



**Meeting of the DDA Board of Directors  
February 16, 2021 - 8:00 a.m.**

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. A personal zoom invitation will be sent to each DDA Board member in advance of the DDA Board meeting and again the morning of the meeting. The public link for the DDA meeting on February 16, 2021 at 8:00 am is <https://us02web.zoom.us/j/84478920157>, to join by phone: 1-301-715-8592, Webinar ID: 844 7892 0157.

Log in Instructions, Meeting Rules and Tips are available on the City's website at this link: <https://www.ci.northville.mi.us/cms/one.aspx?portalid=11895963&pageid=13505469#hdc> OR from the main Home page, click on the Government tab, then Agendas and Minutes, scroll to the City Council section of the webpage, and scroll down to the link for this meeting. "Zoom Webinar User Guide for City of Northville Public" is also available on this website page.

**AGENDA**

1. Call to Order – John Casey
  - Roll Call
2. Audience Comments (3 - minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
  - a. January Financial Statement (Attachment 4.a)
  - b. January Invoice Report (Attachment 4.b)
  - c. January 19, 2020 Meeting Minutes (Attachment 4.c)
  - d. January 27, 2020 Meeting Minutes (Attachment 4.d)
5. Election of Officers (Attachment 5)
6. Parking Credit Moratorium Update (Attachment 6) – John Casey

7. Special Event Application
  - a. Recommended Text Changes (Attachment 7.a)
8. Draft DDA Budget 2021 – 22
  - a. Line-Item Detail (Attachment 8.a)
  - b. Description of Changes (Attachment 8.b)
9. Recommended Changes to the City's Fee Schedule (Attachment 9)
10. Committee Information and Updates
  - a. Design Committee – DJ Boyd
  - b. Marketing Committee – Lori Ward (Attachment 10.b)
  - c. Parking Committee – John Casey
  - d. Organizational Committee – DJ Boyd
  - e. Economic Development Committee – Aaron Cozart
11. Future Meetings / Important Dates
  - a. Economic Development Committee – TBD
  - b. Marketing Committee Meeting – March 5, 2021
  - c. Design Committee Meeting – TBD
  - d. Executive Committee Meeting – March 10, 2021
  - e. DDA Board Meeting – March 16, 2021
  - f. Parking Committee – TBD
  - g. Parking Credit Subcommittee Meeting - TBD
  - h. Sustainability Committee Meetings – TBD
12. Board and Staff Communications
13. Adjournment – Next Meeting – March 16, 2021

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 01/31/2021

% Fiscal Year Completed: 58.90

JANUARY BENCHMARK 58%

Attachment 4.a

GL NUMBER	DESCRIPTION	2020-21		YTD BALANCE 01/31/2021 NORM (ABNORM)	ACTIVITY FOR MONTH 01/31/21 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	737,956.00	733,158.00	733,041.38	92,388.66	116.62	99.98	
370-000-403.010	DDA OPERATING LEVY	61,418.00	61,415.00	58,434.64	0.00	2,980.36	95.15	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	34,000.00	34,092.00	34,092.20	0.00	(0.20)	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(1,500.00)	(1,000.00)	(69.57)	0.00	(930.43)	6.96	
PROPERTY TAXES		831,874.00	827,665.00	825,498.65	92,388.66	2,166.35	99.74	
GRANTS								
370-000-528.000	OTHER FEDERAL GRANTS	0.00	19,008.00	20,212.05	0.00	(1,204.05)	106.33	
GRANTS		0.00	19,008.00	20,212.05	0.00	(1,204.05)	106.33	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	39,500.00	25,000.00	16,400.00	2,000.00	8,600.00	65.60	
370-000-586.080	DONATIONS/SPONSORSHIPS	0.00	270,430.00	99,100.00	20,000.00	171,330.00	36.65	
GRANTS & OTHER LOCAL SOURCES		39,500.00	295,430.00	115,500.00	22,000.00	179,930.00	39.10	
MISCELLANEOUS REVENUES								
370-000-659.110	RENTS-SHORT TERM	500.00	0.00	0.00	0.00	0.00	0.00	
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
370-000-667.000	INSURANCE PROCEEDS	0.00	4,422.00	4,422.30	0.00	(0.30)	100.01	
MISCELLANEOUS REVENUES		700.00	4,622.00	4,422.30	0.00	199.70	95.68	
INTEREST								
370-000-664.000	INTEREST - COMERICA INVESTMENT POOL	5,000.00	15.00	15.42	0.00	(0.42)	102.80	
370-000-664.190	INTEREST - MI CLASS 1 DIST	750.00	100.00	38.91	5.28	61.09	38.91	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	5,000.00	6,000.00	3,417.11	0.00	2,582.89	56.95	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	0.00	(82.93)	0.00	82.93	100.00	
370-000-664.400	INVESTMENT POOL BANK FEES	(400.00)	(100.00)	(12.86)	0.00	(87.14)	12.86	
370-000-664.500	INVESTMENT ADVISORY FEES	(750.00)	(750.00)	(282.37)	(54.89)	(467.63)	37.65	
370-000-664.600	BANK LOCKBOX FEES	(550.00)	(550.00)	(44.06)	0.00	(505.94)	8.01	
370-000-664.700	CUSTODIAL FEES	(130.00)	(130.00)	(55.48)	0.00	(74.52)	42.68	
INTEREST		8,920.00	4,585.00	2,993.74	(49.61)	1,591.26	65.29	
FUND BALANCE RESERVE								
370-000-699.010	APPROP OF PRIOR YEAR'S SURPLUS	0.00	48,420.00	0.00	0.00	48,420.00	0.00	
FUND BALANCE RESERVE		0.00	48,420.00	0.00	0.00	48,420.00	0.00	
Total Dept 000		880,994.00	1,199,730.00	968,626.74	114,339.05	231,103.26	80.74	
TOTAL REVENUES		880,994.00	1,199,730.00	968,626.74	114,339.05	231,103.26	80.74	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	13,740.00	13,740.00	7,498.00	1,588.36	6,242.00	54.57	
370-753-707.000	WAGES - REGULAR OVERTIME	1,220.00	1,185.00	489.60	163.20	695.40	41.32	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	535.00	916.74	0.00	(381.74)	171.35	

PERIOD ENDING 01/31/2021  
% Fiscal Year Completed: 58.90  
JANUARY BENCHMARK 58%

GL NUMBER	DESCRIPTION	2020-21	2020-21	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET	01/31/2021 (ABNORM)	MONTH 01/31/21 INCR (DECR)	BALANCE (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY							
Expenditures							
370-753-943.000	EQUIPMENT RENTAL - CITY	10,600.00	10,600.00	9,655.60	1,036.64	944.40	91.09
370-753-967.000	FRINGE BENEFITS	14,595.00	14,595.00	7,171.77	1,460.55	7,423.23	49.14
Total Dept 753 - DPW SERVICES		40,655.00	40,655.00	25,731.71	4,248.75	14,923.29	63.29
Dept 861 - DESIGN COMMITTEE							
370-861-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	9,777.26	1,213.16	7,067.74	58.04
370-861-710.000	WAGES - PART TIME	31,185.00	31,185.00	23,571.18	400.29	7,613.82	75.58
370-861-726.000	SUPPLIES	575.00	575.00	119.82	65.27	455.18	20.84
370-861-740.050	DOWNTOWN MATERIALS	19,700.00	37,300.00	22,651.06	15,569.17	14,648.94	60.73
370-861-751.000	FUEL & OIL	500.00	500.00	101.73	0.00	398.27	20.35
370-861-801.000	CONTRACTUAL SERVICES	49,580.00	51,230.00	11,904.08	935.07	39,325.92	23.24
370-861-801.160	RESTROOM PROGRAM	2,750.00	3,750.00	2,819.50	0.00	930.50	75.19
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	28,810.00	28,810.00	16,328.86	0.00	12,481.14	56.68
370-861-913.000	VEHICLE INSURANCE	370.00	385.00	385.00	0.00	0.00	100.00
370-861-920.010	ELECTRIC POWER	3,360.00	4,360.00	578.38	99.39	3,781.62	13.27
370-861-920.020	NATURAL GAS	4,090.00	4,090.00	1,109.49	0.00	2,980.51	27.13
370-861-920.030	WATER & SEWER SERVICE	8,440.00	8,440.00	2,264.84	0.00	6,175.16	26.83
370-861-967.000	FRINGE BENEFITS	10,490.00	10,490.00	6,092.43	553.36	4,397.57	58.08
370-861-973.000	CAPITAL OUTLAY < \$5,000	0.00	0.00	1,000.00	1,000.00	(1,000.00)	100.00
370-861-976.010	STREET FURNISHINGS	15,640.00	17,825.00	5,297.47	1,830.00	12,527.53	29.72
370-861-977.000	CAPITAL OUTLAY	0.00	300,430.00	72,500.00	34,000.00	227,930.00	24.13
Total Dept 861 - DESIGN COMMITTEE		194,335.00	518,215.00	176,501.10	55,665.71	341,713.90	34.06
Dept 862 - MARKETING							
370-862-706.000	WAGES - REGULAR FULL TIME	16,845.00	16,845.00	9,777.42	1,213.15	7,067.58	58.04
370-862-710.000	WAGES - PART TIME	19,325.00	19,325.00	8,670.04	1,281.53	10,654.96	44.86
370-862-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	58,500.00	54,500.00	33,358.50	0.00	21,141.50	61.21
370-862-785.000	BUSINESS RETENTION PROGRAM	2,660.00	2,660.00	0.00	0.00	2,660.00	0.00
370-862-801.000	CONTRACTUAL SERVICES	59,000.00	65,450.00	39,193.45	3,725.00	26,256.55	59.88
370-862-801.340	WEB SITE MAINTENANCE	900.00	900.00	666.93	35.99	233.07	74.10
370-862-967.000	FRINGE BENEFITS	8,500.00	8,500.00	4,606.31	618.21	3,893.69	54.19
Total Dept 862 - MARKETING		165,880.00	168,330.00	96,272.65	6,873.88	72,057.35	57.19
Dept 863 - PARKING							
370-863-706.000	WAGES - REGULAR FULL TIME	8,425.00	8,425.00	4,888.72	606.56	3,536.28	58.03
370-863-710.000	WAGES - PART TIME	1,935.00	1,935.00	867.00	128.14	1,068.00	44.81
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00	0.00
370-863-786.000	DOWNTOWN PARKING PROGRAM	500.00	500.00	90.00	0.00	410.00	18.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	37,500.00	12,500.00	12,500.00	75.00
370-863-950.260	OPER TFR TO PARKING FUND	118,220.00	118,220.00	88,665.00	29,555.00	29,555.00	75.00
370-863-967.000	FRINGE BENEFITS	3,655.00	3,655.00	2,035.09	269.48	1,619.91	55.68
Total Dept 863 - PARKING		182,785.00	182,785.00	134,045.81	43,059.18	48,739.19	73.34
Dept 864 - ORGANIZATIONAL							
370-864-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	12,221.67	1,516.40	8,833.33	58.05

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		ORIGINAL BUDGET	2020-21 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-710.000	WAGES - PART TIME	9,665.00	9,665.00	4,334.97	640.75	5,330.03		44.85
370-864-726.000	SUPPLIES	850.00	850.00	637.78	84.26	212.22		75.03
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00		0.00
370-864-731.000	PUBLICATIONS	65.00	65.00	130.04	0.00	(65.04)		200.06
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	2,100.00	3,785.00	4,843.46	601.60	(1,058.46)		127.96
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	3,500.00	3,091.50	0.00	408.50		88.33
370-864-805.000	AUDITING SERVICES	4,965.00	4,965.00	4,961.00	0.00	4.00		99.92
370-864-900.000	PRINTING & PUBLISHING	1,315.00	1,315.00	2,083.77	0.00	(768.77)		158.46
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,460.00	6,175.00	3,797.00	0.00	2,378.00		61.49
370-864-920.000	UTILITIES	1,420.00	1,420.00	755.79	107.97	664.21		53.22
370-864-956.000	CONTINGENCIES	2,980.00	2,980.00	0.00	0.00	2,980.00		0.00
370-864-958.000	MEMBERSHIP & DUES	745.00	1,395.00	1,395.00	0.00	0.00		100.00
370-864-960.000	EDUCATION & TRAINING	1,250.00	1,250.00	75.00	0.00	1,175.00		6.00
370-864-967.000	FRINGE BENEFITS	9,505.00	9,505.00	5,364.63	715.87	4,140.37		56.44
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,710.00	12,710.00	9,532.50	3,177.50	3,177.50		75.00
Total Dept 864 - ORGANIZATIONAL		78,685.00	80,735.00	53,224.11	6,844.35	27,510.89		65.92
Dept 865 - ECONOMIC DEVELOPMENT								
370-865-706.000	WAGES - REGULAR FULL TIME	21,055.00	21,055.00	12,221.47	1,516.33	8,833.53		58.05
370-865-710.000	WAGES - PART TIME	3,865.00	3,865.00	1,733.99	256.29	2,131.01		44.86
370-865-726.000	SUPPLIES	200.00	200.00	0.00	0.00	200.00		0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00	500.00	0.00	0.00	500.00		0.00
370-865-967.000	FRINGE BENEFITS	9,055.00	9,055.00	5,053.78	668.67	4,001.22		55.81
Total Dept 865 - ECONOMIC DEVELOPMENT		34,675.00	34,675.00	19,009.24	2,441.29	15,665.76		54.82
Dept 945 - DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,335.00	174,335.00	12,167.50	0.00	162,167.50		6.98
Total Dept 945 - DEBT SERVICE		174,335.00	174,335.00	12,167.50	0.00	162,167.50		6.98
Dept 999 - RESERVE ACCOUNTS								
370-999-999.000	UNALLOCATED RESERVE	9,644.00	0.00	0.00	0.00	0.00		0.00
Total Dept 999 - RESERVE ACCOUNTS		9,644.00	0.00	0.00	0.00	0.00		0.00
TOTAL EXPENDITURES		880,994.00	1,199,730.00	516,952.12	119,133.16	682,777.88		43.09
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		880,994.00	1,199,730.00	968,626.74	114,339.05	231,103.26		80.74
TOTAL EXPENDITURES		880,994.00	1,199,730.00	516,952.12	119,133.16	682,777.88		43.09
NET OF REVENUES & EXPENDITURES		0.00	0.00	451,674.62	(4,794.11)	(451,674.62)		100.00

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE  
 POST DATES 01/01/2021 - 01/31/2021  
 BOTH JOURNALIZED AND UNJOURNALIZED  
 BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-726.000	SUPPLIES	DETROIT CHEMICAL & PAP	PAPERTOWEL FOR DOWNTOWN TABLES	437876	01/27/21	65.27	115008
370-861-740.050	DOWNTOWN MATERIALS	AARONSON MANAGEMENT, I	HEAT IN THE STREET SIGNS	1-32664	01/13/21	464.00	114862
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS	HOLIDAY GREENS AND WREATH	10844	01/13/21	1,238.00	114863
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS	STRIPPING & REDOING LIGHTS IN DOWNT	10843	01/13/21	13,400.00	114863
370-861-740.050	DOWNTOWN MATERIALS	LIGHTING SUPPLY CO	MAGNETIC HIGH PRESSURE SODIUM BALLA	V0494876	01/13/21	290.13	114887
370-861-740.050	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERV	36035322532048778	011321	02/10/21	198.74	115079
370-861-740.050	DOWNTOWN MATERIALS	LIGHTING SUPPLY CO	MOGUL BASE-MEDIUM BASE	V0499999	01/27/21	147.01	115010
370-861-740.050	DOWNTOWN MATERIALS	LIGHTING SUPPLY CO	SATCO HI-PRO 36W/LED-DDA LIGHT	V0501263	02/10/21	263.70	115093
370-861-740.050	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERV	KEY	5515105	01/27/21	2.53	114996
370-861-740.050	DOWNTOWN MATERIALS	SARAH KENNEDY	VILLE ADS AND HEAT IN THE STREET SI	051	01/27/21	187.50	115007
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	010521	01/13/21	299.00	500427
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEAN UP SERVICES 12/18	7533	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEANUP SERVICES - 12/19	7537	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEANUP SERVICES	7540	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEANUP SERVICES	7556	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEANUP SERVICES	7557	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEANUP SERVICES - 12/27	7558	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SO	WEEKEND CLEANUP SERVICES	7561	01/13/21	50.00	114903
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	INTERNET TOWN SQUARE	11721	01/27/21	286.07	114972
370-861-801.000	CONTRACTUAL SERVICES	ASCENSION PROVIDENCE H	NEW HIRE PHYSICAL AND AFTER HOURS D	416336	02/10/21	86.00	115087
370-861-920.010	8671921 - 127 E MAIN - CC	DTE ENERGY	ELECTRIC CHARGES 12/17/20 - 1/14/21	011421	01/27/21	99.39	114982
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 12/12/20 - 1/12/21	012121	02/10/21	2,567.06	500429
370-861-973.000	CAPITAL OUTLAY < \$5,000	EXPRESS STEEL INC	SNOW BOX BALANCE	011121-702B	02/10/21	1,000.00	115038
370-861-976.010	STREET FURNISHINGS	UPPER LEVEL GRAPHICS	LIGHT POLE BANNERS HEAT IN THE STRE	21301	01/27/21	1,830.00	114952
370-861-977.000	CAPITAL OUTLAY	CONSTRUCTION DESIGN SE	HEAT IN THE STREET STRUCTURES	7751A	01/27/21	34,000.00	115032
Total For Dept 861 DESIGN COMMITTEE						56,774.40	
Dept 862 MARKETING							
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	GRAPHIC DESIGN SERVICES	050	01/13/21	975.00	114885
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	PR CONSULTING FOR FEBRUARY 2021	NORTHVILLE 2-21	01/27/21	2,150.00	114950
370-862-801.000	CONTRACTUAL SERVICES	JOURNEYMAN PUBLISHING	FEB VILLE AD	1945	01/27/21	600.00	115026
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE MAILCHIMP LISTSERV	MC11569029	01/27/21	35.99	114999
Total For Dept 862 MARKETING						3,760.99	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	OFFICE DEPOT	28571763 TONER	142324040001	01/27/21	84.26	114941
370-864-801.190	TECHNOLOGY SUPPORT & SERV	CARLISLE-WORTMAN ASSOC	DEC 2020 ELECTRONIC MEETINGS	2159324	01/13/21	347.69	114873
370-864-801.190	TECHNOLOGY SUPPORT & SERV	CARLISLE-WORTMAN ASSOC	TOWN HALL MEETING CONSULTING	2159323	01/13/21	147.50	114873
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	OFFICE INTERNET	11621	01/27/21	88.40	114971
370-864-801.190	TECHNOLOGY SUPPORT & SERV	3PLAY MEDIA INC	CLOSED CAPTIONING - DEC 2020	99190	01/27/21	18.01	115031
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	010521	01/13/21	32.97	500427
Total For Dept 864 ORGANIZATIONAL						718.83	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						61,254.22	

**DOWNTOWN DEVELOPMENT AUTHORITY  
Regular Meeting of the DDA Board  
January 19, 2021  
Zoom Meeting**

The regular meeting of the DDA Board was called to order at 8:00 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, DJ Boyd, Margene Buckhave, John Casey, Jim Long, Ryan McKindles (Southfield, Oakland County), Greg Presley, Shawn Riley, Mary Starring*

**Absent:** *Carolann Ayers, Aaron Cozart*

**Also Present:** *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director (Montgomery County, PA), Fred Sheill/Resident, Dave Gutman/Sustainability Committee, Marilyn Price/City Council, Barbara Morowski-Browne/City Council, Laura Genitti/Genitti's Hole-in-the-Wall, Robert Florka/Energy Reduction Coalition, Susan Haifleigh/Sustainability Committee, AnnaMaryLee Vollick/Sustainability Committee*

**AUDIENCE COMMENTS**

Sheill commented he would be in favor of expanding the street closures from Main Street West of Center Street to Wing and South Center Street down the hill to Mary Alexander. Sheill believes this would open up the intersection at Main & Center and offer a pavilion or mall feeling becoming more conducive to foot traffic. It would also eliminate the unsightly orange barricades at Main and Center. The street closures have helped existing retail and expanding the boundaries would encourage new retail shops to come to downtown Northville.

**APPROVAL OF AGENDA AND CONSENT AGENDA**

Consent Agenda:

- a. December 2020 Financial Statement
- b. December 2020 Invoice Report
- c. November 17, 2020 Meeting Minutes
- d. December 15, 2020 Informational Meeting Minutes
- e. December 15, 2020 Meeting Minutes

**Motion by Turnbull, seconded by Casey** to approve the Agenda and Consent Agenda. **Motion carried unanimously.**

## **PRESENTATION BY ROBERT FLORKA, ERC ON CONVERSION OF DOWNTOWN STREETLIGHTS**

Ward introduced Robert Florka from the Energy Reduction Coalition Nonprofit. ERC is currently working with the City on energy-saving technologies and the DDA is interested in a possible partnership as well.

Florka said the ERC has been around for 10 years and works with mostly municipalities in MI. They have been working with the City for the past year and will do a final presentation at the City Council meeting tonight.

Florka said they not only do LED lighting but also Induction lighting which the downtown currently uses. The first step in the process is signing a contract that allows the ERC to do a deep dive into the DDA's existing lighting costs and future needs. The contract is not binding until the research has been done and both parties have signed off on the findings. Once the contract is signed by both parties a partnership is formed. ERC will take ownership of all the lighting and will be responsible for the initial complete conversion and all products moving forward as well as a stipend for maintenance as long as both partners choose to stay in the program.

Florka said the benefit of conversion is the difference between what the DDA is paying currently and the new cost after the high efficiency lighting is installed. That savings is shared between the DDA and the ERC. For exterior lighting the benefit to the DDA will be 10% of the saving and that percentage will continue to grow each year throughout the benefit period. The user share will continue to go up as the ERC share goes down till the user is getting the majority of the benefit. The contract between ERC and the DDA lasts as long as DDA would like to continue the partnership. There is an option to buy out at any time and the cost of the buy out goes down each year. There is a 2-year commitment from the DDA and after two years the DDA can buy out the program by purchasing the lighting equipment that was installed by ERC. The ERC allows the DDA to avoid all the risks associated with product failure.

The DDA has some high-pressure sodium lamps that need to be converted to Induction but also has some light fixtures that have already been converted. The ERC can buy those already converted lights back from the DDA and then continue to maintain all the lights in the downtown. The ERC will give the DDA two proposals, one that has the existing Induction lighting owned and maintained by the DDA and another proposal that has the ERC buying back the existing Induction lighting and taking ownership of all the lighting in the downtown. The ERC will make sure the DDA is satisfied with their current Induction lighting before determining what to replace moving forward.

The Founder of ERC believed strongly in helping communities and businesses become more energy efficient while removing all the obstacles that might discourage the changeover to high efficiency lighting. The ERC contract will clearly state the beginning benchmark and yearly percentage changes. ERC owns the lights but when the agreement is over ERC usually does not come and dismantle the fixtures. ERC believes most lights will fail before their designated lifecycle and need to be replaced before the 30-year end date. At about the 30 year mark the City would be getting all the benefit from the cost savings. The user continues to pay their electric bill directly to DTE. ERC



will replace any lighting that fails, provide a maintenance stipend for repairs and pay all disposal costs. ERC is not responsible for the poles because they are not electrical. The goal of the ERC is to reduce the overall electric bill with the high efficiency lighting.

Ward said currently we give the City \$50,000 for street lighting. The DDA also has lighting in other areas that they pay directly. Ward said DPW is responsible for some of the maintenance costs and the DDA gets billed for those repairs but there are some maintenance costs out of the scope of the DPW expertise and the DDA hires outside electricians to help. Ward said we have already converted 100 poles to induction lighting at a cost of \$2000 per pole, the DDA has 100 more to convert. Ward said for the rest of the poles we would just do a conversion kit, \$300 each plus the cost of installation. Ward said it would be helpful for ERC to manage the conversion of the remaining 100 poles. Sullivan said that the City did a cost analysis on doing the conversion themselves and found it much better to allow the ERC to absorb the up-front costs and do the conversion. Given the small scale of our City it makes more sense to have ERC manage the lighting program rather than doing bid proposals to numerous companies. Sullivan said that given how many years the City has already lost on not converting to LED it is even more cost efficient to move quickly by hiring ERC. Sullivan said that the \$50,000 the City currently pays for electricity now would be reduced to around \$20,000 and we would receive a percentage of the \$30,000 savings from ERC. Of the \$30,000 savings the City would initially receive about 16% of the savings. Ward said given how long it has already been since we have been able to move forward on converting the rest of the DDA poles to induction lighting, she is in favor of letting ERC do a deep dive into our situation and give us a proposal.

**Motion by Casey, seconded by Boyd** to allow the ERC to take a deeper look at our current lighting costs and prepare a detailed proposal to manage the conversion to full induction lighting of the DDA street poles in the downtown. This motion is contingent on what City Council decides tonight. **Motion carried unanimously.**

## **HEAT IN THE STREET**

Riley said the Heat in the Street Town Hall call was very successful with over 100 people on the call and at least 30 participant comments. Riley said at least 90% were in favor of keeping the streets closed. The participants did not mind the traffic diversions or the reduced street parking. Riley said that at the Executive Committee Meeting they wanted to have an additional follow up conversation in February. Riley believes that conversation needs to happen quickly so the merchants and restaurants have plenty of time to prepare for the future. The current Special Event application expires on March 1<sup>st</sup>. Ward said there is currently an active online survey that is circulating till the end of January. Carlisle Wortman is overseeing the survey and has not released the results yet. Ward said we have had over 1800 survey responses so far. Ward reiterated what Riley said that the next step is a conversation with the DDA Board on the results of the Town Hall Meeting and the street closure survey results. Ward has encouraged the restaurants to convert their temporary/permanent 204a permits to permanent 204 permits so there will not be an interruption in their permitting. Sullivan said in order for the streets to remain closed the City would need an action from the DDA Board which

would then be sent for approval to the City Council requiring two separate meetings. Sullivan did not feel a second combined meeting would be necessary since the DDA Board would not be able to vote at a combined meeting. Casey suggested we move forward with the recommendation to keep the streets closed today. Johnson said without the survey results that would not be prudent and may disenfranchise participants that took the survey. Boyd recommended we close the survey early so we can schedule another DDA Board meeting before City Council meets on February 1<sup>st</sup>. Ward cautioned the DDA Board to also look at whether or not the DDA has the budget to move forward with the street closures for another year. Ward also drew attention to the additional staffing needed to keep the street closures viable and how that would impact the budget. Sullivan said some of the budget shortfalls could be offset by increasing the rates for outdoor dining because of the additional square footage being used. Ward said in the past the outdoor dining permit money went directly to the City not the DDA. Sullivan said that could be changed moving forward.

Genitti commented that the street closures have been very well received but there needs to be a liaison managing the program. People need information on where to buy food, where they can purchase alcohol and the location of tables to eat. Genitti feels the Social District is big enough and the borders should not be expanded. There needs to be drop off and pick-up areas for deliveries. The Social District hours need to be more defined and we need to welcome outside vendors if downtown restaurants can't staff the Stands. Ward agreed we need to due our due diligence moving forward and have proper support staff and funding to keep the street closures successful.

Presley suggested closing the survey early and have a special DDA Board meeting scheduled on January 27<sup>th</sup> so we can have a recommendation to the City Council on February 1<sup>st</sup>. Casey felt waiting a couple weeks will not make any difference to the restaurants in terms of ordering product and delaying would buy more time for Ward to prepare. Riley felt that we should move quickly and rap it up next week. Sullivan expressed concern the DDA will not have a good budget in place for next week. Sullivan felt Ward should determine when the next meeting of the DDA Board should take place and communicate that date via email.

#### **COMMITTEE INFORMATION & UPDATES**

- a. *Design Committee:*  
No meeting
- b. *Marketing Committee:*  
Riley said the committee met and continued to share information about upcoming events.
- c. *Parking Committee:*  
No meeting
- d. *Organizational Committee:*  
No meeting

- e. *Economic Development Committee:*  
No meeting

**Motion by Turnbull, seconded by Casey to adjourn the meeting. Motion carried unanimously.**

#### **FUTURE MEETINGS/ IMPORTANT DATES**

- a. Economic Development Committee- TBD
- b. Marketing Committee Meeting – February 4, 2021
- c. Design Committee Meeting – February 8, 2021
- d. Follow up to Town hall Meeting – Proposed Date: February 9, 2021
- e. Executive Committee Meeting – February 10, 2021
- f. DDA Board Meeting – February 16, 2021
- g. Parking Committee – TBD
- h. Parking Credit Subcommittee Meeting - TBD
- i. Sustainability Committee Meeting - TBD

#### **BOARD AND STAFF COMMUNICATION**

The next DDA Board meeting is scheduled for February 16, 2021.

**Motion by Turnbull, seconded by Cozart to adjourn the DDA Board meeting. Motion carried unanimously.**

**Meeting adjourned at 10:10 am**

Respectfully submitted,  
Jeri Johnson, Marketing and Communications Director  
Northville DDA

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Special Meeting of the DDA Board**  
**January 27, 2021**  
**Zoom Meeting**

The special meeting of the DDA Board was called to order at 8:00 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull (Emmet County, MI), DJ Boyd, Margene Buckhave, John Casey (Oakland County, MI), Aaron Cozart, Jim Long, Ryan McKindles, Greg Presley, Shawn Riley, Mary Starring*

**Absent:** *Carolann Ayers, Patrick Sullivan*

**Also Present:** *Lori Ward/DDA Executive Director, Jeri Johnson/DDA Marketing & Communications Director (Montgomery County, PA), Marilyn Price/City Council, Dave Gutman/Resident, Barbara Morowski-Brown/City Council, Patrick Giesa/City Council, Manfred Schon/Up2Go, Phil Zakaria/Center Street Grill, Laura Genitti/Genitti's Hole in the Wall*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA**

**Motion by Boyd, seconded by Casey** to approve the Agenda. **Motion carries unanimously.**

**APPROVAL OF SHARED PURCHASE OF SNOW BOX**

Ward said the DDA has been approached by the Department of Public Works to share the cost of a Snow Box/Snow Pusher. The Snow Box will aid the DPW in the removal of snow from the parking lanes in Downtown Northville. With the streets closed to vehicular traffic and the parking lanes occupied by tables, chairs and structures, it has made it more difficult to remove the snow from downtown streets. A Snow Box moves snow by pushing it straight ahead and the sides of the boxes keeps the snow contained. DPW received a quote from Express Steele of Martinsville, IN in the amount of \$1,750 for the Snow Box and \$250 for the mounting bracket for a total cost of \$2,000.

The cost to purchase the Snow Box is \$2,000. The DDA share of the equipment would be \$1,000. This purchase was not previously anticipated so is not included in the DDA's current 2020-21 budget and would require a budget amendment. The purchase would require the use of DDA fund balance.

DDA staff is recommending that the DDA contribute \$1,000 towards the purchase of a Snow Box to assist with the removal of snow from the downtown streets.

**Motion by Boyd, seconded by Casey** to approve the shared purchase with the DPW of the Snow Box. **Motion carries unanimously.**

### **HEAT IN THE STREET UPDATE**

- a. **Update on Survey Plans:** Ward said the survey was open via a weblink from January 6<sup>th</sup> to January 24<sup>th</sup>. 2,606 individuals participated. Respondents were allowed to check multiple boxes identifying their relationship to Downtown Northville, so there is some crossover between groups. Participation amongst groups were: 869 or 33% of the respondents were City of Northville residents. 298 or 11% of the respondents were Downtown residents. The largest group of respondents were Northville Township residents, which made up 1,014 respondents accounting for 39% of the participants. Downtown business owners (86) were 3% of the respondents. Of those business owners, 13 owned restaurants, 20 were retail establishments, 39 were service providers and 14 were offices. They were located on East Main Street (29), West Main Street (18), North Center Street (26), South Center Street (4) and 9 indicated "Other" as their location. Downtown property owners (50) were 2% of the respondents. Their properties were located on East Main Street (18), West Main Street (9), North Center Street (5), and South Center Street (4). Eighteen property owners identified "Other" as their location. Downtown business employees (62) and downtown business managers (22) were 2% and 1% of the respondents, respectively. 508 respondents selected "other", accounting for 19% of the respondents. In the responses, they identified themselves mostly as residents of nearby communities or former City of Northville residents or business owners.

Ward went over the survey questions and responses from the participants provided in Attachment 5.a of the Board packet. Ward also said she would be forwarding a document to the Board with all the written participant comments that were made on the survey.

McKindles asked if the DDA had reached out to some of the current event stakeholders to see if the streets remain closed would they consider other locations for their events. Boyd said there is a Ford Field task force that is looking into whether some of the downtown events might be able to relocate to Ford Field in the future. Boyd said given the water table in Ford Field a 3-day high impact event might not be a good fit. Lower impact events will most likely be recommended. Boyd said Cady Street and the park behind City Hall may be an alternate location. Turnbull said there are many areas in the City being looked at to relocate events and parades. Ward said that if you have a Social District selling alcohol the MLCC would not allow events that takes place in the Social District boundaries to sell alcohol. Ward said there are already special event applications in for 2021.

- b. **DDA COVID-19 Expenses to Date / Deferred Expenses:** Ward provided a list of Covid-19 expenses to date. Ward said from March of 2019 to June of 2020 the DDA spent approximately \$18,000. From June 2020 to current 2021 the DDA has spent \$73,000, the biggest amount was the \$30,000 contribution to Heat in the Street structures. Another big expense was the \$20,000 for the additional music in the downtown over the summer and fall months. Ward highlighted the deferred costs for 2021-22 (\$95,000) that will need to be put off in order to make up for the increased street closure budget.
- c. **Discussion of Financing and Staffing ongoing Street Closures:** Boyd said the DDA has been walking around hosing off fires related to the street closure expenses which is not sustainable moving forward. Boyd said additional staffing will be needed to keep the street closures viable for the longer term. The DDA is recommending a ½ time clerical office staff person and another ½ time maintenance person adding approximately \$50,000 to the DDA budget. The revenue sources to offset the additional expenses will be largely made up from the new TIF revenue generated from the projects at Griswold and Cady, former McGuire Fine Art Project, 150-156 N. Center project and the expansion of Pooles. Boyd believes there may be some additional revenue from Covid-19 relief grants available at some point in the future. Also, the DDA is expecting to increase sponsorship revenue this next fiscal year. Boyd said there is also potential for additional income if the DDA would begin charging a nominal fee for the restaurants to use the Stands and if the DDA would be able to capture some of the revenue generated from the expanded outdoor dining permits. Boyd believes it would not be unreasonable to ask the City for support to help fund some of the street closures expenses as well.

Schoen believes the Social District should not be thought of as a special event but more of permanent park that needs park services to maintain the designated area. Schoen also believes it is necessary to figure out how to sell alcoholic beverages out of the Stands. This will require the MLCC to change its rules. Casey says we should increase outdoor square footage charges for dining in the streets. Ward said we need to be cautious with fees so the restaurants will continue to use the Stands on a regular basis. Genitti believes the DDA needs to get a firm commitment from all the shops and restaurants to be open more often if the City commits to keeping the streets closed all year and therefore forgoing annual events. Genitti believes we need outside vendors in order to keep the Stands operational all year. The DDA could generate extra income by charging the outside vendors for using the Stands. Zakaria from Center Street Grill believes strongly that the restaurants using the Stands should be only downtown restaurants or merchants since they pay Northville taxes. Zakaria suggested using the Stands for something other than food like retail businesses or sponsor booths. Zakaria believes warmer weather will encourage more downtown restaurants to use the Stands. Buckhave said she heard from retailers that they would appreciate the restaurants to be open during lunch when they are open for business. Buckhave feels the restaurants and retailers need to better coordinate hours that work during the day and in the evening. Starring suggested letting

artists and retailers into the Stands. Presley suggested stringing Tivoli lights throughout the downtown, they will provide great ambience.

Ward wanted to publicly thank Schoen for his commitment to Heat in the Street and for being the driving force behind its success. Schoen has committed so much time and effort to this event and frequently jokes that he is retiring from public service. Schoen believes we need a manager overseeing the Pods and Stands providing information to participants.

Boyd said he had a conversation with Ayers about the role the DDA plays in the Social District. Boyd said that the Social District is not generating any income revenue for the DDA. Boyd and Ayers believe the DDA needs to be more than the party planner and have a renewed focus on generating new development to increase the downtown footprint.

**Motion by Boyd, seconded by McKindles** to recommend to City Council the continued closure of E. Main and N. Center Streets to vehicular traffic, fund the expanded Social District with the 5 revenue sources identified in the communication, increase staffing for a part time clerical and part time Social District staff, issue permits for expanded retail and restaurant use of sidewalks and street's from March 1, 2021 to February 28, 2022, unless extended by City Council, and establish a Social District Committee to support the Social District Initiative. **Motion carries unanimously.**

#### **BOARD AND STAFF COMMUNICATIONS**

The next DDA Board meeting is scheduled for February 16, 2021.

Motion by McKindles, seconded by Turnbull to adjourn the DDA Board meeting. Motion carried unanimously.

#### **Meeting adjourned at 9:22 am**

Respectfully submitted,  
Jeri Johnson, Marketing and Communications Director  
Northville DDA



## Northville DDA Election of Officers 2021

### **Background:**

The fiscal year of the Authority shall begin on July 1 of each year and end on the next succeeding June 30. The Board annually at its first regular meeting in January shall elect a Chairperson, Vice-Chairperson, Secretary and Treasurer. The Secretary and Treasurer do not need to be members of the Board to serve in this office. The officers so elected shall be for a term of one (1) year or any part thereof as may be determined, and until a successor is designated.

An email was sent to the DDA Board members to announce the scheduling of the election of officers for 2021. Current DDA Board Chair Shawn Riley has indicated he is interested in continuing to serve as Chair. John Casey has indicated that he also is interested in continuing to serve as Vice Chair. Carolann Ayers reached out to notify staff that she will be stepping down as Treasurer. The current Secretary position is held by DDA staff Jeri Johnson.

DDA staff will continue to compile a list of individuals interested in various positions and during the DDA Board meeting on the morning of February 16<sup>th</sup> Vice Chair Casey, who will be presiding over the meeting, will accept additional names from the floor. The DDA Board will then vote on officers for 2021.

### **Members who have expressed interest:**

Chair: Shawn Riley

Vice Chair: John Casey

Treasury:

Secretary: Jeri Johnson





**To: Northville DDA**

**From: Lori Ward, DDA Director**

**Subject: Parking Credit Moratorium Update**

**Date: February 16, 2021**

**Background:**

In September, at the request of the DDA the City Council put into effect a 90-day moratorium on the sale of any parking credits issued for new square footage in the DDA District which does not include existing space within the existing footprint of the building. A study committee was comprised of 8 individuals from the Planning Commission, EDC and Parking Committee and is chaired by John Casey. Other members include: Steve Kirk, Marc Russell, Carol Maise, Jeff Hamilton, Aaron Cozart, Jerry Mittman and Jim Long. The committee met 5 times over the course of several months.

During the course of the 5 meetings, the committee has expanded its discussions to address a variety of issues related to parking: parking credits, overnight parking permits, fees and fines, parking policies, shared parking, parking demand and capacity, zoning requirements, and funding for expansion and maintenance of the parking system. The committee recommended that the DDA and City Council commission a Parking Study for Northville. The most recent Parking Study was completed in 2006 by Carlisle Wortman.

In November, the DDA requested a 60-day extension of the moratorium to allow the committee more time to develop a Scope of Work for the Parking Study and management and funding recommendations. The extension was granted on December 21<sup>st</sup> and is set to expire on February 21, 2021.

As part of the annual budget process, DDA staff has determined that there are insufficient funds for the DDA to pay for a Parking Study in FY 2021-22. This issue will be discussed later on the DDA's February 16<sup>th</sup> Board agenda. In discussions with City Administration and DDA members it was recognized that in addition to the lack of a funding source for the study, the timing of the study could prove problematic with the pandemic dramatically impacting the traffic counts and patterns in the area. Any data collection at this time could provide false data.

To address the issue of the moratorium, the suggestion was made by administration to allow the moratorium to expire and to address the immediate concern of the impact of parking credits on downtown parking by involving the Parking Credit Committee in the review of parking credit requests. Whether to grant parking credit requests is up to the City Council on recommendation of the Planning Commission and can be assessed on a case-by-case basis.

The Parking Credit Committee met on February 11<sup>th</sup> and supported a postponement of the Parking Study. However, the Committee has elected to continue to meet and to tackle some of the pressing issue pertaining to parking. In addition, to the review of parking credit requests, the Parking Credit Committee will continue to meet and work to establish guidelines for issuance of parking credits and overnight parking and provide a recommendation on a maximum number or percentage of overnight parking permits that can be issued for any one parking lot.

**Budget:**

No current impact.



**Return Completed Application To**  
 City of Northville  
 City Clerk’s Office  
 215 W. Main Street  
 Northville, MI 48167  
 248-349-1300

Cashier Code 24 (revised Jan 2021)  
 Attachment 7.a

## Application for Outdoor Seating, Sidewalk Café, or Dining Platform Permit

**Outdoor seating** means an outdoor area operated by an existing restaurant or other food establishment which sells food or beverages for immediate consumption, located on a public sidewalk, or other public property, which is public through dedication or easement or public right-of-way that provides seating outside of an establishment for patrons and other persons, and contains readily removable tables, chairs, railings, or planters. This area does not provide waiter or waitress service or offer alcoholic beverages. It is unenclosed by fixed walls and is open to the air. Permit is issued in accordance with Chapter 74, Article VI of the City of Northville Code of Ordinances.

**Sidewalk cafe** means an outdoor dining area operated by an existing restaurant or other food establishment which sells food, beverages, or alcoholic beverages for immediate consumption, located on a public sidewalk, or other public property, which is public through dedication or easement or public right-of-way that provides waiter, waitress service or counter service and contains readily removable tables, chairs, railings, or planters. It is otherwise unenclosed by fixed walls and open to the air, except that it may have table umbrellas or other non-permanent cover. **No food or beverages shall be consumed by a patron at a sidewalk café unless that person is seated at a table per Sec. 74-175 (d).** Permit is issued in accordance with Chapter 74, Article VI of the City of Northville Code of Ordinances.

**Dining Platform** means a platform operated by an existing restaurant or food establishment which sells food, beverages or alcoholic beverages for immediate consumption, subject to design guidelines outlined herein, located on a public sidewalk and the abutting parking space in front of the establishment for patrons and other persons. The dining platform cannot straddle two parking spaces, and can only be accessed from the sidewalk. This area provides waiter, waitress, counter and take-out service. It contains readily removable tables, chairs, railings or planters, and is enclosed by a railing and open to the air, except that it may have table umbrellas and outdoor heating units. The dining platform is allowable only to businesses abutting sidewalks which are less than 16 feet. **No food or beverages shall be consumed by a patron at a sidewalk café unless that person is seated at a table per Sec. 74-175 (d).** A Permit is issued in accordance with the *Outdoor Dining Platform Requirements and Guidelines* as adopted by City Council. Platform Dining applicants must conform to the requirements and *Commercial Design Standards for Platform Dining* as adopted by the Historic District Commission. **Any Deviation From the Adopted Policy or Design Standards Shall Require Review and Approval by the HDC and/or City Council.**

### APPLICANT INFORMATION (must be the business owner)

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Complete Mailing Address (if different from above) \_\_\_\_\_

\_\_\_\_\_

**BUSINESS & PROPERTY OWNER INFORMATION**

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Business License current (renewed)  Yes  No Permit will not be issued if Business License is not current

All taxes, utility billings, parking tickets, or other amounts owed to the City are current  Yes  No  
Permit will not be issued if any are delinquent

Business located in the Historic District  Yes  No

Applicant/Business Owner also the property owner  Yes  No [If no, Property owner must sign below or attach signed authorization]

Property Owner Name: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

*I support the request of the applicant to operate a Sidewalk Café, Outdoor Seating, or Dining Platform in accordance with City Ordinance or established City Policy.*

Property Owner Signature \_\_\_\_\_ Date \_\_\_\_\_

**PERMIT TYPE REQUESTED**

Type of permit you are applying for (check only ONE)  Sidewalk Café  Outdoor Seating  Dining Platform

New [first season applying for permit]

Renewal Describe all proposed changes to outdoor seating plan that differ from the previous year’s approval.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amended Application (same outdoor season as current approved permit) **Describe all proposed changes that deviate from the current approved permit** [attach separate sheet if necessary]

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**For Sidewalk Café or Outdoor Seating – go to Page 3**

**For Dining Platform – go to Page 4**

**SIDEWALK CAFÉ OR OUTDOOR SEATING – must complete this page**

Dimensions of City Property to be used for café/seating \_\_\_\_\_

TOTAL SQ FEET \_\_\_\_\_

Outdoor seating/café location is directly in front of your business?  Yes  No If No, provide address location and explain why it cannot be located in front of your business.

\_\_\_\_\_

Written authorization from business where café/seating is proposed is attached to this application (required)

Proposed layout provides for a 5 ft pedestrian clearance  Yes  No

Describe any impact to pedestrian traffic \_\_\_\_\_

\_\_\_\_\_

Existing establishment signage is in compliance with the City’s sign ordinance  Yes  No\*

\* Existing establishment signage shall be in compliance with the city sign ordinance before a permit is granted.

Establishment serves alcohol

No

Yes If yes, do you have an Outdoor Service license from the MLCC?  Yes  No

NOTE: If you do not have an Outdoor Service license from the MLCC, you must apply to the MLCC for an Outdoor Service Permit AND apply to the City of Northville’s Liquor License Review Committee. Contact Police Department at 248-349-5100 for information

If yes, do you have a Social District license from the MLCC?  Yes  No

If yes, do you have an Additional Outdoor Bar License from the MLCC?  Yes  No

Proposed Occupancy Dates \_\_\_\_\_ through \_\_\_\_\_  
(see ordinance for applicable maximum occupancy period)

Proposed Occupancy Hours \_\_\_\_\_  
(see ordinance for operating hours restrictions)

Number of Tables \_\_\_\_\_ Color \_\_\_\_\_ Material \_\_\_\_\_  
(see ordinance for furnishing and design standards)

Number of Chairs \_\_\_\_\_ Color \_\_\_\_\_ Material \_\_\_\_\_  
(see ordinance for furnishing and design standards)

Number of Umbrellas \_\_\_\_\_ Color \_\_\_\_\_ Material \_\_\_\_\_  
(see ordinance for furnishing and design standards)

Outdoor Covered Structure  Yes  No If yes, dimensions of structure? \_\_\_\_\_ = \_\_\_\_\_

Outdoor Fire Pits  Yes  No Please note, only propane fire pits are allowed in the Social District area.

Describe any additional items such as railing, posts, flower boxes, heaters, planters, etc. (see ordinance for furnishing and design standards)

\_\_\_\_\_

**Now Complete Pages 5 – 7**

**DINING PLATFORM – must complete this page**

Dimensions of Dining Platform \_\_\_\_\_ TOTAL SQ FEET \_\_\_\_\_

Dining Platform proposed to be located in front of \_\_\_\_\_ located at \_\_\_\_\_

Dining Platform design conforms to the *Outdoor Dining Platform Requirements and Guidelines* and the *Commercial Design Standards for Platform Dining*.  Yes  No\*\*

\*\*The requirements and guidelines are available on the City’s website. Any deviations require City Council and/or Historic District Commission approval.

Proposed layout provides for a 5 ft pedestrian clearance  Yes  No

Describe any impact to pedestrian traffic \_\_\_\_\_

Existing establishment signage is in compliance with the City’s sign ordinance  Yes  No\*

\* Existing establishment signage shall be in compliance with the city sign ordinance before a permit will be granted.

Establishment serves alcohol

No

Yes If yes, do you have an Outdoor Service license from the MLCC?  Yes  No

NOTE: If you do not have an Outdoor Service license from the MLCC, you must apply to the MLCC for an Outdoor Service Permit **AND** apply to the City of Northville’s Liquor License Review Committee. Contact the Police Department at 248-349-5100 for more information.

If yes, do you have a Social District license from the MLCC?  Yes  No

If yes, do you have an Additional Outdoor Bar License from the MLCC?  Yes  No

Proposed Occupancy Dates \_\_\_\_\_ through \_\_\_\_\_  
(see policy for applicable maximum occupancy period)

Proposed Occupancy Hours \_\_\_\_\_  
(see ordinance for hours of operating restrictions)

Number of Tables \_\_\_\_\_ Color \_\_\_\_\_ Material \_\_\_\_\_  
(see ordinance or policy for furnishing and design standards)

Number of Chairs \_\_\_\_\_ Color \_\_\_\_\_ Material \_\_\_\_\_  
(see ordinance or policy for furnishing and design standards)

Number of Umbrellas \_\_\_\_\_ Color \_\_\_\_\_ Material \_\_\_\_\_ + \_\_\_\_\_  
(see ordinance or policy for furnishing and design standards)

Describe any additional items such as railing, posts, flower boxes, planters, heaters, etc. (see ordinance or policy for furnishing and design standards)

**Now Complete Pages 5 – 7**

## OUTDOOR SEATING AND ACCESSIBILITY

All outdoor seating, dining platforms, and sidewalk cafes must comply with the applicable sections of Chapter 11 of the most recent adopted version of the Michigan Building Code pertaining to outdoor seating and accessibility. Contact the Building Official at 248-349-1300 ext. 2709 with questions pertaining to this requirement.

## INSURANCE REQUIREMENTS & HOLD HARMLESS AGREEMENT

### Certificate of Insurance

- \$1M per occurrence General Liability (ALL applicants)
- \$1M per occurrence Liquor Liability (if serving alcohol)
- Proof of a Valid Workers Compensation policy with statutory minimum limits

### Required Information for Certificate of Insurance

Your insurance company must submit a valid Certificate of Insurance with the following information:

- Certificate Holder: City of Northville, 215 W. Main Street, Northville, MI 48167
- The City of Northville named as an additional insured on all applicable policies
- Certificate signed and dated by the authorized agent
- Questions from your insurance agent should be emailed to [dmassa@ci.northville.mi.us](mailto:dmassa@ci.northville.mi.us)

### Endorsement for Additional Insured

- The Certificate of Insurance must be accompanied by a copy of your policy Endorsement(s). This is a separate document from the Certificate of Insurance.
- The policy Endorsement may be provided on a separate form, or be found in a section of your insurance policy that recognizes the City of Northville as an additional insured for all applicable policies.
- Endorsements that solely mention a lease, rental, or permit for a governmental subdivision are not accepted.

### Hold Harmless Agreement

- **The Hold Harmless Agreement attached as part of this Application for Outdoor Seating, Sidewalk Café or Dining Platform Permit must be executed and returned with the Application.**

## SITE DEVELOPMENT PLAN - required

ALL applicants must submit a detailed site development plan with their application. See applicable ordinance or adopted policy for further information.

Use the attached Site Plan template OR provide a scale site plan (i.e. architectural plan). Applications that do not provide a scaled and detailed site plan will be returned.

### Sidewalk Café and Outdoor Seating Site Development Plan Requirements

1. A scale drawing of the sidewalk café, outdoor seating, or platform dining.
2. The plan must include the location of all tables, chairs, planters, fire pits, benches, heaters, landscaping, railings, umbrellas, hydrants, street lighting, and all other structures.
3. The plan must show the relationship of the outdoor dining area to the building entrance and neighboring businesses.

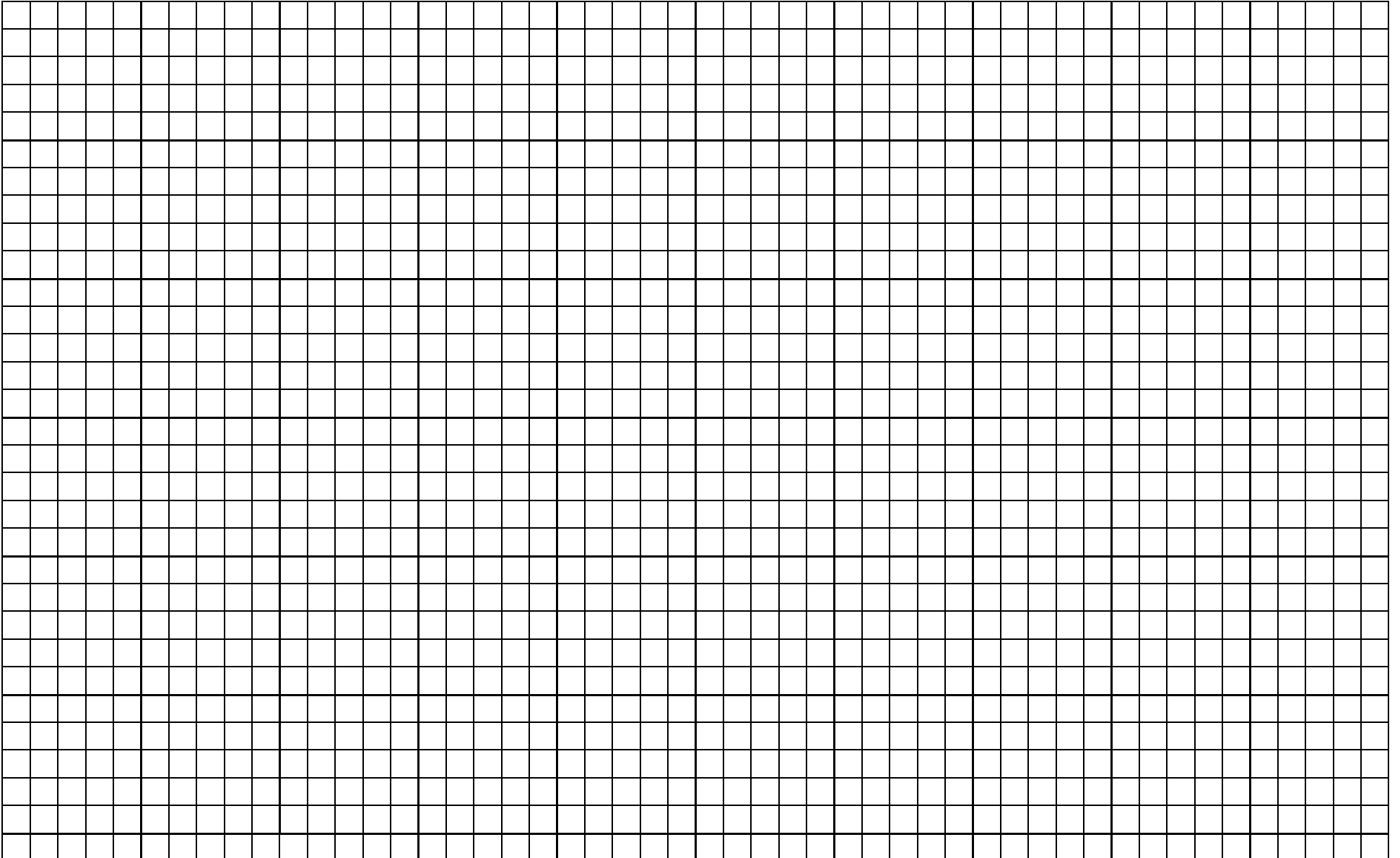
### Dining Platform Site Development Plan Requirements

1. A scale drawing of the sidewalk café, outdoor seating, or platform dining.
2. The plan must include the location of all tables, chairs, planters, fire pits, benches, heaters, landscaping, railings, umbrellas, hydrants, street lighting, and all other structures.
3. The plan must show the relationship of the outdoor dining area to the building entrance and neighboring businesses.
4. Design elements that will sufficiently distribute weight so as to not cause damage to asphalt street.
5. Platform height above sidewalk level at curb and street.

**DETAILED SITE PLAN for \_\_\_\_\_ (name of business)**

Include all tables, chairs, umbrellas, railings, planters, A-frame signs, etc. that you plan to place and use as part of your outdoor seating, sidewalk café, or dining platform. Also, you must include ALL other street furnishings, fixtures, cross walks, etc. that currently exist in the area such as street lamp posts, trash receptacles, benches, planters, fire hydrants, cross walks, etc. A minimum of 5 ft. clearance for pedestrians is required and must be shown. All crosswalks must remain clear and unobstructed. Contact the Building Official at 248-349-1300 ext 2709 with any questions. The site plan submitted must be to scale or the application will be denied as incomplete.

**SCALE: 1" = 5 feet**





**FEE SCHEDULE (Application fees are non-refundable. Square Footage Fee refundable upon denial only)**

**Annual Application Fee:** \$75.00  
**Amended Application Fee:** \$45.00 (same permit year / request to amend approved permit).

Applicant may choose to apply for an 8 month permit or a 12 month permit. Note the increase in the square footage costs reflect the cost of the additional 4 months, for a full year permit.

**NEW OR RENEWAL APPLICATION**

**8 Month Permit from March 1, 2021 – November 1, 2021 (8 months)**

\$ 75.00 Application Fee

\$ \_\_\_\_\_ Fee – Alcohol Service ( \_\_\_\_\_ total sq.ft. X \$1.50 = \_\_\_\_\_ )

**OR**

\$ \_\_\_\_\_ Fee - No Alcohol Service ( \_\_\_\_\_ total sq.ft. x \$1.00 = \_\_\_\_\_ )

**OR**

\$ \_\_\_\_\_ Fee - Permanent Structure ( \_\_\_\_\_ total sq.ft x \$2.00 = \_\_\_\_\_ )

\$ \_\_\_\_\_ **Total Amount Due – Payable to City of Northville**

**Year round permit from March 1, 2021 – February 28, 2022 (12 months)**

\$ 75.00 Application Fee

\$ \_\_\_\_\_ Fee – Alcohol Service ( \_\_\_\_\_ total sq.ft. X \$2.25 = \_\_\_\_\_ )

**OR**

\$ \_\_\_\_\_ Fee - No Alcohol Service ( \_\_\_\_\_ total sq.ft. x \$1.50 = \_\_\_\_\_ )

**OR**

\$ \_\_\_\_\_ Fee - Permanent Structure ( \_\_\_\_\_ total sq.ft. x \$3.00 = \_\_\_\_\_ )

\$ \_\_\_\_\_ **Total Amount Due – Payable to City of Northville**

- Completed Application – including required signature on page 7
- Detailed Site Development Plan
- Property owner written authorization [required if applicant is not the property owner]
- Property owner written authorization [required for café/seating location that is not directly in front of business]
- Certificate of Insurance [for all applicable coverages – see Insurance Requirements section]
- Policy Endorsement – **separate document from the Certificate of Insurance**
- Signed Hold Harmless Agreement
- Fee

**AMENDED APPLICATION** (for same permit year / request to amend an approved permit)

\$ 45.00 Amended Application Fee (payable to City of Northville)

- Completed Application
- Revised** Detailed Site Development Plan

**Signature required on page 8 – application will be returned for missing signature**

**SIGNATURE CERTIFICATION – must be signed by the business owner**

*The business owner hereby expressly acknowledges and agrees that by signing this document, the foregoing information is true and complete to the best of their knowledge. The business owner agrees to adhere to the City’s Sidewalk Café and Outdoor Seating ordinance and all adopted policies. The business owner will comply with the applicable sections of Chapter 11 of the most recent adopted version of the Michigan Building Code pertaining to outdoor seating and accessibility. The business owner understands that an outdoor seating permit shall not be issued if these requirements cannot be met. The business owner agrees to name the City of Northville as an additional insured on all applicable insurance policies as required by this application and City Ordinance and provide evidence of the same.*

**Business Owner** \_\_\_\_\_ **Date** \_\_\_\_\_

## OFFICE USE ONLY

### POLICE DEPARTMENT

MLCC Permit for outdoor alcohol sales  Yes  No  N/A

Previous Permit Violations  Yes  No

Remarks \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recommend:  Approval  Denial    Signature \_\_\_\_\_ Date \_\_\_\_\_

### FINANCE DEPARTMENT

Utility Bill  Current  Delinquent    Taxes  Current  Delinquent    A/R  Current  Delinquent

Remarks \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recommend:  Approval  Denial    Signature \_\_\_\_\_ Date \_\_\_\_\_

### DEPARTMENT OF PUBLIC WORKS

Negative impact on pedestrian access  Yes  No

Remarks \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recommend:  Approval  Denial    Signature \_\_\_\_\_ Date \_\_\_\_\_

### DOWNTOWN DEVELOPMENT AUTHORITY

Site Plan is accurate  Yes  No    Site Plan conforms to ordinance/policy  Yes  No  Changes needed

Remarks \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Recommend:  Approval  Denial    Signature \_\_\_\_\_ Date \_\_\_\_\_

**FIRE DEPARTMENT**

Maximum number of tables and chairs allowed per Building and Fire Codes (if tables/chairs are in an enclosed area)

\_\_\_\_\_  
Remarks \_\_\_\_\_

Recommend:  Approval  Denial    Signature \_\_\_\_\_ Date \_\_\_\_\_

**BUILDING DEPARTMENT**

Meets Historic Design Standards  Yes  No      Existing signage in conformance  Yes  No  
Site Plan is accurate  Yes  No      Site Plan conforms to ordinance/policy  Yes  No  Changes needed  
Negative impact on pedestrian access  Yes  No      5 ft pedestrian clearance provided  Yes  No  
Application complies with MI Building Code 1108.2.9.1  Yes  No

Remarks \_\_\_\_\_

Recommend:  Approval  Denial    Signature \_\_\_\_\_ Date \_\_\_\_\_

**CITY MANAGER**

Application is:  Approved \_\_\_\_\_ (Date)     Denied \_\_\_\_\_ (Date)     Referred back to applicant \_\_\_\_\_ (Date)

Remarks \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**CITY CLERK**

\$1M G/L:  Yes    \$1M L/L:  Yes  N/A    W/C:  Yes    Addtl Insured:  Yes

Policy Endorsement:  Yes    Temporary ROW Agreement Executed  Yes  N/A

Delinquent Parking Tickets  Yes  N/A    Permit # \_\_\_\_\_ Date mailed \_\_\_\_\_

City of Northville															
Line Item Budget Worksheet - Details of Supplies, Services and Charge			12000												
FY2021-22 Budget															
Department:	Downtown Development Authority	96-													
Activity:	Revenues	Fund #	Activity #												
Prepared By:	Lori Ward	370	Revenues												
Account #	Classification & Description	2018-19 Actual		2019-20 Actual		2020-21 Projected		2021-22 Proposed		2022-23 Proposed		2023-24 Proposed		2024-25 Proposed	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>370-000-403.00</b>	<b>Current Property Taxes</b>		<b>670,195</b>		<b>729,072</b>		<b>733,041</b>		<b>739,666</b>		<b>746,371</b>		<b>753,158</b>		<b>760,026</b>
	Captured - non streets (2% each year)	670,195		705,038		709,544		716,639		723,805		731,043		738,353	
	Captured - restricted for street improvements			24,034		23,497		23,027		22,566		22,115		21,673	
	drop library capture starting FY26														
	New Construction Revenue														
<b>370-000-403.01</b>	<b>DDA Operating Levy</b>		<b>58,180</b>		<b>59,529</b>		<b>61,407</b>		<b>62,021</b>		<b>62,641</b>		<b>63,267</b>		<b>63,900</b>
	1.8158 mills	58,180		59,529		61,407		62,021		62,641		63,267		63,900	
	1% each year FY23-FY25	-		-		-		-		-		-		-	
<b>370-000-403.04</b>	<b>PPT Reimbursement - Small Taxpayer Loss</b>		<b>32,041</b>		<b>34,144</b>		<b>34,092</b>		<b>34,000</b>		<b>34,000</b>		<b>34,000</b>		<b>34,000</b>
	Local Community Stabilization Share	32,041		34,144		34,092		34,000		34,000		34,000		34,000	
<b>370-000-417.00</b>	<b>Delinquent Personal Property Taxes</b>	851	<b>851</b>	346	<b>346</b>										
<b>370-000-418.00</b>	<b>Property Taxes - Other</b>		<b>14</b>		<b>1</b>		<b>(1,000)</b>		<b>(1,000)</b>		<b>(1,000)</b>		<b>(1,000)</b>		<b>(1,000)</b>
	Reserve - Tax Appeals	14		1		(1,000)		(1,000)		(1,000)		(1,000)		(1,000)	
<b>Total Taxes</b>		<b>761,281</b>	<b>761,281</b>	<b>823,092</b>	<b>823,092</b>	<b>827,540</b>	<b>827,540</b>	<b>834,687</b>	<b>834,687</b>	<b>842,012</b>	<b>842,012</b>	<b>849,425</b>	<b>849,425</b>	<b>856,926</b>	<b>856,926</b>
<b>370-000-528.00</b>	<b>Other Federal Grants</b>						<b>20,212</b>								
	Oakland County Cares Act - Covid supplies					20,212									
<b>370-000-586.02</b>	<b>Sponsorships</b>		<b>7,953</b>		<b>33,215</b>		<b>25,000</b>		<b>40,000</b>		<b>40,000</b>		<b>40,000</b>		<b>40,000</b>
	Skeletons Are Alive	7,053		9,215		5,000		10,000		10,000		10,000		10,000	
	Wednesday Night Concerts	900		-		-		25,000		25,000		25,000		25,000	
	Friday Concerts	-		-		10,000		-		-		-		-	
	Other	-		-		-		-		-		-		-	
	Benches	-		24,000		10,000		-		-		-		-	
	Christmas	-		-		-		5,000		5,000		5,000		5,000	
<b>370-000-586.08</b>	<b>Sponsorships - Heat in the Street</b>						<b>270,430</b>								
						270,430									
<b>370-000-659.11</b>	<b>Rent Revenue</b>		<b>800</b>		<b>400</b>		<b>-</b>		<b>10,100</b>		<b>11,300</b>		<b>11,300</b>		<b>11,300</b>
	Rental of Town Square	800		400		-		500		500		500		500	
	Rental of Stands and Pods (\$75/wkd)							9,600		10,800		10,800		10,800	
<b>370-000-666.00</b>	<b>Misc Revenue</b>		<b>1,182</b>		<b>291</b>		<b>200</b>		<b>10,200</b>		<b>200</b>		<b>200</b>		<b>200</b>
	Change in fountain	-		291		200		200		200		200		200	
	Surplus Disposal	1,182													
	Charges for Outdoor Dining and Retail Permits							10,000							
<b>370-000-667.00</b>	<b>Insurance Proceeds</b>	7,427	<b>7,427</b>	11,327	<b>11,327</b>	4,422	<b>4,422</b>								
				-											
<b>370-000-673.00</b>	<b>Gain on Disposal of Assets</b>	-	<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>
<b>370-000-687.01</b>	<b>MMRMA Distribution</b>	4,601	<b>4,601</b>												

City of Northville															
Line Item Budget Worksheet - Details of Supplies, Services and Charge			12000												
FY2021-22 Budget															
Department:	Downtown Development Authority	96-													
Activity:	Revenues	Fund #	Activity #												
Prepared By:	Lori Ward	370	Revenues												
		<b>2018-19 Actual</b>		<b>2019-20 Actual</b>		<b>2020-21 Projected</b>		<b>2021-22 Proposed</b>		<b>2022-23 Proposed</b>		<b>2023-24 Proposed</b>		<b>2024-25 Proposed</b>	
<b>Account #</b>	<b>Classification &amp; Description</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>
<b>Misc Revenue</b>		21,963	<b>21,963</b>	45,233	<b>45,233</b>	320,264	<b>320,264</b>	60,300	<b>60,300</b>	51,500	<b>51,500</b>	51,500	<b>51,500</b>	51,500	<b>51,500</b>

City of Northville																		
Line Item Budget Worksheet - Details of Supplies, Services and Charge			12000															
FY2021-22 Budget																		
Department:	Downtown Development Authority	96-																
Activity:	Revenues	Fund #	Activity #															
Prepared By:	Lori Ward	370	Revenues															
		<b>2018-19 Actual</b>		<b>2019-20 Actual</b>		<b>2020-21 Projected</b>		<b>2021-22 Proposed</b>		<b>2022-23 Proposed</b>		<b>2023-24 Proposed</b>		<b>2024-25 Proposed</b>				
<b>Account #</b>	<b>Classification &amp; Description</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>			
370-000-664.00	Investment Earnings - Short Term	4,754	4,754	4,146	4,146	15	15	-	-	-	-	-	-	-	-	-	-	-
370-000-664.19	Investment Earnings - Long Term MI Class	887	887	732	732	75	75	75	75	75	75	75	75	75	75	75	75	75
370-000-664.20	Investment Earnings - Long Term	7,448	7,448	9,017	9,017	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
370-000-664.30	Unrealized Market Change	6,712	6,712	5,083	5,083	-	-	-	-	-	-	-	-	-	-	-	-	-
370-000-664.40	Investment Pool Bank Fees	(366)	(366)	(386)	(386)	(13)	(13)	-	-	-	-	-	-	-	-	-	-	-
370-000-664.50	Investment Advisory Fees	(526)	(526)	(663)	(663)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)
370-000-664.60	Bank Lockbox Fees	(380)	(380)	(485)	(485)	(44)	(44)	-	-	-	-	-	-	-	-	-	-	-
370-000-664.70	Custodial Fees	(80)	(80)	(128)	(128)	(125)	(125)	(125)	(125)	(125)	(125)	(125)	(125)	(125)	(125)	(125)	(125)	(125)
<b>Net Investment Earnings</b>		<b>18,449</b>	<b>18,449</b>	<b>17,316</b>	<b>17,316</b>	<b>7,308</b>	<b>7,308</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>	<b>7,350</b>
<b>Total</b>		<b>801,693</b>	<b>801,693</b>	<b>885,641</b>	<b>885,641</b>	<b>1,155,112</b>	<b>1,155,112</b>	<b>902,337</b>	<b>902,337</b>	<b>900,862</b>	<b>900,862</b>	<b>908,275</b>	<b>908,275</b>	<b>915,776</b>	<b>915,776</b>			
<b>Difference (should be zero)</b>			-		-		-		-		-		-		-		-	-
<b>% Variance from prior year</b>									-21.88%		-0.16%		0.82%				0.83%	
	Total Expenditures	733,363	733,363	1,061,398	1,061,398	1,192,470	1,192,470	899,135	899,135	891,600	891,600	895,365	895,365	908,925	908,925	908,925	908,925	908,925
	Total Revenues	801,693	801,693	885,641	885,641	1,155,112	1,155,112	902,337	902,337	900,862	900,862	908,275	908,275	915,776	915,776	915,776	915,776	915,776
	Use of (Increase to) Fund Balance	(68,330)	(68,330)	175,757	175,757	37,358	37,358	(3,202)	(3,202)	(9,262)	(9,262)	(12,910)	(12,910)	(6,851)	(6,851)	(6,851)	(6,851)	(6,851)
	Difference - should be zero	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Beginning Fund Balance (unassigned)			437,410		261,653		224,295		227,497		236,759		249,669		256,520		
	Projected Ending Fund Balance (unassigned) *	437,410		261,653		224,295		227,497		236,759		249,669		256,520				
	Fund Balance as a % of expenditures	60%		25%		19%		25%		27%		28%		28%				
	restricted for street improvements			24,034		47,531		70,558		93,124		115,239		136,912				
	unrestricted fund balance			237,619		176,764		156,939		143,635		134,430		119,608				
				261,653		224,295		227,497		236,759		249,669		256,520				

City of Northville															
Line Item Budget Worksheet - Details of Supplies, Se															
FY2021-22 Budget															
Department: Downtown Development Authority		Account Number													
Activity: DPW Services		Fund #	Activity #												
Prepared By: Lori Ward		370	753												
Account #	Classification & Description	2018-19 Actual		2019-20 Actual		2020-21 Projected		2021-22 Proposed		2022-23 Proposed		2023-24 Proposed		2024-25 Proposed	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>370-753-706</b>	<b>Wages and Salaries - Full Time (1)</b>		<b>11,198</b>		<b>10,276</b>		<b>12,000</b>		<b>12,000</b>		<b>12,000</b>		<b>12,000</b>		<b>12,000</b>
	DPW Staff (full time)	11,198		10,276		12,000		12,000		12,000		12,000		12,000	
<b>370-753-707</b>	<b>Wages - Regular Overtime (DPW)</b>		<b>616</b>		<b>353</b>		<b>1,000</b>		<b>1,000</b>		<b>1,000</b>		<b>1,000</b>		<b>1,000</b>
		616		353		1,000		1,000		1,000		1,000		1,000	
<b>370-753-939</b>	<b>Automotive Service</b>		<b>549</b>		<b>394</b>		<b>535</b>		<b>500</b>		<b>500</b>		<b>500</b>		<b>500</b>
	Vehicle Repair	549		394		535		500		500		500		500	
<b>370-753-943</b>	<b>Equipment Rental</b>		<b>4,337</b>		<b>3,863</b>		<b>10,195</b>		<b>10,215</b>		<b>10,235</b>		<b>10,250</b>		<b>10,265</b>
	DPW Equipment	4,337		3,863		4,800		4,800		4,800		4,800		4,800	
	Streetsweeper Contribution			-		5,395		5,415		5,435		5,450		5,465	
<b>370-753-967</b>	<b>Fringe Benefits (1)</b>		<b>11,796</b>		<b>10,578</b>		<b>13,000</b>		<b>13,000</b>		<b>13,000</b>		<b>13,000</b>		<b>13,000</b>
	DPW	11,796		10,578		13,000		13,000		13,000		13,000		13,000	
<b>Total</b>		<b>28,496</b>	<b>28,496</b>	<b>25,464</b>	<b>25,464</b>	<b>36,730</b>	<b>36,730</b>	<b>36,715</b>	<b>36,715</b>	<b>36,735</b>	<b>36,735</b>	<b>36,750</b>	<b>36,750</b>	<b>36,765</b>	<b>36,765</b>
Difference (should be zero)			-		-		-		-		-		-		-
% Variance from prior year									-0.04%		0.05%		0.04%		0.04%



City of Northville															
Item Budget Worksheet - Details of Supplies, Services and Cha															
FY2021-22 Budget															
Department:	Downtown Development Authority			Account Number											
Activity:	Design		Fund #	Activity #											
Prepared By:	Lori Ward		370	861											
Account #	Classification & Description	2018-19 Actual		2019-20 Actual		2020-21 Projected		2021-22 Proposed		2022-23 Proposed		2023-24 Proposed		2024-25 Proposed	
		Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total	Amount	Total
<b>370-861-706.00</b>	<b>Wages and Salaries - Full Time (1)</b>		<b>16,108</b>	<b>16,738</b>	<b>16,738</b>		<b>17,125</b>		<b>17,125</b>		<b>17,995</b>		<b>17,995</b>		<b>18,445</b>
	Director (30%)	16,108		16,738		17,125		17,555		17,995		18,445		18,675	
<b>370-861-710.00</b>	<b>Wages and Salaries - Part Time</b>	<b>15,415</b>	<b>15,415</b>	<b>21,267</b>	<b>21,267</b>		<b>37,985</b>		<b>57,065</b>		<b>56,445</b>		<b>56,545</b>		<b>56,600</b>
	(\$18 x 1520 hours) - 38 weeks			-		27,260		27,360		27,360		27,360		27,360	
	(\$18 x 560 hrs) winter help 14 weeks			-		2,000		10,080		9,360		9,360		9,360	
	Social District Help (\$15 hr x 1040 ) May - Oct.			-		4,800		15,600		15,600		15,600		15,600	
	DDA part-time staff	-		-		3,925		4,025		4,125		4,225		4,280	
<b>370-861-726.00</b>	<b>Supplies</b>		<b>247</b>		<b>237</b>		<b>575</b>		<b>575</b>		<b>575</b>		<b>575</b>		<b>575</b>
	Meeting supplies	-		-		50		50		50		50		50	
	Reproduction	-		-		50		50		50		50		50	
	Catering	-		51		125		125		125		125		125	
	Printing tshirts	-		123		100		100		100		100		100	
	Maintenance Equipment	247		63		250		250		250		250		250	
<b>370-861-740.05</b>	<b>Downtown Materials</b>		<b>18,165</b>		<b>14,165</b>		<b>37,300</b>		<b>20,400</b>		<b>20,700</b>		<b>19,700</b>		<b>19,700</b>
	Downtown Greenery	2,344		2,211		2,500		2,500		2,500		2,500		2,500	
	LED Tree lights/17 raised planters	935		3,025		2,400		2,400		2,400		2,400		2,400	
	Holiday Lights in Downtown	4,473				4,000		3,000		4,000		3,000		3,000	
	LED Lights for Light Poles	3,450				300		1,000		300		300		300	
	Town Square Christmas Tree	1,238		1,238		3,700		2,500		2,500		2,500		2,500	
	Holiday Lighting & Decor - Town Square	4,300		4,250		20,000		5,000		5,000		5,000		5,000	
	Halloween Decorations	-				3,000		3,000		3,000		3,000		3,000	
	Misc.	236													
	Maintenance Equipment	360		424		1,400		1,000		1,000		1,000		1,000	
	Landscape Supplies	829													
	Street Light Supplies			201											
	Water filled Barricades			2,816											
	New Barricades / Bollards														
	Overhead Lighting														
	Propane Heaters														
<b>370-861-751.00</b>	<b>Fuel &amp; Oil</b>	<b>371</b>	<b>371</b>	<b>217</b>	<b>217</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>
<b>370-861-801.00</b>	<b>Contractual Services</b>		<b>27,179</b>		<b>29,128</b>		<b>28,980</b>		<b>25,930</b>		<b>24,830</b>		<b>25,830</b>		<b>27,870</b>
	Expanded WiFi - Clear Rate	3,588		3,588		3,600		3,600		3,600		3,600		3,600	
	Electrical Repairs	6,641		5,098		10,000		10,000		10,000		10,000		10,000	
	New Hire Physicals (\$81/hire)	474		651		300		400		300		300		300	
	Irrigation Repairs	3,191		4,540		3,000		3,000		3,000		3,000		4,000	
	Sprinkler Start Up and Winterization	390		-		960		960		960		960		3,000	
	Landscape/Planter Repair	-		-		400		400		400		400		400	
	Fence repair					1,650									
	Umbrella Repairs	-		-		250		250		250		250		250	
	Sound System in Town Square - BMI Fees	420		420		420		420		420		420		420	
	Radio Licensing Fees	349		-		350		350		350		350		350	
	Heat Melt Repair	242		387		500		500		500		500		500	
	Painting of Receptacles and Planters	-		1,457				1,000				1,000			
	Painting of Light Posts/St Lights/Clock	5,135		-		-		-		-		-		-	
	fence fabrication			1,650											
	Sound System Repair	250		250		-		-		-		-		-	
	Security Cameras	1,268		2,375		3,500		1,000		1,000		1,000		1,000	
	WiFi Service Town Square - Comcast	2,970		3,112		3,000		3,000		3,000		3,000		3,000	
	Fountain Repair	-		3,980		500		500		500		500		500	
	Pavillion Repair			-											

City of Northville															
Item Budget Worksheet - Details of Supplies, Services and Cha															
FY2021-22 Budget															
Department:	Downtown Development Authority			Account Number											
Activity:	Design		Fund #	Activity #											
Prepared By:	Lori Ward		370		861										
Account #	Classification & Description	2018-19 Actual Amount	2018-19 Actual Total	2019-20 Actual Amount	2019-20 Actual Total	2020-21 Projected Amount	2020-21 Projected Total	2021-22 Proposed Amount	2021-22 Proposed Total	2022-23 Proposed Amount	2022-23 Proposed Total	2023-24 Proposed Amount	2023-24 Proposed Total	2024-25 Proposed Amount	2024-25 Proposed Total
	Survey Work	558		1,323		-		-		-		-		-	
	Wireless Mic for Town Square	1,703		-											
	Window Cleaning - CCC			85		300		300		300		300		300	
	Boiler Start UP			212		250		250		250		250		250	
	Expand Sound System														
<b>370-861-801.16</b>	<b>Public Restroom Program</b>		<b>2,134</b>		<b>1,916</b>		<b>3,750</b>		<b>4,000</b>		<b>2,750</b>		<b>2,750</b>		<b>2,750</b>
	Porta Potty rental (\$430/mo)	2,134		1,916		2,750		4,000		2,750		2,750		2,750	
	Special Event Use	-		-		1,000				-		-		-	
<b>370-861-801.94</b>	<b>Brick Repair &amp; Maintenance</b>		<b>-</b>		<b>-</b>		<b>2,000</b>		<b>2,000</b>		<b>2,000</b>		<b>2,000</b>		<b>2,000</b>
	Downtown	-		-		2,000		2,000		2,000		2,000		2,000	
<b>370-861-803.59</b>	<b>Signage and Markers Projects</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>
	Downtown Wayfinding Project	-		-		-		-		-		-		-	
	Historic Markers			-											
	Mural Project			-											
	Non Motorized Trail Project			-											
				-											
<b>370-861-803.81</b>	<b>Alleyway Improvements</b>				<b>15,000</b>										
	Reboccas			15,000											
	Orin's Alley														
<b>370-861-850.00</b>	<b>Landscape Maintenance &amp; Materials</b>		<b>23,182</b>		<b>27,880</b>		<b>28,810</b>		<b>30,310</b>		<b>28,810</b>		<b>28,810</b>		<b>28,810</b>
	Annuals & perennials	18,986		25,266		18,000		20,000		18,000		18,000		18,000	
	Landscape Replacement	1,150		-		5,000		3,000		5,000		5,000		5,000	
	Tree Maintenance and Replacement	-		-		1,500		3,000		1,500		1,500		1,500	
	Trim and Mulch	802		314		2,000		2,000		2,000		2,000		2,000	
	Beautification Commission Plantings	2,199		2,300		2,250		2,250		2,250		2,250		2,250	
	Fall Décor Packet	45		-		60		60		60		60		60	
	Misc.	-		-		-		-		-		-		-	
<b>370-861-913.00</b>	<b>Vehicle Insurance</b>		<b>346</b>		<b>356</b>		<b>385</b>		<b>400</b>		<b>410</b>		<b>420</b>		<b>430</b>
	MMRMA	346		356		385		400		410		420		430	
<b>370-861-920.01</b>	<b>Electrical Service (127 E Main)</b>		<b>826</b>		<b>5,798</b>		<b>5,360</b>		<b>1,390</b>		<b>1,420</b>		<b>1,450</b>		<b>1,480</b>
	Town Square & Walkway	2,218		813		1,360		1,390		1,420		1,450		1,480	
	EV Charging	(1,392)		4,985		4,000				-		-		-	
<b>370-861-920.02</b>	<b>Natural Gas Service</b>		<b>7,878</b>		<b>8,907</b>		<b>4,090</b>		<b>4,170</b>		<b>4,250</b>		<b>4,330</b>		<b>4,410</b>
	Heat Melt System & Fire Pits - Town Square	7,878		-		3,510		3,580		3,650		3,720		3,790	
	Walkway	-		8,907		580		590		600		610		620	
<b>370-861-920.03</b>	<b>Water and Sewer Service</b>		<b>4,398</b>		<b>6,590</b>		<b>8,440</b>		<b>8,860</b>		<b>9,300</b>		<b>9,760</b>		<b>10,240</b>
	Town Square, 120 W Main, Hutton Park	4,398		6,590		8,110		8,520		8,950		9,400		9,870	
	Walkway	-		-		330		340		350		360		370	
<b>370-861-967</b>	<b>Fringe Benefits (1)</b>		<b>7,046</b>		<b>6,822</b>		<b>11,220</b>		<b>11,390</b>		<b>11,560</b>		<b>11,740</b>		<b>11,830</b>
		7,046		6,822		11,220		11,390		11,560		11,740		11,830	
<b>370-861-973</b>	<b>Capital Outlay &lt; \$5,000</b>		<b>1,500</b>				<b>1,000</b>								
	purchase truck from DPW	1,500		-											
	Snow Box					1,000									

City of Northville															
Item Budget Worksheet - Details of Supplies, Services and Cha															
FY2021-22 Budget															
Department:	Downtown Development Authority				Account Number										
Activity:	Design		Fund #	Activity #											
Prepared By:	Lori Ward		370	861											
		<b>2018-19 Actual</b>		<b>2019-20 Actual</b>		<b>2020-21 Projected</b>		<b>2021-22 Proposed</b>		<b>2022-23 Proposed</b>		<b>2023-24 Proposed</b>		<b>2024-25 Proposed</b>	
<b>Account #</b>	<b>Classification &amp; Description</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>
<b>370-861-976.01</b>	<b>Street Furnishings</b>		<b>20,727</b>		<b>57,069</b>		<b>22,325</b>		<b>10,700</b>		<b>9,000</b>		<b>9,000</b>		<b>9,000</b>
	Bike Racks	-		-		2,500									
	Newsrack	1,038		-											
	Signage - Directory	-		-											
	Light Fixture Replacement	14,820		19,978		8,000		8,000		8,000		8,000		8,000	
	Light Fixture Conversion			188											
	Umbrella	300		4,348		3,000				1,000		1,000		1,000	
	Furniture/Benches	-		16,600		6,640									
	Town Square Decorative Lighting	-		-											
	Festoon Lighting	-		-											
	Flags	4,556		-											
	Cross Street Banners			-											
	Trash Receptacles					2,185									
	Table and Chairs			2,655											
	Banner Brackets			1,500											
	Fire Pit														
	Lighting Repair			11,800											
	Misc.	13													
<b>370-861-977.00</b>	<b>Street Furnishings</b>						<b>300,430</b>								
	Heat in the Street					300,430									
<b>Total</b>		<b>145,522</b>	<b>145,522</b>	<b>212,090</b>	<b>212,090</b>	<b>510,175</b>	<b>510,175</b>	<b>195,145</b>	<b>195,145</b>	<b>190,445</b>	<b>190,445</b>	<b>191,755</b>	<b>191,755</b>	<b>194,770</b>	<b>194,770</b>
<b>Difference (should be zero)</b>															
<b>% Variance from prior year</b>															

City of Northville															
Item Budget Worksheet - Details of Supplies, Services and Char															
FY2021-22 Budget															
Department:	Downtown Development Authority		Account Number												
Activity:	Marketing & Business Mix		Fund #	Activity #											
Prepared By:	Lori Ward		370	862											
Account #	Classification & Description	2018-19 Actual Amount	2018-19 Actual Total	2019-20 Actual Amount	2019-20 Actual Total	2020-21 Projected Amount	2020-21 Projected Total	2021-22 Proposed Amount	2021-22 Proposed Total	2022-23 Proposed Amount	2022-23 Proposed Total	2023-24 Proposed Amount	2023-24 Proposed Total	2024-25 Proposed Amount	2024-25 Proposed Total
<b>370-862-706.00</b>	<b>Wages and Salaries - Full Time (1)</b>		<b>16,108</b>		<b>16,738</b>		<b>17,125</b>		<b>17,555</b>		<b>17,995</b>		<b>18,445</b>		<b>18,675</b>
	Director -30%	16,108		16,738		17,125		17,555		17,995		18,445		18,675	
<b>370-862-710.00</b>	<b>Wages and Salaries - Part Time</b>		<b>3,053</b>		<b>13,461</b>		<b>19,615</b>		<b>20,105</b>		<b>20,610</b>		<b>21,125</b>		<b>21,390</b>
	part time office staff	3,053		13,461		19,615		20,105		20,610		21,125		21,390	
<b>370-862-726.00</b>	<b>Supplies</b>		<b>50</b>		<b>9</b>		<b>100</b>		<b>100</b>		<b>100</b>		<b>100</b>		<b>100</b>
	Meeting Supplies, refreshments	50		9		100		100		100		100		100	
<b>370-862-784.00</b>	<b>Downtown Programming &amp; Promotions</b>		<b>41,380</b>		<b>35,505</b>		<b>54,500</b>		<b>60,000</b>		<b>60,000</b>		<b>60,000</b>		<b>60,000</b>
	Northville Chamber of Commerce	5,240		11,550		2,000		5,000		5,000		5,000		5,000	
	Friday Night Concerts	10,842		4,374		36,000		35,000		35,000		35,000		35,000	
	Wednesday Night Concerts	7,000		3,000		-		-							
	Buy Michigan Now Festival	3,000		2,500		2,500									
	Party in the Ville	1,000		-		-									
	NCBA	511		-		1,000		1,000		1,000		1,000		1,000	
	Skeletons are Alive	10,108		10,524		6,000		12,000		12,000		12,000		12,000	
	Tunes on Tuesday	1,930		-		2,000		2,000		2,000		2,000		2,000	
	Christmas	1,510		2,130		5,000		5,000		5,000		5,000		5,000	
	Misc	239		1,427											
<b>370-862-785.00</b>	<b>Business Retention Program</b>		<b>-</b>		<b>-</b>		<b>2,750</b>		<b>750</b>		<b>2,750</b>		<b>750</b>		<b>2,750</b>
	Walking Map	-		-		2,000		750		2,000		750		2,000	
	Restaurant Guide	-		-		750				750		750		750	
<b>370-862-801.00</b>	<b>Contractual Services</b>		<b>57,028</b>		<b>59,731</b>		<b>65,450</b>		<b>63,500</b>		<b>55,500</b>		<b>55,500</b>		<b>55,500</b>
	Graphic Design	6,086		6,561		7,250		9,000		5,500		5,500		5,500	
	Logo and Branding Development	-		2,500		-									
	Newsletter	-		-		1,500		1,500		1,500		1,500		1,500	
	IMJ Communications	24,100		24,000		24,000		24,000		24,000		24,000		24,000	
	Print	16,570		15,175		17,000		17,000		17,000		17,000		17,000	
	Internet/Social Media	-		200		2,000		2,000		2,000		2,000		2,000	
	Video/Photography	-		-		2,000		2,000		2,000		2,000		2,000	
	Event Cards and Posters	4,387		4,726		3,500		3,500		3,500		3,500		3,500	
	Event Directory	2,821		2,589		-									
	Event Planning	1,100		-		-									
	Band	1,500		-		-									
	Restaurant Guides	370		-		-									
	Signs	94		1,622		-									
	Event Panels	-		-		3,500		2,500							
	Sign Printing	-		-		4,000		2,000							
	Branding	-		-		700									
	BMI fees	-		358		-									
<b>370-862-801.34</b>	<b>Web Site</b>		<b>720</b>		<b>940</b>		<b>3,400</b>		<b>900</b>		<b>900</b>		<b>900</b>		<b>900</b>
	Accunet	420		420		420		420		420		420		420	
	Website Redesign	-		-		2,500									
	Mail Chimp	300		520		480		480		480		480		480	
<b>370-862-967.00</b>	<b>Fringe Benefits (1)</b>		<b>6,007</b>		<b>6,218</b>		<b>8,415</b>		<b>8,540</b>		<b>8,670</b>		<b>8,805</b>		<b>8,870</b>
	Per Finance Department	6,007		6,218		8,415		8,540		8,670		8,805		8,870	
<b>Total</b>		<b>124,346</b>	<b>124,346</b>	<b>132,602</b>	<b>132,602</b>	<b>171,355</b>	<b>171,355</b>	<b>171,450</b>	<b>171,450</b>	<b>166,525</b>	<b>166,525</b>	<b>165,625</b>	<b>165,625</b>	<b>168,185</b>	<b>168,185</b>
<b>Difference (should be zero)</b>			<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>
<b>% Variance from prior year</b>									<b>0.06%</b>		<b>-2.87%</b>		<b>-0.54%</b>		<b>1.55%</b>

City of Northville															
Line Item Budget Worksheet - Details of Supplies, Services and Ch															
FY2021-22 Budget															
Department:	Downtown Development Authority		Account Number												
Activity:	Parking	Fund #	Activity #												
Prepared By:	Lori Ward	370	863												
		<b>2018-19 Actual</b>		<b>2019-20 Actual</b>		<b>2020-21 Projected</b>		<b>2021-22 Proposed</b>		<b>2022-23 Proposed</b>		<b>2023-24 Proposed</b>		<b>2024-25 Proposed</b>	
<b>Account #</b>	<b>Classification &amp; Description</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>
<b>370-863-706</b>	<b>Wages and Salaries - Full Time (1)</b>		<b>8,089</b>		<b>8,369</b>		<b>8,565</b>		<b>8,780</b>		<b>8,995</b>		<b>9,220</b>		<b>9,335</b>
	Director - 10%	8,089		8,369		8,565		8,780		8,995		9,220		9,335	
<b>370-863-710</b>	<b>Wages and Salaries - Part Time</b>		<b>305</b>		<b>1,346</b>		<b>1,965</b>		<b>2,015</b>		<b>2,065</b>		<b>2,115</b>		<b>2,140</b>
	Part time staff	305		1,346		1,965		2,015		2,065		2,115		2,140	
<b>370-863-726</b>	<b>Supplies</b>		<b>-</b>		<b>-</b>		<b>50</b>		<b>50</b>		<b>50</b>		<b>50</b>		<b>50</b>
	Meeting Supplies	-		-		50		50		50		50		50	
<b>370-863-786</b>	<b>Downtown Parking Program</b>		<b>250</b>		<b>-</b>		<b>500</b>		<b>-</b>		<b>500</b>		<b>-</b>		<b>-</b>
	Brochures and Maps	250		-		500		-		500		-		-	
	Signage														
<b>370-863-950.21</b>	<b>O/T to General Fund</b>		<b>50,000</b>		<b>50,000</b>		<b>50,000</b>		<b>-</b>		<b>50,000</b>		<b>50,000</b>		<b>50,000</b>
	Parking Deck Maintenance (3% increase)	-		-		-		-		-		-		-	
	Snow Removal (to keep parking spaces open)	-		-		-		-		-		-		-	
	Street Lighting & Parking Lot Electrical	50,000		50,000		50,000		50,000		50,000		50,000		50,000	
	Street Lighting														
	Parking Study														
	Parking Equipment														
<b>370-863-950.26</b>	<b>O/T to Parking Fund</b>		<b>108,628</b>		<b>341,353</b>		<b>118,220</b>		<b>120,900</b>		<b>123,660</b>		<b>126,500</b>		<b>129,430</b>
	parking maintenance costs	84,100		86,420		89,220		91,900		94,660		97,500		100,430	
	snow removal	4,000		4,000		4,000		4,000		4,000		4,000		4,000	
	Cady Deck - Ram contract	795		250,933											
	parking deck study	19,733													
	Parking Deck Repairs			-		25,000		25,000		25,000		25,000		25,000	
	Main Centre Deck repairs														
<b>370-863-967.00</b>	<b>Fringe Benefits (1)</b>		<b>2,960</b>		<b>2,692</b>		<b>3,600</b>		<b>3,655</b>		<b>3,710</b>		<b>3,770</b>		<b>3,795</b>
	Per Finance Department	2,960		2,692		3,600		3,655		3,710		3,770		3,795	
<b>Total</b>		<b>170,232</b>	<b>170,232</b>	<b>403,760</b>	<b>403,760</b>	<b>182,900</b>	<b>182,900</b>	<b>185,400</b>	<b>185,400</b>	<b>188,980</b>	<b>188,980</b>	<b>191,655</b>	<b>191,655</b>	<b>194,750</b>	<b>194,750</b>
<b>Difference (should be zero)</b>			<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>		<b>-</b>
<b>% Variance from prior year</b>									<b>1.37%</b>		<b>1.93%</b>		<b>1.42%</b>		<b>1.61%</b>

Line Item Budget Worksheet - Details of Supplies, Services and Char															
FY2021-22 Budget															
Department:	Downtown Development Authority		Account Number												
Activity:	Organizational		Fund #	Activity #											
Prepared By:	Lori Ward		370	864											
Account #	Classification & Description	2018-19 Actual Amount	2018-19 Actual Total	2019-20 Actual Amount	2019-20 Actual Total	2020-21 Projected Amount	2020-21 Projected Total	2021-22 Proposed Amount	2021-22 Proposed Total	2022-23 Proposed Amount	2022-23 Proposed Total	2023-24 Proposed Amount	2023-24 Proposed Total	2024-25 Proposed Amount	2024-25 Proposed Total
<b>370-864-706.00</b>	<b>Wages and Salaries - Full Time (1)</b>		<b>20,188</b>		<b>20,923</b>		<b>21,410</b>		<b>21,945</b>		<b>22,490</b>		<b>23,055</b>		<b>23,340</b>
	Director	20,188		20,923		21,410		21,945		22,490		23,055		23,340	
<b>370-864-710.00</b>	<b>Wages - Temp/Part Time Reg</b>		<b>1,527</b>		<b>6,730</b>		<b>9,380</b>		<b>9,520</b>		<b>30,465</b>		<b>30,615</b>		<b>30,690</b>
	part time staff	1,527		6,730		9,380		9,520		9,665		9,815		9,890	
	part time staff - office administration (\$20x20)							20,800		20,800		20,800		20,800	
<b>370-864-726.00</b>	<b>Supplies</b>		<b>2,895</b>		<b>3,346</b>		<b>1,150</b>		<b>850</b>		<b>2,850</b>		<b>850</b>		<b>850</b>
	Office . Supplies	200		1,433		250		250		250		250		250	
	Computer Supplies	795		285		500		500		500		500		500	
	Meetings Catering	10		55		100		100		100		100		100	
	PC Replacement (2)	1,890								2,000					
	laptops			1,266		300									
	Office Equipment			177											
	Covid Cleaning Supplies			130											
<b>370-864-730.00</b>	<b>Postage</b>		<b>-</b>		<b>13</b>		<b>100</b>		<b>100</b>		<b>100</b>		<b>100</b>		<b>100</b>
	Postage machine & stamps	-		13		100		100		100		100		100	
<b>370-864-731.00</b>	<b>Publications</b>		<b>128</b>		<b>65</b>		<b>65</b>		<b>65</b>		<b>65</b>		<b>65</b>		<b>65</b>
	Northville Record	65		65		65		65		65		65		65	
	Indeed Employment Ad	63													
<b>370-864-801.19</b>	<b>Technology Services</b>		<b>2,517</b>		<b>4,349</b>		<b>6,750</b>		<b>4,435</b>		<b>3,600</b>		<b>3,875</b>		<b>3,875</b>
	Comcast DSL (\$85/mo)	1,131		990		1,070		1,070		1,070		1,070		1,070	
	Email Archival Service	17		16		15		20		20		20		20	
	IT Right - staff pc's/downtown wifi & cameras	1,369		2,253		1,105		2,220		2,510		2,785		2,785	
	speakers and cameras					60									
	closed captioning services					500		125							
	Zoom Meeting Support			1,090		4,000		1,000							
<b>370-864-802.01</b>	<b>Legal Services</b>		<b>2,748</b>		<b>13,773</b>		<b>5,000</b>		<b>3,500</b>		<b>3,500</b>		<b>3,500</b>		<b>3,500</b>
	General Legal Fees	273		1,698		1,000		1,000		1,000		1,000		1,000	
	Real Estate Legal Fees	2,475		12,075		4,000		2,500		2,500		2,500		2,500	
	Other														
<b>370-864-805.00</b>	<b>Auditing Services</b>		<b>4,754</b>		<b>4,868</b>		<b>4,965</b>		<b>5,105</b>		<b>5,250</b>		<b>5,395</b>		<b>5,500</b>
	audit, prep/print statements, meeting	4,754		4,868		4,965		5,105		5,250		5,395		5,500	
<b>370-864-900.00</b>	<b>Printing &amp; Publishing</b>		<b>2,082</b>		<b>1,091</b>		<b>1,315</b>		<b>1,315</b>		<b>1,315</b>		<b>1,315</b>		<b>1,315</b>
	Notecards/Envelopes/Labels	175		-		250		250		250		250		250	
	DDA Annual Report in Newspaper	314		-		-		-		-		-		-	
	Slide and Photo Processing	-		-		100		100		100		100		100	
	Color Copying Charges	1,427		891		800		800		800		800		800	
	Personnel Ad Placement - Indeed	166		-		165		165		165		165		165	
	Postage			200											
<b>370-864-910.00</b>	<b>Insurance - MMRMA</b>		<b>4,174</b>		<b>5,496</b>		<b>6,175</b>		<b>6,280</b>		<b>6,390</b>		<b>6,510</b>		<b>6,630</b>
	Per Schedule	2,968		3,848		3,675		3,780		3,890		4,010		4,130	
	Special Event Insurance	1,206		1,648		2,500		2,500		2,500		2,500		2,500	
<b>370-864-920.00</b>	<b>Utilities</b>		<b>1,419</b>		<b>1,330</b>		<b>1,420</b>		<b>1,420</b>		<b>1,420</b>		<b>1,420</b>		<b>1,420</b>
	cell phone allowance (\$75/mo)	900		900		900		900		900		900		900	
	Clear Rate phone & internet (\$43/mo)	519		430		520		520		520		520		520	

Line Item Budget Worksheet - Details of Supplies, Services and Char															
FY2021-22 Budget															
Department:	Downtown Development Authority		Account Number												
Activity:	Organizational		Fund #	Activity #											
Prepared By:	Lori Ward		370	864											
Account #	Classification & Description	2018-19 Actual Amount	2018-19 Actual Total	2019-20 Actual Amount	2019-20 Actual Total	2020-21 Projected Amount	2020-21 Projected Total	2021-22 Proposed Amount	2021-22 Proposed Total	2022-23 Proposed Amount	2022-23 Proposed Total	2023-24 Proposed Amount	2023-24 Proposed Total	2024-25 Proposed Amount	2024-25 Proposed Total
<b>370-864-956.00</b>	<b>Contingencies</b>		-		-		-		-		-		-		3,490
	Wage Adjustments - Per Finance Department	-		-		-		-		-		-		-	3,490
<b>370-864-958.00</b>	<b>Memberships &amp; Dues</b>		<b>1,338</b>		<b>1,290</b>		<b>1,395</b>		<b>1,395</b>		<b>1,395</b>		<b>1,395</b>		<b>1,395</b>
	APA	243		255		255		255		255		255		255	
	Chamber of Commerce	270		265		270		270		270		270		270	
	NTHP - National Main Street Center	350		295		295		295		295		295		295	
	Michigan Downtown Association	475		475		575		575		575		575		575	
<b>370-864-960.00</b>	<b>Education &amp; Training</b>		-		<b>601</b>		<b>850</b>		<b>850</b>		<b>850</b>		<b>850</b>		<b>850</b>
	Travel - mileage and parking	-		180		500		500		500		500		500	
	Meals	-		60											
	Conference Fees	-		185		350		350		350		350		350	
	Hotel Expenses	-		176											
<b>370-864-967.00</b>	<b>Fringe Benefits (1)</b>		<b>7,624</b>		<b>7,205</b>		<b>9,380</b>		<b>9,520</b>		<b>9,665</b>		<b>9,815</b>		<b>9,890</b>
	Per Finance Department	7,624		7,205		9,380		9,520		9,665		9,815		9,890	
<b>370-864-967.02</b>	<b>Overhead</b>		<b>11,520</b>		<b>12,100</b>		<b>12,710</b>		<b>12,960</b>		<b>13,220</b>		<b>13,480</b>		<b>13,750</b>
	services by Finance Dept, DPW Dir, Manager (2% increase)	11,520		12,100		12,710		12,960		13,220		13,480		13,750	
<b>Total</b>		<b>62,914</b>	<b>62,914</b>	<b>83,180</b>	<b>83,180</b>	<b>82,065</b>	<b>82,065</b>	<b>100,060</b>	<b>100,060</b>	<b>102,575</b>	<b>102,575</b>	<b>102,240</b>	<b>102,240</b>	<b>106,660</b>	<b>106,660</b>
Difference (should be zero)			-		-		-		-		-		-		-
% Variance from prior year									21.93%		2.51%		-0.33%		4.32%

City of Northville														
Line Item Budget Worksheet - Details of Supplies, Services and Charges														
FY2021-22 Budget														
Department:	Downtown Development Authority		Account Number											
Activity:	Economic Development		Fund #	Activity #										
Prepared By:	Lori Ward		370	865										
			<b>2018-19 Actual</b>	<b>2019-20 Actual</b>	<b>2020-21 Projected</b>	<b>2021-22 Proposed</b>	<b>2022-23 Proposed</b>	<b>2023-24 Proposed</b>	<b>2024-25 Proposed</b>					
<b>Account #</b>	<b>Classification &amp; Description</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>	<b>Total</b>	<b>Amount</b>
370-865-706	Wages and Salaries - Full Time (1)	20,399	20,399	20,922	20,922	21,410	21,410	21,945	21,945	22,490	22,490	23,055	23,055	23,340
370-865-710	Wages - Temp/Part Time Reg	611	611	2,692	2,692	3,925	3,925	4,025	4,025	4,125	4,125	4,225	4,225	4,280
370-865-726	Supplies		33		180		150		150		150		150	
	Meeting suplies , refreshments	33		-		100		100		100		100		100
	Reproduction	-		180		50		50		50		50		50
370-865-785	Business Retention Program		-		-		500		500		500		500	
	Recruitment Package	-		-		500		500		500		500		500
370-865-801.00	Contractual Services		-		-		-		-		-		-	
	DDA Boundary Expansion	-		-		-		-		-		-		-
	Redevelopment Ready													
370-865-803.200	Planning Studies		-		-		-		-		-		-	
	Creative Many Study	-		-		-		-		-		-		-
	Theatre Study	-		-		-		-		-		-		-
370-865-967	Fringe Benefits (1)		7,640		6,678		8,925		9,060		9,195		9,335	
	Per Finance Department	7,640		6,678		8,925		9,060		9,195		9,335		9,410
		-												
<b>Total</b>		<b>28,683</b>	<b>28,683</b>	<b>30,472</b>	<b>30,472</b>	<b>34,910</b>	<b>34,910</b>	<b>35,680</b>	<b>35,680</b>	<b>36,460</b>	<b>36,460</b>	<b>37,265</b>	<b>37,265</b>	<b>37,680</b>
Difference (should be zero)			-				-		-		-		-	
% Variance from prior year									2.21%		2.19%		2.21%	1.11%



City of Northville															
Line Item Budget Worksheet - Details of Supplies, Services and Ch															
FY2021-22 Budget															
Department:	Downtown Development Authority		Account Number												
Activity:	Debt		Fund #	Activity #											
Prepared By:	Lori Ward		370	945										FINAL PAYMENT!!	
<b>Account #</b>	<b>Classification &amp; Description</b>	<b>2018-19 Actual Amount</b>	<b>2018-19 Actual Total</b>	<b>2019-20 Actual Amount</b>	<b>2019-20 Actual Total</b>	<b>2020-21 Projected Amount</b>	<b>2020-21 Projected Total</b>	<b>2021-22 Proposed Amount</b>	<b>2021-22 Proposed Total</b>	<b>2022-23 Proposed Amount</b>	<b>2022-23 Proposed Total</b>	<b>2023-24 Proposed Amount</b>	<b>2023-24 Proposed Total</b>	<b>2024-25 Proposed Amount</b>	<b>2024-25 Proposed Total</b>
370-945-950.49	O/T to DDA Debt Service Fund		173,170		173,830		174,335		174,685		169,880		170,075		170,115
	2013 DDA Refunding Bond Debt Service														
	Principal	156,585		145,000		150,000		155,000		155,000		160,000		165,000	
	Interest	16,585		28,830		24,335		19,685		14,880		10,075		5,115	
	Final payment due April 2025														
<b>Total</b>		<b>173,170</b>	<b>173,170</b>	<b>173,830</b>	<b>173,830</b>	<b>174,335</b>	<b>174,335</b>	<b>174,685</b>	<b>174,685</b>	<b>169,880</b>	<b>169,880</b>	<b>170,075</b>	<b>170,075</b>	<b>170,115</b>	<b>170,115</b>
<b>Difference (should be zero)</b>			-		-		-		-		-		-		-
<b>% Variance from prior year</b>							0.29%		0.20%		-2.75%		0.11%		0.02%
<b>Debt Service per capita</b>			29		29		29		29		28		28		28
<b>Operating Cost per capita</b>															



**To: Northville DDA Board of Directors**

**From: Lori Ward, Northville DDA Director**

**Subject: DDA Budget Discussion 2021-22**

**Date: February 16, 2021**

Over the past year, the DDA, through Committee discussions, DDA Board meetings, and larger Town Hall forums, has committed to prioritize the support of the Downtown Business District above all other projects. Most recently the DDA and City Council agreed to continue the expanded outdoor dining and retail merchandising for an additional year beginning March 1, 2021. This will allow the roads to remain closed to vehicular traffic and restaurants and retail establishments to continue to expand onto the streets and sidewalks.

DDA staff has identified where cuts could be made or projects delayed and where new sources of revenue could be explored to address the financial requirements of an expanded Social District. Several revenue sources have been identified, none of them huge, but when combined, may be enough to fund a year-long Social District. The potential revenue sources include:

1. Additional TIF Revenue that will be available from new real estate development projects and property/building sales. The Assessor is currently working on these values but will not have information for the DDA until after the March 10<sup>th</sup> Board of Review.
2. Rental Income from Food Stands. Currently the DDA is not charging any Northville restaurant to utilize the vending stands during the pandemic. It may be that in the future we could charge a modest amount to utilize the Stands. The DDA now owns 4 Stands.
3. A portion of the Outdoor Dining Application fees. The City currently collects the fees and the DDA and City have been in discussion to share revenue generated from this source.
4. Contribution from the City's General Fund or Public Improvement Fund.

5. Refinancing of DDA bonds that are set to expire in 2024-25. Interest rates are historically low, and this may be a good time to look at refinancing the DDA's debt and address the larger project of parking system operation and maintenance and capital projects.

New expenditures were added to this year's budget in order to staff and maintain the Social District. The largest new expense proposed for the 2021-22 budget is labor. Two new positions are proposed to provide both office and groundskeeping support. In order to manage a year-round social district, the DDA requires year-round groundskeeping personnel. The proposed budget also includes a part time, 20 hour a week office administrative position be created to shift the responsibility of preparing meeting minutes, paying bills, and other clerical task away from Jeri and to a newly created position. Jeri would then focus her time solely on marketing, events, promotions, communications and the Social District, which is Jeri's strength and area of expertise.

In addition to increased labor costs, DDA staff has identified several other increased expenditures for the proposed 2021-22 budget

1. The DDA will spend over \$4,000 this year on zoom meeting technology, moderation, and closed captioning. In addition, in the past year the DDA has held 6 Special meeting. The cost is anticipated to be \$2,500 in the 2021-22 budget as we return to in person meetings.
2. The cost of providing porta-potties used to be a seasonal expense of roughly \$2,000. This current year the DDA will spend roughly \$4,000 to provide porta-potties year-round. The same is estimated for the 2021-22 budget.

Several projects have been delayed or eliminated because of lack of funding. The projects include mural installation, historic markers and overhead banners. Items such as overhead Tivoli lights, bollards, expanding sound system, and propane heaters all which would improve the Social District, have not been funded in this proposed budget.

Also eliminated in the proposed 2021-22 budget are funding for a comprehensive updated Parking Study. If a parking study update is to happen, it would need to be postponed for a few years or funded in whole or in part by another funding source such as the Parking Fund. To tackle the enormous cost of parking system repairs, a discussion with City Council will need to take place in order to discuss responsibilities and shared costs. The DDA does not have the funds to do it alone.

Both the City and the DDA are exploring ways to convert lighting fixtures into a more energy efficient source. The DDA currently pays \$50,000 to the City for street lighting. If the DDA moves forward with ERC, ERC would be responsible for the \$50,000 contribution would be reduced or eliminated. This would provide a significant cost savings for the DDA.

In order for the City/DDA to continue to keep the streets closed for one more year, it will take extraordinary cooperation between the business owners, property owners, City and DDA. It simply will not be successful unless we all pitch in and help.

**Budget:**

DDA staff has developed a draft budget for 2021- 22 that hopefully will result in a small return to the fund balance once we receive estimates from the Assessor. Design projects will be postponed until we receive more information on the long-lasting results of the pandemic on Downtown Northville.

**Recommendation:**

DDA staff recommends adoption of the proposed 2021-22 DDA budget.



## DDA Communications

**To:** Northville DDA

**From:** Lori M. Ward, DDA Director

**Date:** February 16, 2021

**Subject:** Amendment to the Fees, Fines, and Penalties Schedule  
Outdoor Dining and Retail Merchandising Fee

### Background/Analysis

The closure of E. Main and N. Center has resulted in the need to provide additional services to the area that the DDA does not normally provide and to provide these services year-round. DDA staff is recommending an increase in the square footage rate for all three types of outdoor dining – Outdoor Dining, Sidewalk Cafés and Platform dining. This year, the DDA has hired additional seasonal employees to empty garbage, reset tables chairs and umbrellas, wipe downtown tables, and generally groom the area. With the increase in carry out food, and the disposable cups being used by the Social District, trash has increased dramatically.

In early February, the Northville City Council approved the continuation of the outdoor dining from March 1, 2021– February 28, 2022. DDA staff is working with City staff to provide an updated Outdoor Dining Application. Both restaurants and retail establishments can choose to obtain an 8 month permit which is what the City has offered in previous years and would begin on March 1, 2021 and expire on November 1<sup>st</sup> or a full year (12 month) permit which would begin on March 1, 2021 and expire on February 28, 2022. The fees for the full year permit are 50% more than the 8 month permit because of the increased duration of the permits. The following changes are suggested to the City's Fee Schedule :

- Outdoor dining with no alcohol service would increase from \$ 0.85/sq ft to \$1/sq ft for the 8 month permit and \$0.85/sq ft to \$1.50 for a 12 month permit.
- Outdoor dining with alcohol service would increase from \$1.25/sq ft to \$1.50/sq ft for the 8 month permit and \$1.25/sq ft to \$2.25/sq ft for a 12 month permit.
- Permanent structures on City Property would increase from \$1.85/sq ft to \$2.00/sq ft for the 8 month permit and \$1.85/sq ft to \$3.00/sq ft for the 12 month permit.

In addition, through the Special Event License which is the vehicle for the street closures, the City has allowed retail establishments to merchandise and sell products on City sidewalks and rights-of-way. DDA staff is recommending that any retailer that is allowed to place merchandise outdoors be charged the same rate as the outdoor dining with no alcohol service, which is proposed for \$1/sq ft for an 8 month permit and \$1.50/sq ft for a 12 month period

**Budget Impact**

Last year, the City agreed to only charge the downtown businesses for the area that they had previously used, not the expanded on-street dining and to only charge 50% of the total cost. The increased revenue generated from the increase rates will be utilized to support the downtown Social District program and provide support to the businesses. The funds will primarily be used for additional groundskeepers, equipment and supplies to maintain the Social District.

**Recommendation**

It is recommended that the Northville DDA adopt the staff recommendations to increase outdoor dining fees as outlined above and establish a new fee for retail merchandising and sales. The items are scheduled to be considered by City Council at their February 16, 2021 meeting.

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY January 2021:**

### **PUBLICITY:**

#### **Upcoming Press Releases:**

- Pear-aphernalia reopening (new location)
- Tea Gather Opening
- DATE TBD Even in a pandemic, New shops are opening and others are expanding in Downtown Northville: Sugar Lu's, Sgt Peppers, La Shish, Tuscan Expansion, Spice merchants expansion. Include Van Dam's / My Michigan Connection retiring (while a couple long-time business owners are retiring, there has already been great interest in their storefronts) and Edwards retiring and selling business

#### **Press Coverage Received & Upcoming (Highlights/major press hits):**

- January 9 – Fox2 – Segment on Heat in the Street

### **SOCIAL MEDIA:**

- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

### **PAID ADVERTISING:**

- Ad in January issue of The Ville

### **PAID SOCIAL MEDIA:**

- Heat in the Street GoFundMe

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville for 12-months (February-April 2021)
  - Additional 1/2 page ad in the February issue of The Ville (Thank you to Heat in the Street sponsors)

# **January 2021:**

## **FACEBOOK:**

### **Facebook Page Update:**

Through December 22

Page Likes: 12,658 (312 more than last summary)

Followers: 13,300 (426 more since last summary)

Check-ins: 20,223 (491 more since last summary)

Demo:

- Women (80%)/ Men (20%)
- Age demo: 35-44 main demo with 45-54 next largest
- Top 10 cities followers are from: Northville, Novi, Livonia, Canton, Plymouth, Detroit, South Lyon, Farmington Hills, Westland & Ann Arbor

Monthly Total Reach: 50,112

Monthly Page Views & Previews: 6,924

Monthly Post Engagement: 24,663

### **Boosted Post ~ Heat in the Street GoFundMe initiative (with link)**

Run date(s): January 4 (ran 1 week)

Reach: 17,144

Engagement: 1,417

Reactions: 192

Comments: 5

Shares: 5

Link Clicks: 1,313

### **Organic Post ~ Heat in the Street stand restaurants (with menus)**

Run date(s): January 28 (9:25 a.m.)

Reach: 2,421

Reactions: 46

- 30 likes (22 on post & 8 on share)
- 4 love (2 on post & 2 on share)
- Comments: 7 (3 on post & 4 on share)
- Shares: 5 (on post)

Post Clicks: 96 (12 photo / 3 link / 8 other such as page title or “see more”)

### **Organic Post ~ Who is ready for the weekend? (Food Stands with menus)**

Run date(s): January 21 (9:13 a.m.)

Reach: 6,782

Reactions: 203

- 142 likes (83 on post & 59 on share)
- 13 love (6 on post & 7 on share)
- Comments: 21 (7 on post & 14 on share)
- Shares: 27 (on post)

Post Clicks: 593 (191 photo / 12 link / 390 other such as page title or “see more”)



### **Organic Post ~ Northville Sports Den is Back (with photo)**

Run date(s): January 13 (3:23 p.m.)

Reach: 3,154

Reactions: 57

- 44 likes (36 on post & 8 on share)
- Comments: 8 (6 on post & 2 on share)
- Shares: 5 (on post)

Post Clicks: 208 (5 photo, 203 other such as page title or “see more”)

### **INSTAGRAM:**

Followers: 3,950 (577 more followers since last summary)

77% women / 23% men

Age demo: 35-44 (33%), 25-34 (29%), 45-54 (20%)

Insights from last 30 days:

Reach: 10,000 (increase of 4,775 since last summary; the number of unique accounts that have seen any of our posts)

Account Activity: 2,610

- Profile visits: 2,469
- Get Directions: 18
- Website taps: 123
- Call Button Taps: 0

Impressions: 284,044 (total number of times our posts have been seen)

Content Interactions: 6,273

Post Interactions: 6,175

- Likes: 5,606
- Comments: 100
- Saves: 83
- Shares: 386
- Story Interactions: 84
  - Replies: 33
  - Shares: 51

### **Top Post:**

**January 23 – Share of Northville Gallery’s post (their own Bernie’s mittens meme)**

- Reach: 5,226
- Impressions: 5,379 (2,416 from home, 94 from explore, 2,753 from Hashtags & 116 other)
- Likes: 297
- Comments: 7
- Shares: 32
- Saved: 4
- Profile visits: 16

## **TWITTER:**

Changed name to Downtown Northville instead of Visit Northville

Followers: 921

Twitter does not provide many analytics.

### **Top Tweet:**

January 21 Heat in the Street Food Stands for the weekend (with menus)

Likes: 3

Retweets: 2

## **ADVERTISING:**

### **The Ville:**

The DDA renewed the contract with Ville – ads will be place in 12 issues of the magazine (May 2020-April 2021).

The 'Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.