

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, March 8, 2023 8:30 AM
Berkley Public Safety - 2nd Floor Conference Room**



MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting Minutes of February 8, 2023
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Matteo Passalacqua
 - D. Public Works – Shawn Young and Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
- VII. **Action Items**
 - A. Recommendation of Katie Forte for Appointment to Board of Directors
 - B. Proposed DDA Budget for Fiscal Year 2023-2024 (third reading)
 - C. Downtown Berkley Mural Program Application Updates
 - D. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates
 - E. MHG Jewelry Studio Mural Program Application
 - F. Alice's Perfect Fit Alterations Mural Program Application
 - G. Chazzano Coffee Roasters Mural Program Application
 - H. Nawab Indian Cuisine Façade Grant Application
- VIII. **Discussion Items**
 - A. Downtown Promotional Efforts for March
 - i. Downtown Leprechauns Scavenger Hunt (March 9-19)
 - ii. Leprechauns Days Out (March 16-19)
 - iii. Downtown Block Party at O'Mara's (March 18)
 - B. Parking Study Progress, Community Engagement
 - C. Coolidge Complete Streets Enactment, Crosswalks Enhancements
 - D. Robina North Design Concepts Progress
 - E. Main Street Oakland County Summit April 20, 2023 (9-11 am) at Waterford Oaks
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Art & Design
 - B. Business Development
 - i. Core (LP) Fitness at 3165 Twelve Mile
 - ii. La Collection by Cotton 'N Things at 4105 Twelve Mile
 - iii. Be Well LifeStyle Center at 2959 Twelve Mile
 - iv. Jewels Pet Cuisine at 2790 Twelve Mile
 - C. Downtown Events
 - D. Marketing Strategies
 - E. Organization
 - F. West Twelve Mile
- XI. **Executive Director Updates**
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

APPROVAL OF MINUTES

REGULAR MEETING OF THE BOARD OF DIRECTORS FOR FEBRUARY 8, 2023



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF FEBRUARY 8, 2023

BACKGROUND:

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Authority Board of Directors, which took place on Wednesday, February 8, 2023. She shared an initial draft of minutes with me to review for corrections, and then circulated the draft minutes to the entire Board of Directors weeks ahead of this Board Meeting.

Please advise if there are any corrections needed. Once all corrections have been made, and upon an affirmative vote by the Board of Directors approving the February 8, 2023 meeting minutes, I shall post the adopted minutes to the Downtown Development Authority's website in order for the public, as well as members of this body, to access as needed in the future. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- Mike McGuinness, Executive Director. March 3, 2023.

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, February 8, 2023, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. CALL TO ORDER: The meeting was called to order at 8:32 AM with Chair Andy Gilbert presiding.

II. ROLL CALL:

Present: Tim Barnes
Matthew Baumgarten
Chris Gross
Donna Dirkse
Justin Findling
Andy Gilbert
Matteo Passalacqua
Ashley Poirier
Talia Wittenberg
Garrett Wyatt
Brian Zifkin

Absent: Desiree Dutcher – *excused*
Scott Francis – *excused*
Uli Laczkovich – *excused*

Also present: Steve Baker, City Council Liaison
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Joel Ulferts, Resident

III. APPROVAL OF AGENDA:

On motion by Zifkin and second by Dirkse, the agenda was unanimously approved by the Board.

IV. APPROVAL OF MINUTES

A. Regular Meeting of January 11, 2023

On motion by Zifkin and second by Gross, the minutes of the regular meeting of January 11, 2023 were unanimously approved by the Board. Barnes' absence was corrected to indicate that he was excused.

V. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported that at their 2/6/23 meeting, March was proclaimed "Women's History Month" as well as "Severe Weather Month." New councilperson Greg Patterson and Deputy Clerk Rachel Patterson were sworn in. Council reviewed the application of Little Lou's Hot Chicken for an on-premises liquor license, an ordinance from the Planning Commission to regulate vape shops, and another to allow special use zoning of day care facilities. February had previously been designated as "Black History Month." Baker recounted some old laws several Michigan cities enacted restricting African Americans from staying after dark there. They had been collectively called "sundown towns," and many had deed restrictions regarding Black citizens owning property.

B. Community Development – Kristen Kapelanski

Kapelanski reported that the zoning ordinance will be permanently amended so that portable signs will no longer require a permit. A firm has been contracted to work on revising the zoning ordinance, to incorporate Master Plan and Downtown Master Plan revisions, with \$40,000.00 of the \$90,000.00 cost contributed by the MEDC. Four focus workshops are planned.

C. Planning Commission – Matteo Passalacqua

Passalacqua reported that the Commission is having discussions about allowing day care businesses to operate in corridor districts. They are also reviewing feasibility of sidewalk seating throughout the business district. They have sent Council the vaping ordinance and daycare special use zoning for approvals.

D. Public Works – Shawn Young and Ric Chalmers

Absent – no report. Regarding windrows along the district's roads and corners, Baumgarten reported that it is a goal to eliminate them before they create a hazard for walkers and people parking along the street.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber has interviewed candidates for their open position in events planning and are entering pay discussions. The kit home tour planning is ongoing.

VI. TREASURER'S REPORT:

A. Financial Report for January 2023

Gross reported that with the Finance Director vacancy, no DDA Financial Report was available. Plante & Moran is currently handling many duties of the Finance Director.

VII. ACTION ITEMS:

A. Election to Fill Board Vice Chair Vacancy

McGuinness noted that Hance (who was serving as Vice Chair) has resigned from the DDA and asked what Board member would be willing to serve in her stead until the next annual election in the summer of 2023. Barnes volunteered and nominated himself. The Vice Chair conducts Board meetings in the Chair's absence.

Barnes nominated and moved to elect Tim Barnes to fill the Board Vice Chair vacancy, Zifkin seconded, and the motion was unanimously approved by the Board.

B. Proposed DDA Budget for Fiscal Year 2023-2024 (second reading)

McGuinness reported the proposed budget is the same as presented at the January meeting but with more specificity as to individual line items. Board members' suggested changes are included as well as an analysis of the DDA's revenue sources.

No Board vote to approve the budget is needed until the next meeting.

C. British Indian Cuisine (formerly Grill and Curry) Façade Grant Application

McGuinness and Gilbert noted discussion about revisions was needed to precede a vote on this and items D., E., and F. (votes on the Façade Grant application and the Mural program applications).

Tootie and Tallulah's building on 12 Mile near Coolidge was recently sold to a business that is doing renovations, and the renovations require removal of the large mural on the east wall of the building. Mural applicants are required to agree to maintain the murals for five years. This mural is less than five years old, and the DDA was one, but not the largest, of the contributors to the original cost, which was extensive. This removal has generated some controversy in the community at large.

After extensive discussion about how to proceed with the mural program as well as the façade grant program, it was agreed to seek legal advice and get information from other communities with similar programs as to their application standards.

Zifkin moved to table a vote on items VII.C., D., E., F., and G. until the next meeting, Passalacqua, seconded, and the motion was unanimously approved by the Board. A special meeting may be called to vote on those items if answers to the Board's questions are received prior to the next monthly meeting.

D. MHG Jewelry Studio Mural Program Application

E. Alice's Perfect Fit Alterations Mural Program Application

F. Chazzano Coffee Roasters Mural Program Application

G. Mural Program Revisions Consideration

See VII.C. above.

VIII. DISCUSSION ITEMS

A. Main Street America Annual Evaluation Process

McGuinness reported that Berkley was again accredited by the Main Street America organization, which opens opportunities for additional funding and grants.

B. Parking Study Progress, Community Engagement

Kapelanski reported that their open house on Berkley parking drew @40 attendees, and feedback was mostly positive, with an online survey also available until the end of the month. The steering committee will meet in about a month.

C. Coolidge Complete Streets Enactment, Crosswalks Enhancements

McGuinness reported that the next step will be to determine what Berkley's DPW can do in-house and what needs to be hired out to a vendor. Gilbert expressed urgency to get the bollards put back in the road and the crosswalks functional again; currently, pedestrian safety is severely impacted.

D. Robina North Design Concepts Progress

Passalacqua reported receiving another quotation to complete the bid package for @\$20,000-22,000. The PEA Group has estimated an overall project cost of \$600,000-\$700,000, which would require seeking alternative funding. He hopes to get another estimate so that the Board can decide on what direction to pursue at the March meeting. Zifkin expressed hope that businesses on the west end of 12 Mile won't be shortchanged by the anticipated large cost of the Robina project. For example, that area still lacks hanging flower baskets.

E. Downtown Promotional Efforts for March

No report.

IX. STUDENT BOARD MEMBER UPDATES

No report.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

No report.

B. Business Development Committee

No report.

C. Downtown Events Committee

No report.

D. Marketing Strategies Committee – Ashley Poirier

No report.

E. Organization Committee – Scott Francis

Absent – no report.

F. West 12-Mile Committee – Brian Zifkin

No report.

EXECUTIVE DIRECTOR UPDATES

No report.

XI. BOARD OF DIRECTORS' COMMENTS:

No additional comments.

XII. PUBLIC COMMENTS: The opportunity for public comment was offered. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

Joel Ulferts had questions about the crosswalk, including costs, overhead, whether cost sharing was available, and other questions and comments about the DDA and City budgets. He would email McGuinness to continue the discussion.

XIII. Adjournment:

The meeting was adjourned at 9:43 AM on motion by Zifkin and second by Barnes.

TREASURER'S REPORT



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BACKGROUND:

The City of Berkley Finance Department has in the past provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the previously concluded month. Each month they are received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness, prior to full Board review.

Currently, the City of Berkley's Finance Director position is recently vacant. As a result, we have not been able to receive those financial reports prior to this month's Board of Directors meeting. The intention is for the January 2023 and the February 2023 documents to be reviewed at the March 2023 Board of Directors meeting.

In the meantime, I have included once more the January 2023 financial documents for reference.

All questions are welcomed and encouraged.

- Mike McGuinness, Executive Director. February 6, 2023.

TREASURER'S REPORT

**FEBRUARY 2023, JANUARY 2023
BALANCE SHEETS, REVENUE AND
EXPENDITURE REPORTS FOR DDA**



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RECOMMENDATION:

MOTION TO ACCEPT THE TREASURER'S REPORT

BACKGROUND:

The City of Berkley Finance Department has provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the months of February 2023 and January 2023, since the report was unable to be generated ahead of last month's Board of Directors meeting.

These past two months' reports have been received and analyzed by DDA Board Treasurer Chris Gross, as well as by Executive Director Mike McGuinness. They are included with the meeting materials for the Board of Directors and the public at large for further review.

All questions are welcomed and encouraged.

- **Mike McGuinness, Executive Director. March 7, 2023.**

Fund 814 DDA

GL Number	Description	PERIOD ENDED 02/28/2022	PERIOD ENDED 02/28/2023
*** Assets ***			
814-000-001-000	CASH IN BANK	447,537.81	452,797.65
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,630.04)
814-000-005-000	PETTY CASH	300.00	300.00
814-000-026-000	DELINQUENT PPT RECEIVABLE	2,585.20	2,897.13
Total Assets		450,423.01	449,364.74
*** Liabilities ***			
814-000-202-001	ACCOUNTS PAYABLE - MANUAL	0.00	8,244.53
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	1,482.50	2,668.87
814-000-241-000	FICA TAXES	89.32	171.64
814-000-257-000	ACCRUED PAYROLL	1,167.61	2,266.47
814-000-259-000	ACCRUED HEALTH CARE	596.84	1,050.07
814-000-285-000	UNEARNED REVENUE	(1,586.87)	1,264.16
Total Liabilities		1,749.40	15,665.74
*** Fund Balance ***			
814-000-390-000	FUND BALANCE	386,500.75	314,861.13
Total Fund Balance		386,500.75	314,861.13
Beginning Fund Balance		386,500.75	314,861.13
Net of Revenues VS Expenditures		62,172.86	118,837.87
Ending Fund Balance		448,673.61	433,699.00
Total Liabilities And Fund Balance		450,423.01	449,364.74

PERIOD ENDING 02/28/2023

GL NUMBER	DESCRIPTION	2022-23		ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	YTD BALANCE 02/28/2023 NORMAL (ABNORMAL)	MONTH 02/28/2023 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)			
Fund 814 - DDA								
Dept 001 - REVENUES								
814-001-401-000	PROPERTY TAXES	37,000.00	35,793.48	0.00	1,206.52	96.74		
814-001-401-001	PROPERTY TAX CAPTURE - DDA	361,000.00	336,553.42	0.00	24,446.58	93.23		
814-001-539-000	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00		
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00		
814-001-664-000	INVESTMENT EARNINGS (LOSSES)	3,000.00	5,200.91	0.00	(2,200.91)	173.36		
814-001-674-005	MERCHANDISE REVENUE	500.00	1,728.49	0.00	(1,228.49)	345.70		
814-001-675-005	CORPORATE DONATIONS	5,000.00	500.00	0.00	4,500.00	10.00		
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	5,696.25	0.00	(3,196.25)	227.85		
Net - Dept 001 - REVENUES		433,000.00	385,472.55	0.00	47,527.45			
Dept 175 - DDA ADMINISTRATION								
814-175-704-000	FULL TIME EMPLOYEES	77,250.00	50,423.00	5,942.30	26,827.00	65.27		
814-175-715-000	FICA	5,909.00	3,818.77	450.04	2,090.23	64.63		
814-175-725-000	WORKERS COMPENSATION	255.00	0.00	0.00	255.00	0.00		
814-175-728-000	OFFICE SUPPLIES	500.00	0.00	0.00	500.00	0.00		
814-175-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00		
814-175-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	886.75	318.54	2,113.25	29.56		
Net - Dept 175 - DDA ADMINISTRATION		(88,914.00)	(55,128.52)	(6,710.88)	(33,785.48)			
Dept 265 - CITY HALL								
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00		
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)			
Dept 822 - DDA OPERATIONS								
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	20,000.00	10,000.00	0.00	10,000.00	50.00		
814-822-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00		
814-822-803-000	MEMBERSHIPS AND DUES	1,100.00	725.00	475.00	375.00	65.91		
814-822-807-000	AUDIT SERVICES	1,800.00	900.00	0.00	900.00	50.00		
814-822-818-205	SECRETARIAL SERVICES	2,000.00	1,050.00	0.00	950.00	52.50		
814-822-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00		
814-822-853-000	TELEPHONE	600.00	282.70	80.72	317.30	47.12		
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00		
814-822-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00		
814-822-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00		
Net - Dept 822 - DDA OPERATIONS		(29,000.00)	(12,957.70)	(555.72)	(16,042.30)			
Dept 824 - SPECIAL EVENTS								
814-824-817-004	DDA - EVENTS	24,000.00	38,743.54	0.00	(14,743.54)	161.43		
814-824-817-015	HOLIDAY LIGHTS	40,000.00	37,615.15	5,298.15	2,384.85	94.04		
814-824-901-000	ADVERTISING	0.00	136.25	0.00	(136.25)	100.00		
Net - Dept 824 - SPECIAL EVENTS		(64,000.00)	(76,494.94)	(5,298.15)	12,494.94			
Dept 826 - MARKETING AND ADVERTISING								
814-826-814-000	WEBSITE	500.00	40.34	0.00	459.66	8.07		
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	205.02	0.00	2,794.98	6.83		
814-826-818-000	CONTRACTUAL SERVICES	7,200.00	13,484.91	0.00	(6,284.91)	187.29		

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 02/28/2023

GL NUMBER	DESCRIPTION	2022-23		YTD BALANCE		ACTIVITY FOR		AVAILABLE		% BGT USED
		AMENDED BUDGET	NORMAL (ABNORMAL)	02/28/2023	02/28/2023	MONTH 02/28/2023	INCREASE (DECREASE)	NORMAL (ABNORMAL)	BALANCE	
Fund 814 - DDA										
814-826-901-000	ADVERTISING/MARKETING	37,800.00		4,747.99		64.00		33,052.01		12.56
814-826-901-001	MAP UPDATE & REPRINT	1,500.00		0.00		0.00		1,500.00		0.00
Net - Dept 826 - MARKETING AND ADVERTISING		(50,000.00)		(18,478.26)		(64.00)		(31,521.74)		
Dept 829 - STREETScape & DESIGN										
814-829-818-200	FLOWER BASKET PROGRAM	28,000.00		10,336.68		0.00		17,663.32		36.92
814-829-818-201	PUBLIC ART/PLACEMAKING	40,000.00		27,680.86		0.00		12,319.14		69.20
814-829-818-207	PEST CONTROL	500.00		280.00		0.00		220.00		56.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	15,000.00		5,000.00		0.00		10,000.00		33.33
Net - Dept 829 - STREETScape & DESIGN		(83,500.00)		(43,297.54)		0.00		(40,202.46)		
Dept 940 - PUBLIC IMPROVEMENT										
814-940-974-002	STREETScape IMPROVEMENTS	60,000.00		24,051.78		0.00		35,948.22		40.09
814-940-974-005	WAYFINDING	7,000.00		0.00		0.00		7,000.00		0.00
814-940-974-007	BERKLEY PLAZA PROJECT	5,500.00		14,915.00		7,115.00		(9,415.00)		271.18
Net - Dept 940 - PUBLIC IMPROVEMENT		(72,500.00)		(38,966.78)		(7,115.00)		(33,533.22)		
Dept 952 - ACTIVE EMPLOYEE BENEFITS										
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,000.00		2,016.98		237.70		983.02		67.23
814-952-716-500	HEALTH CARE COSTS - BC/BS	12,800.00		6,453.36		0.00		6,346.64		50.42
814-952-718-000	RETIREMENT-DB MERS	27,000.00		12,840.60		0.00		14,159.40		47.56
Net - Dept 952 - ACTIVE EMPLOYEE BENEFITS		(42,800.00)		(21,310.94)		(237.70)		(21,489.06)		
Fund 814 - DDA:										
TOTAL REVENUES		433,000.00		385,472.55		0.00		47,527.45		89.02
TOTAL EXPENDITURES		432,714.00		266,634.68		19,981.45		166,079.32		61.62
NET OF REVENUES & EXPENDITURES		286.00		118,837.87		(19,981.45)		(118,551.87)		1,551.70

Fund 814 DDA

GL Number	Description	PERIOD ENDED 01/31/2022	PERIOD ENDED 01/31/2023
*** Assets ***			
814-000-001-000	CASH IN BANK	479,746.66	466,149.06
814-000-005-000	PETTY CASH	300.00	300.00
814-000-026-000	DELINQUENT PPT RECEIVABLE	2,585.20	2,897.13
Total Assets		482,631.86	469,346.19
*** Liabilities ***			
814-000-202-001	ACCOUNTS PAYABLE - MANUAL	0.00	8,244.53
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	1,545.81	2,668.87
814-000-241-000	FICA TAXES	89.32	171.64
814-000-257-000	ACCRUED PAYROLL	1,167.61	2,266.47
814-000-259-000	ACCRUED HEALTH CARE	1,031.21	1,050.07
814-000-285-000	UNEARNED REVENUE	(1,586.87)	1,264.16
Total Liabilities		2,247.08	15,665.74
*** Fund Balance ***			
814-000-390-000	FUND BALANCE	386,500.75	314,861.13
Total Fund Balance		386,500.75	314,861.13
Beginning Fund Balance		386,500.75	314,861.13
Net of Revenues VS Expenditures		93,884.03	138,819.32
Ending Fund Balance		480,384.78	453,680.45
Total Liabilities And Fund Balance		482,631.86	469,346.19

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 01/31/2023

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 01/31/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 01/31/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BGD USED
Fund 814 - DDA						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	37,000.00	35,793.48	59.75	1,206.52	96.74
814-001-401-001	PROPERTY TAX CAPTURE - DDA	361,000.00	336,553.42	10,098.02	24,446.58	93.23
814-001-539-000	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS (LOSSES)	3,000.00	5,200.91	1,194.54	(2,200.91)	173.36
814-001-674-005	MERCHANDISE REVENUE	500.00	1,728.49	0.00	(1,228.49)	345.70
814-001-675-005	CORPORATE DONATIONS	5,000.00	500.00	0.00	4,500.00	10.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	5,696.25	0.00	(3,196.25)	227.85
Net - Dept 001 - REVENUES		433,000.00	385,472.55	11,352.31	47,527.45	
Dept 175 - DDA ADMINISTRATION						
814-175-704-000	FULL TIME EMPLOYEES	77,250.00	44,480.70	5,942.30	32,769.30	57.58
814-175-715-000	FICA	5,909.00	3,368.73	450.04	2,540.27	57.01
814-175-725-000	WORKERS COMPENSATION	255.00	0.00	0.00	255.00	0.00
814-175-728-000	OFFICE SUPPLIES	500.00	0.00	0.00	500.00	0.00
814-175-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	568.21	0.00	2,431.79	18.94
Net - Dept 175 - DDA ADMINISTRATION		(88,914.00)	(48,417.64)	(6,392.34)	(40,496.36)	
Dept 265 - CITY HALL						
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	20,000.00	10,000.00	0.00	10,000.00	50.00
814-822-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	1,100.00	250.00	0.00	850.00	22.73
814-822-807-000	AUDIT SERVICES	1,800.00	900.00	0.00	900.00	50.00
814-822-818-205	SECRETARIAL SERVICES	2,000.00	1,050.00	150.00	950.00	52.50
814-822-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	600.00	201.98	0.00	398.02	33.66
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
814-822-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Net - Dept 822 - DDA OPERATIONS		(29,000.00)	(12,401.98)	(150.00)	(16,598.02)	
Dept 824 - SPECIAL EVENTS						
814-824-817-004	DDA - EVENTS	24,000.00	38,743.54	588.34	(14,743.54)	161.43
814-824-817-015	HOLIDAY LIGHTS	40,000.00	32,317.00	32,317.00	7,683.00	80.79
814-824-901-000	ADVERTISING	0.00	136.25	0.00	(136.25)	100.00
Net - Dept 824 - SPECIAL EVENTS		(64,000.00)	(71,196.79)	(32,905.34)	7,196.79	
Dept 826 - MARKETING AND ADVERTISING						
814-826-814-000	WEBSITE	500.00	40.34	40.34	459.66	8.07
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	205.02	0.00	2,794.98	6.83
814-826-818-000	CONTRACTUAL SERVICES	7,200.00	13,484.91	4,200.00	(6,284.91)	187.29

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 01/31/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 01/31/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDT USED
Fund 814 - DDA						
814-826-901-000	ADVERTISING/MARKETING	37,800.00	4,683.99	469.00	33,116.01	12.39
814-826-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Net - Dept 826 - MARKETING AND ADVERTISING		(50,000.00)	(18,414.26)	(4,709.34)	(31,585.74)	
Dept 829 - STREETScape & DESIGN						
814-829-818-000	FLOWER BASKET PROGRAM	28,000.00	10,336.68	0.00	17,663.32	36.92
814-829-818-201	PUBLIC ART/PLACEMAKING	40,000.00	27,680.86	275.00	12,319.14	69.20
814-829-818-207	PEST CONTROL	500.00	280.00	80.00	220.00	56.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	15,000.00	5,000.00	0.00	10,000.00	33.33
Net - Dept 829 - STREETScape & DESIGN		(83,500.00)	(43,297.54)	(355.00)	(40,202.46)	
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	60,000.00	24,051.78	6,296.87	35,948.22	40.09
814-940-974-005	WAYFINDING	7,000.00	0.00	0.00	7,000.00	0.00
814-940-974-007	BERKLEY PLAZA PROJECT	5,500.00	7,800.00	7,200.00	(2,300.00)	141.82
Net - Dept 940 - PUBLIC IMPROVEMENT		(72,500.00)	(31,851.78)	(13,496.87)	(40,648.22)	
Dept 952 - ACTIVE EMPLOYEE BENEFITS						
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,000.00	1,779.28	237.70	1,220.72	59.31
814-952-716-500	HEALTH CARE COSTS - BC/BS	12,800.00	6,453.36	0.00	6,346.64	50.42
814-952-718-000	RETIREMENT-DB MERS	27,000.00	12,840.60	0.00	14,159.40	47.56
Net - Dept 952 - ACTIVE EMPLOYEE BENEFITS		(42,800.00)	(21,073.24)	(237.70)	(21,726.76)	
Fund 814 - DDA:						
TOTAL REVENUES		433,000.00	385,472.55	11,352.31	47,527.45	89.02
TOTAL EXPENDITURES		432,714.00	246,653.23	58,246.59	186,060.77	57.00
NET OF REVENUES & EXPENDITURES		286.00	138,819.32	(46,894.28)	(138,533.32)	8,538.22

REVIEW OF DDA REVENUE SOURCES

BACKGROUND:

As we tackle the DDA budget setting process, I wanted to share this analysis of where the organization revenues originate. In the 2021-2022 fiscal year, the entire revenue total for the Berkley Downtown Development Authority was \$457,593. That breaks down as follows:

- \$346,541 in tax increment revenue
- \$61,805 in grants, donations, and shared project contributions
- \$37,682 in property taxes from the DDA Millage
- \$10,422 in State of Michigan reimbursement for PPT loss
- \$1,143 in interest

In the 2021-2022 fiscal year, there was \$346,541 in tax increment revenues received by the Berkley Downtown Development Authority. That breaks down as follows:

- \$248,269 from the city millages
- \$55,935 from the county millages
- \$20,985 from community college millage
- \$13,609 from public transportation authority millage
- \$4,834 from county parks and recreation millage
- \$2,909 from Huron Clinton Metroparks millage

Note: Our Authority does not capture revenues from local or intermediate school districts

\$98,272 was captured in non-city millage revenues to invest in Downtown Berkley this past fiscal year. Again, \$248,269 was captured from city millage revenues.

The initial (base year) assessed value within the Berkley Downtown Development district was \$17,089,430. For this past fiscal year, that current taxable value was \$31,533,030; both of those figures are for ad valorem non-Primary Residence Exemption real property, which is the dominant property type within our downtown district -- meaning that for that dominant property type, the total captured value is \$14,443,600.

For all property types, the base year total value was \$20,676,910, the total current taxable value is \$34,615,275, and the total captured value is \$13,938,365. For ad valorem commercial personal property, it has captured less value overall since the base year due to state changes to commercial personal property laws and deduction allowances.

All of these above figures are from the Tax Increment Financing Plan with the Michigan Department of Treasury (Fiscal Year ending in 2022). Please let me know if you have any questions.



retro feel. metro appeal.

- **Mike McGuinness, Executive Director. February 6, 2023.**

ACTION ITEM – A

RECOMMENDATION OF KATIE FORTE FOR APPOINTMENT TO BOARD OF DIRECTORS



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE RECOMMENDATION OF KATIE FORTE TO THE BERKLEY CITY COUNCIL FOR APPOINTMENT TO THE VACANT COOLIDGE SEAT ON DDA BOARD OF DIRECTORS

BACKGROUND:

Coolidge business owner Katie Forte has submitted her application to the City of Berkley for consideration to be appointed to the Berkley Downtown Development Authority Board of Directors. She is eligible to serve in the vacant Coolidge seat on the Board, as she is one of the proprietors of June & December on Coolidge; the Organization Committee was enthusiastic about her application. The DDA Board's Organization Committee met with Ms. Forte and interviewed her for the role, and they are making the recommendation to the full Board of Directors that her appointment be favorably recommended.

Should this Board vote affirmatively to recommend Katie Forte for the vacant Coolidge seat on the Board, it would go on to the Berkley City Council for ultimate determination. It may be able to taken up by the City Council for consideration at their next meeting, which would be on March 20, 2023. Should they approve her appointment, her first Board meeting as an active Board member would be April 12, 2023.

- **Mike McGuinness, Executive Director. March 6, 2023.**

KATIE FORTE – Board Application Responses

Current Employer: Self

Current Occupation: Owner of June & December

Please outline your specific qualifications for this appointment: Bachelor of Arts degree in Advertising from Michigan State University with a secondary focus in Graphic Design, 2000. Was an Art Director in Advertising on the Chevrolet Account at a local agency for several years doing print and tv ads before opening my own graphic design business prior to J&D.

In 2012, my husband and I joined forces and founded June & December. I currently implement and oversee the creative side of J&D which includes designing our growing eco-friendly product line which is currently sold in over 2000 stores of all sizes in all 50 states, as well as internationally. I implement and oversee all facets of our product development, branding, marketing, advertising, and event planning, as well as buying and merchandising for our store located in the front of our design studio.

I have a unique perspective in retail being on both sides of the equation - wholesale and retail, as well as a national viewpoint. I would help bring another perspective to the small-town charm of Berkley and continue supporting the great work that's already been started by the DDA.

ACTION ITEM – B

PROPOSED DDA BUDGET FOR FISCAL YEAR 2023-2024 (THIRD READING)



retro feel. metro appeal.

RECOMMENDATION:

REVIEW PROPOSED BUDGET FOR A THIRD TIME, SHARE ADDITIONAL CHANGES SOUGHT, VOTE ON THOSE PROPOSED AMENDMENTS, THEN VOTE TO ADOPT PROPOSED BUDGET FOR CITY COUNCIL CONSIDERATION

BACKGROUND:

The Board of Directors reviewed the proposed 2023-2024 Fiscal Year Budget for a first reading at the January 11, 2023 Board Meeting and a second reading at the February 8, 2023 Board Meeting. Enclosed is that proposed budget as presented last month, with an updated format to reflect the individual amendments that Board members have requested, which will need to be decided upon prior to incorporation into the proposed budget. Feedback has continuously been sought from the Board on budgetary priorities over the past four months, in addition to the Board decisions that are made mid-year.

The Board will need to render their verdict on this budget proposal at this month's meeting, so that the City of Berkley can include the recommended annual budget within the overall City of Berkley annual budget deliberations.

- **Mike McGuinness, Executive Director. March 7, 2023.**

BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY 2023-24 ANNUAL BUDGET PROPOSAL

Third Reading, March 2023 Berkley Downtown Development Authority Board of Directors Meeting

Description	Board of Directors Proposed Additional Changes	2023-24 Initial Proposed DDA Budget	2022-23 DDA Budget, as Amended by DDA Board
001:REVENUES			
PROPERTY TAXES		37,000.00	37,000.00
PROPERTY TAX CAPTURE - DDA		361,000.00	361,000.00
PPT - CURRENT YR DEL		0.00	0.00
STATE GRANTS		10,000.00	10,000.00
LOCAL COMMUNITY STABILIZATION SHARE-PPT		14,000.00	14,000.00
INVESTMENT EARNINGS		3,000.00	3,000.00
MERCHANDISE REVENUE		5,000.00	5,000.00
CORPORATE DONATIONS		5,000.00	5,000.00
COOPERATIVE ADVERTISING INCOME		0.00	0.00
EVENT SPONSORSHIPS		20,000.00	20,000.00
TOTAL: REVENUES	455,000.00	455,000.00	455,000.00

EXPENDITURES**175: ADMINISTRATION**

FULL TIME EMPLOYEES		80,000.00	80,000.00
FICA		7,000.00	7,000.00
OFFICE SUPPLIES		500.00	500.00
BOARD TRAININGS		2,000.00	2,000.00
PROFESSIONAL DEVELOPMENT		3,000.00	3,000.00
175: ADMINISTRATION	92,500.00	92,500.00	92,500.00

265: CITY HALL

TRIBUNAL/BOARD OF REVIEW TAX EXPENSE		2,000.00	2,000.00
265: CITY HALL	2,000.00	2,000.00	2,000.00

822: OPERATIONS

POSTAGE-PRINTING-MAILING		300.00	300.00
MEMBERSHIPS AND DUES		1,100.00	1,100.00
AUDIT SERVICES		1,800.00	1,800.00
CONSULTANT	6,000.00	0.00	0.00
SECRETARIAL SERVICES		2,000.00	2,000.00
LEGAL SERVICES		2,500.00	2,500.00
TELEPHONE		600.00	600.00
DOWNTOWN BERKLEY PARTNERS NON PROFIT		100.00	100.00
SUBSCRIPTION SERVICES		300.00	300.00
PRINTING		300.00	300.00
822: OPERATIONS	15,000.00	9,000.00	9,000.00

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824: SPECIAL EVENTS

DDA - EVENTS

45,000.00

25,000.00

34,000.00

BOOKLEY SKELETONS
HOLIDAY LIGHTS

50,000.00

20,000.00
40,000.00

0.00
40,000.00

824: SPECIAL EVENTS

115,000.00

85,000.00

74,000.00

826: MARKETING & ADVERTISING

WEBSITE

500.00

500.00

500.00

DOWNTOWN MERCHANDISE EXPENDITURES
CONTRACTUAL SERVICES

3,000.00
48,000.00

3,000.00
48,000.00

3,000.00
28,200.00

ADVERTISING/MARKETING
MAP UPDATE & REPRINT

17,800.00
1,500.00

17,800.00
1,500.00

27,800.00
1,500.00

826: MARKETING & ADVERTISING

70,800.00

70,800.00

61,000.00

829/940: STREETScape & DESIGN

FLOWER BASKET PROGRAM

28,000.00

28,000.00

28,000.00

PUBLIC ART/PLACEMENT
PEST CONTROL

40,000.00
500.00

40,000.00
500.00

48,000.00
500.00

FACADE GRANT INCENTIVE PROGRAM
STREETSCAPE IMPROVEMENTS

160,000.00

15,000.00
60,000.00

15,000.00
76,000.00

SIDEWALK REPAIR
WAYFINDING

0.00
0.00

0.00
0.00

0.00
7,000.00

BERKLEY PLAZA PROJECT
829/940: STREETScape & DESIGN

243,500.00

143,500.00

183,000.00

EMPLOYEE BENEFITS

INTERNAL SRVC - LABOR & ADMIN		10,000.00	10,000.00
DENTAL/VISION/LIFE-LTD/RHCS		1,000.00	1,000.00
HEALTH CARE COSTS - BC/BS		10,300.00	10,300.00
RETIREMENT-DB MERS		27,000.00	27,000.00
EMPLOYEE BENEFITS	<u>48,300.00</u>	<u>48,300.00</u>	<u>48,300.00</u>
Total Estimated Revenue:	455,000.00	455,000.00	455,000.00
Total Estimated Appropriations:	587,100.00	451,100.00	469,800.00
Net of Revenues & Appropriations:	<u><u>(132,100.00)</u></u>	<u><u>3,900.00</u></u>	<u><u>(14,800.00)</u></u>

DOWNTOWN BERKLEY MURAL PROGRAM

*Brought to you by the Berkley
Downtown Development Authority*



Overview

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art. Murals can also provide an avenue for involving youth and others in artistic expression.

To better serve these purposes, the Berkley Downtown Development Authority (DDA) has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Art & Design Committee. Applications for new outdoor murals are reviewed by the Art & Design Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns and waives all rights in the art, including copyrights and rights under the Visual Artists Rights Act, if any, so that the public can fully benefit from the art.

Eligibility

Any individual, building owner, or organization wishing to create an outdoor mural within the DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source. If a building owner or artist has been found to violate the terms of the mural program in a previous instance, they are ineligible to participate in a new mural program application project.

Applicants may be:

1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensure mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

Approval Criteria

Murals in the Berkley DDA District will be approved based on the following criteria:

- Completed application has been submitted to the Public Art Committee
- The applicant has provided signed permission from the building owner who must commit to keep the mural unchanged for a minimum of 5 years and to help maintain the mural during that time
- Artistic quality: Strength of the artist's concept and demonstrated technical skills and experience
- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression

- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

Mural Approval and Installation Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions
 - b. Photographs of site and physical surroundings
 - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
 - d. Written description of individuals and groups involved and how they will participate
 - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
 - f. Project timeline
 - g. A plan that addresses safety of the artists and the public while painting the mural
 - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Art & Design Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of approval and a Notice to Proceed.

- a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.
10. If any portion of the mural project's costs was approved to receive DDA funding, the DDA Executive Director will submit an invoice for payment for that portion upon confirmation of the mural completion, submission of an invoice from the artist, and submission of a 990-tax form for the artist.
11. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help of the Berkley DDA's Art & Design Committee to find a suitable artist to do the repairs.

Funding Availability

The Berkley DDA may appropriate as part of their annual budget, funding to support mural projects in the DDA District. No single mural project is able to receive more than

\$5,000 of Berkley DDA funds; it is determined by a vote of the Berkley DDA Board of Directors what level of funding each approved mural project merits receiving.

Duration of Completed Mural

The mural must remain up for a duration of at least five years. If the building owner opts to remove or substantially alter the mural, the Berkley DDA has the right to require the building owner to repay all or part of the funds expended by the Berkley DDA for the mural’s installation. If a building owner pursues the sale of their building that has the completed mural on that building prior to the conclusion of the five-year duration since the mural was completed, the Berkley DDA has the right to require the building owner to repay all or part of the funds expended by the Berkley DDA for the mural’s installation. At the conclusion of the five-year duration, the Applicant and the Art & Design Committee may review the condition of the mural and, based on a review, either allow it to remain or makes plan to remove or paint over the mural.

BERKLEY DDA MURAL PROGRAM APPLICATION

Applicant Information

Name of Applicant or Sponsoring Organization

Name of Contact Person Email

Phone

Artist Information

Artist's Name

Artist's Signature

Email Website

Artist's Mailing Address City/State/Zip

Phone

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns and waives all rights in the art, including copyrights and rights under the Visual Artists Rights Act, if any, so that the public can fully benefit from the art.

Property Information

Proposed Mural Location (Building or business name)

Street Address/Intersection

Property Owner's Name Property Owner's Email

Property Owner's Phone

Property Owner's Signature

Start Date Completion Date

The property owner agrees the mural must remain up for a duration of at least five years. If the building owner opts to remove or substantially alter the mural, the Berkley DDA has the right to require the property owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. If a property owner pursues the sale of their building that has the completed mural on that building prior to the conclusion of the five-year duration since the mural was completed, the Berkley DDA has the right to require the property owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation.

SUBMIT MATERIALS TO:

Mike McGuinness, Executive Director
Berkley DDA,
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: mmcguinness@berkleymich.net

CHECKLIST OF REQUIRED MATERIALS

- Completed Application Form
- Resume of each artist involved in the project
- Signature of artist
- Six (6) digital images of the artist's original work that shows ability as a muralist. (E-mailed or provided on CD or flash drive.)
- Artist's rendering of the proposed mural with dimensions
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.
- Signature of building owner

BERKLEY DDA MURAL PROGRAM

Overview

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To better serve these purposes, the Berkley DDA has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Public Art Committee. Applications for new outdoor murals are reviewed by the Public Art Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.

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1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensures mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

Approval Criteria

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- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression
- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

Mural Approval Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions
 - b. Photographs of site and physical surroundings
 - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
 - d. Written description of individuals and groups involved and how they will participate
 - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
 - f. Project timeline
 - g. A plan that addresses safety of the artists and the public while painting the mural
 - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Public Art Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of Approval and a Notice to Proceed
 - a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.

10. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help the Berkley DDA's Public Art Committee to find a suitable artist to do the repairs.

11. Alterations to or removal of, the mural within the first five years of the date of completion are permitted under the following circumstances:

- a. The building on which mural is located is sold; or
- b. The building or property is substantially remodeled or altered in way that precludes continuance of mural. Alterations or removal must be approved by the Berkley DDA Public Art Committee.

12. At the conclusion of the 5-year Agreement, the Applicant and the Public Art Committee reviews the condition of the mural and, based on the condition, either allow it to remain or make plans to remove or paint over the mural.

BERKLEY DDA MURAL PROGRAM APPLICATION

Applicant Information

Name of Applicant or Sponsoring Organization

Name of Contact Person

Email

Phone

Artist Information

Artist's Name

Artist's Signature

Email

Website

Artist's Mailing Address

City/State/Zip

Phone

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.

Property Information

Proposed Mural Location (building or business name)

Street Address/Intersection

Property Owner's Name

Property Owner's Email

Property Owner's Phone

Property Owner's Signature

Start Date

Completion Date

SUBMIT MATERIALS TO:

Jennifer Finney, Executive Director
Berkley DDA
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: director@downtownberkley.com

CHECKLIST OF REQUIRED MATERIALS

- Completed Application Form
- Resume of each artist involved in the project
- Signature of artist
- Six (6) digital images of the artist's original work that shows ability as a muralist. (e-mailed or provided on CD or flash drive.)
- Artist's rendering of the proposed mural with dimensions
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.
- Signature of building owner

SUBMIT MATERIALS TO:

Jennifer Finney, Executive Director
Berkley DDA
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: director@downtownberkley.com

BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT PROGRAM

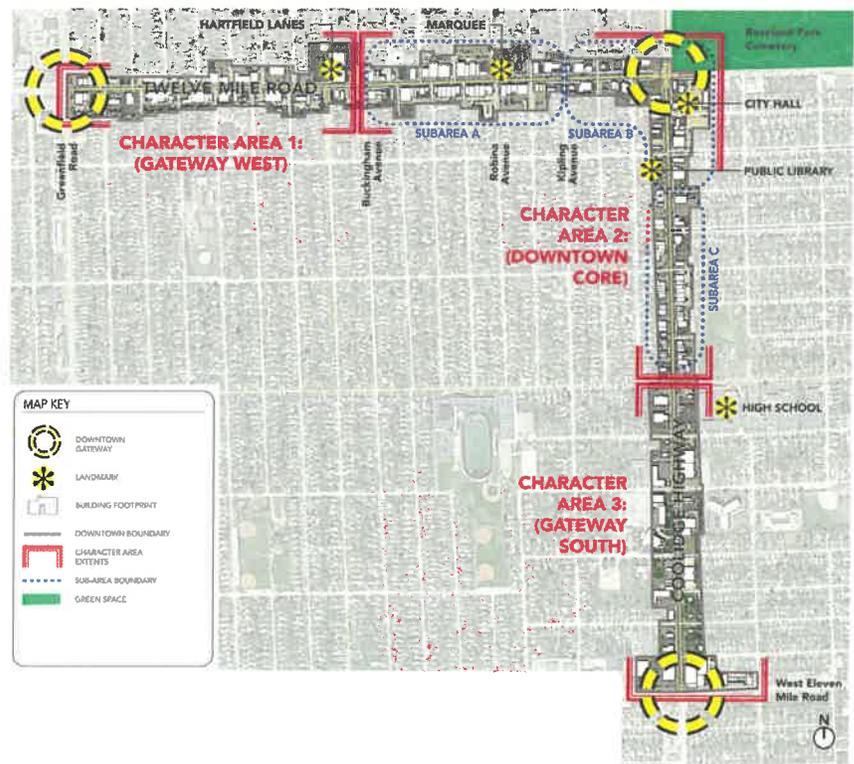
Retro Feel. Metro Appeal. PROGRAM

PROGRAM OBJECTIVES (PLEASE READ CAREFULLY)

The Berkley Downtown Development Authority's (DDA) goal is to improve the quality of life for its citizens and business owners by fostering attractive, economically viable commercial districts along 12 Mile Road and Coolidge Highway. In order to reach this goal, the Berkley DDA has established a Façade & Parking Lot Enhancement Grant Program.

The program is administered by the Berkley DDA's Design Committee. As part of this program, the DDA can offer design assistance and financial support to commercial property owners and business owners within the DDA District seeking to renovate or restore the exterior of their buildings, and/or enhance their private parking lots.

Grant funding will be allocated to building rehabilitation and renovation projects in the form of a 50/50 matching grant. For example, if an applicant is painting his/her building and it costs \$1,500.00 the amount of assistance made would be a maximum of \$750.00. If, for instance, more significant improvements were made to the tune of \$20,000.00, the maximum grant assistance would be up to \$5,000.00.



APPLICANTS ARE NOT GUARANTEED THE MAXIMUM AMOUNT. Funding will be based on how the project measures up to the Grant Criteria (page 2) as well as on the fund's current balance.

Facade Grants will be distributed through a tiered system based on the improvements made (specific examples can be found on page 3):

1. Up to \$1,000 for paint and other basic cosmetic updates
2. Up to \$2,500 for paint, signage, awnings, and lighting
3. Up to \$5,000 for paint, signage, awnings, lighting, glazing, historic building renovations/restoration, and other significant building enhancements.

Parking Lot Enhancement Grants will be distributed as a 50/50 match up to \$5,000 (specific examples can be found on page 4):

- Landscaping or hardscaping that buffers and beautifies the surface parking lot from the street or sidewalk
- Artwork or greenery that camouflages chain link fencing
- Restoration of a surface lot to an activated space such as outdoor dining/sitting area or play area

Applications will be accepted on a rolling basis for the fiscal year (July 1, 20XX to June 30, 20XX). A business or property owner can apply once per fiscal year for either the facade grant or parking lot grant.

ELIGIBILITY CRITERIA

A Facade & Parking Lot Grant application must come to the Berkley DDA *BEFORE* it is seen by the City of Berkley, the City of Berkley Downtown Design Review Board, or the City of Berkley Planning Commission AND before any work has begun. All improvements must comply with standards set forth in the Downtown Design Guidelines, City of Berkley Zoning Ordinance, and all applicable Building and Property Maintenance Codes.

AWARDED GRANTS

Funding for façade & parking lot projects will be paid through a reimbursement process. Only after the applicant has paid for work to be done will the applicant be reimbursed for up to 50% of that amount. How much each applicant gets is determined by how many grant applications are received and how the project is scored. New applicants will be given preference.

FUNDING AVAILABILITY

Grant assistance is limited to the amount available to the Berkley DDA. The Berkley DDA reserves the right to discontinue or modify funding for this program; however, all approved grants will be fulfilled as per contracted agreement.

THE EVALUATIVE CRITERIA AND THEIR RESPECTIVE WEIGHTS ARE AS FOLLOWS:

☉IMPACT (50%)

Overall impact of the project on the Downtown Development Authority District. Are inappropriate design elements removed? Will the project eliminate what was previously an eyesore in the commercial district? Does the project seek to restore the historical or architectural significance of the building? Does the project raise the visual appeal of the DDA district?

☉PERMANENCE (20%)

How permanent are the improvements and is there a maintenance plan for improvements? Does the business own the building? If not, how much time remains on the lease? Business and property owners will need to assure the DDA that the improvements will remain in place for a minimum of two to five years based on the level of grant funds they receive.

☉COMMUNITY CONTRIBUTION (30%)

Is the applicant a good neighbor? Is the area around the business clean and free of debris on a consistent basis? Does the business participate in organized DDA promotions or other community activities? Does the applicant actively promote Downtown Berkley and their own business?

BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT Retro Feel. Metro Appeal. **PROGRAM**

FIND OUT IF YOU ARE ELIGIBLE TO APPLY

This program is for properties located in the DDA District (see map on page 1). Applicants for participation in the program can be property owners or tenants.

☉TENANT APPLICATIONS*

- Tenants with a minimum of two years remaining on their lease may apply for Level One funding
- Tenants who have three or more years remaining on their lease may apply for Level One, Level Two, or Level Three funding.

**All tenants must have the property owner's signature on the application before the grant can be reviewed.*

NOTE: Taxes for property must be up to date including personal property taxes if applicable.

☉ELIGIBLE FAÇADE IMPROVEMENTS*

Some examples of projects that are eligible for funding (more examples can be found in the DDA Design Guidelines):

- ✓ Removal of materials which cover original architectural details
- ✓ Repair and/or restoration of original architectural details
- ✓ Replacement of original architectural details
- ✓ Signage
- ✓ Repainting and repair of facade*
- ✓ Exterior lighting
- ✓ Glazing and exterior door replacement

***Other improvements can be made if they meet the objectives of the program and have prior written approval from the Berkley DDA.**

☉INELIGIBLE FAÇADE IMPROVEMENTS

Some examples of projects that are ineligible for funding:

- X ANY improvements made prior to Grant proposal
- X Interior improvements
- X Removal of architecturally important features
- X New construction and additions
- X Sweat equity or applicant's own personal labor
- X Planting or landscaping
- X Residential properties, excluding mixed-use

**Suggestions for paint removal and applications are best to be left to the installer but the DDA recommends properly prepping brick exterior walls and using masonry paints that allow the moisture in the wall to escape. Please find the following recommendations for your façade project: Paint/Stain Remover: Smart Strip by Dumond, Masonry Paint: Sherwin Williams - Loxon Concrete & Masonry; Benjamin Moore - Ultra Spec Masonry Elastomeric Waterproof Coating; or Farrow & Ball - Exterior Masonry*

☉ ELIGIBLE PARKING LOT IMPROVEMENTS*

Some examples of projects that are eligible for funding (more examples can be found in the DDA Design Guidelines):

- ✓ Dividing large parking area into small “pods” with a green landscape
- ✓ Landscaped islands
- ✓ Signage with greenery and natural elements
- ✓ Hardscape such as site walls
- ✓ Decorative fencing
- ✓ Public art
- ✓ Bike racks

✓ Converting underutilized parking spaces into adaptive reuse (outdoor dining, passive seating areas, product displays, parklets, etc.) *must meet all City Ordinances and City Codes to confirm correct number of parking spaces remain available*

***Other improvements can be made if they meet the objectives of the program and have prior written approval from the Berkley DDA.**

☉ INELIGIBLE PARKING LOT IMPROVEMENTS

Some examples of projects that are ineligible for funding:

- X ANY improvements made prior to Grant proposal
- X Re-sealing
- X Re-striping
- X Sweat equity or applicant’s own personal labor
- X Residential properties, excluding mixed-use

Process for applying for the DDA Façade & Parking Lot Enhancement Grant

1. INTRODUCTORY MEETING WITH BERKLEY DDA EXECUTIVE DIRECTOR

Must take place before any project submission has been made to the city and/or work has begun.

It is strongly encouraged that all potential applicants meet with the DDA Director prior to filling out the application. Staff will assist the applicant by explaining the program, application requirements, selection process. Staff can also explain the opportunity for design assistance, either through Main Street Oakland County or through DDA volunteers.

2. SUBMISSION OF APPLICATION

Must take place before any project submission has been made to the city and/or work has begun.

Applicant will submit their request to DDA Director who will review it to make sure they have supplied all the necessary information including photographs, detailed sketches or drawings (including exact colors, materials to be used, dimensions, etc.), bids from contractors (on letterhead), requested grant amount, and any other information that can assist the application. During this review process, City staff will work on creating an outline of what the property/business owner can expect during the approval process from the DDA/City. This outline will include dates, what can be expected during each step, and contact information in case questions arise. *This effort is to ensure that all approval processes don't slow down the project and that everyone involved is on the same page.* After review by the DDA Director, the Façade & Parking Lot Grant application will be brought to the DDA's Design Committee for feedback and scoring.

3. REVIEW OF APPLICATION/SCORING PROCESS

The Berkley DDA Design Committee will review all applicants and determine which projects get funded and at what amounts each will receive. Applications will be scored based on need, project, and impact to the downtown. Projects that score higher will be given higher funding priority. Projects that do not score high may not be funded or will be funded at a lesser amount. Once approved by the Design Committee, a recommendation will be made to the DDA Board of Directors for final funding approval. *All effort possible will be made to expediently review the application so as not to slow down the improvement process. Please note, the DDA Design Committee and DDA Board of Directors meet once a month. Please contact the Executive Director for exact dates.*

5. COMMENCE WORK

Once the project has been approved by the Berkley DDA Board of Directors and all City permits and approvals are received, the applicant may begin work. Work must start within 60 days of notification of approval. Work must be completed within four months from date of approval. The DDA Director has the right to conduct weekly site inspections. *Any changes in the approved work must be approved by the DDA Executive Director and the DDA Design Committee.*

6. REIMBURSEMENT

Once the project is completed the applicant must submit copies of cost documentation (invoices, etc.) along with copies of all cleared checks to the Berkley DDA for reimbursement. Reimbursement will be made to the applicant within 30 days of receipt of project payment documents.

GENERAL INFORMATION

1. Applicant's Name: _____
2. Property Address: _____
3. Is the applicant the property owner? Yes _____ No _____
4. Is the property occupied? Yes _____ No _____
5. Business Name: _____
6. Business Owner Name: _____
7. Business Mailing Address: _____
8. Business Owner Phone: _____
9. Business Owner Email: _____
10. Property Owner Name: _____
11. Property Owner Address: _____
12. Property Owner Phone: _____
13. Property Owner Email: _____
14. Number of Building Stories: _____ Linear frontage of building: _____
15. Present use of building? Retail Office Service Mixed Other
16. Have you secured all financial resources necessary for this renovation project including the matching grant funds that would be reimbursed to you? Yes _____ No _____

17. *On a separate sheet of paper, please give a detailed explanation of the work that you propose performing. Give as much information as you have, including drawings and photos. Bids or quotes for the proposed work must be included. Requested grant amount must also be part of this explanation.*

I (we) have reviewed the Berkley DDA Façade & Parking Lot Improvement Guidelines and understand that our renovations must conform. I (we) certify that the information contained in this application is, to the best of my (our) knowledge, correct and accurate as of this date. I (we) understand that this application does not obligate me (us) or the DDA to any additional financial arrangements made under this Façade & Parking Lot Grant Program.

I (we) further certify that all work to be done under the Façade & Parking Lot Grant Program must meet all applicable State of Michigan and Berkley City building codes.

I (we) agree to maintain the improvements made to my (our) building and/or parking lot through the Façade & Parking Lot Grant Program.

Property Owner Signature: _____ Date: _____

Business Owner Signature: _____ Date: _____

The DDA reserves the right to approve and reject any and all requests. Partial or full funding may be awarded.

**MHG JEWELRY STUDIO MURAL
PROGRAM APPLICATION APPROVAL**



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE 2689 COOLIDGE
MURAL PROGRAM PROPOSAL FOR \$2,500**

BACKGROUND:

Existing downtown business MHG Jewelry Studio at 2689 Coolidge is a longtime part of the downtown community, and proprietor Matthew Gross volunteered as a DDA Board of Directors member for years.

MHG Jewelry Studio has applied for the DDA Mural Program and their vision is for a mural on the rear exterior of their building. They've connected with mural artist Luna Shaaya, who recently completed the mural at Nova Chiropractic, to undertake the project. They have shared that the mural can be completed for \$2,500.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

A copy of the mural rendering is enclosed.

- **Mike McGuinness, Executive Director. August 8, 2022.**

MHG JEWELERS APPEAL OF MURAL PROGRAM APPLICATION DENIAL



retro feel. metro appeal.

POSSIBLE BOARD OPTIONS:

- **MOTION TO REVERSE DENIAL, APPROVE**
- **LET PREVIOUS MURAL DENIAL STAND**
- **TABLE DECISION TO LATER DATE**

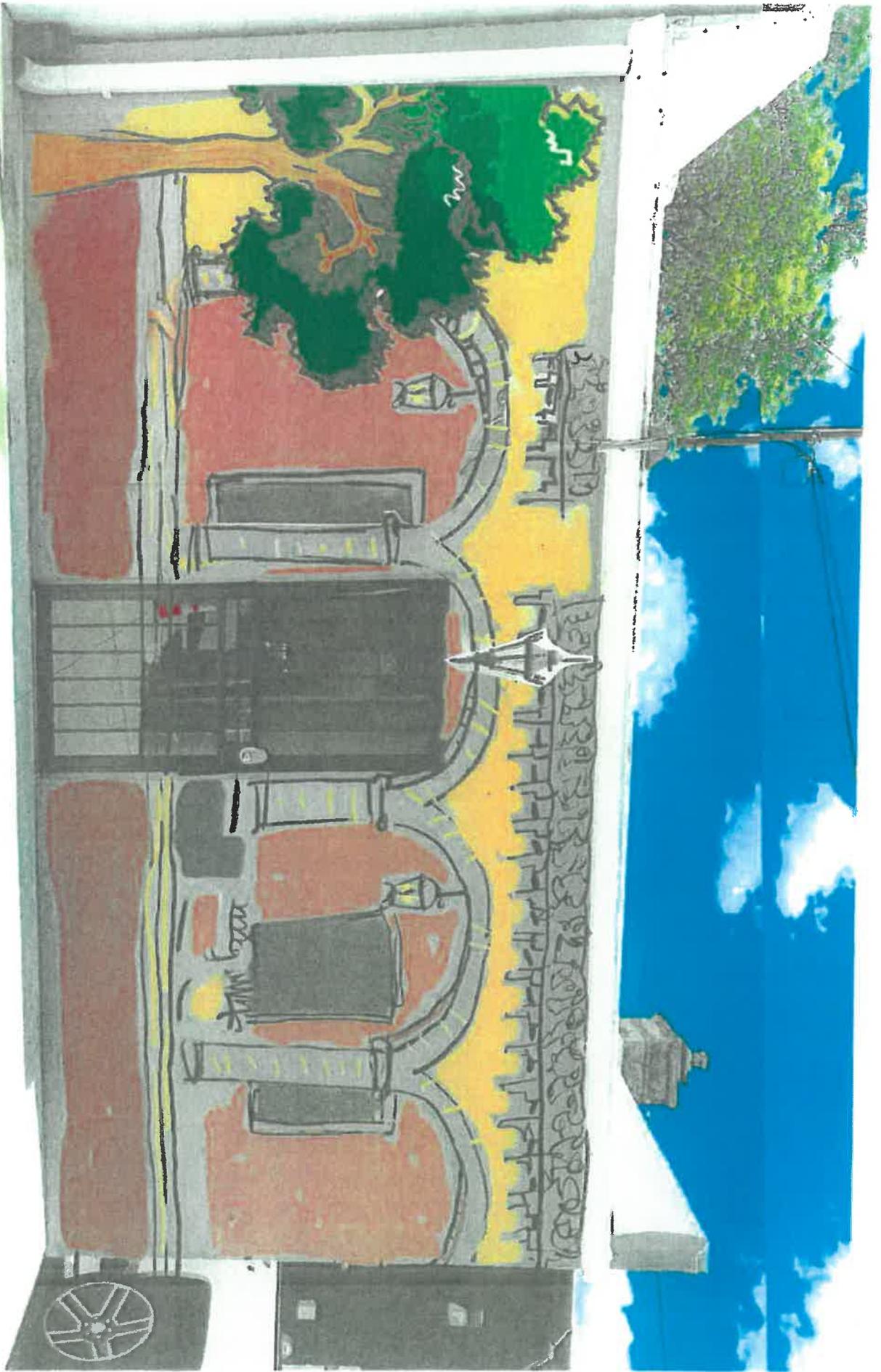
BACKGROUND:

MHG Jewelry Studio, located at 2689 Coolidge in Downtown Berkley, is a longstanding business. Proprietor Matthew Gross is an important part of the downtown community and previously served for many years on this DDA Board. Mr. Gross applied this summer for DDA funding through our Mural Program. He sought to have a mural scene painted on the rear of his building, with funding support of \$2,500 for the project.

At the September 14, 2022 Board Meeting, the Board of Directors voted to deny the funding for the proposed mural. They found the business, the building, the proprietor, and the artwork all deserving – but the deliberations centered on the impact and value of the proposed mural considering its placement. Facing the alley that sees very limited public usage, they felt it was not a prudent use of the limited funds available for mural initiatives downtown.

Mr. Gross would like to appeal that denial, and has prepared a presentation to amplify his case.

- **Mike McGuinness, Executive Director. October 8, 2022.**



ACTION ITEM –

Alice's Perfect Fit Alterations Mural Program Application



retro feel. metro appeal.

RECOMMENDATION:

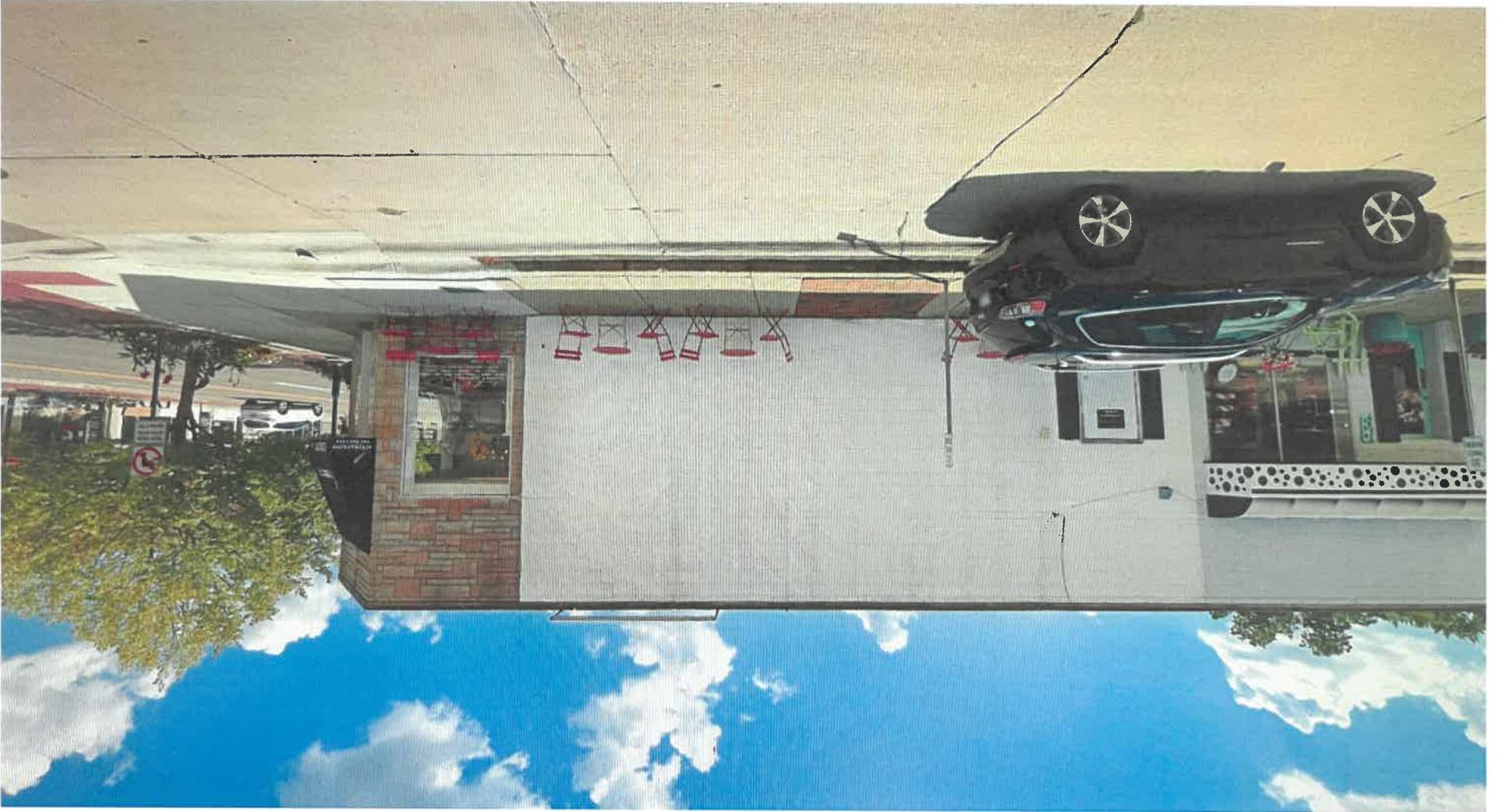
APPROVAL OF \$5,000 FOR MURAL INSTALLATION AT ALICE'S PERFECT FIT ALTERATIONS, LOCATED AT 3013 W. TWELVE MILE

BACKGROUND:

This prominent location at Robina and Twelve Mile Road is an ideal mural target. Proprietor Kathy Abrahamian has identified the subject matter, the aesthetic, and the artist that she wishes to pursue. The proposed design is included for your consideration. The mural artist is Lisa Littell.

- **Mike McGuinness, Executive Director. February 6, 2023.**





ACTION ITEM –

**Chazzano Coffee Roasters Mural
Program Application**



retro feel. metro appeal.

RECOMMENDATION:

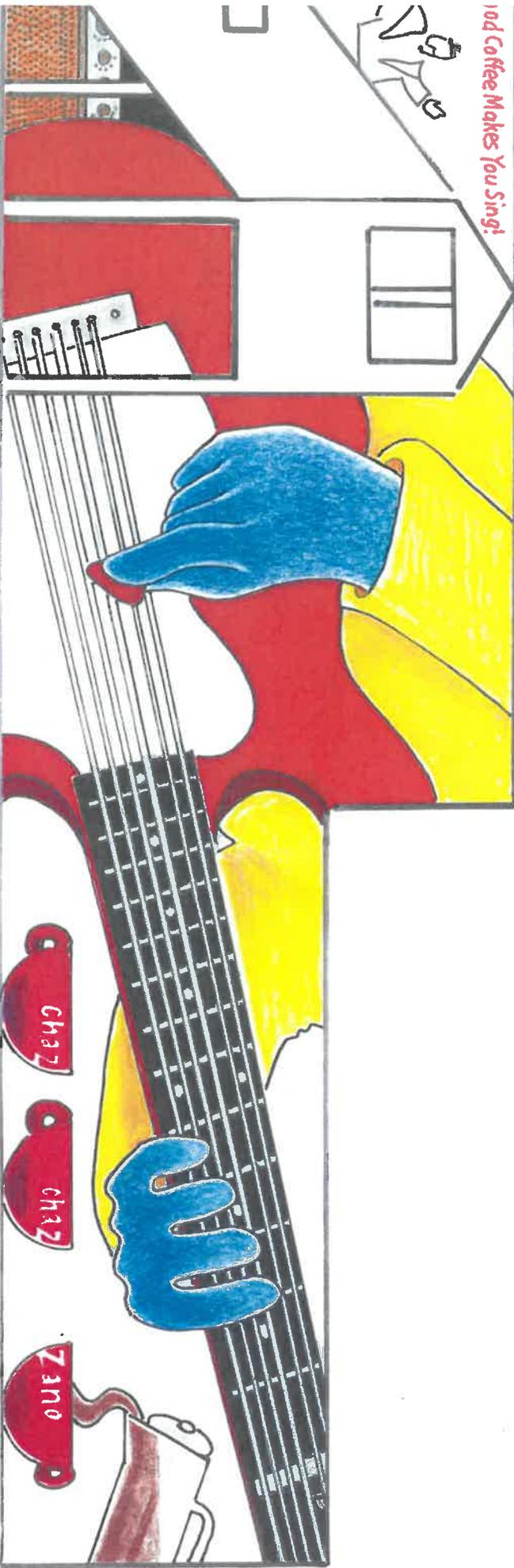
**APPROVAL OF \$5,000 FOR MURAL INSTALLATION AT CHAZZANO
COFFEE ROASTERS, LOCATED AT 2725 W. TWELVE MILE**

BACKGROUND:

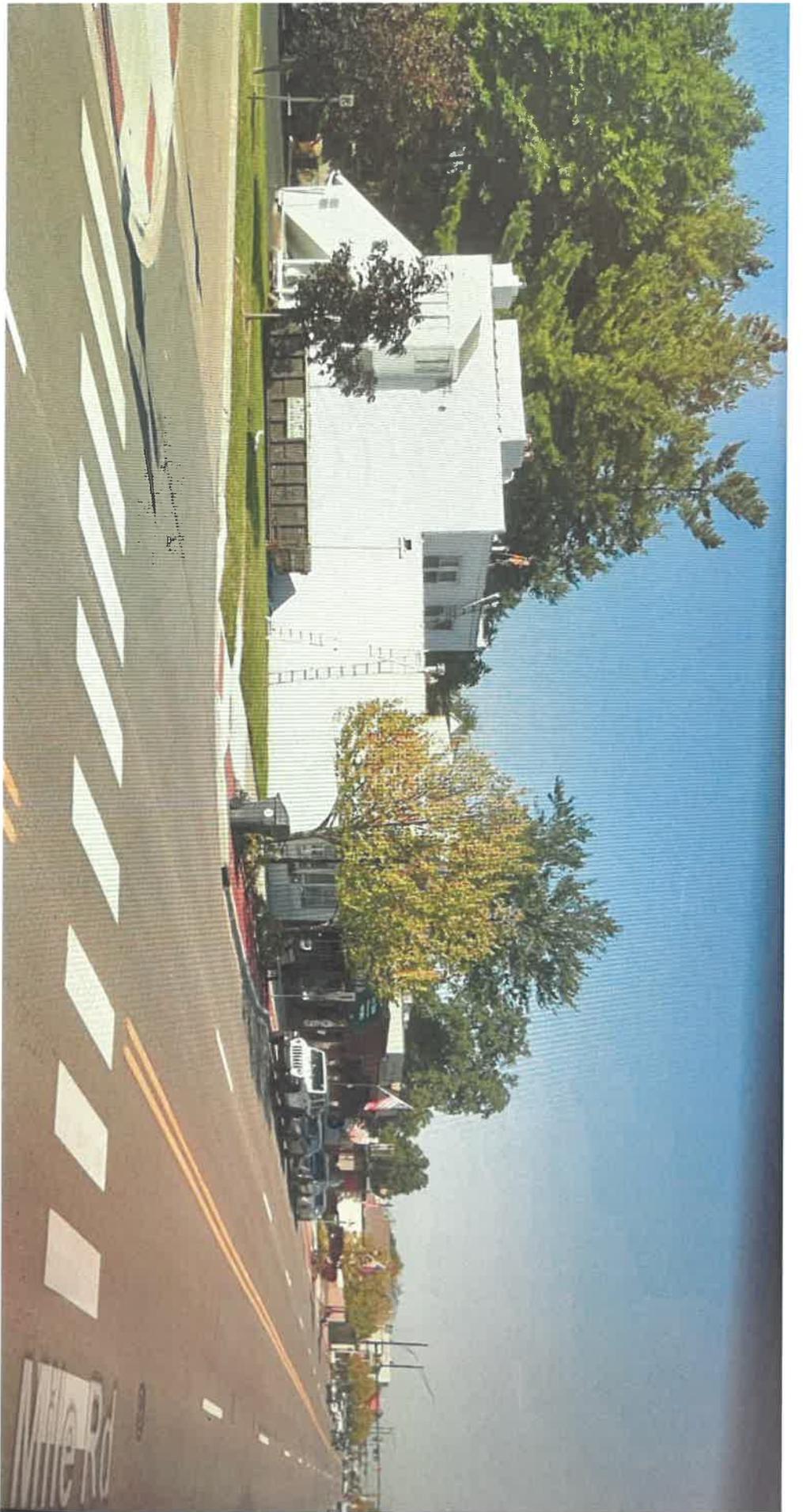
This prominent location at Cumberland and Twelve Mile Road is an ideal mural target. Proprietor Frank Lanzkron has identified the subject matter, the aesthetic, and the artist that she wishes to pursue. The proposed design is included for your consideration. The mural artist is Howard Fridson.

- **Mike McGuinness, Executive Director. February 6, 2023.**

od Coffee Makes You Sing!



HOWARD FRIDSON 2023



ACTION ITEM –

NAWAB BRITISH INDIAN CUISINE FAÇADE GRANT APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO TABLE THE 3354 W. TWELVE MILE ROAD DOWNTOWN COMMERCIAL FAÇADE GRANT PROGRAM APPLICATION

BACKGROUND:

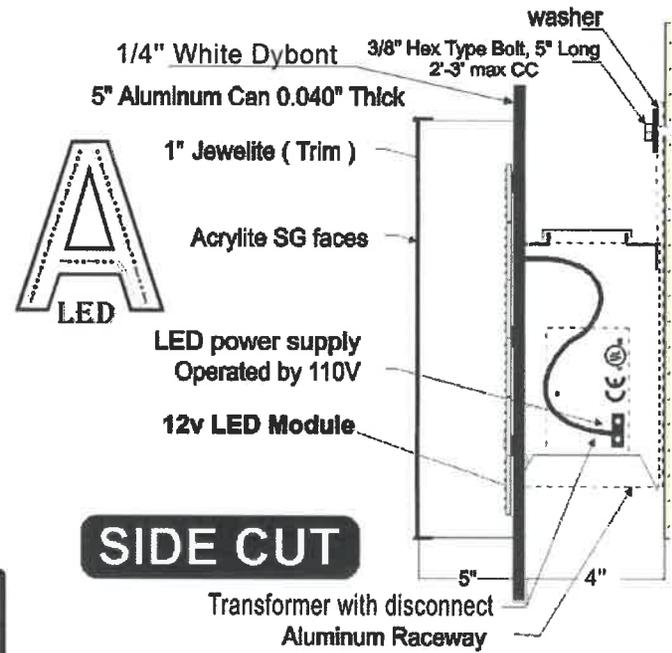
At this address has been the Grill & Curry restaurant in Downtown Berkley for a number of years. There is a new restaurant in the space, Nawab British Indian Cuisine. They have requested façade grant program support from the Berkley DDA. The work proposed so far is the removal of the faded canopy awning and replacement with a sign. The sign content has been submitted, but budgetary documentation has not been received. I recommend it be tabled until that additional information is submitted, and that the business owners can be consulted with further on additional façade enhancement opportunities for the front and rear of the building.

- **Mike McGuinness, Executive Director. February 6, 2023.**

ONT



- 1- channel letter sign
raceway mount
aluminum returns
acrylic faces
1"jewelite trim
internally lit w/LED's
- 2- capsule box
race mount
aluminum returns
acrylic face
1" jewelite trim
internally lit w/led's
vinyl graphics



SIDE CUT

thickness of the channel letters usually they are 5 inches but for chann letters with LED we are doing them at 3 inches thick or 2 and 1/2 inche depending on the city ordnance or the way the customer orders. The reason we do it 3 in is because the LED doesnot require tube supports to make it bigger. the electrical specs are Input 100-240 volts AC the output just only 12 volt 0.5A and 50/60 Hz it means that it is very safe and you can touch it by hand, doesnt cause fire. since the channel letters are LED the sign will be very light it doesnt require raceway like neon signs and we can hang it easily using 1 by 1 inch galvanized metal just to keep it in the same level and to hold it egainst the wall actually the weight of thus particular sign is no more then 40-50 lb.

**3354 TWELVE MILE RD
BERKLEY MI 48072**

DOWNTOWN BERKLEY MARCH EVENTS



LEPRECHAUNS SCAVENGER HUNT

From March 9th to 19th, all throughout Downtown Berkley (from Coolidge to Greenfield along 12 Mile, and from 12 Mile to 11 Mile along Coolidge) there will be 200 hidden leprechaun figurines. Post a picture and tag @downtownberkley on Instagram to show that you found one and you'll win a Berkley-themed prize! They can be found both inside stores and outdoors. Limit one prize per person.

LEPRECHAUNS DAYS OUT

From March 16th to March 19th, many Downtown Berkley retailers and restaurants will have featured sales, promotions, and menu items tied into the Saint Patrick's Day season. Visit our website or follow us on social media to learn about some of those deals and festive finds throughout our charming shops.



LUCKY LEPRECHAUNS DOWNTOWN BLOCK PARTY

SATURDAY, MARCH 18, 2023

12:00 TO 4:00 PM - FREE!

**O'MARA'S PARKING LOT
2555 TWELVE MILE**

Join the free, family-friendly fun the day after Saint Patrick's Day! Featuring crafts, kid's games, music, lucky leprechaun prizes, food trucks and more!

P.S. -- IRISH FEST COMING IN SEPTEMBER

Still need to scratch your lucky Irish itch beyond March? Downtown Berkley has got you covered for that, too! Save the Date for the annual Irish Fest that happens in our dynamic downtown: September 9, 2023.

DOWNTOWNBERKLEY.COM/DOWNTOWNLEPRECHAUNS

SEEKING VENDORS,
ENTERTAINERS, & SPONSORS

BERKLEY Pride

DOWNTOWN
BERKLEY

BLOCK PARTY

retro feel. metro appeal.

SUNDAY, JUNE 25 • 12-4PM

DOWNTOWN BERKLEY /// ROBINA AT 12 MILE

**HOST A BOOTH
PROVIDE ENTERTAINMENT
BECOME A SPONSOR
VOLUNTEER**



Let us know how you fit into our outdoor street festival.

No cost to participate or host a booth,
but donations of any level are appreciated.

VISIT BERKLEYPRIDE.COM

or email hello@berkeleypride.com

**FREE
FAMILY
FUN
& FREE
PARKING**





SPONSORSHIP OPPORTUNITIES

PRESENTING \$5,000
YELLOW \$2,500
GREEN \$1,000
BLUE \$500
PURPLE \$250

PRE-EVENT RECOGNITION & PERKS

Social Media Acknowledgment	3x DEDICATED	1x DEDICATED	2x GROUPED	1x GROUPED	1x GROUPED
Website & Email Acknowledgement	PROMINENT LOGO	MEDIUM LOGO	SMALL LOGO	LISTED	LISTED
Print Materials (Flyer & Poster)	PROMINENT	LISTED			
PR Announcment/Recognition	PROMINENT	LISTED	LISTED		

DAY OF EVENT RECOGNITION & PERKS

Event Signage Provided By Us	2 DEDICATED BANNERS	2 GROUPED BANNERS	1 GROUPED SIGN	1 GROUPED SIGN	
Bring Your Own Signage	UP TO 3	UP TO 2	UP TO 1		
On Event T-Shirt	PROMINENT LOGO	LOGO	LISTED	LISTED	LISTED
Verbal Acknowledged By Emcee	5x DEDICATED	2x DEDICATED	2x GROUPED	1x GROUPED	1x GROUPED
Booth at Event	PRIME LOCATION	BOOTH	BOOTH	BOOTH	BOOTH

Sunday, June 25, 2023 from 12-4pm in Downtown Berkley

SECURE YOUR SPONSORSHIP AT BERKLEYPRIDE.COM

DEADLINES FOR COMMITMENT

- 5/5/2023 to be on printed marketing materials
- 5/25/2023 to be on t-shirt and event signage
- 6/1/2023 for all other sponsors to receive all recognition benefits

CONTACT

For sponsorship-specific questions, inquiries, or to customize your support, contact us at sponsor@berkeleypride.com