



DOWNTOWN MANAGEMENT BOARD

August 30, 2022

Special Meeting

1. Call to Order – 7:00 P.M. – City Hall Council Chambers
2. Public Comments
3. New Business:
 - (a) Discuss the proposed 2023 Parking Budget
 - (b) Discuss the proposed 2023 Downtown Programs and Services Budget
4. Miscellaneous
5. Adjournment

Alternatively, join the meeting via the Zoom platform

<https://us02web.zoom.us/j/82766221507>

Meeting ID: 827 6622 1507

Dial by Phone: +1 646 558 8656 US (New York)

Persons with disabilities who require assistance in order to participate in the electronic public meeting should contact the City Clerk at the earliest opportunity by emailing aterry@petoskey.us or by calling 231-347-2500 to request assistance.

Persons interested in addressing the Downtown Management Board during the meeting under public comment period can press the “raise hand” button or send a chat message in Zoom or by phone press *9.

Public meetings are being monitored and violations of statutes will be prosecuted.



MEMORANDUM

TO: Downtown Management Board

FROM: Becky Goodman, Downtown Director

DATE: August 25, 2022

RE: 2023 Budget – First Draft Background Memo

The first drafts of 2023 budgets are attached. Staff is calling these drafts “concept” budgets at this time because the numbers are not firm. Most of the new expenses being suggested came from the strategic plan and need discussion before they become part of the final budget. **(Please bring your copy of the new strategic plan with you to the meeting.)** Staff and members of the Organization Task Force met briefly since the plan was presented at the August 16 meeting and basically concur with the recommendations included in the budgets. Staff is asking for discussion of these expenses and the Board’s direction regarding them being included in the budget. Final approval of a finished budget will be made at the September 20 meeting. No action is being requested at this meeting.

Highlight of the budgets include:

Parking Fund

- Specific projected 2022 revenue numbers have not yet been calculated, but the totals are based on year to date information that is running slightly ahead of 2022 budget.
- Expense numbers are estimates, based on current year to date figures.
- Downtown Office line item shows an increase based on hiring the Parking Chief and new Marketing and Promotions Director that were recommended in the strategic plan and general wage increases.

Programs and Services Budget

- Explanations for individual line items are included in the document.

CITY OF PETOSKEY
Downtown Management Board
2023 Parking Fund Budget
First Draft - 8/30/22

	2022 Budget	2022 Projected	2023 Proposed Budget
REVENUE			
<u>Streets</u>			
Michigan	34,000		
Mitchell	98,000		
Lake	102,000		
Bay	45,000		
Lewis/Rose	10,000		
Petoskey	45,000		
Howard	70,000		
Division	13,000		
Waukazoo	<u>20,000</u>		
Total Streets	437,000		
<u>Lots</u>			
Darling, Michigan 1	22,000		
Clifton Hotel, Michigan 2	11,500		
Livery, Michigan 3	7,700		
Elks, Lake 2	22,500		
Park Garden, Lake 3	7,100		
Saville, Bay	20,500		
Petrie, Mitchell	8,600		
Total Lots	\$ 99,900		
Total Meters	\$ 536,900		
<u>Other Parking</u>			
Fines	200,000		
Permits	87,000		
Bags	8,000		
Tokens	3,000		
Interest	4,000		
Meter Sponsorships	5,000		
Cell Phone Parking	<u>60,000</u>		
Total Other Parking	\$ 367,000		
Total Revenue	\$ 903,900	\$ 950,000	950,000
Reserve Fund	1,078,099	1,132,000	2,028,099
Total Fund	\$ 1,981,999	\$ 2,082,000	2,978,099

	2022 Budget			
EXPENSES				
Administrative Fees	23,500	23,400	25,000	
Bank Charges	20,000	20,000	20,000	
Capital Outlay	185,000	10,000	185,000	
Bike Racks \$10,000				carry over from 2022
Parking Lot Engineering Study \$150,000				carry over from 2022
Conferences & Memberships	5,000	2,000	5,000	
Contracted Services	195,000	90,000	50,000	
Market Analysis Study \$15,000				per consultant recommendation
Gateway Development \$35,000				carry over from 2022
DT Office Operations	270,000	255,000	429,000	new Marketing Director & Chief Ambassador
Equipment Repair	3,000	1,000	3,000	
Façade Grant Program	20,000	15,000	50,000	per request of committee, includes not spent for past three years
Materials/Supplies	10,000	6,000	8,000	
Other		0	0	
Professional Services	1,000	0	1,000	
Signs	500	0	500	
Trolley	3,500	2,000	15,000	
Uniforms	2,000	1,200	2,000	includes driver wages
Utilities	6,500	5,000	6,500	
Total Expenses	\$ 745,000	\$ 430,600	800,000	
Net Operating Funds	\$ 158,900	\$ 519,400	150,000	
RESERVE FUND BALANCE	1,132,000	1,651,400	1,801,400	

CITY OF PETOSKEY
Downtown Management Board
2023 Programs & Services Budget
First Draft - 08/30/22

	2022	2023	
	Final Revised	Proposed	
REVENUE			
Downtown Assessments	103,600	105,673	
7% Increase	2,073	7,397	7% reflects less than COL/CPI
Interest Income	1,000	1,000	
Penalties & Interest	4,000	2,000	
Holiday Parade Sponsors	-	0	Event taken over by Rotary
Friday Night at the Movies	1,200	0	eliminate or pair w/Blissfest Friday Night Concert, partner w/Parks & Rec
Winter Carnival Income/sponsors	9,750		Event in limbo
DT Trick or Treat	150		
Jack-O-Lantern Walk			Needs a home - CTAC
Summer Celebration	-	0	Eliminate. Never grew legs. Staff intensive
Summer Send Off	10,000	5,000	Grow - beginning of the shoulder season
Other Pop up event		5,000	sponsor
Trolley sponsorship	5,000	3,000	2 @ \$1,500
Gallery Walk	-	0	Taken over by CTAC
May Getaway	-	2,000	
Friday the 13th Ghost Walks	500	0	Eliminated
Shop Map Ads	12,000	12,000	
Annual Toast to DT Meeting	-	1,000	100 tickets at \$10 each
Holiday Catalog	7,500	7,500	
Sidewalk Sales	-	0	
Presenting sponsors	-	0	Eliminated
Other	-	0	
Total Revenue	156,773	151,570	

EXPENSES

DMB Events

Back to the Bricks	2,000	0	Eliminated
Summer Celebration/Summer Open House	12,000	0	Eliminated/never grew legs
Sidewalk Sales	5,000	5,000	
DT Trick or Treat	2,500	1,000	
Jack-O-Lantern Walk		1,000	Needs a home
Holiday Parade	3,000	3,000	Taken over by Rotary
Christmas Open House	2,000	2,000	
Winter Carnival	25,000		in limbo
Summer Send Off	15,000	5,000	Match event sponsorship
Other Pop Up Event		5,000	Match event sponsorship
Friday Night Movie & Concert/Blissfest	2,000	10,000	New event proposed by Blissfest
Gallery Walk	1,000	1,000	Taken over by CTAC
Ladies Opening Night	6,000	6,000	
May Getaway	-	6,000	
Tent/Sound System Expenses	-	0	
	75,500	45,000	

Collaborating Events

Concerts in the Park Pledge	2,500	2,500	
Downtown Sound/Blissfest		2,500	Blissfest partner with CTAC in fall and spring
Fourth of July Pledge	1,000	1,000	
Santa's Visit	200	200	
Restaurant Week Pledge	500	500	
Farmers Market Pledge	1,000	1,000	
	5,200	7,700	

Economic Enhancement

Business Recruitment	1,000	2,500	per consultant recommendation
Business Retention	1,000	1,000	
	2,000	3,500	

Marketing & Promotions

Image Campaign	25,000	35,000	includes geofencing, billboards & tik tok
Shop Map	7,000	7,500	
Annual Toast to DT Meeting	1,500	3,000	
Staycation	5,000	5,000	
Holiday Catalog	12,000	12,000	
	50,500	62,500	

Beautification

Flowers	9,500	10,000	
Holiday Decorations	11,500	12,000	
Fall Decorations	2,000	2,500	
	23,000	24,500	

Administrative

Insurance & Bonds	200	200	
Other	100	100	
	300	300	

Total Expenses	156,500	143,500	
Excess Revenue over Expenditures	273	8,070	