118 Orchard Street
Morenci, MI 49256
(517) 458-6828

DOWNTOWN DEVELOPMENT AUTHORITY
MEETING AGENDA
Tuesday, July 28, 2026
4:00 PM

ROLL CALL

APPROVAL OR AMENDMENT TO AGENDA

PUBLIC COMMENT ON AGENDA ITEMS

PAST MEETING MINUTES

CONSENT AGENDA

1. Financial Reports
2. Director's Report

AGENDA ITEMS

1) Event Committee Update
   a) Contract Approval
2) Main Street Score Card
3) Anything for the Good of the Order?

PUBLIC COMMENT

ADJOURNMENT

118 Orchard Street
Morenci, MI 49256
(517) 458-6828

Regular Meeting of the
City of Morenci Downtown Development Authority

May 26, 2026

Call to Order

Chairman Chelsea Craig opened the meeting at 4:02 p.m.

Roll Call

The following DDA Members were present: Chelsea Craig, Mary Margaret Gallup, Toni Muzzi, Ken Fether, Tracy Schell, Jeff Bell, Brad Frederick, and Jessica Poulson.

Matt Garrow was absent.

Also present: DDA Director Heather Sarnac

Approval or Amendment to Agenda

A motion was made by Muzzi, seconded by Schell, to approve the agenda as amended to include contract from 56 Daze.

All ayes, motion carried.

Public Comment on Agenda Items

None

Past Meeting Minutes

A motion was made by Schell, seconded by Gallup, to approve the meeting minutes from the Regular Meeting on April 21, 2026, amended to include Tracy Schell as present.

All ayes, motion carried.

Consent Agenda

A motion was made by Bell, seconded by Muzzi, to approve the Consent Agenda as presented.

All ayes, motion carried.

Agenda Items

1. A motion was made by Schell, seconded by Muzzi to recommend approval of a $5000.00 façade grant application for 248 W. Main St.

   All ayes, motion carried

2. Run for the Roses 5K (Saturday, June 6): Tony needs 3-4 people to help navigate runners at race near Wakefield Park, Summit/Congress (Mary Margaret), and MAS bus garage parking lot. Shawne and Heather Sarnac, Chelsea Craig, and Tony's mom will volunteer. Tracy Schell, Chelsea, Heather, and Shawne will help set-up at 7:00 AM. Volunteer at finish line will be needed to pass out medals and t-shirts. Tony anticipates approximately 20 participants. Five directional signs will be placed by Tony and 5 safety cones will be needed to bring attention to them.

3. A motion was made by Schell, seconded by Muzzi, to approve the contracts with Ryan Groth ($500 for June 12, 2026), 56 Daze ($2000 for July 10, 2026), DBA Entertainment ($1500 for October 3, 2026), and DJ VanDamage ($300 for October 3, 2026).

   All ayes, motion carried.

4. A motion was made by Bell, seconded by Muzzi, to approve the purchase of eight folding tables in the amount of $559.92 as recommended by the Events Committee.

   All ayes, motion carried.

5. A motion was made by Schell, seconded by Gallup, to approve the purchase of placemaking installations for the Downtown Commons in the amount of $306.31 as recommended by the Placemaking Committee.

   All ayes, motion carried.

6. A motion was made by Frederick, seconded by Muzzi to approve submission of the Michigan Main Street Community Interest Form.

   All ayes, motion carried.

Public Comment

No public comment.

Adjournment

A motion was made to adjourn the meeting by Bell, second by Frederick. All ayes, motion carried. The meeting was adjourned at 4:55 p.m.

_____ _____

Chelsea Craig, Chairman Heather Sarnac, Executive Director

REVENUE AND EXPENDITURE REPORT FOR CITY OF MORENCI
PERIOD ENDING 06/30/2026
% Fiscal Year Completed: 100.00

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026 NORM (ABNORM)	ACTIVITY FOR MONTH 06/30/26 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED	2025-26 ORIGINAL BUDGET
Fund 248 - DDA							
Revenues							
Dept 000							
248-000-40000.000	FUNDS FORWARD	0.00	0.00	0.00	0.00	0.00	0.00
248-000-40200.000	CURRENT REAL PROP TAXES	21,986.10	22,986.96	0.00	(1,000.86)	104.55	21,986.10
248-000-50100.000	FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
248-000-51000.000	EVENT REVENUE	12,000.00	20,988.00	2,423.00	(8,988.00)	174.90	12,000.00
248-000-60700.000	FEES	0.00	500.00	0.00	(500.00)	100.00	0.00
248-000-66500.000	INTEREST	2,500.00	3,027.17	0.00	(527.17)	121.09	2,500.00
248-000-67000.000	MISC REVENUES	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 000		36,486.10	47,502.13	2,423.00	(11,016.03)	130.19	36,486.10
TOTAL REVENUES		36,486.10	47,502.13	2,423.00	(11,016.03)	130.19	36,486.10
Expenditures							
Dept 728 - DDA EXPENSES							
248-728-70200.000	SALARIES & WAGES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-71500.000	SOCIAL SECURITY	0.00	0.00	0.00	0.00	0.00	0.00
248-728-71700.000	UNEMPLOYMENT INS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-72700.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-72800.000	OPERATING SUPPLIES	0.00	8.47	0.00	(8.47)	100.00	0.00
248-728-72900.000	MAINTENANCE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-77500.000	REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-80000.000	CONTINGENCY	0.00	0.00	0.00	0.00	0.00	0.00
248-728-80130.000	PROFESSIONAL SERVICES	445.00	458.00	0.00	(13.00)	102.92	445.00
248-728-80300.000	TRANSFER TO CITY-ICE GRANT	0.00	0.00	0.00	0.00	0.00	0.00
248-728-89018.000	SEMINAR/TRAINING	500.00	210.00	0.00	290.00	42.00	500.00
248-728-89900.000	EVENT EXPENSES	10,000.00	14,435.32	2,898.28	(4,435.32)	144.35	10,000.00
248-728-90000.000	PRINTING & PUBLISHING	3,000.00	3,894.33	450.00	(894.33)	129.81	3,000.00
248-728-91000.000	HOSP & LIFE INS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-91200.000	PENSION	0.00	0.00	0.00	0.00	0.00	0.00
248-728-95500.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-96610.000	PLACE MAKING	500.00	54.61	0.00	445.39	10.92	500.00
248-728-96900.000	FACADE GRANTS	15,000.00	2,497.79	0.00	12,502.21	16.65	15,000.00
248-728-97000.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
248-728-99960.000	COMMITMENT TO GENFUND FOR FACADE INSTAL	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 728 - DDA EXPENSES		29,445.00	21,558.52	3,348.28	7,886.48	73.22	29,445.00
TOTAL EXPENDITURES		29,445.00	21,558.52	3,348.28	7,886.48	73.22	29,445.00
Fund 248 - DDA:							
TOTAL REVENUES		36,486.10	47,502.13	2,423.00	(11,016.03)	130.19	36,486.10
TOTAL EXPENDITURES		29,445.00	21,558.52	3,348.28	7,886.48	73.22	29,445.00
NET OF REVENUES & EXPENDITURES		7,041.10	25,943.61	(925.28)	(18,902.51)	368.46	7,041.10

PERIOD ENDING 06/30/2026

GL NUMBER	DESCRIPTION	BEG. BALANCE 07/01/2025 NORMAL (ABNORMAL)	2025-26 AMENDED BUDGET	END BALANCE 06/30/2026 NORMAL (ABNORMAL)
Fund 248 - DDA				
Assets				
248-000-00100.001	CASH CONSOLIDATED SAVINGS	105,071.92		131,015.53
248-000-04000.000	TAXES RECEIVABLE	0.00		0.00
248-000-05600.000	INTEREST RECEIVABLE	304.44		304.44
TOTAL ASSETS		105,376.36		131,319.97
Liabilities				
248-000-20200.000	ACCOUNTS PAYABLE	872.99		872.99
248-000-21403.101	DUE TO/FROM GENERAL	0.00		0.00
TOTAL LIABILITIES		872.99		872.99
Fund Equity				
248-000-39000.000	FUND BALANCE	104,503.37		104,503.37
TOTAL FUND EQUITY		104,503.37		104,503.37
Revenues				
248-000-40000.000	FUNDS FORWARD		0.00	0.00
248-000-40200.000	CURRENT REAL PROP TAXES		21,986.10	22,986.96
248-000-50100.000	FEDERAL GRANTS		0.00	0.00
248-000-51000.000	EVENT REVENUE		12,000.00	20,988.00
248-000-60700.000	FEES		0.00	500.00
248-000-66500.000	INTEREST		2,500.00	3,027.17
248-000-67000.000	MISC REVENUES		0.00	0.00
TOTAL REVENUES			36,486.10	47,502.13
Expenditures				
248-728-70200.000	SALARIES & WAGES		0.00	0.00
248-728-71500.000	SOCIAL SECURITY		0.00	0.00
248-728-71700.000	UNEMPLOYMENT INS		0.00	0.00
248-728-72700.000	OFFICE SUPPLIES		0.00	0.00
248-728-72800.000	OPERATING SUPPLIES		0.00	8.47
248-728-72900.000	MAINTENANCE SUPPLIES		0.00	0.00
248-728-77500.000	REPAIRS		0.00	0.00
248-728-80000.000	CONTINGENCY		0.00	0.00
248-728-80130.000	PROFESSIONAL SERVICES		445.00	458.00
248-728-80300.000	TRANSFER TO CITY-ICE GRANT		0.00	0.00
248-728-89018.000	SEMINAR/TRAINING		500.00	210.00
248-728-89900.000	EVENT EXPENSES		10,000.00	14,435.32
248-728-90000.000	PRINTING & PUBLISHING		3,000.00	3,894.33
248-728-91000.000	HOSP & LIFE INS		0.00	0.00
248-728-91200.000	PENSION		0.00	0.00
248-728-95500.000	MISCELLANEOUS		0.00	0.00
248-728-96610.000	PLACE MAKING		500.00	54.61
248-728-96900.000	FACADE GRANTS		15,000.00	2,497.79
248-728-97000.000	CAPITAL OUTLAY		0.00	0.00
248-728-99960.000	COMMITMENT TO GENFUND FOR FACADE INSTAL		0.00	0.00
TOTAL EXPENDITURES			29,445.00	21,558.52

REVENUE AND EXPENDITURE REPORT FOR CITY OF MORENCI
PERIOD ENDING 07/31/2026
% Fiscal Year Completed: 8.49

GL NUMBER	DESCRIPTION	2026-27 AMENDED BUDGET	YTD BALANCE 07/31/2026 NORM (ABNORM)	ACTIVITY FOR MONTH 07/31/26 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED	2026-27 ORIGINAL BUDGET
Fund 248 - DDA							
Revenues							
Dept 000							
248-000-40000.000	FUNDS FORWARD	0.00	0.00	0.00	0.00	0.00	0.00
248-000-40200.000	CURRENT REAL PROP TAXES	19,411.13	0.00	0.00	19,411.13	0.00	19,411.13
248-000-50100.000	FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
248-000-51000.000	EVENT REVENUE	20,000.00	4,094.00	4,094.00	15,906.00	20.47	20,000.00
248-000-60700.000	FEES	0.00	0.00	0.00	0.00	0.00	0.00
248-000-66500.000	INTEREST	1,500.00	0.00	0.00	1,500.00	0.00	1,500.00
248-000-67000.000	MISC REVENUES	3,000.00	0.00	0.00	3,000.00	0.00	3,000.00
Total Dept 000		43,911.13	4,094.00	4,094.00	39,817.13	9.32	43,911.13
TOTAL REVENUES		43,911.13	4,094.00	4,094.00	39,817.13	9.32	43,911.13
Expenditures							
Dept 728 - DDA EXPENSES							
248-728-70200.000	SALARIES & WAGES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-71500.000	SOCIAL SECURITY	0.00	0.00	0.00	0.00	0.00	0.00
248-728-71700.000	UNEMPLOYMENT INS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-72700.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-72800.000	OPERATING SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-72900.000	MAINTENANCE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
248-728-77500.000	REPAIRS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-80000.000	CONTINGENCY	0.00	0.00	0.00	0.00	0.00	0.00
248-728-80130.000	PROFESSIONAL SERVICES	472.00	0.00	0.00	472.00	0.00	472.00
248-728-80300.000	TRANSFER TO CITY-ICE GRANT	0.00	0.00	0.00	0.00	0.00	0.00
248-728-89018.000	SEMINAR/TRAINING	500.00	0.00	0.00	500.00	0.00	500.00
248-728-89900.000	EVENT EXPENSES	15,000.00	2,529.85	2,529.85	12,470.15	16.87	15,000.00
248-728-90000.000	PRINTING & PUBLISHING	4,500.00	0.00	0.00	4,500.00	0.00	4,500.00
248-728-91000.000	HOSP & LIFE INS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-91200.000	PENSION	0.00	0.00	0.00	0.00	0.00	0.00
248-728-95500.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
248-728-96610.000	PLACE MAKING	500.00	0.00	0.00	500.00	0.00	500.00
248-728-96900.000	FACADE GRANTS	15,000.00	0.00	0.00	15,000.00	0.00	15,000.00
248-728-97000.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
248-728-99960.000	COMMITMENT TO GENFUND FOR FACADE INSTAL	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 728 - DDA EXPENSES		35,972.00	2,529.85	2,529.85	33,442.15	7.03	35,972.00
TOTAL EXPENDITURES		35,972.00	2,529.85	2,529.85	33,442.15	7.03	35,972.00
Fund 248 - DDA:							
TOTAL REVENUES		43,911.13	4,094.00	4,094.00	39,817.13	9.32	43,911.13
TOTAL EXPENDITURES		35,972.00	2,529.85	2,529.85	33,442.15	7.03	35,972.00
NET OF REVENUES & EXPENDITURES		7,939.13	1,564.15	1,564.15	6,374.98	19.70	7,939.13

PERIOD ENDING 07/31/2026

GL NUMBER	DESCRIPTION	BEG. BALANCE 07/01/2026 NORMAL (ABNORMAL)	2026-27 AMENDED BUDGET	END BALANCE 07/31/2026 NORMAL (ABNORMAL)
Fund 248 - DDA				
Assets				
248-000-00100.001	CASH CONSOLIDATED SAVINGS	131,015.53		132,579.68
248-000-04000.000	TAXES RECEIVABLE	0.00		0.00
248-000-05600.000	INTEREST RECEIVABLE	304.44		304.44
TOTAL ASSETS		131,319.97		132,884.12
Liabilities				
248-000-20200.000	ACCOUNTS PAYABLE	872.99		872.99
248-000-21403.101	DUE TO/FROM GENERAL	0.00		0.00
TOTAL LIABILITIES		872.99		872.99
Fund Equity				
248-000-39000.000	FUND BALANCE	104,503.37		104,503.37
TOTAL FUND EQUITY		104,503.37		104,503.37
Revenues				
248-000-40000.000	FUNDS FORWARD		0.00	0.00
248-000-40200.000	CURRENT REAL PROP TAXES		19,411.13	0.00
248-000-50100.000	FEDERAL GRANTS		0.00	0.00
248-000-51000.000	EVENT REVENUE		20,000.00	4,094.00
248-000-60700.000	FEES		0.00	0.00
248-000-66500.000	INTEREST		1,500.00	0.00
248-000-67000.000	MISC REVENUES		3,000.00	0.00
TOTAL REVENUES			43,911.13	4,094.00
Expenditures				
248-728-70200.000	SALARIES & WAGES		0.00	0.00
248-728-71500.000	SOCIAL SECURITY		0.00	0.00
248-728-71700.000	UNEMPLOYMENT INS		0.00	0.00
248-728-72700.000	OFFICE SUPPLIES		0.00	0.00
248-728-72800.000	OPERATING SUPPLIES		0.00	0.00
248-728-72900.000	MAINTENANCE SUPPLIES		0.00	0.00
248-728-77500.000	REPAIRS		0.00	0.00
248-728-80000.000	CONTINGENCY		0.00	0.00
248-728-80130.000	PROFESSIONAL SERVICES		472.00	0.00
248-728-80300.000	TRANSFER TO CITY-ICE GRANT		0.00	0.00
248-728-89018.000	SEMINAR/TRAINING		500.00	0.00
248-728-89900.000	EVENT EXPENSES		15,000.00	2,529.85
248-728-90000.000	PRINTING & PUBLISHING		4,500.00	0.00
248-728-91000.000	HOSP & LIFE INS		0.00	0.00
248-728-91200.000	PENSION		0.00	0.00
248-728-95500.000	MISCELLANEOUS		0.00	0.00
248-728-96610.000	PLACE MAKING		500.00	0.00
248-728-96900.000	FACADE GRANTS		15,000.00	0.00
248-728-97000.000	CAPITAL OUTLAY		0.00	0.00
248-728-99960.000	COMMITMENT TO GENFUND FOR FACADE INSTAL		0.00	0.00
TOTAL EXPENDITURES			35,972.00	2,529.85

118 Orchard Street
Morenci, MI 49256
(517) 458-6828

Prepared For	Staff Contact
Downtown Development Authority	Heather Sarnac
Date Submitted	**Department**
July 21, 2026	Community & Economic Development

Subject

DDA Director's Report

Update

- Participated in WLEN's Viewpoint program on June 6 to promote the Summer Block Party Concert Series and other downtown initiatives.
- The second annual Race for the Roses 5K was held on June 6, with 25 runners participating.
- The first two Summer Block Party Concerts, held on June 12 and July 10, were successful, with approximately 400 people attending each event throughout the evening. Attendance at the July event was slightly lower, likely due to forecasted rain, but the bands reported strong crowd participation, and food and beverage vendors were very happy with sales. The Grab Shack and Morenci Deli also reported excellent foot traffic and sales during the events.
- The Downtown Commons space reopened on June 12 in coordination with the first Summer Block Party Concert. The DDA Placemaking Committee added a Little Free Library for tabletop games and plans to increase seating and add signage to improve the space's visibility.
- Visited downtown Tecumseh with the Lenawee County Community Development Coordinator and the Coldwater Main Street Director on June 17. A follow-up

meeting was held with the Tecumseh Economic Development Director and Marketing and Events Coordinator on June 30 to review a downtown business initiative and discuss Michigan Main Street implementation strategies.

- Met with the MEDC Community Planner on June 22 to review technical assistance resources available to help the City achieve Essentials status through the MEDC Redevelopment Ready Communities program. Completing the Essentials requirements will help the community become eligible for the Match on Main grant program. A follow-up meeting is scheduled for July 28.
- Met with a downtown business manager on July 2 to discuss opportunities for downtown promotion, collaboration, and business engagement. We also discussed potential participation in a future Promotions Committee as part of the DDA's anticipated Michigan Main Street program efforts.
- Met with the DNR Grant Administrator on July 13 to review progress and reporting requirements for the Downtown Street Tree Planting Project. Midwest Contracting continues to work through the final punch-list items, and grant reporting is ongoing.
- Met with the new Lenawee County Community Development Coordinator on July 14 to discuss local development priorities and potential areas of assistance.
- The Master Plan is now in draft form. A meeting with the consultant is scheduled for July 20 to finalize the draft before it is reviewed by the Planning Commission on July 23. The Planning Commission will consider recommending that City Council authorize the required 63-day public review period. The Master Plan update supports Redevelopment Ready Communities Essentials Best Practice 1.1.
- A meeting with the Community Economic Development Association of Michigan is scheduled for August 5 to discuss economic development resources.
- Planning continues for the Back-to-School Bash on August 12 in coordination with Morenci Area Schools, Kiwanis of Morenci, and Seneca Community Church.
- Continued outreach to vendors and attractions for Fall Fest on October 3. All attractions have been secured, food vendors are being finalized, and contracts are included on today's agenda for approval.
- The 2026 DDA Sponsorship Campaign has secured $19,600 in pledges to date.
- Met with the new owners of the bowling alley and are working with them to discuss their plans, potential funding resources, and the DDA Façade Grant Program.
- Continued outreach to prospective and new downtown business and property owners to share local resources, available programs, and opportunities. Current discussions include a new retail business locating at 123 W. Main St., an individual exploring a future downtown retail business, another exploring retail/family entertainment business, and the owners of properties at 121 W. Main St., 224 W. Main St., and 225 W. Main St. regarding DDA Façade Grant opportunities.

DOWNTOWN MORENCI

SUMMER BLOCK PARTY

90s Night

FRIDAY, AUGUST 14 • • • • 6-11 PM

POP'S GARAGE

90's TO TODAY · TOP 40 HITS
DOWNTOWN DANCE PARTY!

LIVE AT 7 PM



FOOD TRUCKS

FADE TO BLAC BBQ

FUNKY DAWGS -Gourmet Hot Dogs-

SIPS & SWEETS BEVERAGE CO.

ABSOLUTELY NUTZ.

COSTUME CONTESTS

- Grunge
- 90s Icons
- Best Couple

$50 CASH PRIZES

BEER TENTS

FOE

NORTH STREET PUB MORENCI • MICHIGAN

MORENCI SOCIAL DISTRICT est. 2023

50/50 RAFFLES

Enter to Win

Proceeds benefit downtown events, programs, & improvements

The Spot Baumgartner Chiropractic & Nutritional Wellness Center

Healthy SPOT MORENCI

GBC GENERAL BROACH COMPANY

American TITLE

AdviceSolutions EGR Financial Financial Planning Wealth Management Engler, Garrow & Roth, Ltd

WesBanco

Auto-Owners INSURANCE LIFE • HOME • CAR • BUSINESS

TJ DECKER

ROTH FABRICATING

OLD ORCHARD POINT HB

OM CENTER OF ADRIAN

North Star BlueScope

GIL HENRY & ASSOCIATES, INC. REALTORS 517-263-8971

FREDERICK REALTY 218 Depot St Wauseon, Oh 43567 517-605-1020

SUBWAY

NORTH STREET PUB MORENCI • MICHIGAN

Kumi Kamco Industries, Inc.

Kiwanis CLUB OF MORENCI

Bells TAX SERVICE 129-2 W Main St Morenci, MI 49256 517-458-3015 Owners: Jeff & Kelly Bell

TLC Community Credit Union Community Owned. Always!

bhm bhm cpa group Your Trusted Business Advisors

GREENJAK

Accelera IT

Visit Lenawee

CARICATURE ARTIST AGREEMENT

Stephanie Miller - 4709 Venice Heights Blvd #121 - Sandusky, OH, 44870
Email: Facenerd0404@gmail.com - WWW.Facebook.com/SMartCoJSP

DATE: 10/03/26
TIME: 4:00-7:00pm
EVENT: Morenci Fall Fest
ADDRESS & PHONE NO. OF ENGAGEMENT:

ATTIRE /THEME:
REPORT TO:

Additional information you may think I need to know

TERMS OF PAYMENT: $450
PLEASE REMIT NON-REFUNDABLE DEPOSIT OF $50 WITH SIGNED CONTRACT. BALANCE OF $ 400 DUE ON DATE OF ENGAGEMENT.
OVERTIME FEE IS $ 67 PER HALF-HOUR.
O.T. SUBJECT TO ARTIST'S AVAILABILITY.

MAKE ALL CHECKS PAYABLE TO **Stephanie Miller**

Stephanie A Miller
419-602-1915

venmo Zelle

If you prefer, I also take Venmo, PayPal and Zelle.

This is "live" caricaturing. Please provide enough room for easel and chairs and access to an electrical outlet in case of insufficient light. If this is an outdoor event, please provide adequate shelter.

CLIENT'S SIGNATURE - DATE

EMERGENCY CELL PHONE

Stephanie Miller 06-29-26
DATE

419-602-1915
EMERGENCY CELL PHONE

PLEASE SIGN AND DATE. KEEP A COPY FOR YOUR RECORDS.
RETURN A COPY TO ABOVE STREET ADDRESS OR EMAIL ADDRESS.



Successful businesses are vital to a thriving district.

BUSINESS KEY FOCUS AREAS

Business Retention Strategies | Business Recruitment Strategies | Business Plan Competitions
Incentive Strategies | Rightsized Retail | Expansion Exploration | Retail Market Data
Succession Planning | New Business Start Up Package

business solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. Business development efforts and the broader scope of district revitalization initiatives are focused on a targeted geographic area that is clearly defined and mapped	☐	☐	☐	☐	☐	☐
2. A building and business inventory of the district has been completed for all properties and businesses within the district	☐	☐	☐	☐	☐	☐
3. A map identifying and analyzing the district's business and activity mix on first and upper floors is in place and updated regularly or as changes warrant	☐	☐	☐	☐	☐	☐
4. The organization has programming and resources in place to actively assist small businesses and entrepreneurs in the district	☐	☐	☐	☐	☐	☐
5. The organization maintains current market information and a list of targeted business expansion and recruitment opportunities	☐	☐	☐	☐	☐	☐
6. Business development and recruitment collateral materials are in place and updated regularly or as needed	☐	☐	☐	☐	☐	☐
7. The organization hosts regular business owner meetings and/or communicates regularly with business owners to determine needs or challenges, and share successes	☐	☐	☐	☐	☐	☐

BUSINESS TOTAL SCORE

SCORING SCALE

0—1 Starting: Doesn't exist or we're just getting started (in the early discussion, research or planning stages) — or — underperforming and in need of a re-boot.

2—3 Evolving: Getting ready to launch or already in place, operating or programmed — but with opportunities for growth or enhancement.

4—5 Excelling: Actively and consistently demonstrated or mastered with a high degree of proficiency and quality— commonly viewed among our greatest strengths.

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

SCAN ME



Investment in property development and building rehabilitation is the key to growing

REAL ESTATE KEY FOCUS AREAS

Building Inventory | Available Property Listings | Property Owner Brainstorms | Vacancy Treatments | Building Rehabilitaiton | Property Redevelopment | Upper Floor Renovations

real estate solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. A building inventory identifying occupancy status and uses located in each building's ground and upper levels is complete and kept up to date	☐	☐	☐	☐	☐	☐
2. Organization leaders are familiar with existing plans, market studies, zoning ordinances, and other district planning and development-related documents	☐	☐	☐	☐	☐	☐
3. Real estate-related projects and programming are aligned with, support and/or leverage existing plans, market studies, land use strategies, etc.	☐	☐	☐	☐	☐	☐
4. The organization actively assists and provides resources to promote and support real estate development activity in the district	☐	☐	☐	☐	☐	☐
5. The organization has programming and resources in place to actively assist property owners and to encourage development, building rehabilitation and/or facade improvements	☐	☐	☐	☐	☐	☐
6. The organization is well-versed in local development processes and has a strong rapport with development partners and officials	☐	☐	☐	☐	☐	☐

REAL ESTATE TOTAL SCORE

SCORING SCALE

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SCAN ME



EVENTS

A well designed event strategy creates vibrancy, builds brand equity, and proves market viability.

EVENTS KEY FOCUS AREAS
Small, Reoccurring Habit Forming Events | Extended Hours Events
Streamlined Festivals | Micro-celebrations

event solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. The organization produces, provides assistance and/or supports events that build brand equity for the district	☐	☐	☐	☐	☐	☐
2. The organization's annual events calendar includes a mix of special events, retail events, and image-building events with specific goals identified	☐	☐	☐	☐	☐	☐
3. An organized approach or program is in place and working effectively to procure and manage event sponsorships	☐	☐	☐	☐	☐	☐
4. The organization regularly (e.g. post-event or annually) completes an evaluation of events, including a cost-benefit analysis, and acts accordingly	☐	☐	☐	☐	☐	☐

EVENT TOTAL SCORE

SCORING SCALE

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SCAN ME



MARKETING

Telling your story and building your brand is essential to district success

MARKETING KEY FOCUS AREAS
Storytelling | Social Media Spotlights | Faces of Places Spotlight | Image Building | Promotion and Advertising Strategies

marketing solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. The organization orchestrates, provides assistance and/or supports place-based marketing programs and activities consistent with the district's brand	☐	☐	☐	☐	☐	☐
2. The organization effectively uses social media, advertising, materials, and/or other medium to tell a story, reach targeted audiences, and highlight district assets	☐	☐	☐	☐	☐	☐
3. A quality branding system for the district is in place and being implemented effectively across all medium to build brand equity	☐	☐	☐	☐	☐	☐
4. The organization has developed a communication plan outlining regular communication efforts with key stakeholders	☐	☐	☐	☐	☐	☐

MARKETING TOTAL SCORE

SCORING SCALE
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SCAN ME



PRESERVATION

Our buildings are our character. They make us who we are. We must restore and protect our authenticity and uniqueness.

PRESERVATION KEY FOCUS AREAS

Façade and Building Improvement Grants | Community Master Plans and Ordinances
Component Grants | Roof and Building Stabilization | Historic Preservation Standards
Property Owner Education | Historic Designation

preservation solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. The organization has programming and resources in place to actively encourage appropriate building rehabilitation and façade improvements	☐	☐	☐	☐	☐	☐
2. The organization has strong relationships with local and/or state historic preservation partners and works actively to promote the benefits of preservation	☐	☐	☐	☐	☐	☐

PRESERVATION TOTAL SCORE

SCORING SCALE

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SCAN ME



PLACE

Placemaking binds people to place. That connection drives investment.

PLACE KEY FOCUS AREAS
Parklets | Banners | Wayfinding Systems | Streetscapes | Parking Systems & Awareness | Public Art

place solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. The organization provides support and assistance for ongoing district cleanliness, maintenance and beautification efforts and projects	☐	☐	☐	☐	☐	☐
2. The organization provides support and assistance for public spaces, public art, or other district placemaking efforts, enhancements and projects	☐	☐	☐	☐	☐	☐
3. Placemaking projects and activities are coordinated with local government, property and business owners, and other partners to maximize resources and results	☐	☐	☐	☐	☐	☐

PLACE TOTAL SCORE

SCORING SCALE

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SCAN ME



CAPACITY

A strong, sustainable organization is one that understands and communicates its value to the community.

CAPACITY KEY FOCUS AREAS

Single-ask sponsorship Campaigns | Investor Relations | Proactive Communication | Diversifying Revenue | Building Volunteer Support | Spotlighting Volunteers

capacity solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. The organization effectively engages and mobilizes volunteers to implement select projects and programs	☐	☐	☐	☐	☐	☐
2. The organization has specific protocols, tools, and/or programs in place - and makes an intentional effort - to cultivate a strong volunteer base	☐	☐	☐	☐	☐	☐
3. Effective efforts or programs are in place to engage district business owners, property owners and residents and to nurture their buy-in and support of the organization	☐	☐	☐	☐	☐	☐
4. Effective efforts or programs are in place to engage other community organizations and partners, to develop and maintain their buy-in and support of the organization, and to collaborate in pursuit of shared interests	☐	☐	☐	☐	☐	☐
5. Effective efforts or programs are in place to engage and communicate with local government leaders, and to maintain their buy-in and support of the organization	☐	☐	☐	☐	☐	☐
6. The organization is effective at identifying organizational capacity needs and in pursuing and leveraging resources and support, when and where needed	☐	☐	☐	☐	☐	☐
7. A budget and budgeting processes to support the organization and its programs and projects are in place and effectively administered	☐	☐	☐	☐	☐	☐
8. Line items in the organization's budget align with and support implementation of the organization's strategic plan	☐	☐	☐	☐	☐	☐
9. The organization has a plan in place and is working effectively to increase and diversify funding through fundraising, annual sponsorships, events, etc.	☐	☐	☐	☐	☐	☐

CAPACITY TOTAL SCORE



PEOPLE

Grassroots economic development is people-driven.

PEOPLE KEY FOCUS AREAS
Mobilizing Leaders and Volunteers | Single-serving Missions | Strategy Driven Focus| Respecting Human Capital
Celebrating Investments of Time | Measuring Impact | Telling Our Story

people solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. An organizational chart and clear management structure governing the organization's operations are in place	☐	☐	☐	☐	☐	☐
2. The composition of the organization's governing board or leadership team is diverse and representative of the district's stakeholders	☐	☐	☐	☐	☐	☐
3. The organization's day-to-day operations are effectively managed by professional, paid staff	☐	☐	☐	☐	☐	☐
4. Roles and responsibilities of the organization are well-defined, differentiated, and complementary to the work of other local organizations	☐	☐	☐	☐	☐	☐
5. The organization has, and works effectively to foster, a vision and goals for the district that are supported by a consensus of key stakeholders	☐	☐	☐	☐	☐	☐
6. The organization has a strategic plan and/or develops and implements projects and programs to support the vision and goals for the district	☐	☐	☐	☐	☐	☐
7. The organization annually plans projects and programs and uses a work plan to track progress and measure impacts	☐	☐	☐	☐	☐	☐

PEOPLE TOTAL SCORE

SCORING SCALE
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SCAN ME

DOWNTOWN AND DISTRICT MANAGEMENT SCORECARD

Record your score for each of the eight categories to see what areas your organization is strong in, and the areas that you might need to dig a little deeper into.

Business	Enter Total Here
Real Estate	Enter Total Here
Events	Enter Total Here
Marketing	Enter Total Here
Preservation	Enter Total Here
Place	Enter Total Here
Capacity	Enter Total Here
People	Enter Total Here

A. Based on your scorecard results, which of the eight core areas represent the organization's greatest strengths? (select up to three)

B. Which of the eight core areas represent areas of greatest need or challenges facing the organization? (select up to three)

C. List or briefly describe five specific actions, projects, or areas of focus representing some of the best opportunities for growth or improvements for your organization and/or the downtown or district?

1.

2.

3.

4.

5.

Applying the Results EVALUATION AND STRATEGIC PLANNING

- Distribute a copy of the scorecard (and this summary evaluation worksheet) to each of your downtown or district management organization's board or leadership team members, including staff members.
- Set and communicate a deadline for completing and returning the scorecard.
- Compile completed scorecard results, paying special attention to areas of agreement and alignment, and areas of divergence.
- Facilitate a strategic planning session or retreat to review and discuss the compiled results. Discussion might revolve around questions and topics like:
  - What surprised you or stood out?
  - Which core areas or performance measures deserve more dialog or further exploration?
  - Looking deeper, what might be driving the results? (e.g. challenges, issues, timing, external forces, leadership, resources, etc.)
  - Who else—individuals and/or organizations—should be approached for perspective, clarification, or help?
- Build consensus around directions, priorities, actions, and/or next steps. For example:
  - To get started, refer to the list of "Best Opportunities for Growth or Improvements" compiled from this worksheet.
  - Invite each member to offer their own top three (these may come directly from the compiled list or may be new based on discussions and ideas shared at the session).
  - Create the list on chart paper and provide each member a chance to vote on their top 3 from the newly compiled list (the "dot" method works well for this purpose).
  - Tally the votes to identify areas and items of priority consensus. Choose three to five the organization will emphasize as organization development priorities over the next year.
  - Match priorities to Michigan Main Street Solution Center tools and resources for help getting started, elevating your efforts, and staying on track.
- Repeat the process annually to measure progress and re-assess organization development priorities.