

HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

June 20, 2019 Meeting - Communication

To: DDA Members and Staff
From: Dan King
Date: June 14, 2019
Subject: Information regarding the June 20, 2019 Meeting

The next regularly scheduled meeting of the Hastings DDA is scheduled for **8:00 a.m.** on June 20th at City Hall.

5. Receive Financial Statements and Budget Review

Financial statements for April 30, 2019 have been included in your packet. We have also included the monthly budget as well as the line item budget. We will do this again next month and then go to a quarterly format for the line item budget.

8. A. Tree and Tree Grate Discussion

The trees on State Street have been viewed by an arborist and the future for all those locusts look bleak. We have had some input from State Street merchants. A few of the options include: removing all the trees and replacing with flower boxes with bench seating, removing all of the trees and replacing every other grate with a hardier tree and every other grate with a flower box, removing all the trees and replace with artificial trees with built in lighting. I anticipate a good discussion!

9. A. WWMT Banner Ad Discussion for FY 19/20

Suzin Claver from WWMT dropped off the banner ad proposal for WWMT website. The marketing committee was not able to meet to discuss the proposal so it has been included in the packet for discussion.

See you next Thursday!

Dan

**HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY
AGENDA**

Meeting Thursday, June 20, 2019

MEETING AT CITY HALL

1. Call to Order/ Roll Call. (Meeting starts at 8:00 a.m.)
2. Pledge to the Flag
3. Approval/Additions/Deletions to Agenda
4. Approval of Minutes – May 16, 2019 Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG update
7. Open Public Discussion and Comments
8. Old Business
 - A. Tree and Tree Grate Discussion
9. New Business
 - A. WWMT Banner Ad Discussion for FY 19/20
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

City of Hastings
Downtown Development Authority
DRAFT Meeting Minutes
May 16, 2019

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:02 a.m. by Woods

Roll Call—

Present: Baker, Bolthouse, Denton, Hatfield, Tossava, Tubbs, Woods
Absent: Albrecht, Button

2. Pledge to the Flag

3. Approval/Additions/Deletions to Agenda—

Woods added the following items to the agenda under New Business

C. Façade Grant Application for 128 S. Jefferson St.

D. Façade Grant Application for 502 W. State St.

E. Annual Professional Services Reimbursement Request from Thornapple Arts Council

Motion by Hatfield, second by Denton to approve the agenda as amended

All ayes, motion carried

4. Approval of Minutes—

Motion to approve the minutes of the April 18, 2019 DDA meeting as presented

All ayes, motion carried

5. Receive Financial Statements & Budget for Review—

King- The expenditure of \$9,192.00 for the eight leased sculptures from the he Midwest Sculpture Initiative and the expenditure of \$1,105.73 for irrigation maintenance are included in the May financial report

Denton asked that the budget spread sheet be reformatted so all columns would print on one page

6. Façade and BEIG Update-

King- We have developed a form for BEIG loan commitments similar to the form currently being used for the façade grant program; the 2018/2019 façade grant budget reflects that enough funds are available to fulfill the façade grant requests included on today's agenda

7. Open Public Comment and Discussion – None

8. Old Business

A. Annual Billboard Content Placement Discussion-

Woods- the marketing committee had an email type meeting to discuss the billboard designs; the consensus was that some of the designs used in the past were good and some were not; but the committee recommends keeping the designs fairly generic and not focused on specific events

B. Discuss Amendment to Façade Grant Policy Regarding \$100 Fee-

King- The city's clerk/treasurer has pointed out that the DDA is the only City of Hastings entity that refunds an application fee; it is her recommendation that the DDA amend its façade grant policy to make the application fee non-refundable

Motion by Tossava, second by Hatfield, to amend the DDA façade grant policy, effective July 1, to make the application fee non-refundable

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Tubbs, Woods

Nays: None

Absent: Albrecht, Button

All ayes, motion carried

C. Chickadee Films Contract (Videography)-

King- Per the DDA's approval and direction, a contract had been signed with Emma Parker, proprietor of Chickadee films to produce three videos for the City's Downtown webpage; the videos will focus on arts and entertainment, housing and downtown shopping

9. New Business

A. Barry County Fair Booth Contract—

King- As in years past, the DDA, Thornapple Township and the Village of Middleville will split the cost for a booth at the fair; the cost will be \$200 each

Motion by Hatfield, second by Tubbs, to approve the contract for a booth at the Barry County Fair for \$600, with the cost to be split evenly between the DDA, Thornapple Township, and the Village of Middleville

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Absent: Albrecht, Button

All ayes, motion carried

B. Zwei Bruder Front Façade Grant Application-

King-The DDA previously approved a façade grant application, minus architectural fees, for the rear of the buildings, located at 126 and 130 E. State St.; Zwei Bruder is submitting a grant application for the front of the same buildings prior to commencing work on the front facades; the applicant is aware that since they have been approved for a grant in the FY 18/19, this request, if approved cannot be disbursed until the beginning of the FY 19/20, starting July1

Motion by Tossava, second by Bolthouse, to approve the application for \$11,000 (\$5,000 per address and \$500 per address for architectural fees) as presented

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Tubbs, Woods

Nays:

Absent: Albrecht, Button

All ayes, motion carried

Board asked staff to look into the cost of improving the water main to allow the installation of sprinkler systems in the downtown business district and whether the City or the DDA would be responsible for the cost

Tubbs left meeting at 8:45 a.m.

C. Façade Grant Application for 128 S. Jefferson St.

King-The applicant, Jefferson Street Investors, is requesting a \$5,500 façade grant for window and door replacement on the S. Jefferson St. elevation; the cost includes \$500 architectural cost reimbursement

Motion by Denton, second by Bolthouse, to approve the application as presented

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht, Button, Tubbs

All ayes, motion carried

D. Façade Grant Application for 502 W. State St.-

King- Applicants are requesting a \$3,767.50 façade grant for exterior wall replacement, breezeway extension and window replacement on the east end of the building, plus vinyl siding and soffit trim

Motion by Denton, second by Hatfield, to approve the application as presented

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht, Button, Tubbs

All ayes, motion carried

E. Thornapple Arts Council Annual Professional Services Reimbursement Request-

King-This annual request for reimbursement totaling \$5,925 for professional services has already been approved as part of the DDA FY 18/19 budget

Motion by Tossava, second by Denton, to approve the request as presented

Ayes: Baker, Bolthouse, Denton, Hatfield, Tossava, Woods

Nays:

Absent: Albrecht, Button, Tubbs

All ayes, motion carried

10. DDA Member Comment –

Woods- asked if the City Department of Public Services was looking into removing and potentially replacing the dead trees on the south side of State Street

Staff was directed to inquire about the removal of dead trees in the downtown business district

DDA discussed tree grate replacement and the need to remove and replace the trees before the grates are replaced

Woods reminded the board that Denton would be chairing the June meeting in her absence

11. Open Public Comment and Discussion – None

12. Meeting adjourned at 9:12 a.m.

Motion by Tossava, second by Bolthouse to adjourn

All ayes, motion carried.

Patty Woods, Chair

Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

CITY OF HASTINGS

BALANCE SHEET
AS OF APRIL 30, 2019

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

		<i>FISCAL YTD</i> <i>30-APR-19</i>	<i>FISCAL YTD</i> <i>30-APR-18</i>
<u>ASSETS</u>			
248-000-001-001	CASH COMMON CHECKING	.00	251,600.48
248-000-017-050	MI CLASS INVESTMENT - POOLED	313,376.69	.00
	TOTAL ASSETS	313,376.69	251,600.48
 <u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
248-000-314-101	ADVANCE FROM GEN FUND	20,416.45	75,510.44
	TOTAL LIABILITIES	20,416.45	75,510.44
 <u>FUND EQUITY</u>			
248-000-370-000	FUND BAL - NONSPND - PREPD EXP	.00	550.00
248-000-375-000	FUND BALANCE - RESTRICTED	110,441.48	.00
248-000-390-000	FUND BALANCE - UNASSIGNED	.00	10,613.33
	REVENUE OVER EXPENDITURES - YTD	182,518.76	164,926.71
	TOTAL FUND EQUITY	292,960.24	176,090.04
	TOTAL LIABILITIES AND EQUITY	313,376.69	251,600.48

CITY OF HASTINGS

DETAIL REVENUES AND EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING APRIL 30, 2019

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

	THIS MONTH ACTUAL 30-APR-19	THIS YEAR FISCAL YTD 30-APR-19	REVISED BUDGET 2018-2019	THIS YEAR YTD % OF BUDGET	LAST YEAR FISCAL YTD 30-APR-18	REVISED BUDGET 2017-2018	LAST YEAR YTD % OF BUDGET	LAST YEAR FULL YEAR ACTUAL
REVENUES								
248-100-425-000 PROPERTY TAXES TIFA	.00	395,357.17	408,711	97%	397,431.62	410,186	97%	397,431.62
248-100-573-248 CNTRB ST LCSEA APPROPRIATION	.00	35,033.75	35,000	100%	35,526.25	35,526	100%	35,526.25
248-100-664-000 INTEREST EARNED	635.87	3,624.95	400	906%	437.86	120	365%	518.36
248-100-675-000 CNTRB PRIV SOURCES OTHER	.00	2,772.15	10,000	28%	6,624.15	10,000	66%	14,149.15
TOTAL REVENUES	635.87	436,788.02	454,111	96%	440,019.88	455,832	97%	447,625.38
TOTAL REVENUE & INCOMING TRANSFERS	635.87	436,788.02	454,111	96%	440,019.88	455,832	97%	447,625.38

CITY OF HASTINGS
 DETAIL REVENUES AND EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 10 MONTHS ENDING APRIL 30, 2019

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY

	THIS MONTH ACTUAL 30-APR-19	THIS YEAR FISCAL YTD 30-APR-19	REVISED BUDGET 2018-2019	THIS YEAR YTD % OF BUDGET	LAST YEAR FISCAL YTD 30-APR-18	REVISED BUDGET 2017-2018	LAST YEAR YTD % OF BUDGET	LAST YEAR FULL YEAR ACTUAL
D D A								
248-730-807-000 PROF SRVC MARKETING	850.00	22,085.25	30,000	74%	22,079.71	31,000	71%	27,812.81
248-730-815-090 PROF SRVC OTHER	9,467.01	10,292.04	31,500	33%	14,276.02	24,725	58%	21,292.44
248-730-818-000 CONTRACTUAL SERVICES	.00	.00	1,500	0%	.00	1,500	0%	550.00
248-730-820-000 FACADE IMPRVMTS	(100.00)	(300.00)	50,000	(1%)	16,200.00	50,000	32%	23,049.81
248-730-873-000 CONF WRKSHIP TRNG	.00	628.32	300	209%	189.05	0	0%	189.05
248-730-920-000 PUBLIC UTILITIES	.00	8,266.75	15,000	55%	7,966.82	10,483	76%	8,503.31
248-730-956-000 MISCELLANEOUS	37.52	52.02	1,000	5%	.00	1,000	0%	.00
248-730-957-000 PROPERTY TAXES	.00	1,245.45	0	0%	.00	0	0%	.00
248-730-958-000 MEMBERSHIP & DUES	.00	.00	600	0%	270.00	520	52%	270.00
248-730-971-000 CAP OUT LAND IMPRVMTS	.00	7,491.00	66,000	11%	1,176.00	86,000	1%	53,376.00
248-730-973-000 CAP OUT MACH & EQPT	1,105.73	2,088.98	33,000	6%	.00	12,000	0%	.00
248-730-987-000 INTEREST EXPENSE	60.53	1,030.45	3,000	34%	2,389.03	5,000	48%	2,757.27
TOTAL D D A	11,520.79	52,880.26	231,900	23%	64,546.63	222,228	29%	137,800.69
OUTGOING TRANSFERS								
248-965-999-101 TRANSFER TO GEN FUND ADM	.00	185,427.00	185,427	100%	194,584.54	194,584	100%	194,584.54
248-965-999-447 TRANSFER TO GEN FUND PKG SAD	.00	15,962.00	15,962	100%	15,962.00	15,962	100%	15,962.00
TOTAL OUTGOING TRANSFERS	.00	201,389.00	201,389	100%	210,546.54	210,546	100%	210,546.54
TOTAL EXPENDITURES & OUT TRANSFERS	11,520.79	254,269.26	433,289	59%	275,093.17	432,774	64%	348,347.23
NET REVENUES OVER EXPENDITURES	(10,884.92)	182,518.76	20,822		164,926.71	23,058		95,278.15

DDA Budget 2019/2020					
Account Number	Title	Budget	Year to Date	Projected	Recommended 2019/2020
	Tax Capture	\$ 408,711	\$ 395,357	\$ 395,357	\$ 393,000
	Interest Earned	\$ 400	\$ 4,503	\$ 5,000	\$ 7,000
	LCSA Appropriation	\$ 35,000	\$ 35,034	\$ 35,034	\$ 34,500
	CNTRB- Marketing	\$ 10,000	\$ 2,722	\$ 4,000	\$ 5,000
	~Private Sources				
	~Hastings Live	\$ 500			\$ 500
	~Barry Roubaix	\$ 1,100			\$ 1,100
	~Farmer's Market Publication	\$ 400			\$ 400
	~Home Show Space	\$ 800			\$ 800
	Rotary Plaza Commission	\$ 875			\$ 850
	Undetermined	\$ 6,325	\$ 2,722	\$ 4,000	\$ 1,350
	Total Revenue	\$ 454,111	\$ 437,616	\$ 439,391	\$ 439,500
248.730.702.000	Salaries Supervision	\$ -			
248.730.706.000	Labor Full Time DPS	\$ -			
248.730.714.000	Fringe Benefits	\$ -			
248.730.739.000	Furnishing Equipment	\$ -			
248.730.807.000	Marketing	\$ 30,000			\$ 30,000
	J-Ad Hastings Live	\$ 5,000	\$ 1,710	\$ 1,710	\$ 1,000
	Summerfest	\$ 1,000			\$ 1,000
	Jingle and Mingle	\$ 2,900	\$ 2,900	\$ 2,900	\$ 2,900
	Ball Drop	\$ 2,000	\$ 2,000	\$ 2,000	\$ 1,000
	Farmer's Market	\$ 1,000			\$ 1,000
	Gus Macker	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500
	Barry Roubaix	\$ 2,000			\$ 2,000
	Website and Videos	\$ 2,500	\$ 65	\$ 65	\$ 250
	Underdetermined Marketing Projects				\$ 500
	Billboards	\$ 12,000	\$ 8,445	\$ 9,500	\$ 12,000
	WBCH	\$ 950	\$ 950	\$ 950	\$ 950
	Buskers	\$ 600		\$ 600	\$ 600
	Michigan Trials	\$ 1,000	\$ 736	\$ 736	\$ 800
	Booth Rentals/Fairgrounds	\$ 400	\$ 1,040	\$ 1,040	\$ 400
	Road Trippin	\$ 1,500	\$ 1,500	\$ 1,500	\$ -
	Farmer's Market Market Master	\$ 1,250	\$ 1,250	\$ 1,250	\$ -
	DBT Website	\$ -	\$ 250	\$ 250	\$ -
	J-Ad Graphics (XMAS)	\$ 2,100	\$ 2,900	\$ 2,900	\$ 2,100
	Progressive Graphics	\$ -	\$ 599	\$ 599	\$ 2,000
	Colleen Acker (Busker)		\$ 50	\$ 50	
	J-Ad Event Schedules		\$ 205	\$ 205	
	Total Marketing	\$ 37,700	\$ 26,100	\$ 27,755	\$ 30,000
248.730.815.090	Professional Services	\$ 31,500			\$ 31,500
	Chamber of Commerce	\$ 2,000		\$ 2,000	\$ 2,000
	Project Design	\$ 2,500		\$ -	\$ -
	Public Art-Sculpture- MSI	\$ 14,300	\$ 14,152	\$ 14,152	\$ 14,300
	TAC	\$ 5,925		\$ 5,925	\$ 5,925
	Engineered Protection Services	\$ 1,500	\$ 1,104	\$ 1,500	\$ 1,500
	Videography		\$ 1,000	\$ 3,000	\$ 7,775

Total Prof. Services		\$ 26,225	\$ 16,256	\$ 26,577	\$ 31,500
248.730.818.000	Con.Serv. (Maintenance)	\$ 1,500			\$ 1,500
	Spray Plaza Maintenance	\$ 1,000			
	Lawn Maintenance	\$ 500			
	Pixlevine		\$ 550	\$ 550	
248.730.820.000	Façade Improvements	\$ 50,000			\$ 50,000
248.730.820.000	Admin Services	\$ -			
248.730.873.000	Conferences/Trainings	\$ 300			
	MFEA	\$ 295	\$ 295	\$ 295	\$ 300
	Boyne USA	\$ 333	\$ 333	\$ 333	\$ 350
	Other Training				\$ 350
Total Conf./Training		\$ 628	\$ 628	\$ 628	\$ 1,000
248.730.900.000	Printing and Publishing	\$ -			
248.730.920.000	Public Utilities	\$ 15,000	\$ 8,699	\$ 11,000	\$ 9,300
248.730.943.000	Equipment Rental	\$ -			
248.730.956.000	Miscellaneous	\$ 1,000	\$ 52		\$ 1,000
248.730.958.000	Membership Dues	\$ 600			\$ 600
	West Michigan Tourist Assoc.	\$ 270			
	MI Festivals and Events	\$ 250			
Total Membership		\$ 520	\$ -	\$ -	\$ -
248.730.971.000	Cap. Out (Land Improve)	\$ 66,000			\$ 88,000
	Brick Sealing/Repair	\$ 5,000			\$ 5,000
	Tree Grates/Vaults Repair	\$ 5,000		\$ 10,000	\$ 25,000
	Parking Lot Imp/Paving	\$ 48,000			
	Fencing/Screening	\$ 5,000			
	Lighting conduit/Switching and Panels	\$ 5,000			
	Wayfinding	\$ 1,000	\$ 126		\$ 1,000
	Downtown Street Short Pole Globes	\$ 3,000	\$ 12,255	\$ 12,555	
	Street Light Painting				\$ 18,000
248.730.973.000	Cap. Out (Mach and Equipment)	\$ 33,000			
	Lighting and Bollards	\$ 7,000			
	Lighting- Paint	\$ 5,000			
	Sculpture Purchase				
	Spray Plaza Maintenance	\$ 21,000	\$ 983		
	Irrigation Maintenance		\$ 1,106		
248.730.997.000	Interest Expense	\$ 3,000	\$ 1,081	\$ 1,200	\$ 600
Total Expenditures		\$ 223,745	\$ 110,822	\$ 145,226	\$ 243,500
Transfer to Gen Fund	Administration	\$ 185,427	\$ 185,427	\$ 185,427	\$ 180,000

DDA Budget 2018/2019					
Revenue		Budget	Previous Periods	5/08 - 6/13	YTD
Tax Capture (TIF)		\$408,711.00			\$395,357.17
	Summer Tax Collection		\$395,357.17		
LCSA Appropriation		\$35,000.00			
Interest Earned		\$400.00			\$4,503.02
	Interest		\$2,989.08	\$1,513.94	
CNTRB-Marketing	Private Sources	\$10,000.00			\$2,722.15
248-100-675-000	2018 Event Sponsors (15)		\$2,722.15		
Total Revenue		\$454,111.00		\$1,513.94	\$402,582.34
Expenditure					
248.730.807.000	Prof. Services (Marketing)	\$30,000.00			\$26,100.25
	WWMT Road Trippin		\$1,500.00		
	J-Ad Graphics Hast. Live Broch.		\$1,710.00		
	Rockford Advertising		\$736.25		
	Adams Outdoor		\$6,420.00	\$2,025.00	
	B. C. Chamber DBT Website		\$250.00		
	B.C Chamber Ball Drop		\$2,000.00		
	B.C Ag Society Home Show Bth.		\$600.00		
	WBCH		\$950.00		
	J-Ad Graphics (XMAS adverts.)		\$1,777.37		
	BC Shopper (J-Ad XMAS adverts)		\$1,122.63		
	Progressive Graphics		\$599.00		
	BC Foundation Farmer's Market		\$1,250.00		

	BC Chamber Jingle and Mingle		\$2,900.00		
	J-Ad Graphics (Event Schedules)		\$205.00		
	Pixlevine		\$65.00		
	Colleen Acker (Busker)			\$50.00	
	B. C Ag Society Fair Booth			\$440.00	
	B. C. Chamber Gus Macker			\$1,500.00	
248.730.815.090	Prof. Services (Other)	\$31,500.00			\$16,252.04
	EPS		\$825.03	\$275.01	
	MSI (Sculptures)		\$9,192.00	\$4,960.00	
	Chick-A-Dee Films			\$1,000.00	
248.730.818.000	Contractual Services	\$1,500.00			\$550.00
	Pixlevine			\$550.00	
248.730.820.000	Façade Improvements (Attached)	\$50,000.00			(\$600.00)
	Façade Application Fee (3)		(\$300.00)	(\$300.00)	
248.730.873.000	Conf/Wrkshp/Training	\$300.00			\$628.32
	Mich Festivals		\$295.00		
	Boyne USA, Inc.		\$333.32		
248.730.920.000	Public Utilities	\$15,000.00			\$8,699.47
	City of Hastings (Water)		\$7,837.76	\$333.74	
	Consumers (Elec.)		\$428.99	\$98.98	

248.730.958.000	Miscellaneous	\$1,000.00			\$52.02
			\$52.02		
248.730.958.000	Membership Dues	\$600.00			\$0.00
248.730.971.000	Capital Outlay (Land Imp.)	\$66,000.00			\$12,381.00
	Doornbos Sign		\$126.00		
	Spring City Electric (Globes)		\$7,365.00	\$4,890.00	
248.730.973.000	Capital Outlay (Mach. & Equip.)	\$33,000.00			\$2,088.98
	Spray Plaza Solenoid Valve		\$983.25		
	Irrigation Maintenance		\$1,105.73		
248.730.997.000	Interest Expense	\$3,000.00			\$1,081.44
			\$1,030.45	\$50.99	
Total Expenditures		\$231,900.00		\$15,873.72	\$67,233.52
Transfers					
Transfer to Gen. Fund	Administration	\$185,427.00			\$185,427.00
	Transfer to Gen. Fund (taxes)		\$185,427.00		
Transfer Gen Fund	Parking SAD	\$15,962.00			\$15,962.00
	Transfer to Gen. Fund (SAD)		\$15,962.00		
Total Transfers		\$201,389.00			\$201,389.00

Total Expenditures & Transfers		\$433,289.00		\$268,622.52
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CITY OF HASTINGS

BEIG PROGRAM

AS OF APRIL 30, 2019

	FISCAL YTD 30-APR-2019	FISCAL YTD 30-APR-2018
<u>LOANS OUTSTANDING</u>		
101-000-037-000 RECEIVABLE BEIG RVLG LOANS	11,985.62	16,108.58
<u>PROGRAM RESOURCES</u>		
101-000-313-000 RESTRICTED FB - BEIG REV LOAN	.00	100,947.05
101-000-375-000 FUND BAL - RESTR - BEIG REV LN	100,000.00	.00
<u>CASH ON HAND</u>	88,014.38	84,838.47

BEIG LOAN TOTAL BUDGET		\$100,000.00
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	6/14/2019	
<i>Total BEIG Loans Outstanding as of April 30, 2019</i>		\$11,985.62

TOTAL		\$11,985.62
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BEIG Loans Committed and Not Funded

124 E. State Street - Leonard, Inc./Smokey Mountain Tobacco	4/18/2019	\$10,000.00
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TOTAL		\$10,000.00
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Total Approved 2018/2019 Budget		\$100,000.00
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Total Outstanding and Approved Projects 2018/2019 Budget		\$21,985.62
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Available for Loan Commitments		\$78,014.38
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Façade Improvement Grant 2018/2019 Budget**\$50,000.00**

June 14, 2019

Paid FY 2018/19 To Date (5-2019)TOTAL **\$0.00*****Façade Grants Pledged for the 2018/2019 FY Budget***

410 W. State Street Façade Grant Application - Butler	2/15/2018	\$5,000.00
126 E. State Street Façade Grant Application - Zwei Bruder Development	3/21/2019	\$5,000.00
130 E. State Street Façade Grant Application - Zwei Bruder Development	3/21/2019	\$5,000.00
228 N. Jefferson Street Façade Grant Application - Hastings Riverwalk Café	4/18/2019	\$2,890.00
126 E. State Street Front Façade - Zwei Bruder FY 19/20	5/16/2019	\$5,000.00
130 E. State Street Front Façade - Zwei Bruder FY 19/20	5/16/2019	\$5,000.00
128 S. Jefferson Street - Jefferson Street Investors (Main Street BBQ)	5/16/2019	\$5,000.00
502 W. State Street - Robert and Danielle Bercier	5/16/2019	\$3,767.50
TOTAL		\$36,657.50

Architectural Renderings Pledged for the 2018/2019 FY Budget

410 W. State Street Façade Grant Application - Butler	2/15/2018	\$500.00
126 E. State Street - Zwei Bruder FY 19/20	5/16/2019	\$500.00
130 E. State Street - Zwei Bruder FY 19/20	5/16/2016	\$500.00
128 S. Jefferson Street - Jefferson Street Investors	5/16/2019	\$500.00
TOTAL		\$2,000.00

Total Approved 2018/2019 Budget **\$50,000.00****Total Approved 2018/2019 Projects** **\$38,657.50**Available **\$11,342.50**



Promoting Hastings Live concert series 2019 Banners on WWMT.com in your driving geography, pick your zip codes

Week by Week placement of banners with click through to your Friday Night events on:
<https://downtownhastings.com/hastings-live-summer-series/>

Weekly banners to run Sunday – Friday featuring event of the week
25,000 impressions in your zip codes

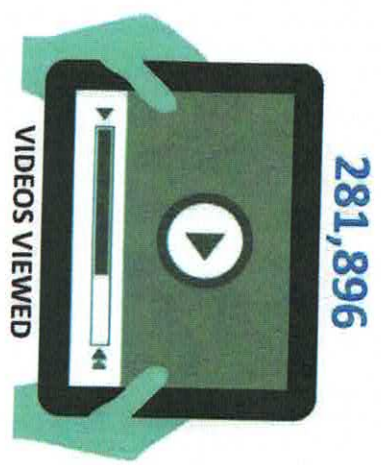
Each week has a different event. New artwork for each week	
3 weeks would run 75,000 impressions featuring 3 different bands	\$750
4 weeks in a month \$100,000 impressions	\$1000

Events we feature will determine your monthly budget. *

* 2019 early bird price is discounting, using the \$10 CPM yet letting you GeoTarget by Zip.



WWMT Digital Audience Overview March 2019



77% MOBILE/TABLET 23% DESKTOP



WEATHER APP



NEWS APP

822K **17,361**
Screen Views Users
+128% YOY +72% YOY

2:08 MINUTES

Average time spent per visit.

2.1M **27,195**
Screen Views Users
+49% YOY +4% YOY

3:26 MINUTES

Average time spent per visit.

130,222

Videos viewed

f 198,752 **t** 55,329

Suzin Claver (269) 388-3794 Sclaver@sbgstv.com

Digital Advertising: BANNERS

- Click through to your website page of your choice
- Google Analytics report monthly or quarterly
- Zip Code Geographic Targeting
- Demographic and Lifestyle targeting available

WWW.MT.COM, desktop, mobile and tablet

WWW.MT.COM

Normal banner sizes:

728x90, 250x300, 300x600, 320x52

\$10 CPM run of site

~+ \$2 CPM geographic or demographics

~ + \$4 for both

Also Available:

Pencil Pushdown

Video imbedded Banners

Home Page Takeovers

Pre-roll and midroll :10 and :15 second commercials

with click through



compulse
INTEGRATED MARKETING

WWW.MT.COM NEWS WEATHER SPORTS LIFESTYLE COLLEGE BASEBALL

SEARCH FOR YOUR FAVORITE CATEGORIES

ST1596's Value for \$99 2019 Epson® Golf Cart

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Michigan
Effort

Kalamazoo Walk to End Alzheimer's raises a record-setting \$90,000

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THE MISSOURIA AUTOMOWER
112 OF MISSOURIA TROUBLEMAKERS JOIN 10TH

Wild Africa
Bring a lion home to your yard!

News Links

- Thurston Woods Village 8th Annual Resident Olympics
- Volunteer Kalamazoo Camp Kalamazoo
- Rohard Road Performance

CLUBS
Join us on the patio!
Food, Spirits, & Fun

TOP STORIES

Police searching for suspect in 2nd shooting
2015-08-12 12:27:14

WVIA accepted to add to new state
misinformation policy
2015-08-02 20:22:24

RB seeking for seating on one of 11
Chrysler
2014-01-02 20:22:24

State receives congressional letter
2014-02-02 13:27:22

Michigan's state's office to go online
Study might take legislative action

STATE NEWS

Michigan's state's office to go online
Study might take legislative action

Michigan's state's office to go online
Study might take legislative action

WEST MIAMI
Weather London Search

BE POINT (K)
Be Point (K) logo

TRUCKS
TRUCKS logo