

AGENDA

OWOSSO MAIN STREET/DDA

SPECIAL BOARD MEETING

Wednesday, October 31, 2023; 9:30 a.m.

Owosso City Hall; Council Chambers; 301 W. Main St., Owosso, MI



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

Call to order and roll call:

Review and Approval of Agenda: October 31, 2023

Review and Approval of Minutes: October 4, 2023

Public Comments:

Items of Business:

- 1) Michigan Main Street Accreditation Visit.....(Discussion)

Board Comments:

Adjournment:

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is www.ci.owosso.mi.us.]

**REGULAR MEETING MINUTES OF THE
DOWNTOWN DEVELOPMENT AUTHORITY/OWOSSO MAIN STREET
CITY OF OWOSSO**

October 4, 2023, AT 7:30 A.M.

CALL TO ORDER: The meeting was called to order by Chair Jon Moore at 7:41 A.M.

ROLL CALL: Taken by Chair Jon Moore

PRESENT: Chair Jon Moore, Commissioners Nicole Reyna, Daylen Howard, Robert J. Teich, Jr. and Emily Olson. Josh Ardelean arrived at 7:37 A.M. Vice- Chair Lance Omer arrived at 8:37 A.M.

ABSENT: Commissioner Bill Gilbert. Josh Ardelean left at 9:07 A.M.

OTHERS PRESENT: Lizzie Fredrick, DDA/OMS Director; Brad Barret, Finance Director and Scott Gould, City Attorney

AGENDA:

MOVED BY OLSON, SUPPORTED BY REYNA TO APPROVE THE OCTOBER 4, 2023 DDA/OMS AGENDA AS PRESENTED.

**AYES: ALL
MOTION CARRIED**

MINUTES:

MOVED BY OLSON, SUPPORTED BY TEICH TO APPROVE THE SEPTEMBER 6, 2023 DDA/OMS ANNUAL MEETING MINUTES.

**AYE: ALL
MOTION CARRIED**

PUBLIC COMMENTS: Jay Jahn from Three Fit Chicks asked the Board if Three Fit Chicks can revise their Revolving Loan Fund agreement.

Jahn stated that Three Fit Chicks has business partners that want to leave the LLC and be removed as guarantors on the loan.

Jahn stated that Three Fit Chicks wants to keep their RLF loan for the low interest rate and asked the Board to revise the contract to increase the funds for Three Fit Chicks to use towards appliance debt with another borrower.

ITEMS OF BUSINESS:

1. **CHECK REGISTER AUGUST 2023:** Fredrick reviewed the Check Register for September 1, 2023 through September 15, 2023 and shared that the remainder of September will be included in the November DDA/OMS agenda packet.

Teich asked if expenses for the electrical repairs of downtown streetlights and parking lot lights were the responsibly of the DDA and where the funds are coming from.

Fredrick confirmed that electrical repairs within the Downtown District boundary are the responsibility of the Board and expenditures come from the Building Maintenance budget, 248-200-930.000.

MOVED BY REYNA, SUPPORTED BY ARDELEAN TO APPROVE THE CHECK REGISTER AS PRESENTED FOR SEPTEMBER 2023.

AYES: ALL

MOTION CARRIED

2. **REVENUE AND EXPENDITURE REPORTS:** Fredrick reviewed the Revenue and Expenditure Report and answered questions.
3. **DELINQUENT LOAN REPORT:** Fredrick reviewed the Delinquent Loan Report and answered questions about the Kleeman Properties (dba Owosso Cookie Company) and Ihm Enterprises (dba Capital Sports) loans in delinquency.
4. **LOAN INVENTORY REPORT:** Fredrick presented the Loan Inventory Report.
5. **REVOLVING LOAN FUND IHM ENTERPRISES:** Barrett updated the Board that Ihm Enterprises has a balance of \$40,867.97 as of October 3, 2023 and that the City of Owosso received notice of a Chapter 13 Bankruptcy Plan by Ihm Enterprises that does not take into account late fees accrued for their delinquencies. The City would lose roughly \$5,900 if the plan is accepted.

Gould notified the Board that the City is considered an unsecured creditor and that Ihm Enterprises' attorney is uncertain that the City will receive any payment.

Gould shared that the City can file a Notice of Creditors to stay up to date on Ihm Enterprises' court correspondence and that there will be a virtual hearing on November 16, 2023 where Ihm Enterprises will present their Bankruptcy Plan to the court.

Gould confirmed that the City has 21 days after the hearing to object, contingent upon proper legal grounds.

MOVED BY HOWARD, SUPPORTED BY OLSON TO APPROVE THE CITY ATTORNEY TO PURSUE REIMBURSEMENT FOR IHM ENTERPRISES' REVOLVING LOAN FUND LOAN.

AYES: ALL

MOTION CARRIED

6. **REVOLVING LOAN FUND KLEEMAN PROPERTIES & O'MARIE'S, LLC:** Barret updated the Board that the Kleeman Properties four-month delinquency was paid in full on September 28, 2023 and answered questions about processes and procedures for delinquent loan payments.

Board discussed revising the terms of future RLF Loan agreements.

Gould estimated the O'Marie's LLC wage and tax garnishment refiling cost to be around \$175.00 and confirmed that the City can refile every year for 10 years before refiling for another 10-year money judgment approving wage and tax garnishments.

MOVED BY OLSON, SUPPORTED BY HOWARD TO APPROVE THE CITY ATTORNEY TO REFILE WAGE AND TAX GARNISHMENTS FOR ANOTHER YEAR FOR THE O'MARIE'S, LLC REVOLVING LOAN FUND LOAN.

AYES: ALL

MOTION CARRIED

7. **REVOLVING LOAN FUND THREE FIT CHICKS:** Board discussed Christie Jahn's request to remove two of the three guarantors of the Three Fit Chicks RLF Loan and the cost, time, processes and procedures involved.

Barrett confirmed that RLF terms have been updated since the time of the Three Fit Chicks agreement.

Board discussed updating the RLF terms to include administrative fees covering staff time and attorney fees for borrower requested agreement revisions.

Gould recommended a new loan agreement under the new terms where Jahn is the only guarantor if the Board would like to pursue the borrower's request.

Gould asked Jahn for Three Fit Chick business meeting minutes or a letter that provides documentation that the two guarantors want to be removed from the LLC and RLF Loan before the Board pursues a new agreement excluding the two guarantors.

- 8. MAIN STREET PLAZA MASONRY REPAIR CHANGE ORDER:** Fredrick reviewed the Change Order and answered questions.

MOVED BY TEICH, SUPPORTED BY OLSON TO APPROVE CHANGE ORDER NO. 1 TO THE CONTRACT BETWEEN THE CITY OF OWOSSO AND BORNOR RESTORATION INC. OF LANSING, MICHIGAN FOR THE MAIN STREET PLAZA MASONRY REPAIR IN THE AMOUNT OF \$4,970.00

**AYES: ALL
MOTION CARRIED**

COMMITTEE UPDATES:

1. **Design:** Fredrick provided updates on the completion of the Main Street Plaza Masonry Repair and Fall Beautification Program, which included purchased perennial and annual mums along with a donation of hay bales, cornstalks and pumpkins from Peterson's Landscaping.
Fredrick estimated the year-round Bridge Basket Beautification Program will launch this winter.
2. **Promotion:** Olson shared that Glow is in need of volunteers for the day of the event and that the Promotions Committee will oversee the NYE Block Party.
3. **Organization:** Moore shared that the Organization Committee is prioritizing Board Member Onboarding Resources, Fundraising and Volunteer Recruitment.
4. **Economic Vitality:** Fredrick confirmed the Electric Vehicle Charging Stations are out of service.

BOARD CONTINUING EDUCATION/INFORMATION: Fredrick reminded the Board that the in-person Michigan Main Street Accreditation visit will include a Board Meeting on October 31, 2023.

Olson confirmed she will be attending the Michigan Municipal League Convention.

DIRECTOR UPDATES: Fredrick shared about her recent Michigan Main Street Director Retreat.

BOARD COMMENTS: Howard set a goal to get the Economic Vitality Committee ready to accept RLF applications by spring.

ADJOURNMENT:

**MOVED BY HOWARD, SUPPORTED BY REYNA TO ADJOURN AT 9:36 A.M.
AYES: ALL
MOTION CARRIED**

NEXT MEETING OCTOBER 31, 2023.

<i>MEMBER</i>	<i>ORGANIZATION</i>	<i>APPOINTED</i>	<i>TERM EXPIRES</i>
JON MOORE, CHAIR	FOSTER COFFEE COMPANY	3/21/2016	6/30/2016
		3/21/2016	6/30/2020
		2/16/2021	6/30/2024
VACANT			6/30/2024
EMILY OLSON	CITY COUNCIL	1/3/2023	6/30/2024
BILL GILBERT, TREASURER	GILBERT'S HARDWARE AND APPLIANCE	7/19/2004	6/30/2008
		6/16/2008	6/30/2012
		5/21/2012	6/30/2016
		4/18/2016	6/30/2020
		2/16/2021	6/30/2024
ROBERT J. TEICH JR.	MAYOR	1/3/2023	11/12/2024
LANCE OMER, VICE-CHAIR	RE/MAX	10/3/2011	6/30/2013
		6/17/2013	6/30/2017
		6/5/2017	6/30/2021
		7/6/2021	6/30/2025
DAYLEN HOWARD	DDA RESIDENT	9/18/2023	6/30/2025
JOSH ARDELEAN	CLH INSURANCE	9/21/2020	6/30/2022
		5/2/2022	6/30/2026
NICOLE REYNA	THE SIDELINE SPORTS BAR	6/21/2022	6/30/2026

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	2023-24 ORIGINAL BUDGET	2023-24 ACTIVITY
ESTIMATED REVENUES				
Dept 000 - REVENUE				
248-000-402.000	GENERAL PROPERTY TAX	30,510	35,926	30,845
248-000-402.100	TIF	205,218	220,053	
248-000-540.000	STATE SOURCES	45,000		
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHAF	18,728	5,436	
248-000-665.000	INTEREST INCOME	1,250	500	1,719
248-000-670.000	LOAN PRINCIPAL		4,312	359
248-000-670.100	LOAN INTEREST	2,258	1,844	626
248-000-674.400	INCOME-PROMOTION	24,490	25,000	3,653
248-000-674.700	EV STATION REVENUE	1,400	1,620	100
248-000-675.000	MISCELLANEOUS	(11,677)		
248-000-699.101	TRANFERS FROM GENERAL FUND	37,952	33,921	7,558
248-000-699.287	ARPA TRANSFER IN	7,800		
Totals for dept 000 - REVENUE		362,929	328,612	44,860
TOTAL ESTIMATED REVENUES		362,929	328,612	44,860

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	2023-24 ORIGINAL BUDGET	2023-24 ACTIVITY
APPROPRIATIONS				
Dept 200 - GEN SERVICES				
248-200-728.000	OPERATING SUPPLIES	3,450	3,450	53
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE		10,000	
248-200-810.000	INSURANCE & BONDS	3,000	3,000	1,455
248-200-818.000	CONTRACTUAL SERVICES	25,000	40,500	4,128
248-200-818.500	AUDIT			75
248-200-920.000	UTILITIES	2,500	3,000	2,322
248-200-920.100	ELECTRICITY-EV STATION	1,400	2,000	146
248-200-920.300	TELEPHONE	500	520	141
248-200-930.000	BUILDING MAINTENANCE - DPW	55,000	49,200	13,243
248-200-940.000	EQUIPMENT RENTAL - DPW	2,000		2,558
248-200-955.000	MEMBERSHIPS & DUES	1,000	1,000	
248-200-956.000	EDUCATION & TRAINING	215	3,000	
248-200-969.000	DEVELOPER REIMBURSEMENT	30,694	32,959	
248-200-995.101	TRANSFER TO GENERAL FUND	10,340	11,003	2,751
Totals for dept 200 - GEN SERVICES		135,099	159,632	26,872
Dept 261 - GENERAL ADMIN				
248-261-702.100	SALARIES	62,000	64,480	18,552
248-261-702.200	WAGES	147		32
248-261-702.300	OVERTIME			228
248-261-702.800	ACCRUED SICK LEAVE	868		
248-261-703.000	OTHER COMPENSATION	2,480		
248-261-715.000	SOCIAL SECURITY (FICA)	4,743	4,933	1,440
248-261-716.100	HEALTH INSURANCE	19,920	7,400	2,485
248-261-716.200	DENTAL INSURANCE	785	252	91
248-261-716.300	OPTICAL INSURANCE	116	36	10
248-261-716.400	LIFE INSURANCE	491	504	167
248-261-716.500	DISABILITY INSURANCE	796	968	169
248-261-717.000	UNEMPLOYMENT INSURANCE	47	6	4
248-261-718.200	DEFINED CONTRIBUTION	5,580	5,803	1,681
248-261-719.000	WORKERS' COMPENSATION	403	420	136
Totals for dept 261 - GENERAL ADMIN		98,376	84,802	24,995
Dept 704 - ORGANIZATION				
248-704-728.000	SUPPLIES	50	1,000	7
248-704-818.000	WORK PLAN EXPENDITURE	2,500	2,000	7
Totals for dept 704 - ORGANIZATION		2,550	3,000	14
Dept 705 - PROMOTION				
248-705-802.000	ADVERTISEMENT	1,052	2,000	
248-705-818.000	WORK PLAN EXPENDITURES	3,000	5,000	1,462
248-705-818.730	ART WALK	1,000	500	
248-705-818.750	GLOW	7,000	6,531	30
248-705-818.760	RETAIL EVENTS	200	135	
248-705-818.770	MOTORCYCLE DAYS	750	100	1,660
248-705-818.780	CHOCOLATE WALK	1,500	500	
248-705-818.790	NYE BLOCK PARTY	3,500	4,000	
Totals for dept 705 - PROMOTION		18,002	18,766	3,152
Dept 706 - DESIGN				
248-706-818.000	WORK PLAN EXPENDITURES	3,000	7,000	405
Totals for dept 706 - DESIGN		3,000	7,000	405
Dept 707 - ECONOMIC VITALITY				
248-707-818.000	WORK PLAN EXPENDITURES	48,000		1,016
Totals for dept 707 - ECONOMIC VITALITY		48,000		1,016
Dept 901 - CAPITAL OUTLAY				
248-901-965.585	CAPITAL CONTRIBUTION-DDA	7,800		
Totals for dept 901 - CAPITAL OUTLAY		7,800		
Dept 905 - DEBT SERVICE				
248-905-991.100	PRINCIPAL	60,694	54,840	1,596
248-905-992.000	PAYING AGENT FEES	500		
248-905-993.000	INTEREST	17,738	15,396	7,615
Totals for dept 905 - DEBT SERVICE		78,932	70,236	9,211
TOTAL APPROPRIATIONS		391,759	343,436	65,665
NET OF REVENUES/APPROPRIATIONS - FUND 248		(28,830)	(14,824)	(20,805)
BEGINNING FUND BALANCE		(12,030)		
FUND BALANCE ADJUSTMENTS		152,278		
ENDING FUND BALANCE		111,418		

Owosso Main Street – Day Tripper Tourism and Residential Development Transformation Strategy Development Plan

Desired Future State: *Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!*

Overarching Goals	Measures of Success	Possible Projects/Activities
Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso.	<ul style="list-style-type: none"> a. Increase in # of available residential units b. # of new businesses c. Increase in approved façade grant applications d. Increase in building renovation and/or restoration e. Increase in Main Street Volunteerism of City Staff and other community organizations Active involvement of city in the Redevelopment Ready Community initiative f. Evidence of improved internal communication between City Departments (including Main Street) and other community organizations 	<ul style="list-style-type: none"> • Expand outreach and education of façade grant opportunities • Conduct customer service surveys of property owners, businesses and organizations • With the city, define Main Street’s role in the RRC initiative; plan and deploy activities accordingly
Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.	<ul style="list-style-type: none"> a. # of new businesses b. Increase in # of available residential units c. Increase in gross sales; daily, monthly, annually d. Increase in online digital outreach and connections e. Increase in social media “check-ins” f. Increase in real estate sales/ development activity 	<ul style="list-style-type: none"> • Conduct a “dot” survey • Develop a mobile app featuring Downtown Owosso attractions/ businesses (possible fundraiser through ad sales) • Create and deploy a “Welcome” packet and/or goodie basket for new arrivals • Create and deploy a public relations media content calendar
Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.	<ul style="list-style-type: none"> a. Evidence of cross-business referrals and promotion b. Increase in collaborative, promotional strategies c. Increase in networks and networking events d. # of new businesses e. Increase in collaboration and improved communication between Main Street, City Depts. and other community organizations 	<ul style="list-style-type: none"> • Owosso “chips” that travel from business to business to track referrals • Create or support creation of day-tripper attraction packages • Sample the City event • Engage business owners in defining “coopetition” and how to measure • Survey business owners about needs/gaps • Act as resource for businesses in development/strengthening of networks/network opportunities.

Owosso Main Street 2023 Programing

Design Committee

- **Downtown Community Cleanup** - Owosso Main Street organizes a community cleanup in the spring, summer and fall to help prepare downtown for upcoming events. These cleanup events include trash pickup and seasonal landscaping.
- **Bridge Basket Program** – A year-round beautification program featuring seasonal vegetation in the planter baskets on the Main Street and Washington Street bridges. This program creates a welcoming experience when entering Downtown Owosso from both the West and the South sides of the community.
- **Fall Beautification** – Seasonal decorations such as hay bales, cornstalks, mums and pumpkins are purchased and/or donated to celebrate fall and create a sense of place.

Economic Vitality Committee

- **Grow with Google** – Owosso Main Street has partnered with the Shiawassee Regional Chamber of Commerce to provide a free four-part series of workshops for Downtown Owosso business owners and Chamber of Commerce members. These training courses provide an introduction and overview of free business development resources along with marketing tips and tricks on how to grow your business.
- **Revolving Loan Fund** – Owosso Main Street oversees this loan and grant program for the City of Owosso. It provides low interest loans for business and property development and grants for upper-level housing developments.
- **Business Owner Meetup** – A quarterly gathering of Downtown Owosso business owners. Owosso Main Street will present downtown project updates and gather feedback. This event also provides an opportunity for networking.

Organization Committee

- **Annual Sponsorship Guide** – This packet includes all sponsorship opportunities for Owosso Main Street programming, a sponsor database and provides sponsorship solicitation support.
- **OMS Volunteer Program** – Owosso Main Street's volunteer recruitment and retention program including a volunteer database, volunteer appreciation event, and acknowledgement with thank you cards and highlights in community newsletters.
- **Community Newsletter** – A public monthly e-newsletter highlighting Downtown Owosso happenings such as events, projects, new businesses, volunteer acknowledgments and ways to get involved.

Promotion Committee

- **Chocolate Walk** – This event highlights Downtown Owosso businesses and creates revenue for downtown promotional materials.
- **Owosso Vintage Motorcycle Days** – This two-day event features vintage motorcycles. It includes a Friday night community ride and a Saturday motorcycle show. It is the only bike show centered around vintage motorcycles in the mid-Michigan region.
- **Glow Owosso** – A holiday event for the community centered on a parade of lights. Activities include the Glow 5k Run/Walk, Glow Parade and Tree Lighting.
- **NYE Block Party** – Community members and guests are invited to ring in the new year in Downtown Owosso with a ball drop and fireworks.
- **Retail Events**
 - **Summer Sidewalk Sales**- A weekend long discounted shopping event encouraging guests and community members to visit Downtown Owosso and support local businesses.
 - **Small Business Saturday** – A coordinated sales event to celebrate small businesses on the national shopping holiday, which falls on the Saturday after Thanksgiving.

2023 OMS/DDA Self-Assessment Scoring

1 = Not being address
 2 = Minimal work, but
 3 = Evidence of satisfc
 4 = Has achieved succ
 5 = Outstanding achie

Focus Area	Average Score	Lizzie, Director	Jon, Chair	Lance, Vice-Chair	Bill	Emily	Melissa	Nicole	Josh	Rob, Mayor	Nathan, City Manager
Partnerships & Collaborations 1	3.9	3	4	4	4	4	4	4	4	3	5
Partnerships & Collaborations 2	3.7	3	4	4	4	4	4	4	3	3	4
Community Outreach	3.2	3	3	3	3	3	3	3	4	3	4
Communications & Public Relations 1	3.6	4	3	3	3	3	3	3	5	4	5
Communications & Public Relations 2	3.8	4	4	3	4	3	4	4	3	4	5
Communications & Public Relations 3	3.7	4	3	4	4	4	3	4	4	4	3
Inclusive Organizational Culture 1	3.3	4	3	3	4	2	4	3	3	4	3
Inclusive Organizational Culture 2	2.6	3	2	3	2	2	2	3	4	3	2
Inclusive Organizational Culture 3	4	4	4	4	4	4	4	4	4	4	4
Inclusive Organizational Culture 4	3.4	3	4	4	3	3	4	3	3	3	4
Active Board Leadership 1	3.5	3	4	4	4	4	3	3	4	3	3
Active Board Leadership 2	3.4	4	4	4	3	3	3	4	3	4	2
Active Board Leadership 3	3	3	3	3	3	3	3	3	3	3	3
Professional Staff Mgt 1	4.7	4	5	5	5	5	5	5	5	4	4
Professional Staff Mgt 2	4.1	4	5	5	4	4	4	4	4	4	3
Effective Operational Structure 1	4.1	4	4	5	4	4	4	4	4	4	4
Balance Funding Structure 1	3.8	4	5	4	4	4	3	4	3	4	3
Balance Funding Structure 2	3.1	3	4	3	3	3	2	4	4	3	2
Balance Funding Structure 3	4	5	4	4	4	4	3	4	4	5	3
Strategic Revenue 1	2.7	3	3	3	2	3	2	3	3	3	2
Budget & Workplan Alignment	4.3	4	5	5	5	5	2	5	5	4	3
Budget & Workplan Alignment 2	4.5	4	5	5	5	5	5	5	4	4	3
Financial Management 1	4.7	4	5	5	5	5	5	5	4	4	5
Financial Management 2	3.6	3	4	4	4	4	2	4	3	3	5
Planning Guided by Inclusive	3.3	3	4	4	3	3	3	3	3	3	4
Defining Direction through Transform	3.3	3	4	3	4	4	2	4	4	3	2
Strategy Aligned Comp 1	3.1	3	3	3	3	3	2	4	4	3	3

Preservation Ethics 1	3.8	4	4	4	4	3	2	5	3	4	5
Preservation Ethics 2	3.5	3	4	4	3	3	2	4	4	4	4
Standards and Best Practices	3.4	3	3	4	3	3	2	4	4	4	4
Promotion of Historic	3.2	3	4	3	3	3	2	3	4	3	4
Demonstrating the Value of Main	4	4	5	4	4	4	3	4	3	5	4
Measuring and Packaging 1	3.2	2	4	3	3	3	3	4	4	2	4
Measuring and Packaging 2	3.6	3	4	4	3	4	4	3	4	3	4
Promoting Progress	3.7	4	3	4	4	4	4	4	3	4	3
Average Score	3.62286	3.4857	3.89	3.829	3.6	3.571	3.1429	3.829	3.71	3.571	3.571429

OVERALL AVG.
3.622857143



NYE Block Party 2021

- 📅 Date @December 31, 2021
- ☰ Committee Promotions
- 📅 End Date @January 1, 2022
- 🕒 Year 2021
- ➦ Work Plan Jon Moore
- 👤 Leader
- ➦ Volunteers Wyman Brown, Rich Lowman, Joseph Moore, Kevin Lenkart, Joe Matteson, Shar Haskins, Erica Matteson, Carl Ludington, Corky Adams, Jeff Adams, Kaitlin Riley
- ➦ Tasks Organize fire truck for event, Coordinate Foreworks, Find event sponsors, Schedule DJ Chewy for event, Communicate w/ CRW, Complete road closure, Order Restrooms, Start social media advertising, Order party favors, Talk to Curwood Festival about using their building, Organize skate rink, Assemble Trash Cans & Firewood, Set up road barricades, Set up burn barrels, Set up trash cans, Help Fire Truck Team, Set up and run Welcome Table, Event tear down
- # Hours Served
- 📎 Files
- ☰ Budget

Objective Total Budget \$

- Create a downtown "block party" type event on NYE to ring in the new year
- Give Owosso and surrounding area a place to celebrate NYE.
- Give Downtown Owosso Businesses a measurable increase in sales from the event
- Raise funds for Owosso Main Street and future NYE events
- Utilize the Downtown Commons to support local bars and restaurants

How will we evaluate success?

- # of attendees
- Increase in sales from Downtown businesses before, during, & after the event
- Positive feedback from the community - an increase in community pride

Main Street Point

Promotion

Main Street Point Overlap

Organization

Transformation Strategy Goal

Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso.

Transformation Strategy Goal Overlap

None

The Details

Detailed description of the work plan.

- | A NYE celebration that includes a ball drop, fireworks, and music to celebrate the new year.
- | Utilizing the social district / Downtown Commons to boost sales at local restaurants and bars.

2023 NYE Work Plan

PROJECT: NYE Block Party

Community members and guests are invited to ring in the new year in

BRIEF DESCRIPTION: Downtown Owosso with a ball drop and fireworks.

OBJECTIVE:

MEASURE OF SUCCESS:

MAIN STREET POINT: Promotion

OVERLAP:

STRATEGY GOAL:

STRATEGY GOAL

COMMITTEE CHAIR: Lizzie Fredrick

PROJECTED EXPENSE: \$6,000.00 **ACTUAL EXPENSE:**

PROJECTED REVENUE: \$4,000.00 **ACTUAL REVENUE:**