

CITY OF LOWELL  
DOWNTOWN DEVELOPMENT AUTHORITY  
THURSDAY, NOVEMBER 5, 2015  
12 NOON

AT

LOWELL CITY HALL  
COUNCIL CHAMBERS  
SECOND FLOOR  
301 EAST MAIN STREET

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
  - a) September 10, 2015 Regular Meeting
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
  - a) Downtown Development Plan
  - b) South Monroe Parking
  - c) City of Lowell Redevelopment Liquor License Approval Process
  - d)
7. NEW BUSINESS
  - a) Chamber of Commerce – Funding for Marketing and Christmas
  - b) Downtown Clock Repairs and Upgrades
  - c)
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS  
OF THE  
DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE  
CITY OF LOWELL  
THURSDAY, SEPTEMBER 10, 2015**

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

The Meeting was called to order at 12:16 p.m. by Chair Jim Reagan.

Present: Brian Doyle, Mark Howe, Mike Larkin, Dean Lonick, Mike Sprenger, Cliff Yankovich and Jim Reagan.

Absent: Shelley Catlin and April McClure.

Also Present: Ron Woods, Sue Olin, Susan Ullery, Councilmember Altoft, Councilmember Hall, Greg Pierce and Liz Baker.

2. **EXCUSE OF ABSENCES**

IT WAS MOVED BY LONICK and seconded by HOWE to excuse the absences of Boardmembers Catlin and McClure.

YES: 7. NO: 0. ABSENT: 2. MOTION CARRIED.

3. **APPROVAL OF THE AGENDA**

IT WAS MOVED BY YANKOVICH and seconded by SPRENGER to approve the agenda as written.

YES: 7. NO: 0. ABSENT: 2. MOTION CARRIED.

4. **APPROVAL OF THE MINUTES**

IT WAS MOVED BY DOYLE and seconded by SPRENGER to approve the minutes of the August 6, 2015 meeting as written.

YES: 7. NO: 0. ABSENT: 2. MOTION CARRIED.

5. **TREASURER'S REPORT**

City Treasurer Sue Olin provided the following reports to the Boardmembers:

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
September 10, 2015

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$40,000.00
Interest	
Total Revenues	\$436,779.49
Expenditures:	
Capital Outlay	
Salaries/FICA	\$7,686.79
Maintenance Supplies	\$5,019.82
Utilities	\$2,736.84
Misc. and Community Promotions	260.41
Accrued Wages	\$1,644.68
Accrued Payables	\$1,566.43
Administration	\$4,029.14
Prof. Services	
Transfer to General Fund	
Total Expenditures	\$22,944.11
Ending Balance	\$413,832.38

Olin noted the TIFA revenue would be close to \$100,000 by the October meeting.

IT WAS MOVED BY YANKOVICH and supported by LARKIN to accept the Treasurer's Report as submitted.

YES: 7. NO: 0 ABSENT: 2. MOTION CARRIED.

6. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA

No comments were received.

7. OLD BUSINESS

a. Downtown Development Plan. No update was provided.

b. South Monroe Parking. City Manager Howe stated since the last meeting a building has been removed and an asphalt/milling parking lot has been installed. A plan is also in place to install a permanent parking lot. The railroad has been contacted and Main Street BBQ has opened.

At the last meeting the DDA voted to allocate funds toward a permanent lot as well as a temporary lot. Howe met with the business owners who indicated they would prefer the permanent parking lot

be completed in the spring. A sign will be posted to inform people of this. Howe noted the cost of the temporary parking lot was approximately \$2,200.

Yankovich stated the soft opening was attended by someone who has a website called "Eat GR". He was very impressed.

8. **NEW BUSINESS**

- a. **City of Lowell Redevelopment Liquor License Approval Process.** Boardmember Howe provided a draft copy of the redevelopment liquor License approval process. He questioned if the DDA wanted to be part of this process. Lonick questioned the estimated timeline from the time when an individual submits an application. Howe responded the process will take city staff a couple weeks before being presented to the City Council. Lonick questioned what would happen if a license is granted but the DDA dissolves. Howe explained the license has to be issued in a redevelopment zone. These licenses are permanent, but not transferrable.

Howe noted the City would not recommend approval if the business is not meeting the requirements of the zoning ordinance.

Lonick wanted to be notified early in the process. Yankovich agreed. One could attend the Council meeting if there were concerns. Howe suggested the Planning Commission be notified as well.

No further information was provided.

9. **REPORTS AND MEMBER COMMENTS.**

Boardmember Howe stated all boards and commissions are invited to attend a work shop on September 29, 2015 at 6:00 p.m.

A tentative date of September 21, 2015 is set for removal of the downtown tower.

A downtown parking analysis has been completed. A consultant will prepare a final report with recommendations.

The group that was formed regarding the Riverwalk design will be brought back together for further review.

Chair Reagan thanked Greg Canfield and the others for the investment in the downtown area and help in launching the new restaurant.

The next meeting was scheduled for October 8, 2015.

IT WAS MOVED BY YANKOVICH to adjourn at 1:03 p.m.

Date:

APPROVED:

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James E. Reagan, Chair

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Mark A. Howe, Secretary

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
October 8, 2015

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$312,000.00
Interest	
Total Revenues	\$708,776.49
Expenditures:	
Capital Outlay	\$6,766.19
Salaries/FICA	\$10,275.37
Maintenance Supplies	\$6,822.51
Utilities	\$3,298.76
Misc. and Community Promotions	\$489.47
Accrued Wages	\$1,644.68
Accrued payables	\$1,566.43
Administration	\$4,939.71
Prof. Services	
Transfer to General Fund	
<i>Total Expenditures:</i>	\$35,803.12
Ending Balance	\$672,973.37

Capital outlay appropriated

\$10,000 S. Monroe temporary parking

\$100,000 S. Monroe Parking

\$110,000 – Avery Street project, 1/3 the cost not to exceed \$110,000 carried over from last fiscal year.

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL  
 CHECK DATE FROM 09/14/2015 - 10/06/2015

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
09/17/2015	GEN	66744	BRITTEN BANNERS INC	CAPITAL OUTLAY	970.000	450	4,067.14
09/17/2015	GEN	66749	O'LEARY PAINT	CAPITAL OUTLAY	970.000	450	299.25
09/17/2015	GEN	66750	PITSCH COMPANIES, INC.	CAPITAL OUTLAY	970.000	450	127.78
09/17/2015	GEN	66752	RUSCHE	CAPITAL OUTLAY	970.000	450	2,185.02
09/17/2015	GEN	66759	5 ALARM	OPERATING SUPPLIES			** VOIDED **
09/17/2015	GEN	66761	BERNARDS ACE HARDWARE	REPAIR & MAINTENANCE	930.000	463	98.55
09/17/2015	GEN	66762	BFG SUPPLY	OPERATING SUPPLIES	740.000	463	175.00
09/17/2015	GEN	66779	KERKSTRA PORTABLE, INC.	COMMUNITY PROMOTION	880.000	740	180.00
09/21/2015	GEN	66789#	PETTY CASH	OPERATING SUPPLIES	740.000	463	25.63
				COMMUNITY PROMOTION	880.000	740	28.36
				CHECK GEN 66789 TOTAL			53.99
09/21/2015	GEN	66798	UNITED SIGN CO. L.L.C.	CAPITAL OUTLAY	970.000	450	87.00
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							7,273.73

'#'-INDICATES CHECK DISTRIBUTED TO MORE THAN ONE DEPARTMENT

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
November 3, 2015

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$578,972.80
Interest	
Total Revenues	\$975,749.29
Expenditures:	
Capital Outlay	\$6,766.19
Salaries/FICA	\$12,412.66
Maintenance Supplies	\$8,777.74
Utilities	\$4,894.19
Misc. and Community Promotions	\$736.82
Accrued Wages	\$1,644.68
Accrued payables	\$1,566.43
Administration	\$8,548.02
Prof. Services	
Transfer to General Fund	
<i>Total Expenditures:</i>	\$45,346.73
Ending Balance	\$930,402.56

Capital outlay appropriated

\$10,000 S. Monroe temporary parking

\$100,000 S. Monroe Parking

\$110,000 – Avery Street project, 1/3 the cost not to exceed \$110,000 carried over from last fiscal year.

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL  
CHECK DATE FROM 10/07/2015 - 11/03/2015

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
10/09/2015	GEN	66857	LOWELL LIGHT & POWER	PUBLIC UTILITIES	920.000	463	669.55
10/09/2015	GEN	66866	THORNAPPLE RIVER NURSERY, INC.	OPERATING SUPPLIES	740.000	463	9.75
10/15/2015	GEN	66898	KERKSTRA PORTABLE, INC.	COMMUNITY PROMOTION	880.000	740	180.00
10/15/2015	GEN	66902	LOWELL LIGHT & POWER	REPAIR & MAINTENANCE	930.000	463	203.03
10/15/2015	GEN	66904	MUNDT, THERESA	COMMUNITY PROMOTION	880.000	740	67.35
10/15/2015	GEN	66912	TIP TOP GRAVEL CO.	OPERATING SUPPLIES	740.000	463	64.95
10/23/2015	GEN	66938	WILLIAMS & WORKS INC.	PROFESSIONAL SERVICES	801.000	483	2,536.40
10/29/2015	GEN	66986	UNITED SIGN CO. L.L.C.	REPAIR & MAINTENANCE	930.000	463	850.00
11/02/2015	GEN	66989	HARBOR FREIGHT	REPAIR & MAINTENANCE	930.000	463	99.90
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							4,680.93





# **DOWNTOWN DEVELOPMENT AUTHORITY**

**DRAFT DEVELOPMENT PLAN**

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

The Downtown Development Authority for the City of Lowell has created this Development Plan including a long-term capital improvement program for the purpose of developing and promoting the commercial and industrial base within the district.

The plan is intended to reflect priorities of the Downtown Development Authority to advance its purpose while collaborating with the Lowell City Council to advance the Strategic Plan for the City of Lowell. Specifically, this Development Plan addresses the following strategic objectives of the City of Lowell:

### **COMMUNITY COLLABORATION**

#### **Be a Collaborative Leader in the Greater Lowell Community**

- Engage with individuals and organizations within the community
- Integrate with local government and organizations in the West Michigan region

### **GOVERNMENT EFFICIENCY AND EFFECTIVENESS**

#### **Maintain a Strong Organization and Sustainable Infrastructure**

- Manage financial, human and capital resources to reflect the Strategic Plan
- Preserve city and community facilities
- Extend the useful life of streets and utilities

### **QUALITY NEIGHBORHOODS**

#### **Develop and Nurture Safe, Attractive and Desirable Neighborhoods**

- Provide public spaces where people can relax and gather

### **ECONOMIC VITALITY AND SUSTAINABILITY**

#### **Encourage a Climate for Business to Thrive**

- Preserve and honor the historic downtown
- Promote walkability and accessibility throughout the business districts
- Incorporate the rivers and other natural features into downtown development
- Nurture public and private partnerships for a prosperous business environment
- Maintain and expand public facilities and infrastructure to meet retention and development needs

### **DIVERSE RECREATIONAL AND CULTURAL OPPORTUNITIES**

#### **Become a Trail Town and Encourage Recreation, Art and Culture**

- Develop and maintain a city trail network connected with regional trails
- Partner with local organizations to develop and promote trails, recreation, arts and culture

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

The Development Plan was created through a series of priority setting exercises in which members of the Downtown Development Authority examined specific projects and future plans and rated them into tiers for inclusion in the plan.

This plan is intended to be a working document that is reviewed and updated each year.

### **Projects Currently In Progress**

Items supported by the Downtown Development Authority that are currently in the process of being implemented, either through the City of Lowell, the Downtown Development Authority and/or collaboration with other agencies.

- Main Street Mid-Block Crossing – A mid-block crossing of Main Street connecting the Riverwalk and Veteran's Park has been desired by the community for many years. This was identified in the Downtown Placemaking Plan and is currently being discussed with the Michigan Department of Transportation as part of a planned MDOT M-21 improvement project.
- Banner Program – The Downtown Development Authority authorized a banner program as part of its 2014-15 budget. The City of Lowell is currently working with the Lowell Area Chamber of Commerce to create a set of banners that promote several key events held throughout the community.
- Remove Radio Tower at Cable Building – The City of Lowell plans to request proposals to have the tower removed in 2015.
- Wayfinding Signs – A working group was formed several years ago to identify locations and coordinate a common signage system. The City of Lowell was successful in obtaining a grant from the Lowell Area Community Fund for design and production of signage. The working group postponed its efforts in anticipation of the completion of the Downtown Placemaking Plan which identified specific wayfinding signage locations in the downtown.
- Showboat Maintenance – The City of Lowell continues to maintain the historic showboat through General Fund taxes. The future of the showboat was discussed as part of the Riverwalk Stage/Showboat Planning process.

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

### **Tier One Projects (next five years)**

Specific projects were identified by the Downtown Development Authority to be addressed during the next five years in its development and capital improvement plan.

- South Monroe Parking Lot – A new parking lot with upgraded utilities has been in the planning stages for several years. The lot is intended to spur business activity and serve existing businesses in the buildings on the 200 block of East Main Street.
  - South Monroe Parking Utility Improvements
- Avery Street Improvement Project – A downtown street improvement project is proposed for 2015 that would include Avery Street from Monroe to Jackson, then the single blocks of Monroe, Washington, Jefferson and Jackson between Avery and Main. The DDA is being asked to participate with the City of Lowell on this street improvement project.
- Business Development/Recruitment Packet – A professionally developed packet that tells “the story” of Lowell will be useful for promoting and recruiting business investment in the district.
- Water Street Sewer Line Upgrade – As a result of an upgraded sewer line installed during the King Milling expansion, a section of sewer line from King Milling to the lift station will need to be upgraded.
- Buried Power Lines – Particularly in the downtown portion of the district, buried power lines help improve the small town feel of the downtown while allowing visitors to focus on the historic buildings and other amenities (such as art).
- Wastewater Lift Station Upgrade – An upgrade to the major lift station serving the community will be needed in the near future.

### **Tier One Planning Goals (next five years)**

Several items were identified by the Downtown Development Authority for further discussion and planning which could result in adding specific projects to the development and capital improvement plan.

- Develop and Improvement Riverwalk/Riverfront
  - Brick Repair/Replacement
- Repair Existing Downtown Parking Lots
- West Side Riverbank Retention
- Permanent Restrooms Downtown
- Add Downtown Parking (Parking Analysis)
- Street Improvements (General)
  - Sidewalk Improvements (General)
- Community Development Staff
  - Retail Recruitment Program
  - Promote Business Development
- Bike Racks
- Historic Building Improvements
  - Accessibility (ADA) Assistance
  - Façade Improvements
  - Fire Suppression

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

### **Tier Two Projects (five to ten years)**

Specific projects were identified by the Downtown Development Authority to be addressed in five to ten years in its development and capital improvement plan.

- North Monroe Streetscape – This project was included in the Downtown Placemaking Plan and consists of reconfiguration of North Monroe Street into a one-way street with additional parking, Main Street bump-outs, landscape, and other features.
- Stage Structure, Stage Area and Plaza Improvements – This project was include in the Riverwalk Stage/Showboat Planning project and includes the construction of a new stage over the river, plaza and other improvements around the stage area.
- Main Street Bump Outs – This project was included in the Downtown Placemaking Plan and consists of Main Street Bump Outs and related features to help beautify the downtown, improve pedestrian safety and calm traffic.

### **Tier Two Planning Goals (five to ten years)**

Several items were identified by the Downtown Development Authority for further discussion and planning which could result in adding specific projects to the development and capital improvement plan.

- Trail Connector to Downtown for 125-mile Fred Meijer Trail
- West Main Street Development Plan
  - West Main Street Lighting
- Cable Building Renovations
  - Flat River Connect
  - Move DPW Sign Shop to DPW Building
- Rental Rehabilitation
- Downtown WiFi

## **City of Lowell Redevelopment Liquor License Approval Process**

1. Application for New Licenses, Permits, or Transfer of Ownership or Interest in License (Form LCC-3011, Example 1), Police Investigation Recommendation (Form LC-1800, Example 2) and relevant fees are submitted to the Lowell Police Department. The application must contain the legal entity's name and clearly indicate all licenses and permits for which application is being made. (Police Department)
2. Application (Form LCC-3011) is forwarded by the Police Department to the City Clerk. (Police Department)
3. Determine if applicant meets LCC submittal requirements and document on City of Lowell Liquor License Checklist (City Clerk):
  - a. Located within the Downtown Development Authority district.
  - b. Expended or will expend at least \$75,000 for rehabilitation/restoration of the building.
  - c. The business will have a seating capacity of not less than 25 persons.
4. Determine if applicant meets City of Lowell guidelines and document on City of Lowell Liquor License Checklist:
  - a. The request is a use permitted by right and the application meets all the requirements under the City of Lowell Zoning Ordinance. (City Clerk)
  - b. The request is supported by the City of Lowell Master Plan, DDA Development Plan, or other development guides applicable to the development district. (City Clerk)
  - c. The applicant does not have any current or outstanding code violations. (City Clerk verifies with Building Official and Police Department)
  - d. The applicant does not have any outstanding City taxes or other City fees. (City Clerk verifies with City Treasurer)
5. Notification to the members of the Downtown Development Authority and Planning Commission. (Clerk)
6. Notification to Police Department to proceed with investigation recommendations. (City Clerk)
7. Notification to current liquor license holders operating in the City of Lowell. (Police Department)
8. Local Government Approval form (LCC-1305) is drafted. (City Clerk)
9. Affidavit of Public and Private Investment is prepared. (City Assessor)

10. Affidavit A attesting to the following is prepared to include: (City Clerk)
  - a. That the City of Lowell has created a Downtown Development Authority District (include the date).
  - b. That the proposed location of the applicant is located within the DDA District.
  - c. That the City Clerk has received the Affidavit of Public and Private Investment and certifies that the information is correct.
11. Application and supporting documentation are forwarded to the City Manager to be included on a future City Council agenda (City Clerk). Supporting documentation includes:
  - a. Police Investigation Recommendations (LC-1800)
  - b. City of Lowell Liquor License Checklist
  - c. Local Government Approval Form (LCC-1305)
  - d. Affidavit A from the City Clerk
  - e. For first time applications:
    - i. Certified copy of the resolution establishing the Downtown Development Authority District.
    - ii. Map of the Downtown Development Authority District.
  - f. Affidavit of Public and Private Investment.
12. Applicant is advised of the date of the City Council meeting when the item will be on the agenda for approval. (City Clerk)
13. City Council reviews and recommends or does not recommend the application to be considered by the Liquor Control Commission. (City Council)
14. Local Government Approval form is completed. (City Clerk)
15. Applicant is informed that the completed application and supporting documentation is available to be picked up. Copies are kept on file with the City Clerk. (City Clerk)



## Greater Lowell Chamber Foundation

September 30, 2015

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

Dear DDA Directors:

*Eight years ago we began branding the Greater Lowell Area with a new slogan, logo, re-designed website and the efficient use of an annual advertising budget utilizing all avenues of media (broadcast, cable, radio, outdoor, print & e-marketing). We will continue using these means of 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, program and services.*

*Social Media concepts are the way of the future! We will dedicate more of the budget to online opportunities; Facebook, and other means that become available, striving to find the platforms that best suit our needs that reach our marketing goals.*

*The Chamber of Commerce has always had local currency, this year we are adopting "the next generation of local currency" a cloud-based technology program. This program is high tech, able to track monies spent, but more importantly keeping added money in our community. There is a cost associated with this program, with marketing funds we can offer this free to our merchants.*

*Last year we utilized five electronic billboards on major highways in the Greater Grand Rapids Area for the Annual Christmas Through Lowell event. The response was overwhelming. This year we will purchase the electronic billboards for Christmas Through Lowell and it is our hope that we purchase a static billboard on 1-96 in close proximity of the Lowell exit.*

*As stated in years past: It's important to keep an open mind and reserve funds for new ideas in marketing that come our way over the course of year. Marketing should be at times spontaneous and flexible.*

### **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, start a business, relocate a plant, go to school, raise a family, shop, dine and enjoy its many other amenities.*

*Today, we are requesting that the DDA continue their support for Marketing the Greater Lowell Community.*

Sincerely,

*Liz Baker*

Liz Baker  
Executive Director/Committee Member  
Lowell Area Chamber of Commerce/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 2015 - May 2016

### EXPENSES

#### Marketing Plan

#### Cash

#### Advertising using the various means of media

Broadcast/Cable	\$	10,000.00
Radio	\$	10,500.00
On-line Marketing (M-live, Websites, Facebook & other opportunities)	\$	12,000.00
Digital & Static Billboards	\$	16,500.00
Print (local papers, flyers, inserts and post cards)	\$	11,000.00
Promotional Items (water, bags & misc.)	\$	1,500.00
Supplies and Postage	\$	3,500.00
Local Currency Program	\$	2,500.00
Chamber Business Marketing Plan Administration - 100 hours x \$25 hour	\$	2,500.00

Total Expenses:	\$	70,000.00
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### REVENUE

#### Marketing Funds

DDA	\$	25,000.00
Lowell Area Community Fund	\$	45,000.00

Total Revenue:	\$	70,000.00
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## Words of Support

Cooperative marketing through the Lowell Area Chamber of Commerce is beneficial for Lowell's businesses, schools, and community organizations to expand their visibility to our Lowell residents and visitors. To keep up with the many avenues of marketing can be overwhelming for many smaller and midsize organizations. This support from the chamber is very much appreciated by us at LowellArts!, providing us the time to focus on focusing on program development.

*Lorain Smalligan  
LowellArts!*

The Lowell Area Chamber of Commerce's effort to cooperatively market Lowell events has benefitted the Lowell Area Historical Museum and our community as a whole. The Chamber coordinates and informs in a larger way than any of our individual organizations and businesses can do. The community of Lowell is a better place for residents and visitors alike due to the work of the Chamber. The Lowell Area Historical Museum participates in Chamber organized community events and appreciates the visibility that these events bring to our organization.

*Lisa Plank  
Executive Director  
Lowell Area Historical Museum*

Marketing and advertising is one of the bigger and necessary expenses for any business. When this expense can be minimized by support from the Lowell Area Chamber of Commerce and its marketing programs, it allows us to divert those advertising dollars to other things.

*Nancy Stroosnyder  
Fry Daddy's*

We at Flat River Grill are very fortunate to have the support of the Lowell Area Chamber of Commerce. The continued cooperative marketing helps to spread the word about all town events to allow us the most contact with Lowell residents and allows us to serve their needs as best we can. We would be hard pressed to keep up with all town events without the LACC.

*Rob Leonard, General Manager  
Flat River Grill, The Gilmore Collection*

The cooperative marketing that the Chamber does is vital to our store. We do not have the resources on our own to purchase radio time or a billboard. The small marketing efforts that we undertake are made more impactful by the efforts of the Chamber to create awareness for the Lowell community. When they attract visitors to Lowell for special events, then it benefits those of us with small "mom and pop" stores. Please continue to fund this important effort.

*Cliff Yankovich  
Chimera Design*

The marketing programs sponsored by the Lowell Area Chamber of Commerce such as highway billboards, local paper ads, promotional flyers, radio ads, and social media have been very beneficial to our Antique Shop in downtown Lowell. The continuing marketing of Lowell as a great place to shop, have dinner, etc. has helped us to establish a significant number of repeat customers and by bringing people from out of town, we are always getting new customers in our shop. We are approaching 5 years in business, and the Lowell Chamber has definitely been a big part of our success.

*Darlene Novak*

*Dave Hogan*

*Journeys Time Antiques*



September 30, 2015

Dear DDA Directors,

For years the Lowell Area Chamber of Commerce has had the privilege of presenting a Lowell tradition the annual Christmas Festivities, Night-time Santa Parade and Santa Visits on the Lowell Showboat to the Greater Lowell Community and beyond.

On parade day we will present several activities, prior to the parade as shown below. The parade has become a great family attraction and many businesses have joined in the fun by entering in the parade.

**2015 Historic Lowell Christmas Festivities & Annual Night-time Santa Parade "Who-ville"**

**Saturday, December 5th**

- 9:00 am – 4:00 pm *Rogue River Artisans 30th Anniversary Fine Art and Craft Holiday Show, Lowell High School, 11700 Vergennes*
- 2:00 pm – 4:00 pm *Santa Visits on the Magical Lowell Showboat, Hot cocoa and Cookies in the Cookie Room adopted by Laurels of Kent, Riverwalk Plaza*
- 2:00 pm -4:30 pm *Rudolph's Craft Workshop in the Chamber building (children 2 to 6), 113 Riverwalk Plaza*
- 4:00 pm -6:00 pm *Pancake Supper, King Memorial Center at Lowell Fairgrounds, S. Hudson Street*
- 4:45 pm -5:45 pm *Eat With Santa, King Memorial Center at Lowell Fairgrounds, S. Hudson Street*
- All day — *Christmas Shopping and Eateries in Historic Lowell*
- 6:00 pm *Annual Night-time Santa Parade "Who-ville" down Main Street Lowell*

The Lowell Showboat will be open the month of December offering free cookies and hot chocolate. Local non-profit groups and businesses have committed to adopt a Santa Visit. These groups staff and provide the cookies for the visits.

**SANTA ON THE LOWELL SHOWBOAT, THE ROBERT E LEE  
December 2015**

- *Wednesdays – December 9 & 16 – 5:30 pm to 7:00 pm. Free digital photos by Modern Photographics with Santa.*
- *Friday – December 11 -- 5:30 pm to 7:30 pm. Free digital picture by Modern Photographics with Santa, Horse & Carriage Rides, Live Reindeer, Warming Fires, Hot Dogs, Roasted Chestnuts and Entertainment*
- *Saturdays – December 5, 12 & 19 – 10:30 am to 1:00 pm. Free digital picture by River Valley Credit Union with Santa.*

*Suggested Donation \$2! Please note that the line to see Santa is outdoors and you should dress accordingly.*

We are seeking \$6200 in funding from the DDA. 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](mailto:info@lowellchamber.org) - Web Site [www.discoverlowell.org](http://www.discoverlowell.org)

Christmas Budget for 2015 Christmas Season		
Activity		Expense
Decorating the Riverwalk & Showboat	Fresh garland roping, lights, Showboat decorations and items for Riverwalk Area	\$ 500.00
Advertising	Grand Rapids Press, Sentinel Standard, Buyers Guide, WION Radio, News Release, Posters, Printing and Postage	\$ 2,100.00
Parade	Cash prizes for parade entries	\$ 375.00
	Lighting for Fairgrounds including mileage for pickup/delivery	\$ 310.00
	City of Lowell Police Parade Duty	\$ 225.00
Santa & Mrs. Clause	Wages	\$ 600.00
Miscellaneous	Candy Cane, Hot Chocolate and Supplies	\$ 300.00
Horse & Carriage Rides, Reindeer and Ice Carving	Friday Night Special	\$ 1,790.00
	<b>Requesting from DDA - Total Expenses for Christmas</b>	<b>\$ 6,200.00</b>
<b>In-Contributions</b>	<b>Sponsor</b>	<b>Value</b>
Propane to Heat the Santa and Cookie Room	Crystal Flash	\$ 300.00
Wednesday Night Santa Pictures	Modern Photographics - 200 pictures @\$10	\$ 2,000.00
Friday Night Santa Pictures	Modern Photographics - 200 pictures @ \$10	\$ 2,000.00
Saturday Santa Pictures	River Valley Credit Union -600 pictures@ \$10	\$ 6,000.00
Lighting the Trees in front of the Chamber	Lowell Light & Power - installation of lights	\$ 800.00
Management & Implementation of Christmas Festivities	LACC Staff 40 hours @ \$30 per hour	\$ 1,200.00
Implementation of Christmas Festivities	LACC Volunteers - minimum of 100 hours @ \$22.55 per hour	\$ 2,250.00
Various Organizations	Cookies for the children serving over 1100 = 86 dozen at \$5 per dozen	\$ 425.00
		<b>\$ 14,975.00</b>



## **Santa Visits on the Historic Lowell Showboat**

Come and experience the magic of Lowell this holiday season. Visit with Santa in the Santa room on the magical Lowell Showboat. Enjoy hot cocoa and cookies in the Cookie Room. The Showboat will be decorated to enchant and delight young and old. A memory will be waiting for you this holiday season in *Lowell - the Next Place to Be!*



### **Wednesdays - 5:30 pm to 7:00 pm**

**December 10** - adopted by Lowell YMCA

**December 17** - adopted by Addorio Technologies and Arrowhead Golf Course

*Free digital photos by Modern Photographics with Santa*

### **Saturdays - 10:30 am to 1:00 pm**

**December 13** - adopted by Lowell Rotary Club

**December 20** - adopted by Gilda's Club Lowell

*Free digital picture by River Valley Credit Union with Santa.*



### **Friday ..... A Nite of Christmas Cheer!**

**December 12 - 5:30 pm to 7:30 pm**

*Warm up your holiday traditions on the Riverwalk Plaza, Historic Lowell!*

- Visit with Santa and get a free digital picture by Modern Photographics
- Hot dogs *sponsored by Arctic Inc. Heating and Cooling*
- Hot cocoa and cookies in the Cookie Room
- Horse and carriage rides
- Warming fires
- Ice sculpture carving
- Roasted chestnuts *sponsored by Lowell Area Historical Museum*
- Live Entertainment

Suggested donation for Holiday activities and pictures \$1

***Please note that the line to see Santa on the Lowell Showboat is outdoors, dress accordingly for the weather.***

Check the website at [www.discoverlowell.org](http://www.discoverlowell.org) for complete schedule or call the chamber at (616) 897-9161.



Presented by the Lowell Area Chamber of Commerce and funded by the City of Lowell DDA.





**The Next  
Place to Be!**



**Historic Lowell  
Christmas Festivities**

**&**

**Annual Night-time Santa Parade  
"Christmas Around The World"**

**Saturday, December 6th**

**9:00 am - 4:00 pm** Rogue River Artisans  
32nd Annual Fine Art and Craft Holiday  
Show, over 100 juried artisans, Lowell High  
School, 11700 Vergennes

**2:30 pm - 4:00 pm** Santa Visits on the  
Magical Lowell Showboat, hot cocoa and  
cookies in the Cookie Room *adopted by*  
*Laurels of Kent*, Riverwalk Plaza

**2:00 pm - 4:30 pm** Rudolph's Craft  
Workshop in the Chamber building  
(children 2 to 6), *adopted by LAS TOTS*,  
113 Riverwalk Plaza

**4:00 pm - 6:00 pm** Pancake Supper, King  
Memorial Center at Lowell Fairgrounds, S. Hudson  
Street — suggested donation \$5 per adult/\$3 per child  
*benefits premium fund at fair*

**4:45 pm - 5:45 pm** Kids eat with Santa, King  
Memorial Center at Lowell Fairgrounds, S. Hudson  
St.

**6:00 pm** Annual Night-time Santa Parade  
"Christmas Around The World", Main Street Lowell.  
Parade steps off from the Lowell Fairgrounds at  
6:00 pm sharp and travels east along Historic  
Main St., ending at the First United Methodist  
Church of Lowell.



**Holiday Shopping & Eateries**  
**[www.discoverlowell.org](http://www.discoverlowell.org)**

for a complete listing of events, activities and details.

Or, call the chamber at **(616) 897-9161**.

*Put Lowell on your Holiday  
Shopping list this year!*



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