

Agenda

Downtown Economic Growth Authority

Board of Directors



City of Kalamazoo

Monday, September 16, 2024

3:00 PM

Main Conference Room at Community Planning and Economic Development -
245 N Rose St

A. CALL TO ORDER/ROLL CALL

1. Purpose Statement:

The purpose of this Downtown Development Authority is to halt property value deterioration and promote economic growth within its business district, to increase property value.

The purpose of this Downtown Economic Growth Authority is to correct and prevent deterioration in residential, commercial, and industrial areas, to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans and development areas.

The Kalamazoo DDA and DEGA, acting in concert, have set forth the strategic objective of focusing its resources on improving “**The First 16 Feet**”, a three-dimensional volume of space including buildings **ground floor façade**, the **frontage** that exists between the façade and the common space, and the **common space** that provides access to and through the district.

B. ADOPTION OF FORMAL AGENDA

C. APPROVAL OF MINUTES

1. Approval of the minutes from the meeting of the Downtown Economic Growth Authority Board on August 19, 2024. (**Action: Motion to approve**)

D. REPORTS AND PRESENTATIONS

1. Financial Report - July 2024 (**Action: Motion to accept the July 2024 DEGA financial report**)
2. 2025 DEGA Draft Budget (**Action: Motion to approve the 2025 DEGA draft**)

budget)

3. Committee Reports
 - Ambassador Program Committee
 - Finance Committee
 - Business Recruitment and Retention Committee
 - Executive Committee
4. Events and Marketing Committee - Sponsorship Program Presentation
5. Ambassador Program August 2024 Report
6. Downtown Report

E. DISCUSSION/ACTION ITEMS

1. Resolution to Approve 2025 Events and Marketing Sponsorship Policy
2. Resolution to Establish Business Recruitment and Retention Committee
3. Resolution to Support Changes to Downtown Kalamazoo Social District Hours of Operation

F. PUBLIC COMMENTS**G. DIRECTOR COMMENTS****H. ADJOURNMENT**



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Antonio Mitchell, Director of Community Planning and Economic Development

DATE: September 16, 2024

SUBJECT: Approval of the minutes from the meeting of the Downtown Economic Growth Authority Board on August 19, 2024. (**Action: Motion to approve**)

SUMMARY:

BACKGROUND:

RECOMMENDATION:

Board of Directors Regular Meeting Minutes

August 19, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

PRESENT: Mayor David Anderson, Curt Aardema, Kwame Gyimah, Stephanie Hinman, Susan Lindemann, Jessica Thompson, Matt Hollander, Jeff Breneman

ABSENT: Clarence Lloyd

STAFF: Erin Hahn, Meghan Behymer, Paul Thuringer, Steve Vicenzi, Jeff Chamberlain

OTHER: Aaron Stevens, Auditor (Maner Costerisan); Steve Glista, DEGA legal counsel

A. CALL TO ORDER

DIRECTOR LINDEMANN CALLED THE MEETING TO ORDER AT 3:01 P.M.

PRESENT: Mayor David Anderson
Curt Aardema
Jeff Breneman
Kwame Gyimah *
Stephanie Hinman *
Susan Lindemann
Jessica Thompson
Jeff Breneman *
Matt Hollander

ABSENT:

EXCUSED: Clarence Lloyd

Director Breneman arrived at 3:02 p.m. *
Director Hinman arrived at 3:06 p.m. *
DCM Chamberlain arrived at 3:08 p.m. *
Director Gyimah arrived at 3:09 p.m. *

THE AUGUST 19, 2024, ATTENDANCE INCLUDING EXCUSED AND UNEXCUSED ABSENCES ARE RECORDED.

B. ADOPTION OF FORMAL AGENDA

**DIRECTOR HOLLANDER MOVED TO ADOPT THE AUGUST 19, 2024 AGENDA AS PRESENTED.
DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.**

Board of Directors Regular Meeting Minutes

August 19, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

C. APPROVAL OF MINUTES

MAYOR ANDERSON MOVED TO APPROVE THE JUNE 17, 2024 MINUTES. DIRECTOR AARDEMA SECONDED. NO OBJECTIONS. MOTION CARRIED.

D. REPORTS AND PRESENTATIONS

1. Presentation of the Annual Audit – Aaron Stevens

Maner Costerisan auditor Aaron Stevens presented the 2023 Downtown Development Authority and Downtown Economic Growth Authority's annual audits. Mr. Stevens stated that he has performed the audit for the last two years for both the DDA and DEGA, and that the purpose of the audit is to express opinions on financial statements.

Mr. Stevens stated that as of December 31, 2023, the DDA's general fund is in a deficit of \$952,695.

Mayor Anderson stated that the standard recommendation would be to have two months of expenses in the fund balance, and asked where the explanation of the deficit appears in the audit.

Mr. Stevens answered that the opinion on the financial statements is that they are fairly presented, and there is no further comment because the assumption is that the DDA will dig themselves out of the debt.

Mr. Stevens stated that the parking system fund was reported as governmental activity until the beginning of 2022, at which point the fund balance went negative. Mr. Stevens stated that the fund balance also is shown as negative because of the recognition of the current liabilities.

Mr. Stevens stated that 82.09% of the DDA's revenue came from property taxes, 17.82% from intergovernmental sources, and 0.09% from other sources.

Mr. Stevens stated that as of December 31, 2023, the DEGA's general fund balance was in a deficit of \$100,728.

Mr. Stevens stated that 57.08% of the DEGA's revenue came from property taxes, 42.07% from intergovernmental sources, 1.76% from charges for services, and 0.09% from other sources.

DIRECTOR BRENEMAN MOTIONED TO ACCEPT THE DOWNTOWN ECONOMIC GROWTH AUTHORITY AUDIT AS PRESENTED. DIRECTOR HINMAN SECONDED. NO OBJECTIONS. MOTION CARRIED.

2. Presentation of the Financial Report – Steve Vicenzi

Steve Vicenzi presented the Financial Report for May 2024 and June 2024.

Director Aardema asked about the \$38,500 Beats on Bates payment in May. It was determined that the contract was paid for the entire year up front at that time.

Board of Directors Regular Meeting Minutes

August 19, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

Director Aardema asked what the \$2,500 Southwest Michigan First/Chamber sponsorship was for in June. It was determined that the sponsorship was for Restaurant Week.

Director Aardema asked if the Big Belly expenses included both trash and recycling. It was determined that they did include both services, and it was recommended that this be clarified in future financial reports.

DIRECTOR AARDEMA MOTIONED TO ACCEPT THE FINANCIAL REPORT AS PRESENTED. DIRECTOR THOMPSON SECONDED. NO OBJECTIONS. MOTION CARRIED.

3. 2025 Financial Presentation

Meghan Behymer reported that the draft budget reflects an estimated cost of the Ambassador Program, as the current contract will end in April 2025. Further discussion on the program's scope of services and covered area will take place with the new Ambassador Program committee.

Mr. Vicenzi stated that the budget assumes a 3% increase to all maintenance expenditures, in 2025, and that an increase in revenue is expected as well.

Ms. Behymer noted that the Marketing and Events Committee budget increased due to the inclusion of \$50,000 for the marketing RFP and additional funding of \$24,000 to support potential additional event sponsorship opportunities.

Ms. Behymer noted that the Business Recruitment and Retention Committee budget was established at \$10,000.

Ms. Behymer noted that the Professional Development budget was set for \$16,000, for staff and board members to attend conferences and have memberships that may be relevant to the Board's work.

Mr. Vicenzi stated that the local tax capture shows strong growth in 2025 due in part to the event center, but that the projections are conservative considering that there is a possibility the event center land could be donated to a university, thus becoming tax exempt.

Mr. Vicenzi noted that the last year of the 15-year state education tax capture is 2033, after which there will be a decrease in revenue to the DEGA. Director Lindemann urged the board to be aggressive in paying off their debts to not pass the debt along to future boards, especially with the drop-off of income in 2034.

4. Ambassador Report

Ms. Behymer presented the Block-by-Block statistics from the month of June and July, noting that graffiti removal ebbs and flows from month to month, and that there was a reduction in trash in July, which is consistent with trends from year to year.

Director Aardema asked if the Ambassadors take care of Bronson Park. It was determined that the Parks and Recreation department is responsible for the park, but that the Ambassadors take care of the surrounding sidewalks and streets. Director Aardema stated

Board of Directors Regular Meeting Minutes

August 19, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

that it seems as though several areas, including the corner facing the library, seem to be forgotten. Ms. Behymer noted that these areas can be explored as part of the to-be-created Ambassador Program committee's work.

5. Committee Reports

Events and Marketing Committee

Director Thompson spoke on behalf of the Events and Marketing Committee, stating that the marketing RFP is almost ready to go out, the SkeleTour Spooktacular was approved for a \$5,000 sponsorship, and that the committee is recommending that the Board approve the Beats on Bates extension through September for \$6,000.

Director Thompson also stated that there was discussion about collaborating with the Business Recruitment and Retention Committee to coordinate pop-ups in vacant spaces downtown.

Ms. Behymer noted that the marketing RFP is ready to go out, but is waiting on approval of the 2025 budget before sending.

Business Recruitment and Retention Committee

Director Aardema spoke on behalf of the Business Recruitment and Retention Committee, stating that there was some general discussion about pop-ups and that the committee would like to collaborate with the Events and Marketing Committee to move this idea forward, focusing on pop-up restaurants.

Director Aardema also stated that the committee has created a marketing information sheet that lists the positive statistics of downtown, including the number of residents, visitors, events, and dollars invested into projects. The committee would like to do targeted print mailings with this information.

Director Aardema also stated that the committee is interested in forming a welcoming committee for businesses looking to move to Kalamazoo, to give a showcase tour of downtown.

Finance and Executive Committees

Director Lindemann spoke on behalf of the Finance and Executive Committees, stating that they focused their meetings on discussing the 2025 budget, and did not have any updates to share.

E. DISCUSSION/ACTION ITEMS

1. Resolution to Authorize a Grant to the City of Kalamazoo for Holiday Lighting

The resolution states that the City is requesting that the DEGA support the City's downtown holiday lighting and décor for the 2024 season by granting \$20,000 in funding.

Board of Directors Regular Meeting Minutes

August 19, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

DIRECTOR BRENEMAN MOTIONED TO PASS THE RESOLUTION TO AUTHORIZE A GRANT TO THE CITY OF KALAMAZOO FOR HOLIDAY LIGHTING. DIRECTOR HINMAN SECONDED THE MOTION. A ROLL CALL VOTE WAS TAKEN AND THERE WERE NO OBJECTIONS. THE MOTION CARRIED.

2. Resolution to Establish Ambassador Program Committee

The resolution states that the DEGA desires to establish an Ambassador Program Committee for the purpose of reviewing matters related to the Ambassador Program and developing and distributing a request for proposals in advance of the expiration of the Block by Block agreement in April 2025.

There was discussion on if the committee meeting should be a public meeting. Steve Glista stated that the committee meetings would only have to be public if they were going to vote. Director Breneman stated that the committee would not have to vote but could bring recommendations forth to the Board for voting.

It was determined that the Business Recruitment and Retention Committee formation should be formalized at the October Board meeting.

DIRECTOR HOLLANDER MOTIONED TO PASS THE RESOLUTION TO ESTABLISH AMBASSADOR PROGRAM COMMITTEE. DIRECTOR BRENEMAN SECONDED THE MOTION. A ROLL CALL VOTE WAS TAKEN AND THERE WERE NO OBJECTIONS. THE MOTION CARRIED.

3. Resolution to Approve Extension to Beats on Bates Events and Additional Funding

The resolution states that on August 8, 2024, Kim Guess requested an extension of the Beats on Bates events into the month of September, along with additional funding of \$6,000, which would further solidify the economic gains of the events and provide continued support to downtown businesses.

Director Thompson stated that the events and marketing committee would give an impact report of all sponsorships at the October board meeting, and that the committee would be asking sponsored event organizers to provide metrics to the committee after the completion of events.

DIRECTOR AARDEMA MOTIONED TO PASS THE RESOLUTION TO APPROVE THE EXTENSION TO BEATS ON BATES EVENTS AND ADDITIONAL FUNDING. DIRECTOR HINMAN SECONDED THE MOTION. A ROLL CALL VOTE WAS TAKEN AND THERE WERE NO OBJECTIONS. THE MOTION CARRIED.

F. PUBLIC COMMENTS

1. There were no members of the public present.

Board of Directors Regular Meeting Minutes

August 19, 2024, 3 p.m. | Community Planning & Economic Development, 245 N Rose Street

G. DIRECTOR COMMENTS

1. Director Aardema stated that he was pleased to see the number of City staff present at the meeting to engage and answer questions.
2. Director Gyimah stated that his second son was born two weeks ago, and they now officially have a “Kalamazoo baby.”

H. STAFF COMMENTS

1. Downtown Report – Meghan Behymer

Ms. Behymer worked with Assistant City Manager Rebekah Kik to put together a downtown report, containing updates on ongoing projects, with information of who leads the projects. Ms. Behymer stated that the report is intended to be a monthly report and will evolve based on information from the City of Kalamazoo on downtown events and recommendations from the Board.

Mayor Anderson stated that he would like to see an update of what the Southwest Michigan First Chamber has going on in the report. He also stated that there have been a number of one-off meetings that he gets invited to in order to discuss various downtown issues. It was determined that if Board members should come across opportunities such as these or comments from citizens, they can pass along the information to Ms. Behymer for consideration.

I. ADJOURNMENT

1. **DIRECTOR LINDEMANN ADJOURNED THE MEETING AT 4:38 P.M.**

Downtown Economic Growth Authority
Statement of Activity
7/31/2024

Total Available Cash 441,171

	2024 Adopted Budget	July	2024 YTD Actuals
Revenues			
Taxes	615,000		626,200
Other Revenue	-		-
Contributions and Sponsorships	102,000		-
Transfers In	40,000		-
Charges For Services	5,000		-
Interest And Rentals	-		-
Total Revenues	762,000	-	626,200
Expenses			
Professional And Contractual Services	353,600	71,516	243,831
Sponsorships			2,500
Legal Services And Fees	30,000		-
Insurance Services			-
Operating Supplies			1,660
Garbage Disposal		407	2,856
Repairs			-
Utilities			-
Community Promotion	103,000		-
Audit Fees	13,400	13,400	13,400
Tax Appeal Refunds	5,000		-
Administrative Fees	125,000		62,500
Restricted For Debt Service	-		-
Total Expenses	630,000	85,323	326,747
Revenues Less Expenses	132,000	(85,323)	299,453

Notes:

Long Term Debt:

2019 Operations Loan from City	300,000
2020 Operations Loan from City	700,000

Professional And Contractual Services:

	July	2024 YTD Totals
Recycling Services - BIG BELLY SOLAR LLC	3,575	25,025
Ambassador Services - BLOCK BY BLOCK	56,441	156,326
Beats on Bates Events - LUXURY ESCAPES LLC		38,500
Workout Wed & Caribbean Fest - XPERIENCE INC		10,000
Hosting & Maintenance - MAESTRO LLC		2,480
Canadiana Fest - Eclectic Events	2,500	2,500
Black Arts Festival - BLACK ARTS & CULTURAL CNTR	4,000	4,000
Sounds of the Zoo	5,000	5,000
TOTAL	71,516	243,831



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: 2025 DEGA Draft Budget (**Action: Motion to approve the 2025 DEGA draft budget**)

SUMMARY:

BACKGROUND:

RECOMMENDATION:

Downtown Economic Growth Authority
2025 Draft Budget

Expenditures:	2024	2025
Maintenance:		
Ambassador contract with Block by Block	299,500	399,548
Big Belly Trash Cans Waste Pickup Fee	4,200	4,326
Big Belly Trash Cans Monthly Charges	42,900	42,900
BestWay Contract	2,000	2,060
Repairs and Maintenance	-	2,000
Operating Supplies	-	2,000
Website	5,000	5,150
Total	353,600	457,984
Marketing and Sponsorships:		
Additional	-	24,000
Marketing RFP	-	50,000
Beats on Bates Program + Admin/Marketing	22,500	50,000
Summer Sidewalk Sales	6,225	5,000
Workout Wednesdays	3,250	5,000
Canadiana	-	2,650
Sounds of the Zoo	-	5,000
Black Arts Festival	-	4,000
Carribean Festival	-	5,000
Admin/Marketing for summer events	28,025	-
Restaurant Week	4,000	5,000
Chili Cookoff	4,000	2,500
Holiday Sponsorship	20,000	20,000
Skeletour	15,000	5,000
Total	103,000	183,150
Business Recruitment and Retention		
Business Recruitment and Retention initiatives		10,000
Total	-	10,000
Administrative:		
Communications and Network		580
Professional Development and Memberships		16,000
Audit Fees	13,400	13,800
Legal Services	30,000	30,000
City Contract	125,000	125,000
Total	168,400	185,380
Debt Service:		
Mavcon Loans	-	52,400
2019 City Loan (\$300,000)	-	
2020 City Loan (\$700,000)	-	
Total	-	52,400
Total Expenditures	625,000	888,914
Revenues:		
Local Tax Capture (Base Only)	615,000	883,600
Contributions & Sponsorships:		
Parking Fund Contribution (Ambassador)	20,000	
City Solid Waste (Ambassador)	32,000	32,000
Gilmore (Ambassador)	50,000	50,000
Charges for Services	5,000	-
Transfer from DDA	40,000	-
Total Revenues:	762,000	965,600
Excess (Deficit)	137,000	76,686



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: Committee Reports

SUMMARY:

BACKGROUND:

RECOMMENDATION:



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: Events and Marketing Committee - Sponsorship Program Presentation

SUMMARY:

BACKGROUND:

RECOMMENDATION:



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: Ambassador Program August 2024 Report

SUMMARY:

BACKGROUND:

RECOMMENDATION:



AMBASSADOR PROGRAM

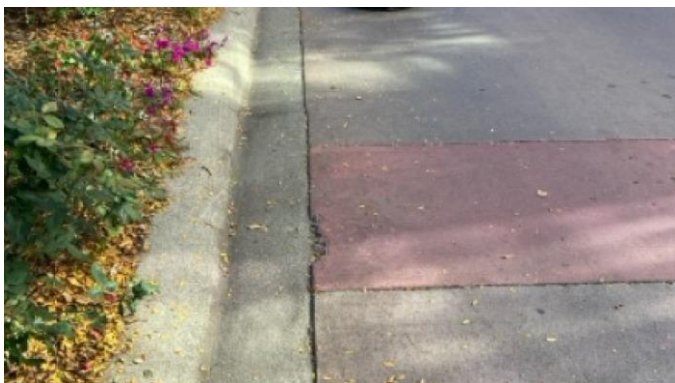
August 2024



DOWNTOWN KALAMAZOO



Highlights



AUGUST 2024 STATISTICS

CLEANING

Abandoned Property	140
Biohazardous Material	20
Graffiti - Removed	43
Lawn Care (hours)	2
Weed Abatement (block faces)	11
Power Washing (hours)	15
Flower Watering (gallons)	305
Trash (lbs)	14800

HOSPITALITY

Hospitality Assistance	53
Business Contact	5

SAFETY

Drinking in Public	3
Needles Found	9
Panhandling - Aggressive	0
Panhandling - Passive	5
Public Defecation/Urination	3
Safety Escorts	2
Visible Drug Use	1

OUTREACH

Transient	4
Unhoused/Sleeping	101

2024 STATISTICS													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
CLEANING													
Abandoned Property	23	24	64	109	80	154	98	140					692
Biohazardous Material	29	26	42	50	22	16	20	20					225
Graffiti - Removed	20	108	64	106	71	141	32	43					585
Lawn Care (hours)				8	9		1	2					20
Power Washing (hours)		3		13	6	19	10	15					66
Snow Removal (hours)													0
Trash (lbs)	6825	8975	10775	10900	12825	14725	11570	14800					91395
Flower Watering (gallons)						963	688	305					1956
Weed Abatement (block faces)				5	6		5	11					27
HOSPITALITY													
Business Contact		19	8	5	27	16	13	5					93
Hospitality Assistance	16	47	33	45	48	53	38	53					333
SAFETY													
Drinking in Public	2	8	8	22	3	6	4	3					56
Needles Found		3	3	3	4	6	2	9					30
Panhandling - Aggressive			3	2	0	2	6	0					13
Panhandling - Passive		2	21	11	6	5	3	5					53
Public Defecation/Urination		2	2	1	6		5	3					19
Safety Escorts	2	4	3	3	6			3					21
Visible Drug Use	2	6	37	29	1	3	1	1					80
OUTREACH													
Transient		15	25	10	0	1	4	4					59
Unhoused/Sleeping	32	89	195	470	292	85	72	101					1336



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Antonio Mitchell, Director of Community Planning and Economic Development

DATE: September 16, 2024

SUBJECT: Downtown Report

SUMMARY:

BACKGROUND:

RECOMMENDATION:



SEPTEMBER 2024 UPDATE

Downtown Kalamazoo

Kalamazoo Streets for All Projects

Kalamazoo Streets For All is a lane conversion project that will transform downtown Kalamazoo into a welcoming, inclusive and vibrant destination that offers safe travel for all modes of transportation.

Projects led by: Christina Anderson (Planning); James Baker (Engineering); Rebekah Kik (City Manager's Office Liaison)

Consultant team is: Progressive AE, C2D, and Wightman Engineering.

Updates can be found at <https://www.kalamazoocity.org/Community/Projects/Streets-for-All>

Sign up here: <https://kalamazoocity.us3.list-manage.com/subscribe?u=ab294794047fd50bdfbb847e8&id=cbae2f83cf>

Michikal Construction

Michikal Street is undergoing partial reconstruction in 2024, focusing on the northern lanes with a new non-motorized path, and the project is expected to finish by November 1. The road will reopen as a one-way street, with full two-way conversion pending completion of other downtown projects and Arcadia Creek flood mitigation work.

More information on Michikal Construction can be found at [Streets for All: Michikal Street \(2024\) City of Kalamazoo \(kalamazoocity.org\)](https://www.kalamazoocity.org/Community/Projects/Streets-for-All/Michikal-Street-2024)

Michigan Avenue Planning and Design

The City of Kalamazoo is inviting residents to help shape the redesign of Michigan Avenue by attending a series of meetings. These meetings will gather input for the two-way street redesign, with design work expected to begin this winter as part of the broader "Streets For All" initiative.

- **Community Open House** – held Thursday, Sept. 12 5:30 to 7:30 p.m. at the Epic Center, 359 S. Kalamazoo Mall.
- **Town Hall 1 – Oct. 10 5:30 – 7:30 p.m. – 315 W. Michigan Ave.** | See the first design options, shaped by the community feedback received so far. Share your thoughts and ideas to help continue improving the plan.
- **Town Hall 2 – Nov. 7 5:30 – 7:30 p.m. – 315 W. Michigan Ave.** | See the updated design options, based on community input. Share your thoughts and ideas to help continue improving the plan.
- **Open House – Dec. 5 5:30 – 7:30 p.m. – 315 W. Michigan Ave.** | Learn about the progress of the Michigan Ave. design and projects in the upcoming construction season. Stations will be set up to gather feedback.

2022 Parking Plan Implementation

The Parking Blueprint is organized into four sections defined by the following shared strategic objectives: (1) expanding parking supply/capacity; (2) managing parking demand; (3) improving/expanding mobility options; and (4) improving parking operations.

Parking Team: Led by Rob Bacigalupi (Mission North Consulting) with City staff Christina Anderson (Planning); Dennis Randolph and George Waring (Public Services); Rebekah Kik (City Manager's Office Liaison).

- Kalamazoo Mall meter kiosks installation date set for September 25 & 26
- On the evening of September 18, Park Kalamazoo employees and WMU students will be conducting a detailed parking count that will help guide policy on evening enforcement.

Parking Blueprint can be found at [parking-downtown-parking-management-blueprint-2023-update.pdf](https://www.kalamazoocity.org/Community/Projects/Parking-Blueprint-2023-update.pdf)

2023 GUD Marketing Consulting for Streets and Parking

The GUD Marketing Consulting for Streets and Parking is to support the communication, marketing and branding of the City's Streets for All project.

Communications + Marketing Committee: Led by Manny Garcia and Brooke Gieber (GUD Marketing) with City staff Christina Anderson (Planning); Neal Conway and Michael Smith (Communications); Dennis Randolph and George Waring (Public Services); Jerrid Burdue (Economic Development); Rebekah Kik (City Manager's Office Liaison).

Parking Committee: Led by Clarence Lloyd (Southwest Michigan First Chamber), Jane Ghosh (Discover Kalamazoo), Jessica Thompson and Curt Aardema (DDA/DEGA), and Sam Everts (Greenleaf Hospitality).

2024 WMU Economic Development Study

Awareness of impacts on local businesses as street conversion projects evolve throughout the Streets for All projects

Study led by: Center for Transportation and Livability at Western Michigan University – Dr. Jun Oh with City staff Christina Anderson (Planning); Dennis Randolph and George Waring (Public Services); Jerrid Burdue (Economic Development); Meghan Behymer (Downtown Coordinator); and Rebekah Kik (City Manager's Office Liaison).

- First quarterly downtown business-focused survey launched to gather feedback on economic activities and the accessibility of downtown.

Imagine Kalamazoo 2035

Imagine Kalamazoo 2035 (IK2035) is all about engagement: engagement with citizens, community groups, businesses, developers, investors, philanthropists, government and YOU. We're imagining a vision for Kalamazoo's future – discussing it, planning it, designing it, and acting on it.

Project led by: Rebekah Kik, Assistant City Manager and Christina Anderson, City Planner and Deputy Director of Community Planning and Economic Development

Updates can be found at [kalamazoo-city.org/IK2035](https://www.kalamazoo-city.org/IK2035)

Imagine Kalamazoo 2035 Kick Off Open House

The Imagine Kalamazoo 2035 process begins with an open house and presentation on Thursday, September 19 at the Kalamazoo Institute of Arts. The open house will start at 5 p.m., with a presentation from 6 - 7 p.m. The event will wrap up at 7:30 p.m.

Meetings on the Go

Want to get involved but can't attend a public meeting? The Meeting on the Go "kit" has everything you need to host your own discussion at your convenience and be part of Imagine Kalamazoo. It includes instruction sheets, discussion questions, participant worksheets, feedback questionnaires, and directions for recording and returning responses.

<https://www.kalamazoo-city.org/Government/Programs-Initiatives/Imagine-Kalamazoo/Imagine-Kalamazoo-Meeting-on-the-Go>

Imagine It! Survey

Want to share your input in a quick survey? Let us know your thoughts on happy and healthy cities and what Kalamazoo has been doing well, and what our community needs to focus on to achieve your vision.

<https://www.kalamazoo-city.org/Government/Programs-Initiatives/Imagine-Kalamazoo/Imagine-It-Survey>

2024 Projects from Notre Dame Public Realm Study

The Downtown Placemaking project seeks to add to the vibrancy with another alley activation, plaza redesigns that act as connectors, and enhancing the experience of the Kalamazoo Mall as a more active and engaging place. The city has identified 5 key public places downtown that are candidates for improvement.

Projects led by: Rebekah Kik (City Manager's Office); Christina Anderson (Planning); Patrick McVerry (Parks and Recreation); Dennis Randolph (Public Services); PJ Thuringer (Economic Development).

- Consultant team is Smith Group – Allison Marusic and Bob Doyle
- Placemaking – North Mall
- Placemaking – Exchange Place
- Placemaking – Farmer's Alley
- Placemaking – Bate's Alley
- Placemaking – S. Burdick between Lovell and Cedar

Updates can be found at [Kalamazoo Placemaking \(arcgis.com\)](https://www.kalamazoo.org/placemaking)

2024 Arcadia Creek Festival Place

Renovation effort for the Arcadia Creek Festival Place to include improvements of items like electrical and landscape, among other things.

Project led by: Rebekah Kik (City Manager's Office); Patrick McVerry (Parks and Recreation); James Baker (Engineering)

- Received \$2 Million grant from Redevelopment and Placemaking Fund MEDC
 - Received \$1.6 Million grant from City Commission
 - Applying for future grants to cover the estimated \$14 Million project
 - Event Planner monthly meetings – since May 2024
 - MEDC Technical Assistance for survey and market study
 - Survey in progress June 2024
 - Scope kick-off meeting in August
-

2023 Event Center Coordination

City Planning and Design team members include: Jim Ritsema and Rebekah Kik (City Manager's Office); Christina Anderson (Planning); James Baker (Engineering); Dennis Randolph (Public Services)

- Weekly meeting for utilities (Christina, Dennis, and James)
 - Monthly design meetings (Christina and Rebekah)
 - Annual meetings (Jim and Bill Johnson)
 - Special meetings as necessary
-

2024 PROTECT Grant for Arcadia Creek along Stadium Drive and Michikal (Levy Project)

Led by: Christina Anderson (Planning) and James Baker (Engineering).

- Consultant RFP is being developed
- Project may begin in 2025

Downtown Ambassador Program

Downtown Ambassadors are on the streets seven days a week to ensure that Downtown Kalamazoo is a clean, safe, and welcoming environment that appeals to visitors, residents, employees, and investors. The program is built upon a national best practice employed in successful downtowns and business districts across the county.

Program administered by: Downtown Economic Growth Authority with contracted firm Block by Block and City staff Meghan Behymer (Downtown Coordinator)

Information can be found at [Downtown Ambassador Program - Kalamazoo Downtown \(downtownkalamazoo.org\)](https://downtownkalamazoo.org)

METRICS	January	February	March	April	May	June	July	August
Graffiti Removed	20	108	64	106	71	141	32	43
Power Washing (hrs)	-	3	-	13	6	19	10	15
Hospitality Assistance	16	47	33	45	48	53	38	53
Trash Collected (lbs)	6825	8975	10775	10900	12825	14725	11570	14800
Weed Abatement (block faces)	-	-	-	-	6	-	5	11

Downtown Dollars Program

The Downtown Dollars program is designed to promote economic growth in the downtown area by encouraging local spending. Customers purchase Downtown Dollars to be redeemed at participating businesses, fostering a vibrant and thriving downtown community.

Program administered by: City of Kalamazoo, Community Planning and Economic Development

Information can be found at [Shop local with Downtown Dollars - Kalamazoo Downtown \(downtownkalamazoo.org\)](https://downtownkalamazoo.org)

METRICS	January	February	March	April	May	June	July	August
Participating Businesses	49	49	49	49	49	49	49	50
Downtown Dollars Purchased	\$885	\$130	\$155	\$2,465	\$2,880	\$1,110	\$370	\$9,435
Downtown Dollars Redeemed	\$2,485	\$1,700	\$1,220	\$1,720	\$1,265	\$1,350	\$1,415	\$4,545

TOTAL YTD 2024

Downtown Dollars Purchased = \$17,535

Downtown Dollars Redeemed = \$15,975

Total Downtown Dollars in Circulation = \$134,205

TOTAL Program Life (09/2019 – 08/2024)

Downtown Dollars Purchased = \$497,090

Downtown Dollars Redeemed = \$350,055



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: Resolution to Approve 2025 Events and Marketing Sponsorship Policy

SUMMARY:

The proposed changes to the Events and Marketing Committee's sponsorship policy include the requirement for applicants to submit their sponsorship forms at least 60 days before the event, in line with requirements by Parks and Recreation for special event applications. Additionally, sponsorship recipients must provide a detailed post-event report within 30 days. This report requires specific metrics, such as weather conditions, attendee demographics, collaborations/sponsorships, a budget breakdown comparing expectations versus actuals, subjective input from stakeholders, marketing effectiveness, public safety and accessibility measures, community engagement, media coverage, and lessons learned.

BACKGROUND:

RECOMMENDATION:

Approve the updated Events and Marketing Committee Sponsorship Policy

Events and Marketing Sponsorship Policy

Overview

The Kalamazoo Downtown Development Authority (DDA) and Downtown Economic Growth Authority (DEGA) Events and Marketing Committee is committed to supporting events that enhance the vibrancy of downtown Kalamazoo. We offer sponsorship opportunities of up to \$2,500 for partial or single-day events, and up to \$5,000 for multi-day events.

- **Review Process:** Applications are reviewed on a rolling basis.
- **Award Details:** Sponsorships are non-negotiable grants and are not guaranteed.
- **Discretion:** Awards are at the discretion of the DDA and DEGA, subject to applicable laws.

Eligibility/Requirements

- The event must be located within the DEGA boundaries.
- Organizations, individuals, and groups are eligible to apply.
- The event must benefit and stimulate downtown businesses, aligning with DDA and DEGA statutes.
- Events may not promote political views, violence, discrimination, hate, or profanity.
- Applicants are responsible for obtaining necessary permits and paying associated fees, consulting with the City of Kalamazoo Parks Department as needed.
- Applicants must submit a 90-second video explaining their event.
- Applications must be submitted at least 60 days before the event date.
- Applicants must complete and submit the application form online.

Post-Event Reporting Requirement

Sponsorship recipients are required to submit a written report within 30 days after the event. This report must include:

- **Weather Conditions:** Overview of the weather during the event.
- **Attendance**
 - Total number of attendees.
 - Breakdown by demographics (age, gender, etc.), if available.
- **Collaborations/Sponsorships:** Details of partnerships or sponsorships involved in the event.
- **Budget Breakdown:** Comparison of expected vs. actual budget outcomes
- **Subjective Input**
 - Qualitative feedback and insights from organizers, participants, and key stakeholders.
 - Testimonials or quotes from attendees, if available.
- **Marketing and Promotion Analysis**
 - Details on marketing efforts (social media, flyers, ads).
 - Engagement metrics (e.g., social media reach, website visits)
 - Effectiveness of marketing strategies.

- **Public Safety and Accessibility**
 - Any incidents or safety concerns during the event.
 - Measures taken to ensure accessibility for all attendees, including people with disabilities.
- **Community Engagement:** how the event engaged with and included the local community.
- **Media Coverage**
 - Summary of media coverage (e.g., news articles, interviews)
 - Links or copies of media features.
- **Lessons Learned**
 - Challenges encountered and how they were addressed.
 - Considerations for future events.

Conflict of Interest

Any applicant who serves on the DDA, DEGA Boards, or the Events and Marketing Committee must disclose any conflicts of interest and abstain from the selection process.

Important Dates

- Funding decisions are made quarterly.
- Fund disbursement may take up to 30 days post-approval.

**CITY OF KALAMAZOO
DOWNTOWN ECONOMIC GROWTH AUTHORITY
KALAMAZOO COUNTY, MICHIGAN**

**RESOLUTION TO APPROVE 2025 EVENTS AND MARKETING
SPONSORSHIP POLICY**

WHEREAS, the City of Kalamazoo Downtown Economic Growth Authority (the “DEGA”) operates pursuant to the authority of the Corridor Improvement Authority Act, Act 280 of the Public Acts of Michigan of 2005, as amended, MCL 125.2871 et seq., and now recodified within Part 6 of Public Act 57 of 2018 (the “Act”); and

WHEREAS, the Events and Marketing Committee has prepared and approved an Events and Marketing Sponsorship Policy (the “Policy”) for the 2025 calendar year and now recommends the approval of the Policy to the DEGA; and

WHEREAS, the DEGA deems it in the best interest of the City to adopt such Policy.

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. That the 2025 Events and Marketing Sponsorship Policy is hereby approved in substantially the form presented at this meeting with such modifications not materially adverse to the DEGA approved as to content by the Board Chairperson and as to form by legal counsel.

3. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: September 16, 2024

Matt Hollander, Secretary

CERTIFICATION

I hereby certify that the above is a true and complete copy of a resolution adopted by the Board of Directors of the Downtown Economic Growth Authority of the City of Kalamazoo at a meeting held on September 16, 2024 and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____

Matt Hollander, Secretary



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: Resolution to Establish Business Recruitment and Retention Committee

SUMMARY:

BACKGROUND:

RECOMMENDATION:

**CITY OF KALAMAZOO
DOWNTOWN ECONOMIC GROWTH AUTHORITY
KALAMAZOO COUNTY, MICHIGAN**

**RESOLUTION TO ESTABLISH BUSINESS RECRUITMENT AND
RETENTION COMMITTEE**

WHEREAS, the City of Kalamazoo Downtown Economic Growth Authority (the “DEGA”) operates pursuant to the authority of the Corridor Improvement Authority Act, Act 280 of the Public Acts of Michigan of 2005, now recodified within Part 6 of Public Act 57 of 2018 (the “Act”); and

WHEREAS, the DEGA now desires to establish a Business Recruitment and Retention Committee in order to review and recommend matters related to supporting the attraction, growth, and retention of businesses within the downtown district, including identifying opportunities for economic development, fostering partnerships, and addressing the needs of current and prospective businesses.

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. That the Business Recruitment and Retention Committee is hereby established for the purpose detailed above.
2. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: September 16, 2024

Matt Hollander, Secretary

CERTIFICATION

I hereby certify that the above is a true and complete copy of a resolution adopted by the Board of Directors of the Downtown Economic Growth Authority of the City of Kalamazoo at a meeting held on September 16, 2024 and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____

Matt Hollander, Secretary



Downtown Economic Growth Authority Staff Report

City of Kalamazoo

TO: The Downtown Economic Growth Authority Board of Directors

FROM: Meghan Behymer, Downtown Coordinator

DATE: September 16, 2024

SUBJECT: Resolution to Support Changes to Downtown Kalamazoo Social District Hours of Operation

SUMMARY:

BACKGROUND:

RECOMMENDATION:

**CITY OF KALAMAZOO
DOWNTOWN ECONOMIC GROWTH AUTHORITY
KALAMAZOO COUNTY, MICHIGAN**

**RESOLUTION TO APPROVE AND RECOMMEND ADOPTION BY THE
CITY COMMISSION A CHANGE TO SOCIAL DISTRICT HOURS**

WHEREAS, the City of Kalamazoo Downtown Economic Growth Authority (the “DEGA”) operates pursuant to the authority of the Corridor Improvement Authority Act, Act 280 of the Public Acts of Michigan of 2005, as amended, MCL 125.2871 et seq., and now recodified within Part 6 of Public Act 57 of 2018 (the “Act”); and

WHEREAS, the City Commission has designated and established a Social District and Commons Area within the City pursuant to MCL 436.1551; and

WHEREAS, as required by MCL 436.1551, the City Commission subsequently defined and clearly marked the Commons Area with signs, established local management and maintenance plans including, but not limited to, hours of operation for submittal to the Michigan Liquor Control Commission, and continually maintains the Social District in a manner that protects the health and safety of the community; and

WHEREAS, City staff is proposing an extension of the Social District hours from 10 PM to 12 AM, Sunday through Thursday, thereby opening the Social District Commons Area every day from 10 AM until midnight; and

WHEREAS, the DEGA now wishes to consent to the proposed changes to the Social District operating hours in an effort to bring more people downtown, enhance downtown nightlife, and streamline operations for business owners.

.NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. That the DEGA hereby consents to and approves of the extended Social District operating hours as recommended by City staff.

2. That all resolutions or parts of resolutions in conflict herewith shall be and the same are hereby rescinded.

YEAS: Boardmembers _____

NAYS: Boardmembers _____

ABSTAIN: Boardmembers _____

ABSENT: Boardmembers _____

RESOLUTION DECLARED ADOPTED.

Dated: September 16, 2024

_____, Secretary

CERTIFICATION

I hereby certify that the above is a true and complete copy of a resolution adopted by the Board of Directors of the Downtown Economic Growth Authority of the City of Kalamazoo at a meeting held on September 16, 2024 and that public notice of said meeting was given pursuant to, and in compliance with, Act 267 of the Public Acts of Michigan of 1976, as amended.

Dated: _____

_____, Secretary