02/2023

CHILDREN BORN FROM 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 26

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
08/16/2023	GEN	78956	BERNARDS ACE HARDWARE	JULY ACCOUNT STATEMENT	930.000	463	47.90
08/16/2023	GEN	78972	VISA	JULY MERCANTILE VISA STATEMENT	930.000	463	76.00
08/17/2023	GEN	78997	PETTY CASH	PETTY CASH - VARIOUS	880.000	740	27.50
08/17/2023	GEN	79007	SKYLINE ELECTRIC, INC	RIVERWALK - GFI	930.000	463	450.00
08/17/2023	GEN	79016	WILLIAMS & WORKS INC.	BROOK & OTTAWA IMPROVEMENTS	970.000	450	1,342.21
08/31/2023	GEN	79032	ALLIED UNIVERSAL TECH SERVICES	SHOWBOAT RESTROOM ACCESS	802.000	463	469.00
08/31/2023	GEN	79047	KERKSTRA PORTABLE, INC.	PORTABLE RESTSROOM - DDA	802.000	463	250.00
08/31/2023	GEN	79050	LOWELL LIGHT & POWER	ELECTRIC BILL	920.000	463	497.60
08/31/2023	GEN	79056	PROGRESSIVE HEATING COOLING, CORP.	LIBRARY 12.5 TON CONDENSING UNIT	970.000	450	23,500.00
09/15/2023	GEN	79065	BERNARDS ACE HARDWARE	ACCOUNT STATEMENT	930.000	463	47.98
09/15/2023	GEN	79092	KING MILLING COMPANY	SUMMER TAXES ON PARKING LOTS	955.000	463	2,036.95
09/15/2023	GEN	79117	VISA	MERCANTILE VISA STATEMENT AUGUST	880.000	740	37.57
09/29/2023	GEN	79136	ECO GREEN SUPPLY	PRE-EMERGENCE 50 LBS	930.000	463	405.32
09/29/2023	GEN	79150	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOM - DPW	802.000	463	250.00
09/29/2023	GEN	79154	LOWELL LIGHT & POWER	ELECTRIC BILL	920.000	463	456.27
09/29/2023	GEN	79160	O.E. BIERI & SONS, INC.	TOP SOIL	930.000	463	75.00
09/29/2023	GEN	79165	PROGRESSIVE HEATING COOLING, CORP.	NEW BOILER - LIBRARY	970.000	450	61,981.00
09/29/2023	GEN	79172	WILLIAMS & WORKS INC.	BROOK & OTTAWA IMPROVEMENTS	970.000	450	1,269.28
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							93,219.58

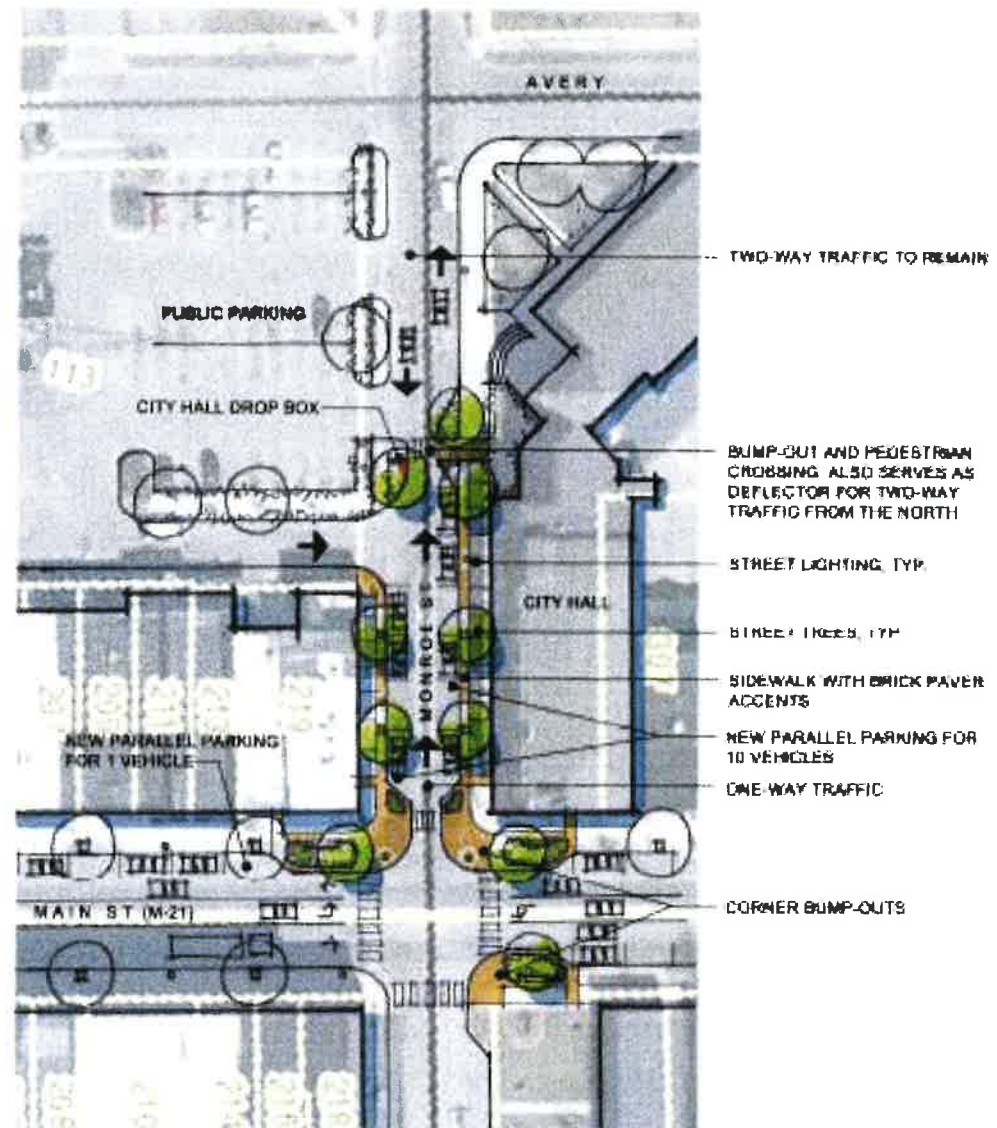
► Monroe Street Placemaking Plan

Monroe Street lies within the Downtown Core sub area and serves as a gateway to several city municipal buildings.

Monroe Street will continue to serve as a gateway to municipal services and civic institutions by way of a one-way traffic lane featuring pedestrian crossings and corner bump-outs for enhanced pedestrian safety and access. By reinstating Monroe from a two-lane road to a single-lane one direction access road, visibility will be enhanced at the Main Street entrance, and will potentially allow for better vehicular and pedestrian usage. In addition, the one-way road may easily be closed off and serve as a public plaza for community events.



An example of an enhanced street crosswalk featuring bump out, near on street parking reduces crossing widths resulting in an increased perception of safety.



► Monroe Street Placemaking Plan



The rendering shows before and after. The left of Monroe Street with two way travel changed to one way, bump outs, public art, enhanced parkway, street lighting, and re-landscaped on street parking.

EXISTING



PROPOSED

ANALYSIS AND PLANS



Downtown sculpture, and art, like the one shown at left and the ones in the rendering below help to distinguish unique downtown areas and create a sense of place. Sculpture can help to create an image that is synonymous with Downtown Lowell and the local art community.

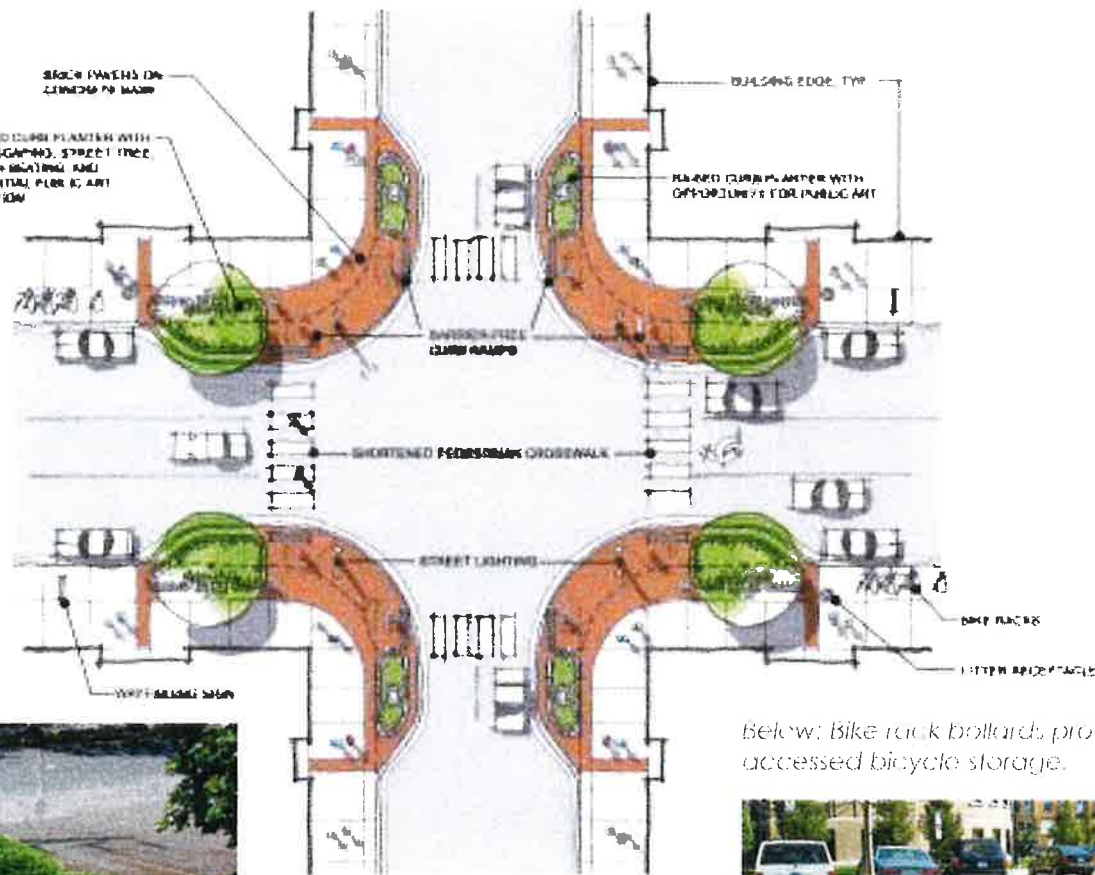
SOURCE: CHURCH STREET, BLACKBURN, LANCASHIRE COUNTY, ENGLAND



SOURCE: CHURCH ENTERPRISES, INC.

bollards, shown above, and in the rendering at left, were originally steel posts that were installed on docks to anchor ships; while in port, today, they are used as a traffic calming mechanism in busy downtown areas.

Streetscape Placemaking



Top: Black poles and raised pavement of curb crossing signals the roadway. Left: Landscaped edges provide a buffer for the sidewalk.

Below: Bike rack bollards provide easily accessed bicycle storage.



ANALYSIS AND PLANS

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: September 29, 2023

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, City Manager 

RE: Christmas Marketing

The DDA has received its annual Christmas in Lowell 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 \$5000 in sponsorship for the event. Information is attached explaining what this will entail. Anyhow, these funds are budgeted.

I recommend the Downtown Development Authority provide a sponsorship to the Lowell Area Chamber of Commerce at a cost not to exceed \$5,000 for the Christmas in Lowell marketing sponsorship.



September 28, 2023

Dear DDA Directors,

December in Lowell is magical, and this year will be no exception! We are thrilled to present long-standing traditions – a day of Christmas Festivities, the Night-time Santa Parade, and Santa Visits on the Lowell Showboat VI throughout the month of December. Parade day will host many activities and end with the lighted parade along historic Main Street in Downtown Lowell. Our theme this year is, "The Twelve Days of Christmas".

We are seeking \$5,000 in funding from the DDA to help offset costs. The enclosed budget includes the estimated value of in-kind contributions from sponsors outside of the DDA, as we would be amiss to not recognize the level of community support and involvement required to make this experience come to life. We hope for the DDA's continued Christmas funding support, as this event would not be possible without your contribution.



We look forward to working with you again this year!

Sincerely,

Shannon Kennedy
Executive Director

Budget for 2023 Christmas Season			
Activity		Expense	
Decorating the Riverwalk & Showboat	Fresh garland roping, lights, decorations and items for Riverwalk Area & Santa's temporary home	\$ 650.00	
Advertising	Sentinel Standard, Buyers Guide, WION Radio, News Release, Posters, Printing and Postage	\$ 2,000.00	
Parade	Cash prizes for parade entries	\$ 450.00	
	Lighting for Riverside Dr including mileage for pickup/delivery	\$ 500.00	
Santa & Mrs. Clause	Wages	\$ 600.00	
Lowell Bucks	Volunteers	\$ 200.00	
Miscellaneous	Candy Cane, Hot Chocolate and Supplies	\$ 400.00	
Horse & Carriage Rides and Live Reindeer	Friday Night Special	\$ 2,450.00	
	TOTAL	\$ 7,250.00	
	Requesting from DDA	\$ 5,000.00	
In-Kind Contributions	Sponsor	Value	
Lowell Showboat VI for Santa Visits	Lowell Showboat VI	\$ 7,000.00	minimum
Wednesday Night Santa Pictures	In Kind Photographer - 300 pictures @ \$10	\$ 3,000.00	
Friday Night Santa Pictures	In Kind Photographer - 200 pictures @ \$10	\$ 2,000.00	
Saturday Santa Pictures	In Kind Potographer - 600 pictures @ \$10	\$ 6,000.00	
Lighting the Chrismtas Tree & Trees in front of the Chamber	Lowell Light & Power - installation of lights & purchased new lights for the town Christmas Tree	\$ 2,000.00	
Management & Implementation of Christmas Festivities	LACC Staff 40 hours @ 40 per hour	\$ 1,600.00	
Implementation of Christmas Festivities	LACC Volunteers - minimum of 100 hours @ \$25 per hour	\$ 2,500.00	
Various Organizations	Cookies for the children serving over 1100 = 86 dozen at \$12 per dozen	\$ 1,032.00	
		\$ 25,132.00	

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: September 29, 2023

TO: Downtown Development Authority Board of Directors

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

RE: Marketing

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.



September 27, 2023

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 Greater Lowell Community. Throughout the year, it has been wonderful to be "back to normal", hosting regular events and welcoming visitors to our community post-pandemic.

The mission of the Community-Wide Business Marketing Plan is to 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.

The Lowell Area Chamber of Commerce collaborates with area businesses, government agencies, organizations, churches, and the school district to execute the marketing plan. For nearly 15 years now, through the efficient use of an annual advertising budget applied across multiple media channels and platforms, we have marketed the Greater Lowell Area as, "The Next Place to Be!" Commitment to the "The Next Place to Be" marketing program has worked to transform the area into a vibrant, thriving community. Because of this success, we believe Lowell is THE place to be!

Initial conversations indicate now may be the time to refresh our brand identity. The Community-Wide Marketing Plan incorporates an opportunity to take a renewed look at how we brand the Greater Lowell Area. Our submitted grant request to the Lowell Area Community Fund included a slight funding increase to survey businesses and community leaders regarding their perceptions of our brand, current business and organizational needs. *This research can be done without increasing the amount of year over year requested funds from the DDA.*

For 2023-2024, marketing assets to support campaign tactics will include:

- Radio ads,
- Digital ads, including YouTube and social media channels,
- Print Media, local papers, and state/regional magazines,
- E-mail marketing,
- Direct mail,
- Billboards, and more.

Additionally, as we head into 2024, our emphasis will be on increased video production and final placement in multiple channels. Because each channel has different viewing habits and performance trends, videos will be planned for final cuts in varying lengths (:09, :15, :30, :60) to address multiple needs.

Continued page 2...



...Continued from page 1

We will look to build upon our co-op marketing opportunities by inviting area businesses to partake in the production of new videos. Through these efforts, participating businesses and organizations will receive high-quality, professionally developed videos they can use at any time to support their own marketing efforts. With rising costs and budgets already stretched thin, our small business owners need affordable resources to self-promote as needed.

Lowell Buck\$, our local community currency, actively promotes shopping, eating, and playing locally. Currently, over 60 small businesses are utilizing this program paid for by the Lowell Area Chamber of Commerce. Every business that participates is 100% reimbursed for the local currency. We also devote funds for giveaways as we continue to push the use of unspent Lowell Buck\$.

Girls' Night Out, Spring Fling, and Harvest Celebration are events specifically geared to the downtown area and it's noted on all marketing materials that the event is funded by the DDA and presented by the Lowell Area Chamber of Commerce.

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

Sincerely,

A handwritten signature in black ink, appearing to read "SK", followed by a long horizontal flourish.

Shannon Kennedy
Executive Director
Lowell Area Chamber of Commerce
Marketing Steering Committee, member

Lowell Community-Wide Business Marketing Plan: June 2023 - May 2024	
<u>Marketing Income</u>	
Co-op Marketing Opportunites	\$ 7,100.00
DDA	\$ 50,000.00
Lowell Area Community Fund	\$ 70,000.00
Total Revenue:	\$ 127,100.00
<u>Marketing Expenses</u>	
Brand Refresh: Survey, Focus Group/Work Sessions, Concept Designs + Review of supporting event logos, Finalize logo with new tagline, Deliver brand standards guide	\$ 8,000.00
<u>Media Placements and Asset Development</u>	
Radio	\$ 12,000.00
Digital/Social Marketing	\$ 33,200.00
Print (local papers, flyers, inserts, post cards & direct mail)	\$ 21,000.00
Video Production	\$ 20,500.00
Billboard Campaign	\$ 13,000.00
Promotional Items (new tent, banners, signs, giveaways, to support new branding)	\$ 11,400.00
Supplies and Mailings	\$ 1,500.00
Lowell Bucks Giveaways	\$ 2,500.00
Chamber Business Marketing Plan Administration - 100 hours X \$40 hour	\$ 4,000.00
Total Expenses:	\$ 127,100.00

2023
2023
2023
2023



LOWELL
LOWELL AREA CHAMBER OF COMMERCE



VENTURE CREATIONS
create. captivate. **convert.**

Social Media Performance Report - 2022/2023 (Sept-August)

Facebook Advertising Overview

2.75M

1.92M

IMPRESSIONS

▲ 42.70%

387K

269K

REACH

▲ 43.81%

545K

350K

VIDEO VIEWS

▲ 56.02%

24,309

19,298

LINK CLICKS

▲ 25.97%

25,392

20,414

RSVP

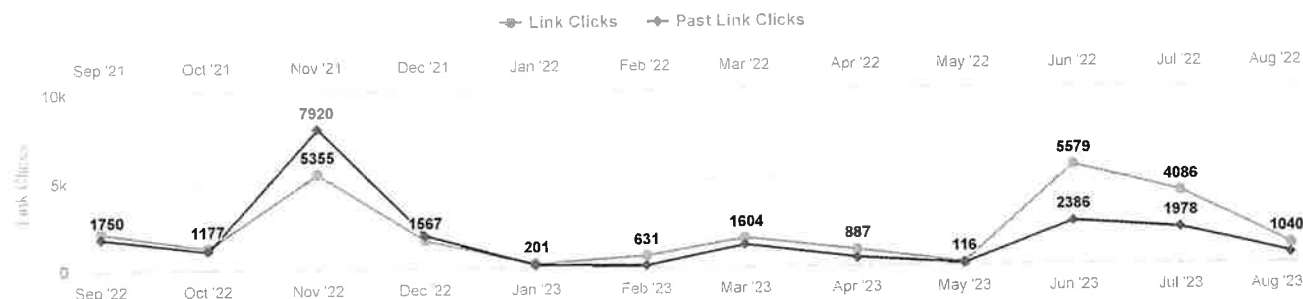
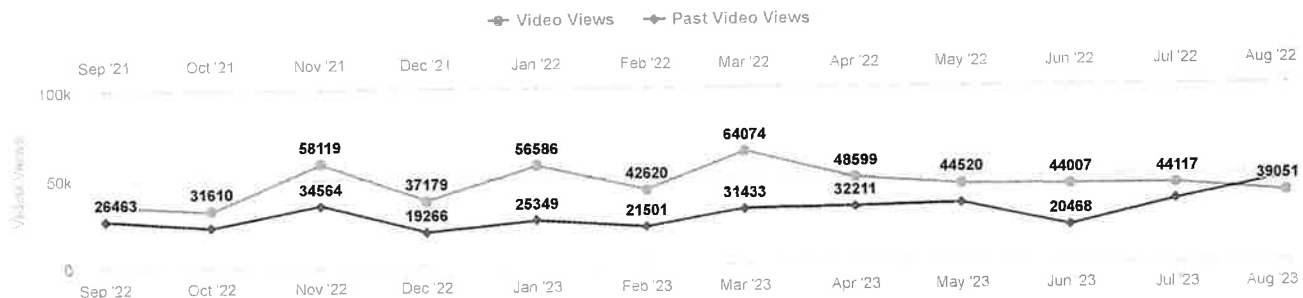
▲ 24.39%

\$13,748.15

\$ 11,198.48

SPEND

▲ 22.77%



Social Media Performance Report - 2022/2023 (Sept-August)

Facebook Ads - Awareness + Showboat

	Impressions	Reach	Frequency	Link Clicks	Video Views	Video Views to 75% (Secs)	Spend (\$)
Lowell - Awareness	652,635	105,001	6.22	1,246	475,564	319,584	4,584.79
Lowell - Showboat	24,913	8,142	3.06	29	23,823	23,001	219.93
Total	677,548	107,530	6.30	1,275	499,387	342,585	4,804.72

Facebook Ads - Events

	Impressions	Reach	Frequency	Cost Per Rsvp (\$)	Rsvp	Spend (\$)
Lowell - Riverwalk	501,373	117,565	4.26	0.18	9,805	1,758.97
Lowell - Harvest Celebration - RSVPs	128,771	37,985	3.39	0.14	2,860	411.98
Lowell - Santa Parade - RSVPs	138,598	42,016	3.30	0.24	2,282	549.85
Lowell - Nite of Cheer - RSVPs	72,072	26,536	2.72	0.17	1,666	274.91
Lowell - Market on Main - RSVPs	156,282	44,656	3.50	0.44	1,244	549.58
Lowell - Expo - 2023	174,588	40,120	4.35	0.67	1,235	824.88
Lowell - Santa Visits - RSVPs	94,938	16,953	5.60	0.66	835	549.96
Lowell - Farmers Market	82,997	20,001	4.15	0.46	680	311.63
Lowell - Spring Fling	65,681	17,440	3.77	0.47	582	274.72
Lowell - GNO Fall - RSVPs	52,387	17,952	2.92	0.75	551	412.00
Total	1,467,687	178,962	8.20	0.27	21,740	5,918.48

Instagram Ads - Events

	Impressions	Reach	Frequency	Link Clicks	Spend (\$)
Lowell - IG - Expo	72,374	40,504	1.79	21	165.00
Lowell - IG - Santa Parade	51,466	33,224	1.55	14	137.97
Lowell - IG - Riverwalk	66,826	30,439	2.20	1,952	440.00
Lowell - IG - Harvest	34,645	22,616	1.53	24	83.00
Lowell - IG - Fall GNO	30,925	20,252	1.53	8	83.00
Lowell - IG - CTL	29,396	11,716	2.51	530	329.00
Lowell - IG - Santa Visits	16,846	8,826	1.91	112	136.98
Total	302,478	109,052	2.77	2,661	1,374.95

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: September 29, 2023

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, City Manager

A handwritten signature in black ink, appearing to read "MTB", is written over the "FROM:" line.

RE: Handicapped Ramp Grant – 317 E. Main

The DDA has received a grant request for a handicapped ramp located at 317 E. Main. The applicant is Amanda Rogers from Rogers Neighborhood Realty and would like to place a ramp in the front entrance of the building.

As required, Ms. Rogers gathered three quotes for the work. The lowest estimate came in at \$3,500. Since this is over the \$2,500 threshold, this is eligible for a 50% percent match by the DDA.

The only item still needed are the sealed building renderings for the building permit which is required for this. Once we receive those, Ms. Rogers will be fully compliant with the DDA requirements. A building permit will be needed for this work, so I don't foresee any issues with this outstanding item.

I have attached Ms. Rogers application and some photos showing what she would like to have completed.

Funds are available to reimburse this expense and **I recommend for the Lowell Downtown Development Authority to reimburse a cost not to exceed \$1,750 to Rogers Neighborhood Realty for the handicapped ramp grant request.**

**CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY**

HANDICAPPED ACCESS IMPROVEMENT APPLICATION

I. APPLICANT INFORMATION

Applicant's Name: Amanda Rogers
Mailing Address: 317 E Main Lowell
Phone Numbers: 614 644 0784

II. BUSINESS OWNER INFORMATION

Building's Historic or Common Name: _____
Name of Business Owner: Rogers Leasing LLC
Building Address: 317 E Main
Phone Number: 614 644 0784

III. BUILDING OWNER INFORMATION

Building Owner's Name: Same
Mailing Address: _____
Phone Numbers: _____

IV. PROPERTY/BUILDING INFORMATION

Property Identification (Sidwell) No: 41-20.02-407-027
Date Building was originally constructed: 1980
Date(s) of known past building improvements/modifications: painted
& new signage summer 2023
Current Use: Real Estate Office
Proposed Use: Same

V. ARCHITECT/CONSULTANT INFORMATION

Name of Architect/Consultant: N/a

Firm: _____

Specialty: _____

Mailing Address: _____

Phone Numbers: _____

VI. PROJECT INFORMATION

Total Project Cost: 3500

Proposed Start Date: 9/2023

Proposed Completion Date: 9/2023

Project Financing: Cash

Bank Name: _____

What is your project budget? (Please Circle)

Less than \$10,000

\$10,000-\$20,000

\$20,000-\$50,000

\$50,000-\$100,000

Over \$100,000

Is your project funding in place to implement the work?

YES

NO

VII. REQUIRED SUPPLEMENTAL INFORMATION

Note: This application must be completed and approved prior to project commencement. Please read eligibility information attached.

The Applicant is required to submit with this form the following:

- ☒ • Official quotes, including the cost breakdowns by major categories (i.e., architectural fees, engineering fees, repair, carpentry, materials, etc.).
- ☒ • Current and proposed photos.
- Three (3) copies of building plans, building elevation, site plans, product drawings, specifications and installation details as required by the DDA Board of Directors; 3 of these copies must be submitted as signed and sealed plans.

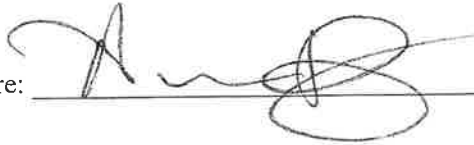
✎ Three (3) copies of photographs of existing building depicting the areas of proposed improvement.

• ~~If Applicant is Lessee, attach a copy of Lease.~~

- Prior to reimbursement by the DDA, the intended recipient must provide a W-9 form to the City of Lowell before reimbursement occurs. **(This does not need to be supplied until the project is approved by the Downtown Development Authority)**

I, the applicant, have read and understand the HANDICAPPED ACCESS IMPROVEMENT GUIDELINES and hereby submit the application and required attachment to the City of Lowell Downtown Development Authority.

Applicant Signature: _____



Date: _____

8.10.23

Owner Signature, if different: _____

Date: _____

Submit Application with attachments to:

Downtown Development Authority City of Lowell 301 E. Main Street Lowell, MI 49331
4877-7595-7596 v3 [60857-994]

#1
OSTERHAVEN CONCRETE

6851 Snow Ave. SE
Alto, MI 49302

ESTIMATE

Brian Osterhaven (616) 318-9501

CUSTOMER: Neighborhood Realty
ADDRESS: 317 East Main St
CITY/STATE/ZIP: Lowell, MI
JOB NAME:

Date: 8-3-23

Contact

phone: 616-644-0784

email: amanda@amandasellsmichigan.com

Directions:

MISS DIG---COUNTY

Twp/City

TICKET#

Called on:

Front Entry- is aprox 5'x9' Flush with door threshold with aprox 3 1/2"

step at sidewalk. Remove/Dispose/Repour new concrete to be
an ADA compliant ramp from door to sidewalk height.

Price Includes: cutting, removal, disposal of concrete and concrete/labor
to pour the new ramp.

\$3,500

Total

\$3,500.00

DUE to market volatility in materials and fuel cost from our suppliers, any increases passed on to the customer.

I have read, understand & agree with the terms and conditions of the ***What to Expect Document***. I authorize
Osterhaven Concrete, LLC to do the work on the estimate.

Customer Signature:

Date of Acceptance:

****Please send all signed estimates to brianosterhaven@gmail.com or
mail with the down payment to: 6851 Snow Avenue. SE, Alto, MI 49302**



Gmail

#2

Amanda Rogers Realtor® <amanda@amandasellsmichigan.com>

Concrete quote 2023

1 message

Straight edge Concrete <straightedgecrete@gmail.com>

Thu, Aug 10, 2023 at 10:21 AM

To: "amanda@amandasellsmichigan.com" <amanda@amandasellsmichigan.com>

Amanda,

Thank you for reaching out for your concrete quote. I have a price here for the work that we spoke about. Please let me know if you have any questions. Thank you and have a great day!

Jason

Quote 1- Remove existing front entry way and haul spoils offsite. Install new exterior concrete to be zero entry from city sidewalk to front door. Concrete to have light broom finish and tooled control joints.
Total 1- \$4860.00

** Additional cost could arise from existing structure under entry way. We will not know until removal of concrete**



