



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

CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
THURSDAY, OCTOBER 6, 2022
12 NOON

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
 - a) July 7, 2022
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
7. NEW BUSINESS
 - a) Safety Fence at Showboat
 - b) Marketing
 - c) Christmas Marketing
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUTHORITY
OF THE
CITY OF LOWELL
MEETING
THURSDAY, JULY 07, 2022**

1. CALL TO ORDER; ROLL CALL.

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

Present: Board members Rita Reister, Rick Seese, Brian Doyle, Eric Wakeman, Martha Davis, Nicole Lintemuth, Laurie Chambers and Chair Reagan.

Absent: Board members Mike DeVore.

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

2. EXCUSE OF ABSENCES.

IT WAS MOVED BY WAKEMAN and seconded by DOYLE to excuse the absences of Board member DeVore.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

3. APPROVAL OF THE AGENDA.

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

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

4. APPROVAL OF THE MINUTES.

IT WAS MOVED BY WAKEMAN and seconded by CHAMBERS to approve the minutes of May 12, 2022 as written.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

5. TREASURER'S REPORT.

DOWNTOWN DEVELOPMENT AUTHORITY FUND

July 7, 2022

Beginning Balance		\$	514,731.59
Revenue			
	TIFA Revenue		
	Interest	\$	-
Total Revenues		\$	514,731.59
Expenditures			
	Capital Outlay		
	Salaries	\$	4,001.06
	Maintenance Supplies		
	Utilities		
	Marketing and Community Promotions		
	Accrued Wages		
	Administration	\$	3,023.15
	Accrued Payables		
	Transfer to Equipment	\$	-
	Transfer to General Fund		
	Debt service to Light & Power		
Total Expenditures		\$	7,024.21
Ending Balance		\$	507,707.38

6. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA.

There were none.

7. **OLD BUSINESS**

There was none.

8. **NEW BUSINESS.**

a.) **Construction Engineering for Valley Vista.**

DPW Director Dan Czarnecki read his memo stating the 2022 Lowell Street Improvement Project will need engineering oversight during construction. There are portions of seven streets within the project that will be reconstructed with new base gravel and new asphalt. Our engineers, Williams & Works, have provided us with a scope of services for this work including contract documentation, construction staking, construction observation of the proposed work, construction engineering as required to address and resolve issues as they arise, documentation of construction activities and pay item quantities, and coordinate material testing. They will also handle all the contract administrations including execution of contract documents, arrange and attend pre-construction and progress meetings, review request for construction payments, and finalize paperwork at the end of the project. Williams & Works will do all this for a cost not to exceed \$43,800. Material testing work such as compaction testing, asphalt sampling and testing, concrete testing, etc., will be performed by a subcontractor and will be coordinated through Williams & Works. Because the Valley Vista Dr. is within the Downtown Development Authority, so we are asking the DDA to pay \$9,400 towards this total amount. The Local Streets fund will pay the remaining \$34,400. Dan stated they are hoping to be complete by the end of August, weather permitting.

IT WAS MOVED BY DOYLE and seconded by WAKEMAN that the Downtown Development Authority approve the Valley Vista Dr. portion of the 2022 Street Improvement Construction Engineering Services with Williams & Works, as outlined in their scope of services, dated June 28, 2022, for the amount of \$9,400 of the total amount of \$43,800.

YES: Board members Reister, Doyle, Seese, Wakeman, Chambers, Lintemuth, Davis and Chair Reagan.

NO: None.

ABSENT: Board member DeVore

MOTION CARRIED.

b.) **Handicap Accessibility Improvement Fund.**

City Manager Michael Burns walked through the Handicap Access Improvement Guidelines and the Application to help explained the process. Burns stated he is just bringing it to your attention now, it still needs to be gone through with the City Attorney as well as approved by our City Building Inspectors at PCI.

9. **REPORTS AND MEMBER COMMENTS.**

Board member Seese asked about the new restrooms and speakers.

Burns stated the restrooms are open, signage is on and the locks are on. Bathrooms are set to be open for 9:00 am to 9:00 pm Monday through Wednesday, 9:00 am to 10:00 pm Thursday and 9:00 am to 11:00 pm Friday & Saturday and 7:00 am to 9:00 pm Sunday. Also, the charging station made \$201 in May and \$155 in June.

Next Meeting will be September 8, 2022.

IT WAS MOVED BY WAKEMAN and seconded by DAVIS to adjourn at 12:21.

Date:

APPROVED:

James E. Reagan, Chair

Susan Ullery, Lowell City Clerk

DOWNTOWN DEVELOPMENT AUTHORITY FUND

October 5, 2022

Beginning Balance		\$	497,921.33
Revenue			
	TIFA Revenue	\$	528,500.00
	Misc	\$	677.10
	Interest	\$	-
Total Revenues		\$	1,027,098.43
Expenditures			
	Capital Outlay	\$	86,825.85
	Salaries	\$	7,931.90
	Maintenance Supplies	\$	11,156.43
	Utilities	\$	3,698.88
	Marketing and Community Promotions		
	Accrued Wages	\$	5,618.95
	Administration	\$	11,602.03
	Accrued Payables	\$	834.61
	Transfer to Equipment	\$	-
	Transfer to General Fund		
	Debt service to Light & Power	\$	101,319.93
Total Expenditures		\$	228,988.58
Ending Balance		\$	798,109.85

10/05/2022 10:42 AM

User: SUE

DB: Lowell

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL

CHECK DATE FROM 07/02/2022 - 10/05/2022

Page 1/2

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248	DOWNTOWN	DEVELOPMENT AUTHORITY					
07/14/2022	GEN	77337	BERNARDS ACE HARDWARE	ACCOUNT STATEMENT	740.000	463	157.51
07/14/2022	GEN	77364	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS	920.000	463	441.51
07/29/2022	GEN	77388	ALLIED UNIVERSAL TECH SERVICES	DDA BATHROOMS	970.000	450	5,577.10
07/29/2022	GEN	77396	BOUWHUIS SUPPLY, INC.	HAND TOWELS	740.000	463	245.59
07/29/2022	GEN	77418	KENTWOOD SALES CORPORATION	BLACK TRASH BAGS	740.000	463	1,118.75
07/29/2022	GEN	77419	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOM - DDA	880.000	463	500.00
07/29/2022	GEN	77423	MAG PLUMBING SERVICE LLC	BACKFLOW PREVENTERS	930.000	463	62.50
07/29/2022	GEN	77425	O'LEARY PAINT	YELLOW & WHITE TRAFFIC PAINT	740.000	463	677.10
08/12/2022	GEN	77454	BERNARDS ACE HARDWARE	ACCOUNT STATEMENT	740.000	463	31.96
08/12/2022	GEN	77485	KING MILLING COMPANY	TAXES ON PARKING LOTS	955.000	463	1,918.56
08/12/2022	GEN	77492	LOWELL LIGHT & POWER	ELECTRIC 6/25 -7/26/2022	920.000	463	461.49
08/12/2022	GEN	77495	LOWELL LIGHT & POWER	DDA LOAN	991.000	906	99,577.33
				DDA LOAN	995.000	906	1,742.60
				CHECK GEN 77495 TOTAL FOR FUND 248:			101,319.93
08/12/2022	GEN	77511	SITEONE LANDSCAPE SUPPLY LLC	100 FT POLY PIPE DDA	930.000	463	63.10
08/12/2022	GEN	77518	VISA	MERCANTILE VISA STATEMENT	740.000	463	57.52
08/26/2022	GEN	77541	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOM DDA	880.000	463	500.00
09/15/2022	GEN	77572	BERNARDS ACE HARDWARE	ACCOUNT STATEMENT	740.000	463	102.92
				ACCOUNT STATEMENT	930.000	463	25.12
				CHECK GEN 77572 TOTAL FOR FUND 248:			128.04
09/15/2022	GEN	77596	GRAND RAPIDS PEST CONTROL INC	CHAMBER PEST CONTROL	802.000	463	525.00
09/15/2022	GEN	77621	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS	920.000	463	469.31
09/15/2022	GEN	77641	TRUGREEN	LAWN CARE CITY HALL	802.000	463	44.10
				LAWN CARE CHAMBER OF COMMERCE	802.000	463	40.95

10/05/2022 10:42 AM

User: SUE

DB: Lowell

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL

CHECK DATE FROM 07/02/2022 - 10/05/2022

Page 2/2

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY				CHECK GEN 77641 TOTAL FOR FUND 248:			85.05
09/15/2022	GEN	77647	YOUNGSTROM CONTRACTING INC	2022 STREETS IMPROVEMENTS	970.000	450	81,248.75
09/30/2022	GEN	77679	KERKSTRA PORTABLE, INC.	PORTABLE RESTROOMS DDA	880.000	463	500.00
09/30/2022	GEN	77682	LOWELL LIGHT & POWER	ELECTRIC BILL	920.000	463	493.57
09/30/2022	GEN	77689	PETTY CASH	PRETTY CASH	740.000	463	35.94
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY			196,618.28

Memorandum



DATE: October 4, 2022

TO: Michael Burns, City Manager

FROM: Daniel Czarnecki, Public Works Director

A handwritten signature in blue ink, likely belonging to Daniel Czarnecki, the Public Works Director.

PUBLIC WORKS

RE: Safety Fence At Showboat

Along the Riverwalk in front of the Showboat there is no railing along the walkway. There is a small, 3+/- foot gap between the boat and the seawall. Last December, an adult fell into the water in this narrow opening. Since then discussions have taken place on the need for a safety rail, roping, or fencing for this area. With all the activities that take place in front of the showboat, plus the number of families that walk in this area, there is concern another accident could happen.

There are two areas along the boat with a concern on the opening. From the north side of the back service entrance ramp to the main entrance, and from the main entrance to the north entry ramp. Each area is approximately 24-ft in length.

Two options for fencing have been looked into. Option 1 is the installation of black fencing similar to the existing fencing south of the Showboat. This option would keep the fencing looking similar to the area from Main St. to the boat. The black color would contrast greatly against the white boat, making it noticeable. Option 2 is the installation of a white rail type fencing. This fencing would provide a safe barrier similar to a typical fence. The white fencing would blend in more with the white boat, and not take away from the architectural look of the decorative boat railing.

For quotes on this work we contacted Lynch's Metal Fabrication from Alto. They gave us an estimate for each option.

Option 1: \$14,625

Option 2: \$13,000.

Assistance from the DDA is requested to help with the installation of this new safety fencing. Representatives from the Showboat Committee will attend the October DDA meeting to help with the discussion on the need for a new safety fence and the different options.







OPTION 1



8/8/2022

Estimate

To

Dan Czarnecki
Public Works Director
City of Lowell
217 S Hudson
Lowell, MI 49331
(616)897-8457

Quantity	Description	Unit Price
1	65ft of Rail Built on site. \$225 per foot.	\$14625.00

All custom fabricated orders require half down to start the project.

Subject to change based on volatile fluctuation in metal prices.

Thank you for your consideration and we look forward to working with you!

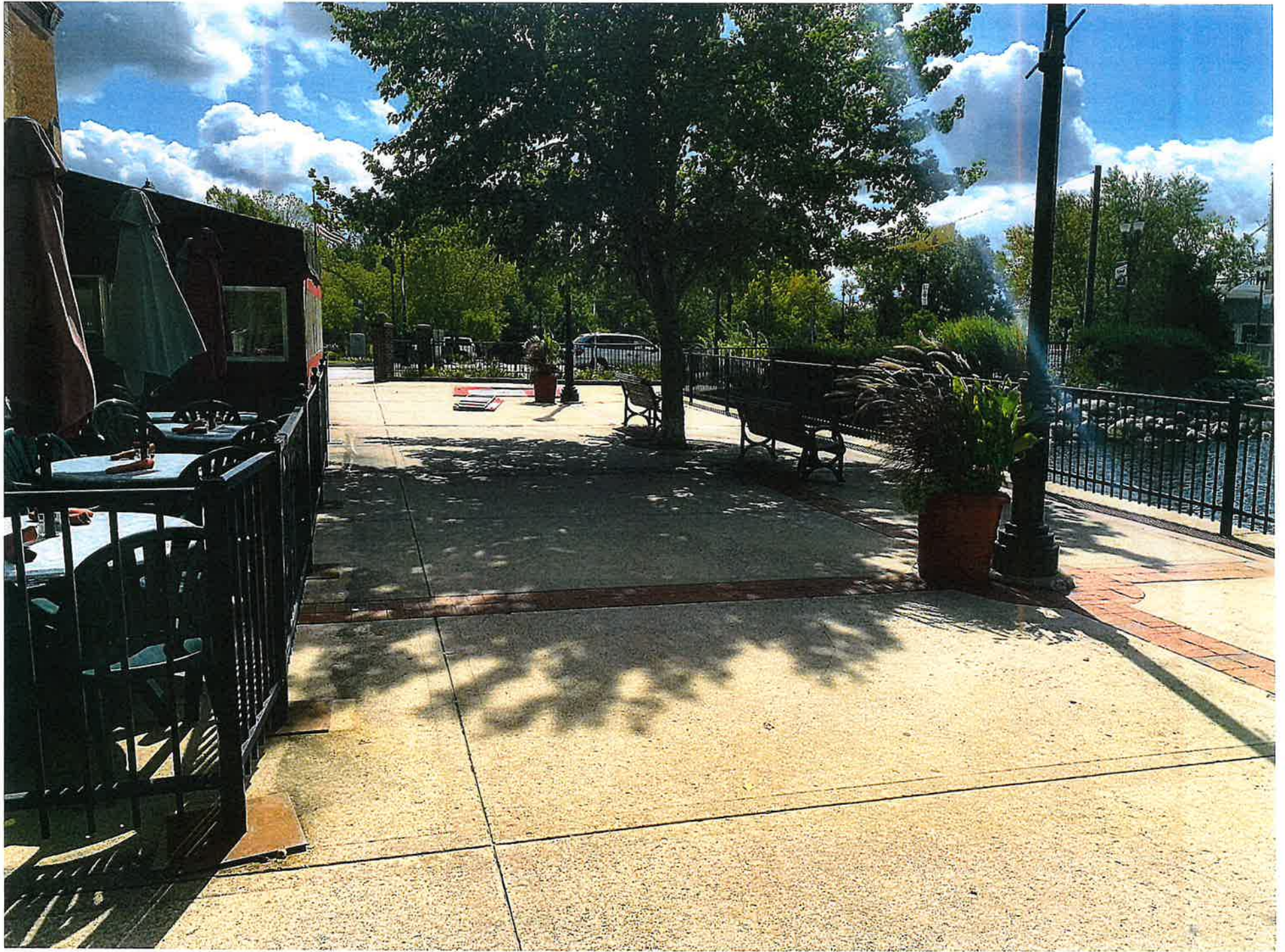
Lynch's Metal Fabrication

Tel 616-813-2071

12490 64th St
Alto, MI 49302

Lynchsmetalfab.com
jlynch@lynchsmetalfab.com





From: Joseph Lynch <jlynch@lynchsmetalfab.com>
Sent: Monday, September 26, 2022 12:25 PM
To: Carol McGregor
Cc: Dan Czarnecki; Amanda Lynch
Subject: RE: Boat fence

Hello,

We are able to build the horizontal rail. Primed and Powder coated black or white. Delivery and installation included. We may need to add some bars between the post and place the vertically between the bars to stiffen them up. We will build and weld on caps on top of the 4x4 post. We will include some flower hooks but will need a design or drawing for them. These will be built with 3/16 wall material with 1/4 inch thick mounting plates.

Whether the rail is 36" high or 42" it doesn't matter because the material is all ready purchased. As far as 2 or 3 horizontal bars the cost would go down some but not a significant amount, roughly \$1,000.00

We are able to this rail for \$13,000.00

If you have any questions or if we can help in any way please ask!

Have a great day!!

From: Carol McGregor <carol@dougcarolm.com>
Sent: Friday, September 23, 2022 1:56 PM
To: Joseph Lynch <jlynch@lynchsmetalfab.com>
Cc: Dan Czarnecki <dczarnecki@ci.lowell.mi.us>
Subject: Boat fence

Hi Joe:

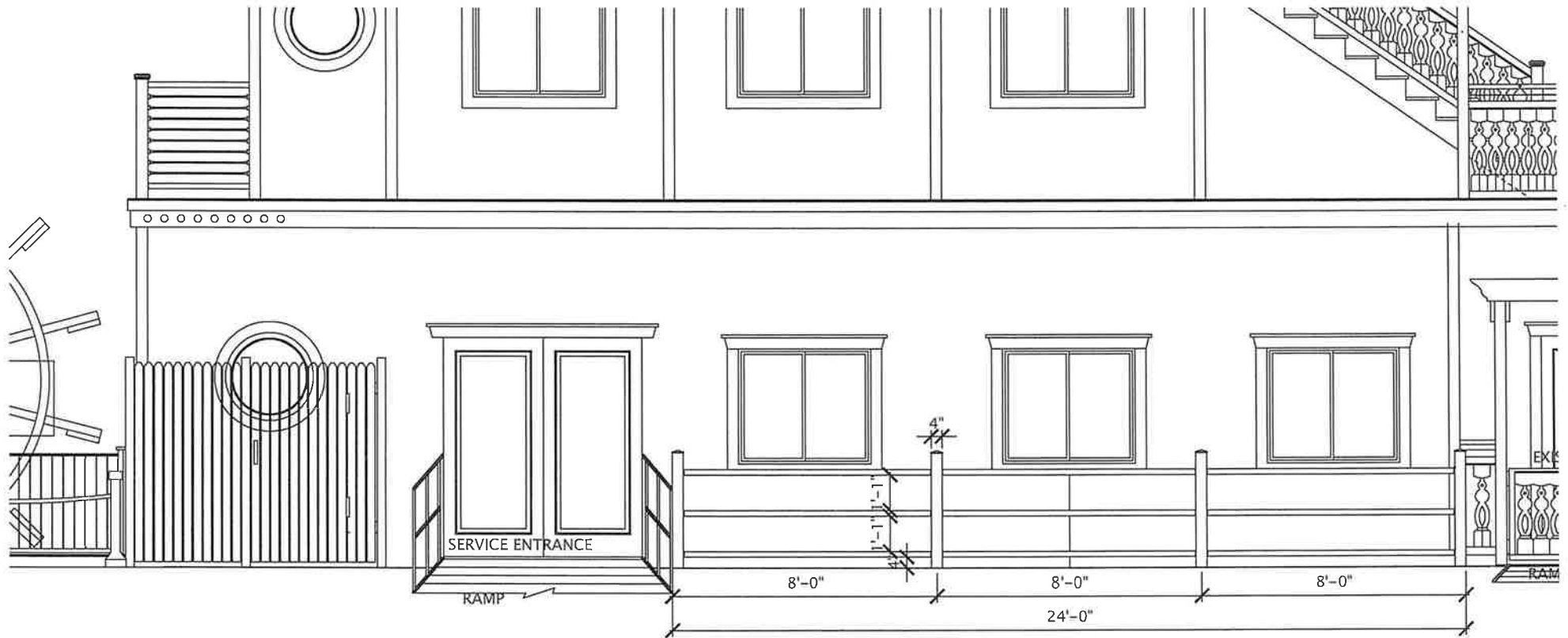
Attached is a drawing for you to start you pricing. I only did it on the one side because it will be identical on the other side but hard to see on the drawing.

Hope I covered everything. I was not sure how thick the steel rails would be so put a ? for you to answer.

Thank you so much for your help.

Have a great weekend.

Carol



ERVICE

4" X 4" STEEL POSTS W/CAP
 2" X 7" RAILS
 HANGING BRACKETS (TYPICAL EA. END)
 POWDER COATED BLACK OR WHITE (TBD)
 IDENTICAL FENCING ON OPPOSITE SIDE OF PERGOLA



4" X 4" STEEL POSTS W/ CAP
 2" X 2" RAILS
 HANGING BRACKETS (TYPICAL GALV. END)
 FENCING COATED BLACK OR WHITE STEEL
 IDENTICAL FENCING ON OPPOSITE SIDE OF PERICOLA

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: October 5, 2022

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, City Manager 

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.



Greater Lowell Chamber Foundation

September 16, 2022

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. It is year 2022 and we are feeling confident moving forward opening our community to the outside world. We are still seeing aftereffects of Covid-19 on businesses. Particularly when it comes to staffing and inflation. 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.

Several years ago, the Lowell Area Chamber of Commerce in collaboration with and in support of businesses, government agencies, organizations, churches and the school district established a Community-Wide Business Marketing Plan. Thirteen years ago, we began branding the Greater Lowell Area with our slogan "Lowell The Next Place to Be!" logo, re-designed website and the efficient use of an annual advertising budget, which utilized all avenues of media (broadcast, cable/tv, outdoor, print and e-marketing).

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 a great experience in Lowell the Next Place to Be!

Over the years, our emphasis has been on community promotion and branding using social media, local print, radio, TV and weekly e-blasts, we will continue for 2022/2023. We have added a budget for Instagram promotion on all the main events, given the social media landscape, it's important to reach people on that platform as well.

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. Video production will continue as our world changes. We need to stay current with trends and diversity.

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

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

E-mail info@lowellchamber.org - Web Site www.lowellchamber.org

Greater Lowell Chamber Foundation

The coming year, more than ever, we will reach out to small businesses for co-op marketing opportunities. With increased pricing small business will need more resources to help them survive moving forward.

Billboards are the ideal place for long-term messaging, awareness, and branding. This will be the year we should have a presence on the highway. Our message will be, we are OPEN and ready to serve the community, West Michigan and visitors once again traveling our state.

Lowell Bucks, our local community currency, is a very important piece to promoting shopping, eating, and playing locally. Currently over fifty small businesses are utilizing this program. This program is paid for by the Lowell Area Chamber of Commerce. Every business that participates is 100% reimbursed for the local currency. We will specifically devote funds for giveaways as we continue push to use of unspent Lowell Bucks.

Girls' Night Out, Spring Fling and Harvest Celebration are events that are specifically geared to the downtown 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,

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 - Web Site www.lowellchamber.org



2022
2022
2022
2022



Performance Report - 2022 Riverwalk

Facebook Advertising Overview

5,020

RSVP

\$ 0.30

COST PER RSVP

\$1,499.98

SPEND

68,064

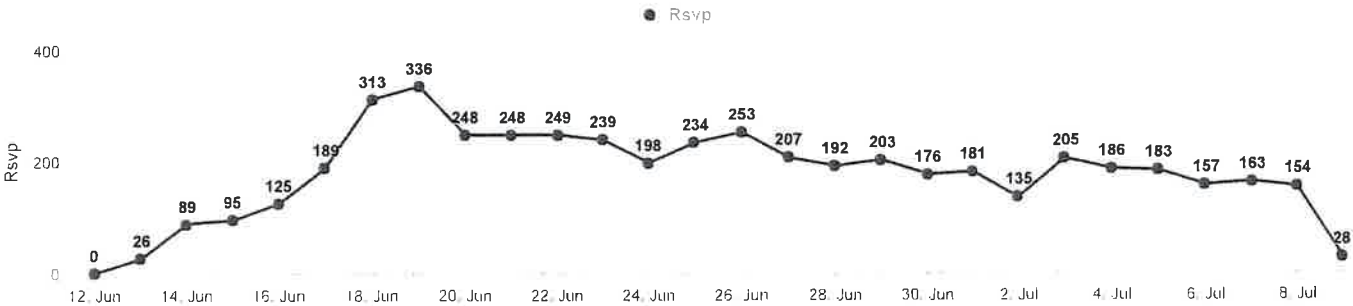
REACH

278K

IMPRESSIONS

4,044

LINK CLICKS














Performance by Campaign












	Impressions	Spend (\$)	Cost Per Rsvp (\$)	Rsvp
Lowell - Riverwalk - Flea	94,868	299.98	0.12	2,433
Lowell - Riverwalk - Main	108,550	750.00	0.45	1,659
Lowell - Riverwalk - Cruise In	24,265	100.00	0.14	708
Lowell - Riverwalk - 5k	24,298	150.00	1.22	123
Lowell - Riverwalk - Ducky Derby	13,015	100.00	1.30	77
Lowell - Riverwalk - Blood Drive	13,139	100.00	5.00	20
Total	278,135	1,499.98	0.30	5,020

Performance by Ad


Performance Report - 2022 Riverwalk

		Impressions	Spend (\$)	Cost Per Rsvp (\$)	Rsvp
	Lowell - Flea - Image 1	74,047	247.32	0.12	2,114
	Lowell - Main - Image 1	49,214	370.85	0.39	955
	Lowell - Cruise - Image 1	20,569	87.33	0.14	625
	Lowell - Main - Image 2	35,787	196.91	0.45	435
	Lowell - Flea - Image 3	14,783	37.98	0.16	243
	Lowell - Main - Image 4	12,142	42.24	0.37	114
	Lowell - Main - Generic	5,925	74.28	0.96	77
	Lowell - 5k - Image 2	14,028	86.75	1.13	77
	Lowell - Main - Image 3	4,835	46.06	0.66	70
	Lowell - Cruise - Image 2	2,420	8.34	0.14	59
	Lowell - Ducky Derby - Generic	6,613	55.01	1.12	49

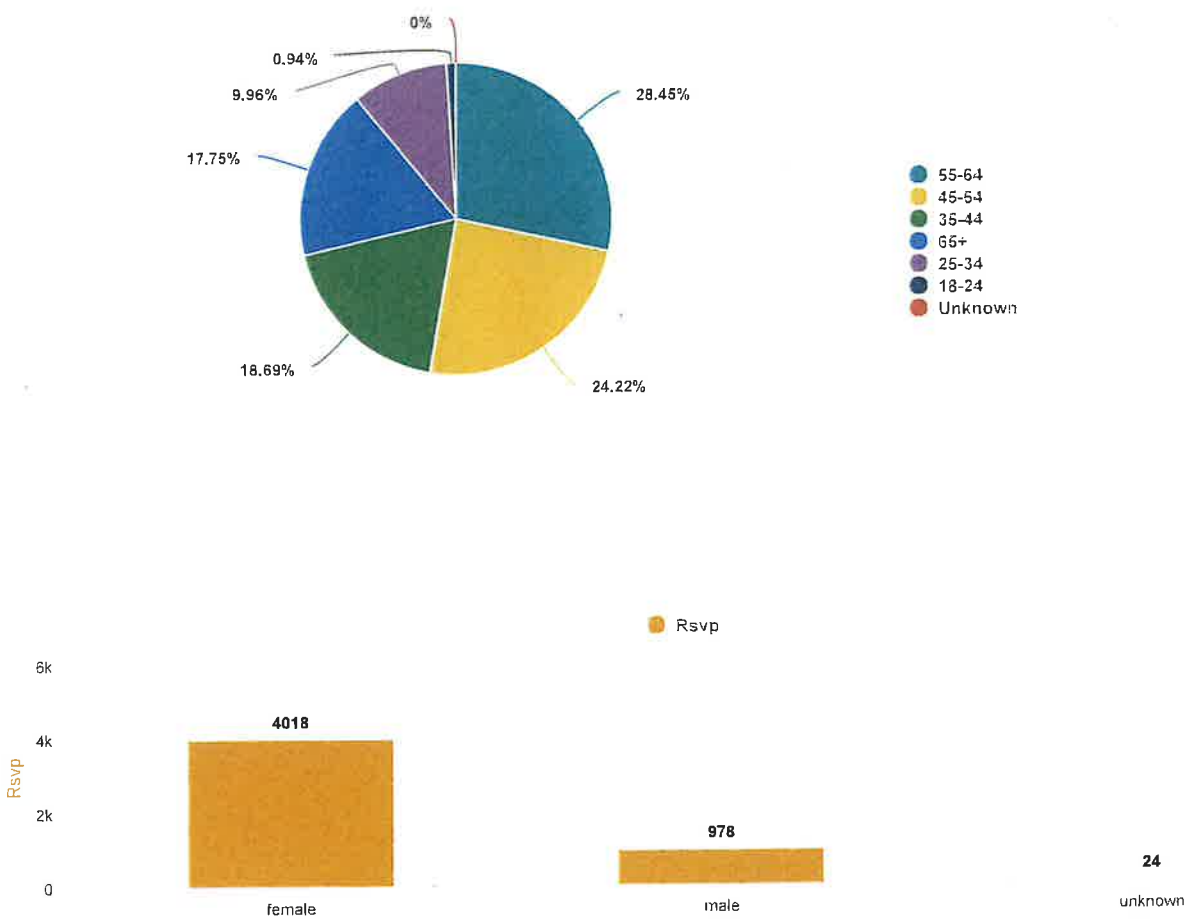
Performance Report - 2022 Riverwalk

		Impressions	Spend (\$)	Cost Per Rsvp (\$)	Rsvp
	Lowell - Flea - Image 2	2,657	6.79	0.16	42
	Lowell - 5k - Image 1	9,256	48.91	1.25	39
	Lowell - Flea - Image 4	3,289	6.78	0.21	33
	Lowell - Cruise - Generic	1,156	4.04	0.17	24
	Lowell - Blood Drive - Image 2	10,838	74.91	3.94	19
	Lowell - Ducky Derby - Image 1	4,062	31.36	1.84	17
	Lowell - Ducky Derby - Image 2	2,340	13.63	1.24	11
	Lowell - Main - Template	647	19.66	2.46	8
	Lowell - 5k - Image 3	1,014	14.34	2.05	7
	Lowell - Flea - Generic	92	1.11	1.11	1
	Lowell - Blood Drive - Image 1	1,095	11.38	11.38	1

Performance Report - 2022 Riverwalk

		Impressions	Spend (\$)	Cost Per Rsvp (\$)	Rsvp
	Lowell - Cruise - Image 3	120	0.29	0.00	0
	Lowell - Blood Drive - Generic	1,206	13.71	0.00	0
Total		278,135	1,499.98	0.30	5,020

Demographic Breakdown



THE NEXT PLACE TO BE LOWELL

With approximately 126 square miles of rolling green hills, river valleys, orchards, farms and residential homes, Lowell is located about 14 miles from Grand Rapids. Listed on the National Registry of Historic Places, the Historic Downtown District on Main Street is home to the Lowell Showboat and offers visitors local shopping establishments and cuisine. There's something for everyone to enjoy in Lowell!

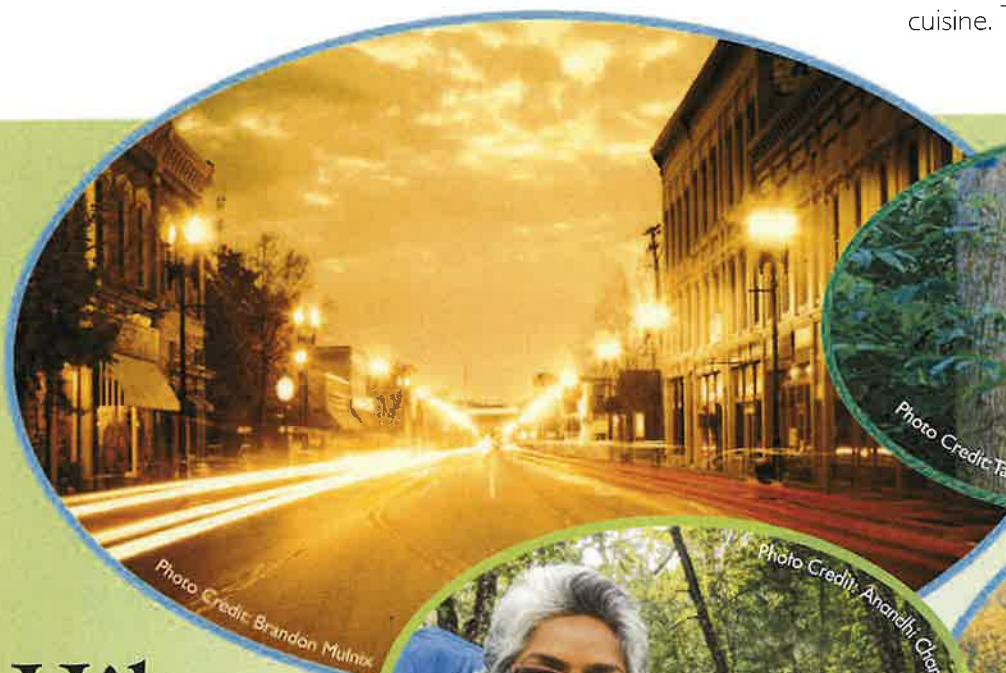


Photo Credit: Brandon Mulnix

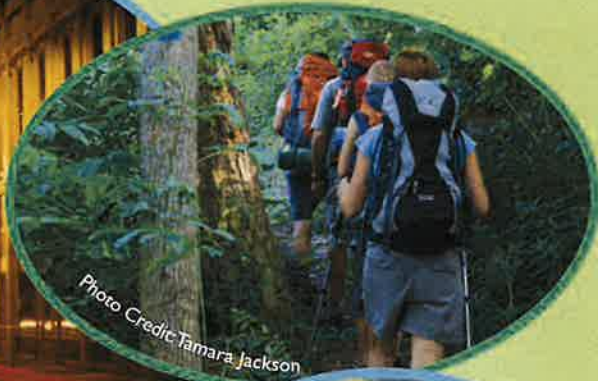


Photo Credit: Tamara Jackson



Photo Credit: Anandhi Chandra



**Hike,
walk,
bike & more
on the scenic trails in & around Lowell!**

Lowell offers many recreational and entertainment opportunities for our visitors and community, including access to the Grand and Flat rivers, bountiful lakes, as well as city, township and county parks and trails. The Lowell Area has miles of well-developed bicycle paths, river trails, and even the natural surfaced, world-class hiking offered by the North Country National Scenic Trail - for trail uses of all kinds. The Trail passes right through the historic downtown, and Lowell is the national headquarters of the North Country Trail Association.

For more information about historic Lowell and our beautiful trail systems,
visit the following sites:



www.ci.lowell.mi.us



discoverlowell.org



lowellareatrailway.org



northcountrytrail.org

2022 Words of Support

I have the privilege of having a small business in downtown Lowell Michigan. I believe that we are lucky to have one of the best and hardest working small Chambers in the state of Michigan. Their hard work has been a major factor in our small-town businesses surviving a few very difficult years. They were a key factor in my decision to start a small business in Lowell and I can tell you that we have other small businesses interested in coming here for the same reason. In an era where Brick and Mortar must compete with online sales, having a good / great Chamber which hosts numerous downtown events is critical to a thriving Main Street. Lowell Chamber is a great role model for other small-town Chambers. Our chamber works hard to push events that draw people into town almost every month.

Please accept my gratitude in advance for anything that you can do to assist Lowell Chamber in helping each of our downtown retailers and restaurants in these uncertain times. Small business is still a very critical part in our state's success.

Tonia North

Owner

North Star Antiques

The Lowell Area Chamber of Commerce is pivotal in promoting the businesses and organizations of Lowell. We appreciate the work they do to bring our historic downtown to life through events and marketing of the community. The Lowell Area Historical Museum partners with the Chamber on several events and fully supports their application for marketing funds.

Lisa Plank, Executive Director

Lowell Area Historical Museum

It is such a blessing to be able to have my business in the Lowell Downtown area specifically because of the Lowell Area Chamber of Commerce! The networking events, expo, Girls Night Out, and so much more, encourages the public to explore the downtown area bringing exposure to all our businesses. They truly make Lowell the next place to be!

Amanda Roger

Broker/Owner

Rogers Neighborhood Realty

Our Lowell Area Chamber of Commerce is our number one cheerleader to help support merchants. Every event they plan and advertise for brings in thousands of people that shop in our local downtown area. We are so grateful for all their initiatives and training that continue throughout the year. Without the Chamber it would be a huge struggle to succeed in this tough market.

Martha Davis

Tap House Boutique

The Lowell Area Chamber of Commerce is very unique for a community the size of Lowell. Their focus is to showcase all the businesses in Lowell through a collaborative marketing campaign that has businesses working together to support each other. LowellArts participates in their downtown events that bring new people to Lowell and to LowellArts. We are very thankful!

Lorain Smalligan

LowellArts

The Lowell Area Chamber of Commerce has been an integral business partner in promoting Lowell Showboat VI and all our businesses in Lowell. The Chamber's newsletters, social media, networking events, customer referrals and special events have increased our visibility in the community and surrounding areas making Lowell the Next Place to Be.

Theresa Hoffman

Midwest Realtor/Lowell Showboat VI

Lowell Area Chamber is the backbone to this community. They bring people in and show them exactly what it means to be a part of "Lowell the Next Place to Be". We appreciate them more than words can say!!! The events they put on, the advertising they do helps every business in this community thrive. After people come once...they ALWAYS come back to explore our community even more. We are so thankful for them and all they do for not only the business, but for the community as well.

Emma Mathhew

Lavender and Lace Boutique

Lowell Area Chamber of Commerce has been very active in the growth of my business. The Chamber puts on regular networking events, community events, and keeps all our businesses at the forefront of the community minds. The annual business expo always brings in new clients for my business and I've been participating for almost 17 years. Liz Baker and her team do an amazing job and work tirelessly to promote local business in our small town and they are very much appreciated.

Lori Spoelstra

Adventures by Lori

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Christa Wetzel

Executive Director

Alpha Family Center

We have an excellent Chamber of Commerce in Lowell and are very grateful for everything they do for our merchants.

Joella Miller

Flat River Gallery & Framing

I have been very excited and proud to be a part of the Lowell Area Chamber of Commerce for the past 25 years. Their strong presence in our community can truly be measured with the many results. The marketing efforts are a big part of the results. I thank you all the past support you have given and appreciate your continued support.

Michael Sprenger

Springrove Variety

Our Lowell Area Chamber of Commerce is always there to help support us in many ways. I personally appreciate all the extras that Liz Baker and team have done for the downtown merchants. They have been more than helpful with keeping us updated on information and going the extra mile to be there if we need some advice or support. We are Lowell Strong because we have a great group of people in Lowell, especially our Chamber of Commerce.

Marty & Laurie Chambers

Red Barn Consignments and Antiques



Lowell Area Community Fund Grand Rapids Community Foundation

GRANT OVERVIEW INFORMATION

Related Fund: Lowell Area Community Fund

Status: Submitted

Organization: Greater Lowell Chamber Foundation

Applicant: Liz Baker

Email: info@lowellchamber.org

Phone: 616-897-9161



Lowell Area Community Fund Grand Rapids Community Foundation

Project Details

Project Name (6 words or less)

2022-2023 Community Marketing Grant

Purpose of Grant (25 words or less)

To provide continued funding for implementation of the Greater Lowell Community Marketing Plan

Amount Requested: \$50,000.00

Total Project Cost: \$105,000.00

Proposed Start Date: 10/01/2022

Proposed End Date: 09/30/2023

Demographics

Project Type: S - Community Improvement, Capacity Building

Region Served: Lowell Area

Ethnicity Served: All

Priority Area: Neighborhoods

Project Summary

1. Need: What need is being addressed by this project, and why is it needed?

The Membership of the Lowell Area Chamber of Commerce continues to recognize the need for collective marketing for the Lowell Community. It is year 2022 and we are feeling confident moving forward opening our community to the outside world. We are still seeing aftereffects of Covid-19 on businesses. Particularly when it comes to staffing and inflation. 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.



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2. Plan: Specifically explain how your project will be conducted or implemented. Describe how the grant money will be used.

Several years ago, the Lowell Area Chamber of Commerce in collaboration with and in support of businesses, government agencies, organizations, churches and the school district established a Community-Wide Business Marketing Plan. Thirteen years ago, we began branding the Greater Lowell Area with our slogan "Lowell The Next Place to Be!" logo, re-designed website and the efficient use of an annual advertising budget, which utilized all avenues of media (broadcast, cable/tv, outdoor, print and e-marketing).

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 a great experience in Lowell the Next Place to Be!

Over the years, our emphasis has been on community promotion and branding using social media, local print, radio, TV and weekly e-blasts, we will continue for 2022/2023. We have added a budget for Instagram promotion on all the main events, given the social media landscape, it's important to reach people on that platform as well.

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. Video production will continue as our world changes. We need to stay current with trends and diversity.

The coming year, more than ever, we will reach out to small businesses for co-op marketing opportunities. With increased pricing small business will need more resources to help them survive moving forward.

Billboards are the ideal place for long-term messaging, awareness, and branding. This will be the year we should have a presence on the highway. Our message will be, we are OPEN and ready to serve the community, West Michigan and visitors once again traveling our state.

Lowell Bucks, our local community currency, is a very important piece to promoting shopping, eating, and playing locally. Currently over fifty small businesses are utilizing this program. This program is paid for by the Lowell Area Chamber of Commerce. Every business that participates is 100% reimbursed for the local currency. We will specifically devote funds for giveaways as we continue push to use of unspent Lowell Bucks. To date, over \$114,550 in Lowell Bucks has been infused in the local economy, \$73,660 has been redeemed with thousands of Lowell Bucks dollars still in circulation.

3. Impact: Describe how this project will impact area residents and who will benefit from it. Describe specifically who will be served by your project.



Lowell Area Community Fund Grand Rapids Community Foundation

Ongoing marketing of the Greater Lowell area benefits our entire community. For a community to grow, it must build strong relationships. That's where an effective marketing plan comes in. With a comprehensive, collaborative marketing plan, the Lowell Area Chamber of Commerce can effectively communicate the mission, values and messages in ways that speak to a target audience. Benefits of an effective collaborative marketing plan include:

- A stronger, more consistent universal image
- Greater loyalty among stakeholders
- A general public that is more aware of "Lowell the Next Place to Be!" local and regional impact
- The ability to attract and retain visitors/customers, businesses and residents
- The ability to establish partnerships with a team atmosphere within the community
- The ability to show supporters that our brand equity is a valuable commodity

Collaborative marketing benefits everyone. The additional marketing of Christmas Through Lowell, our largest annual retail event, benefits not only the Lowell Area Chamber of Commerce, our sponsors, but all the vendors that participate in the event. Christmas Through Lowell marketing has an overall impact on businesses that see increased traffic and sales. The efforts of Christmas Through Lowell marketing continues to benefit Lowell businesses for months beyond the Christmas season.

Other community events/programs that benefit from our collaborative marketing include:

- Lowell Community Expo
- Lowell Showboat Sizzlin' Summer Concerts
- Lowell Area Farmers Market
- Riverwalk Festival
- Fallasburg Fall Festival for the Arts
- Harvest Celebration
- Christmas Festivities
- Girl's Night Out and other business events to bring consumers to Lowell businesses
- Lowell Bucks
- Co-op Marketing Opportunities, newsprint/social media

4. Project Management: Name the groups and/or individuals who have agreed to manage the project. What are their qualifications to manage this particular project?



Lowell Area Community Fund Grand Rapids Community Foundation

Coordination of the Community Wide Business Marketing Plan will be conducted through the Lowell Area Chamber of Commerce – Marketing Steering Committee. The Marketing Steering Committee will oversee the Community-Wide Business Marketing Plan. The steering committee consists of:

Chairperson, Mike Sprenger – Springrove Variety, Business Owner
Rick Seese – Greenridge Realty, Associate Broker
Dave Vankeulen – Greenridge Realty, Associate Broker
Liz Baker – Lowell Area Chamber of Commerce and Chamber Foundation, Executive Director

5. Evaluation: If funded, your project must be assessed for impact, effectiveness, and efficiency. Describe specifically the assessment tool(s) you will use to find out if the project was a success, and when you expect that data to be available. (Note: Grant recipients are asked to write follow-up Progress Reports, and qualitative and quantitative analysis is important.)

We can measure e-marketing more effectively than other media, as well as the following areas:

Increased hits to the website
Increased visitors from Lowell and beyond to special events and programs
Increased use and support of local businesses
Business testimonials
Informal feedback and stories collected from the community

6. Community Cooperation: List the area groups and partners who have agreed to support your project. Please include names and affiliations. Describe specifically the nature of their collaboration on this project.

These funds will further our mission to implement this Community Wide Business Marketing Plan. The City of Lowell DDA has been a significant supporter. We also receive Co-op funds from businesses, government agencies, organizations, churches, and school district.

In addition, in-kind support includes:

Marketing Steering Committee (3 individual's X 12 hrs. @ \$40 hr. = \$1,440) Chamber Administration (100 + hrs. @ \$40 hr. = \$4,000)

7. Sustainability: If this proposal is not fully funded, will you be able to complete the project? If so, where will you find the funding?

We will request funding from City of Lowell DDA and businesses for co-op marketing.



Lowell Area Community Fund Grand Rapids Community Foundation

[2022_Words_of_Support.pdf](#)

135.2 KB - 09/01/2022 8:12AM

[LACC2022_Ionia_Rec_Park_Final.pdf](#)

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[Lowell_-_2022_Riverwalk_report.pdf](#)

1.3 MB - 09/01/2022 8:51AM

[Lowell_-_CTL_-_November_2021_report.pdf](#)

4.2 MB - 09/01/2022 8:51AM

[Lowell_Chamber_FP4C_2022_Trails_Final.pdf](#)

13.4 MB - 09/01/2022 8:52AM

Total Files: 5



Lowell Area Community Fund Grand Rapids Community Foundation

Budget Information

How would you like to enter Budget Information?

Upload Budget Document

Indicate how funds being requested will be spent.

Marketing the Greater Lowell Community.

Upload Budget Document

[LACF_Marketing_Grant_Budget_2022.pdf](#)

12.3 KB - 09/01/2022 11:14AM

Total Files: 1

<u>Community-Wide Business Marketing Plan: October 2022 - September 2023</u>	
Marketing Income	
Co-op Marketing Opportunitites	\$ 5,000.00
DDA	\$ 50,000.00
Lowell Area Community Fund	\$ 50,000.00
Total Revenue:	\$ 105,000.00
Marketing Expenses	
<u>Advertising using the various means of media</u>	
Radio	\$ 12,000.00
TV/Cable	\$ 6,000.00
On-line Marketing (Facebook/Instagram, YouTube and other online oportunities)	\$ 32,000.00
Print (local papers, flyers, inserts, post cards & direct mail)	\$ 21,000.00
Video Production	\$ 6,000.00
Billboard Campaign	\$ 15,000.00
Promotional Items (Lowell Bucks, bags,water & misc)	\$ 5,000.00
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:	\$ 105,000.00

2022 Words of Support

I have the privilege of having a small business in downtown Lowell Michigan. I believe that we are lucky to have one of the best and hardest working small Chambers in the state of Michigan. Their hard work has been a major factor in our small-town businesses surviving a few very difficult years. They were a key factor in my decision to start a small business in Lowell and I can tell you that we have other small businesses interested in coming here for the same reason. In an era where Brick and Mortar must compete with online sales, having a good / great Chamber which hosts numerous downtown events is critical to a thriving Main Street. Lowell Chamber is a great role model for other small-town Chambers. Our chamber works hard to push events that draw people into town almost every month.

Please accept my gratitude in advance for anything that you can do to assist Lowell Chamber in helping each of our downtown retailers and restaurants in these uncertain times. Small business is still a very critical part in our state's success.

Tonia North
Owner
North Star Antiques

The Lowell Area Chamber of Commerce is pivotal in promoting the businesses and organizations of Lowell. We appreciate the work they do to bring our historic downtown to life through events and marketing of the community. The Lowell Area Historical Museum partners with the Chamber on several events and fully supports their application for marketing funds.

Lisa Plank, Executive Director
Lowell Area Historical Museum

It is such a blessing to be able to have my business in the Lowell Downtown area specifically because of the Lowell Area Chamber of Commerce! The networking events, expo, Girls Night Out, and so much more, encourages the public to explore the downtown area bringing exposure to all our businesses. They truly make Lowell the next place to be!

Amanda Roger
Broker/Owner
Rogers Neighborhood Realty

Our Lowell Area Chamber of Commerce is our number one cheerleader to help support merchants. Every event they plan and advertise for brings in thousands of people that shop in our local downtown area. We are so grateful for all their initiatives and training that continue throughout the year. Without the Chamber it would be a huge struggle to succeed in this tough market.

Martha Davis
Tap House Boutique

The Lowell Area Chamber of Commerce is very unique for a community the size of Lowell. Their focus is to showcase all the businesses in Lowell through a collaborative marketing campaign that has businesses working together to support each other. LowellArts participates in their downtown events that bring new people to Lowell and to LowellArts. We are very thankful!

Lorain Smalligan
LowellArts

The Lowell Area Chamber of Commerce has been an integral business partner in promoting Lowell Showboat VI and all our businesses in Lowell. The Chamber's newsletters, social media, networking events, customer referrals and special events have increased our visibility in the community and surrounding areas making Lowell the Next Place to Be.

Theresa Hoffman

Midwest Realtor/Lowell Showboat VI

Lowell Area Chamber is the backbone to this community. They bring people in and show them exactly what it means to be a part of "Lowell the Next Place to Be". We appreciate them more than words can say!!! The events they put on, the advertising they do helps every business in this community thrive. After people come once...they ALWAYS come back to explore our community even more. We are so thankful for them and all they do for not only the business, but for the community as well.

Emma Mathhew

Lavender and Lace Boutique

Lowell Area Chamber of Commerce has been very active in the growth of my business. The Chamber puts on regular networking events, community events, and keeps all our businesses at the forefront of the community minds. The annual business expo always brings in new clients for my business and I've been participating for almost 17 years. Liz Baker and her team do an amazing job and work tirelessly to promote local business in our small town and they are very much appreciated.

Lori Spoelstra

Adventures by Lori

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Red Barn Consignments and Antiques

LOWELL DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM



DATE: October 5, 2022

TO: Downtown Development Authority Board of Directors

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

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 \$7000 in sponsorship for the event. This is a little higher than years past. 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 \$6,800 for the Christmas in Lowell marketing sponsorship.



September 29, 2022

Dear DDA Directors,

We are very excited to present some Lowell traditions, the annual Christmas Festivities, Night-time Santa Parade and Santa Visits on the Lowell Showboat VI. Parade day will host many activities and end the day with the lighted parade along historic Main Street in Downtown Lowell. The theme this year is "Christmas Toyland". Santa Visits will take place on the Lowell Showboat VI again this year!



We are seeking \$7000 in funding from the DDA to help offset costs. I have also included on the budget the value of the other in-kind contributions from sponsors outside of the DDA support. The DDA has funded Christmas for many years. This event would not be possible without your contribution, nor would it be possible without the private in-kind contributions and the numerous volunteers! We look forward to working with you again this year.

Sincerely,

Liz Baker

Liz Baker
Executive Director
Lowell Area Chamber of Commerce

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

Christmas Budget for 2022 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	\$ 2,200.00
	Requesting from DDA - Total Expenses for Christmas	\$ 7,000.00
In-Kind Contributions	Sponsor	Value
Lowell Showboat VI for Santa Visits	Lowell Showboat VI	\$ 4,200.00
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
		\$ 22,332.00