



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, SEPTEMBER 12, 2022, REGULAR MEETING, 8:00 A.M.
ASSEMBLY ROOM, ADA TOWNSHIP OFFICES
7330 THORNAPPLE RIVER DR SE, ADA, MI

AGENDA

- I. CALL TO ORDER/ROLL CALL
- II. APPROVAL OF AGENDA
- III. APPROVAL OF MINUTES OF AUGUST 8, 2022, REGULAR MEETING
- IV. APPROVAL OF PAYABLES – none
- V. UNFINISHED BUSINESS – none
- VI. NEW BUSINESS
 - a. Review and Approve Train Bridge Mural Proposal from Lions & Rabbits Center for the Arts
 - b. Beers at the Bridge Event and Media Recap – August 19, 2022
- VII. REPORTS AND COMMUNICATIONS
 - a. DDA Financial Report, August 31, 2022
 - b. Director/Staff Reports
- VIII. BOARD MEMBER COMMENT
- IX. PUBLIC COMMENT
- X. ADJOURN MEETING



DRAFT

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE AUGUST 8, 2022, MEETING, 8:00 A.M.**

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, August 8, 2022, at 8:00 a.m. at the Ada Township Hall, Assembly Room, 7330 Thornapple River Drive, Ada MI.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Chair Bowersox.

BOARD MEMBERS PRESENT: Bowersox, Frost, Harrison, Leisman, Vogl

BOARD MEMBERS ABSENT: Coe, Idema, Knapp, Norman

STAFF AND OFFICIALS PRESENT: Buckley, Fitzpatrick, Said, Stichman, Aaron McNair (DDA Intern) and Kevin Austin (Township Manager Intern)

PUBLIC PRESENT: 6

II. APPROVAL OF AGENDA

Moved by Frost, supported by Vogl, to approve the agenda as presented. Motion carried.

III. APPROVAL OF MINUTES OF JULY 11, 2022, REGULAR MEETING

Moved by Leisman, supported by Frost, to approve the minutes of July 11, 2022, Regular Meeting as presented. Motion carried.

IV. APPROVAL OF PAYABLES – none

V. UNFINISHED BUSINESS

a. DDA Director Performance Review & Compensation Recommendation

Leisman noted that Manager Suchy was absent. Leisman stated that at the last meeting the DDA requested Suchy to conduct a performance review of Stichman, which was done and results were included in the packet. Leisman summarized the review and said Haley was doing a great job and Suchy was very happy with the job she has been doing and gave examples; her connections made with the community, successful events like Beers at the Bridge, helped lead the DDA through a strategic planning process, and many other events in the upcoming year.

Leisman stated that Suchy recommended the DDA consider the minimum salary range that the MML Compensation Study recommended of \$65,826.09. Harrison asked to confirm the number of hours per week for the position. Stichman confirmed she works full time at 40 hours per week.

Moved by Vogl, supported by Harrison, to accept Manager Suchy's performance review and increase the DDA Director salary to \$65,826.09. Motion carried.

VI. NEW BUSINESS

a. Review and Discuss Feedback about Ada Village Social District

Stichman was pleased to report a successful 5 weeks since the implementation of the Wednesday evening Social District, without any negative incidences. She said that the crowds range from 200 to 600 people enjoying both the Music on the Lawn and the Social District. Stichman reported that she has been working with CDV5 and the Ada Business Association to connect with businesses, restaurants and retail, to understand what the economic impact has been. She said the main feedback from both the businesses and the broader community has been positive and there is a desire to expand beyond its expiration date of August 31.

Stichman referred to the presentation in the packet outlining community and business feedback and went over the survey numbers; on-line/in person community responses, demographics, marketing, participation, and overall community satisfaction with the Social District.

Stichman noted that she invited a few business owners to offer their feedback:

Joe Pebbles, Garage Bar & Grill, gave a comparison of their Ottawa Avenue location downtown to the Ada location and spoke in favor of the opportunity to expand the Social District saying it would be easier to present to his guests, less confusing than restrict to just one evening of the week. He went over the benefits the Social District allows his restaurant; additional food and beverage sales, potential for additional dining space, and the opportunity to host events/combined events in the outdoor space or parking lot.

Jenn Welles, Ada Village General Store, shared that she looked at the data of last year's sales during concert and this year's concert and said with the addition of the Social District she had a 12% increase in sales in July. She also said that the sales overall during that time frame of the shows/concert has gone up 50%. She said they have had no negative affects with the Social District and she feels it is important to continue having events throughout the year so that all the businesses are supported and continue to have growth.

Mario Cascante, Luna, shared that Luna has always been receptive of the 'zone'/Social District simply because they are a low impact/high revenue and high margin way to prop-up their own income in the restaurant. He said they have received great feedback, being right next to Legacy Park, and are primarily the sales driver there, seeing a large revenue boost every Wednesday. He was very supportive of expanding the Social District and said he felt it was a good idea to go to a simplicity in messaging platform to make it easier on guests with less to think about.

Stichman concluded that she requested the Board to review and discuss the feedback regarding the Ada Village Social District, with the intention of the DDA considering a resolution of support for its expansion at the next meeting in September.

Parks Director Fitzpatrick shared his perspective on the crowds at the concerts at Legacy Park vs. the Social District parameter and said there is a piece of looking at the data and how you do evaluation more from the people at the concert vs. Social District and he compared the geography. He reminded of a few rain dates for concerts that were postponed due to weather and how that may trigger a reason to consider extending the Social District time frame.

There was Board discussion regarding the possibility of expanding the Social District beyond the August 31 date, mainly to cover an extension for the rain date concert in September; whether to extend for just the rain date or extend to the desired request of 7 days a week from noon to 9:30 p.m., whether to

consider lifting other restrictions, possible complications of alcohol approval/permits, concerns about where the Ada Township Board stands on the subject, and other pieces/concerns were considered. Supervisor Leisman expressed that he was not in favor of the motion at that time.

Moved by Harrison, supported by Vogl, to recommend to the Township Board to consider extending the Social District hours of operation through September to incorporate the Music on the Lawn rain dates. Motion carried 5-0.

Moved by Harrison, supported by Frost, to recommend that the Township Board continue discussion about expanding the Social District to seven days a week for a specified period of time to be determined by the Township Board. Motion carried 4-1.

b. Beers at the Bridge Event and Media Recap – July 15, 2022

Stichman shared a recap of the event and said despite the weather, there were 1,900 guests in attendance; beer and swag revenue was just under \$10,000; the band was moved to provide shelter from the rain; she extended a thank you to Lindsey Vogl for being the MC for the evening; total sponsorship to date \$32,000; and she concluded with the types of beer/cider/sangria with the most popularity.

Aaron McNair, DDA Intern, gave a social media and other media recap with detailed figures; a \$20 cost for paid advertising, number of posts, new followers, users reached, and best performing posts. McNair shared there was live coverage at the event by 13 on your side, WZZM-TV captured footage at the event, WFGR Radio (98.7) covered the event in things-to-do-this-weekend, and additional coverage from WOOD-TV Online and Grand Rapids Magazine.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, July 31, 2022

Stichman referred to the financial outline and mentioned a few main points: specific costs involving Beers at the Bridge event, special events receipts, community event expenditures, phone allowance expenditure, DDA operations/construction expenditures, continuing education expense, contract services, and farmers market activity.

b. Director/Staff Reports

Stichman shared that there was a ribbon cutting ceremony coming up for the Ada Village Pharmacy and requested board members to attend. She noted two new businesses coming, Plumfield Books and Siren & Proper.

Stichman updated on the quota and redevelopment liquor license. She said she expects the Township Board would be making a decision about who will be awarded the quota license at the board meeting today and she explained the liquor license process.

Stichman said she and staff met with The Rapid and there is a private employer interested in chartering service into Ada, and the way The Rapid is funded and works there would need to be a public assessable bus stop in Ada. She will keep the DDA updated as more conversations take place.

Stichman said she was working with Lions and Rabbits on getting an update on the train bridge mural project and she should have a packet to review this week and plan to update the DDA at the next meeting.

Stichman informed that they have gone through the majority of the swag/t-shirts for the Beers at the Bridge event/swag table on August 19 and requested the DDA members who would be available to be present at the table and work as a DDA informational booth.

VIII. BOARD MEMBER COMMENT

Leisman shared that the public safety millage passed and that part of that is a DDA capture and that the DDA would be seeing a request that the DDA participate in the expenses of the fire department and sheriff department.

IX. PUBLIC COMMENT

Planning Director Said gave an update on the Master Plan process and extended an invitation for the next Master Plan workshop on Tuesday, August 16, at 5:00 p.m. at the Community Room #1 at the library. He said they have had input from 500 people through the process and at the upcoming workshop all the input would be summarized and goal settings established.

Harrison said he noticed in the manager's report that Ada was participating in the planning for the Lakeshore to Lowell trail, a very significant pedestrian infrastructure improvement, and he would like to see a presentation to the DDA to look at the implications on how the DDA can connect into that.

Parks Director Fitzpatrick shared updates on trails, riverfront DNR/grant project, Leonard Field construction next year, and he extended a thank you to Jenn at Ada Village General Store for working so well/coordinating with Mark and staff during the Music on the Lawn events.

X. ADJOURN MEETING

Moved by Vogl, supported by Harrison, to adjourn meeting at 9:05 a.m.

Respectfully submitted:

Devin Norman, Secretary

rs:eb



MEMORANDUM

Date: 8/2/22

TO: Downtown Development Authority Board Members
FROM: Haley Stichman, DDA Director
RE: Consider and Approve Train Bridge Mural Proposal from Lions & Rabbits Center for the Arts

Background:

At the beginning of 2022, it was proposed that better landscaping and public art on the train bridges that run over Ada Dr. and Thornapple River Dr. would be a strategic way for the Township/DDA to address issues of vandalism/graffiti. Murals would also provide a stronger identity and more attractive appearance to these main thoroughfares in the village area. The DDA Board approved a recommendation from staff to budget for a train bridge mural project to be split over the next two fiscal years. This project was included in the Capital Improvements plan/FY22-23 and FY23-24 budgets as \$53,500 for the overall placeholder cost. Landscaping surrounding the train bridges has been included in the budget and is not a capital item.

In April, staff met with Hannah Berry from Lions & Rabbits Center for the Arts (LRCFA) to discuss the potential of project managing this project. LRCFA has extensive background coordinating art initiatives, and more specifically, Hannah is familiar with artists in Ada and navigating the railroad process. LRCFA staff knowledge have been invaluable to this process thus far.

The DDA Board reviewed and approved an initial proposal from LRCFA in May 2022, which designated LRCFA as a consultant to help move through the R&D for public art on the railways. The contract was executed with LRCFA on June 27, 2022. Over the past few months, LRCFA has worked on the R&D phase, which included navigating approval with the railways, outlining a total project budget, artist RFP application, marketing assets, and a structured timeline.

Attached you'll find a draft artist RFP application (go to <https://q2py16lh6x.typeform.com/to/aJMRM3sp> to view the RFP) and proposal from LRCFA outlining a plan for the next steps that will move the train bridge mural public art initiative forward as we have reached the end of the R&D phase. Please note (1) the budget outlined does not include any road closure fees – the Kent County Road Commission has requested a LOI from the Township in order to provide cost estimates to LRCFA – I'm working with Manager Suchy to get this done, (2) there is an additional \$2500 right of entry application fee to be paid to the railroad; LRCFA is strongly recommending that we wait to submit this application until we have final artwork for the murals, and (3) additional LRCFA project management fees are included in proposal budget – fees will be due as we start the artist engagement process.

Hannah Berry will be present at the meeting on Monday to provide more context regarding: (1) what has been done thus far, (2) what are the next moves logistically, and (3) how LRCFA's contracting process works.

Recommendation:

Staff supports moving forward with the recommendation from LRCFA regarding the submittal of the right of entry application to the railroad. And asks that the DDA Board consider authorizing the DDA Director to form a design committee that will oversee the approval of the artist RFP and selection process. Staff asks that the design committee consist of at least 2 DDA Board members, DDA Director and 1-2 additional Township staff and/or board members along with representatives from the Ada Arts Council and ABA who can suggest two additional community members engaged in the arts.

Requested Motion: Motion to approve the Public Art Proposal from Lions & Rabbits Center for the Arts and authorize the DDA Director to form a design committee that will oversee the approval of the artist RFP and selection process.



LIONS & RABBITS
CENTER FOR THE ARTS

MISSION

By meeting artists where they are, we strengthen and drive creative independence.

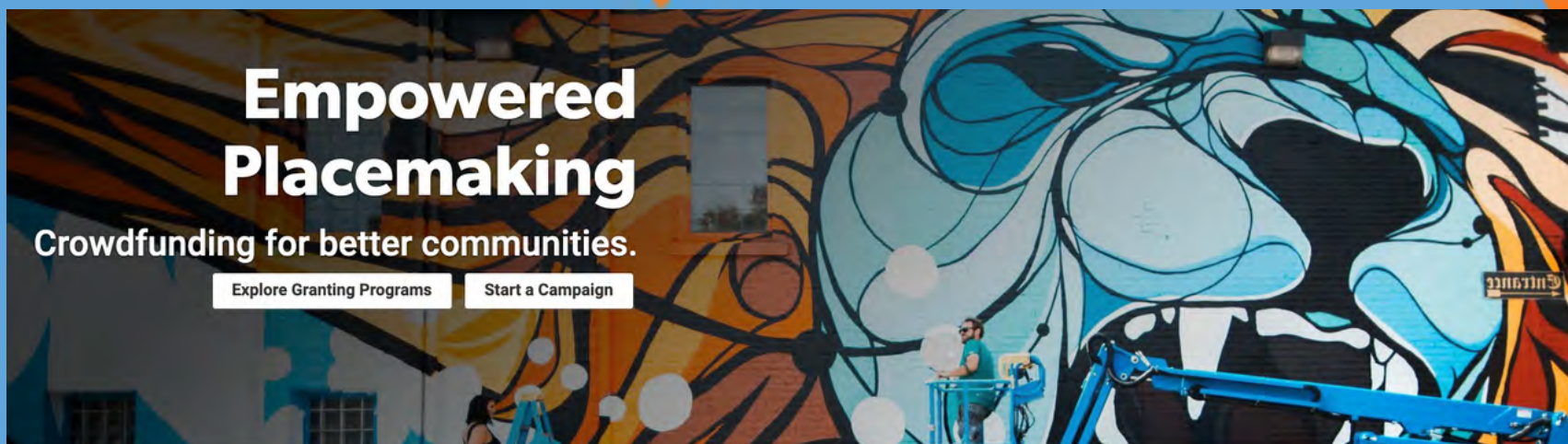
VISION

A world where artists are empowered to pave pathways for innovation.

PILLARS

Local Advocation
Artist Partnership
Sustainable + Incremental Development

HOW?



Lions & Rabbits Center for the Arts provides various opportunities to ensure our projects' success. We create individual management plans as folks communicate their visions for possibilities. From budgets to fundraising, strategic partnerships, or tiered techniques, we are here to make sure the project is done efficiently with everyone's time and money. Using partnerships like the MEDC's Patronicity campaign, each neighborhood can win.

WHAT'S BEEN DONE

1. Budgets created, waiting on County budgets and timeline approval for road closure

2. Lions & Rabbits connection with Ada Business Association, Ada Arts Council and Ada DDA

3. Artist RFP draft created, social media posts created
<https://q2py16lhz6x.typeform.com/to/aJMRM3sp>

4. Railroad Proposal created (missing sketches + timeline)

WHAT'S NEXT- VOTE

1. Design committee is created and responsible for
a. Reviewing RFP draft and social schedule
b. Selecting the artist

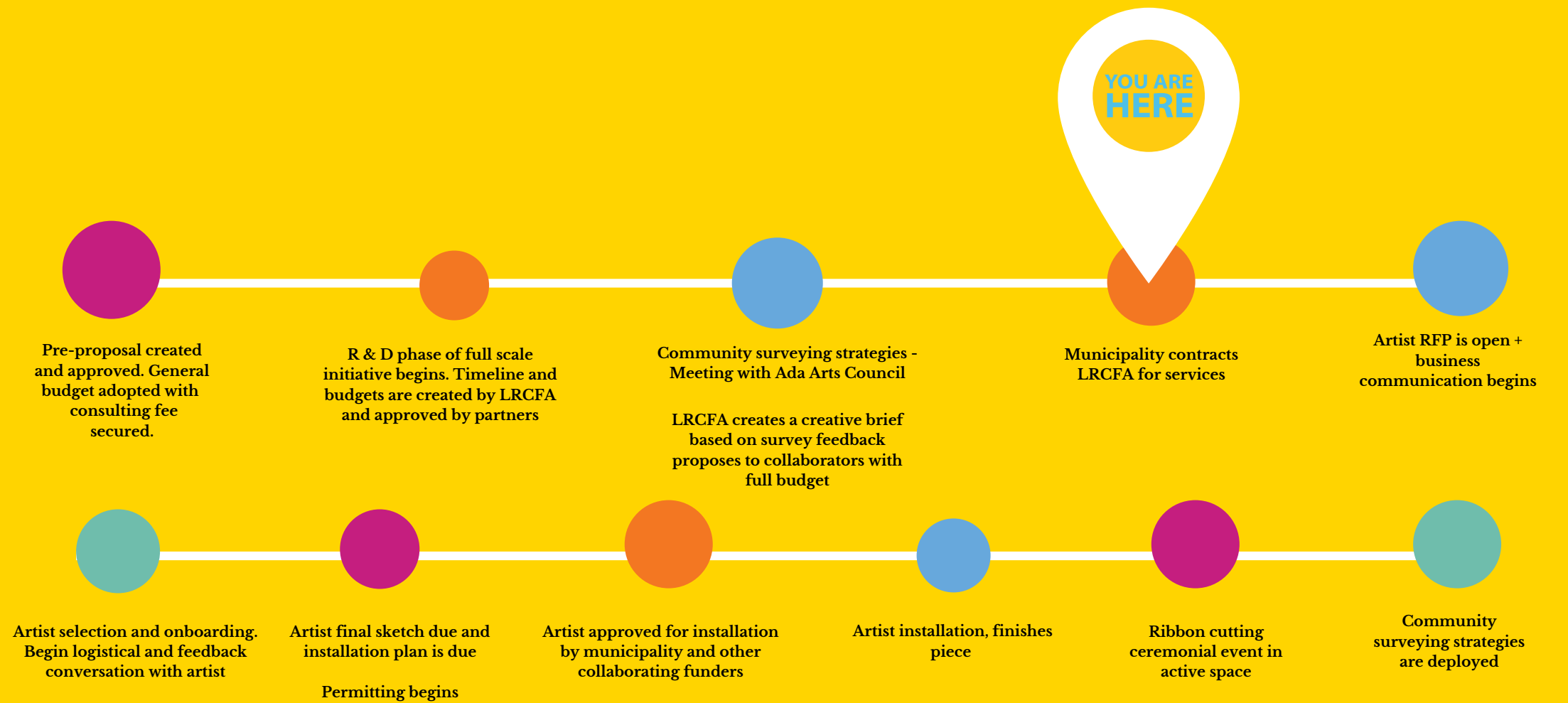
2. Launch Artist RFP

3. Select artist with design committee approval

4. Apply to Railroad for approval
(Application Fee Due)

5. Onboard artist upon railroad approval

TIMELINE OF INITIATIVE EXECUTION



RESPONSIBILITIES

MUNICIPALITY

- Attend a municipality structured design charrette led by LRCFA
- Commit to touring the appropriate locations with LRCFA staff
- Provide necessary data information for equity purposes
- Commit to LRCFA strategic plan, contributing to all the required community engagement initiatives and communication correspondence
- Create soft introductions with other organizations for communication and in-kind partnership opportunities.
- Collaborate through promotional and City communication materials.
- Work on or endorse any City grant submissions appropriate for the project
- Work with LRCFA access to barriers to mobility and traffic safety.
- Work with an advisory process to ensure the quality and merit of each project.
- Participate with local business owners and partners for ribbon-cuttings.

ARTIST

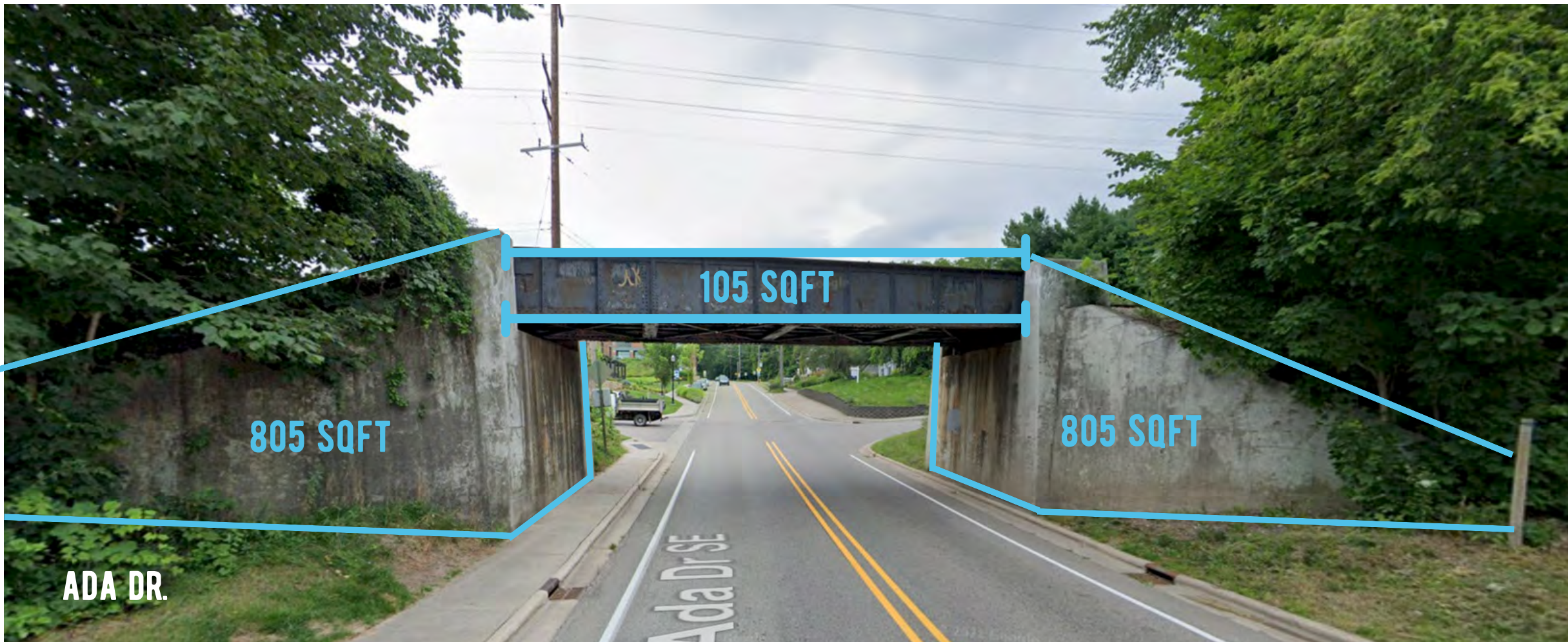
- Submit proposals during the appropriate timeline with the correct amount of finalized images for review
- Comply with all meetings, art, and other scheduled due dates
- Modify work if necessary for community approval
- Work with LRCFA on ordering materials, budgets, timelines, endowment, and other logistic needs.
- Agree on the proposed maintenance plan
- Work with LRCFA on a complete marketing package for artists and the community.

COMMUNITY

- Communicate desires for locations and types of public placemaking initiatives
- Adopt the proposed maintenance plan
- Work with municipality and artist for ribbon-cutting and other promotional opportunities for the artwork.
- Socially and financially, invest in the longevity of the Arts.

LIONS & RABBITS CENTER FOR THE ARTS

- Act as 501(c)3 fiduciary for Patronicity or other grant needs, file and report on grants.
- Create plug-and-play packages for municipalities, including appropriate guidelines for RFPs, contracting, invoicing, budgeting and endowments.
- Work with municipalities for maintaining budgets, permitting, and advisory processes.
- With the input and participation of the community, select the Art Installation location and background material.
- Project manage, grade, and select individual RFPs with community stakeholders
- Work with artists for questions throughout the RFP process
- Step-by-step project management of hired artists, including proper funding, insurance, and professionalism
- Contract artists, collaborating organizations, and marketing (video, photo)
- Work with Associations and community members for adequate endorsement of the project.
- Gather and create marketing materials for proper social media advocacy.
- Communicate with local news and other marketing
- Manage a ribbon-cutting with the artist and contributing partners.
- Create a proper maintenance plan and database for all work.



BUDGET (For 1 Railway + Tressels)
 1,715 sqft x \$20/sqft = \$34,300
 (Includes supplies and lift)

Road closure - (Need Ada Township) \$X

Project Management Fees = \$10,290
 Consulting (Paid) = - \$3,000

Remaining costs =

BUDGET (For 1 Tressel)
 210 sqft x \$34/sqft = \$7,200
 (Includes supplies and lift)

Road closure - (Need Ada Township) \$X

Project Management Fees = \$1,200
 Consulting (Paid) = - \$3,000

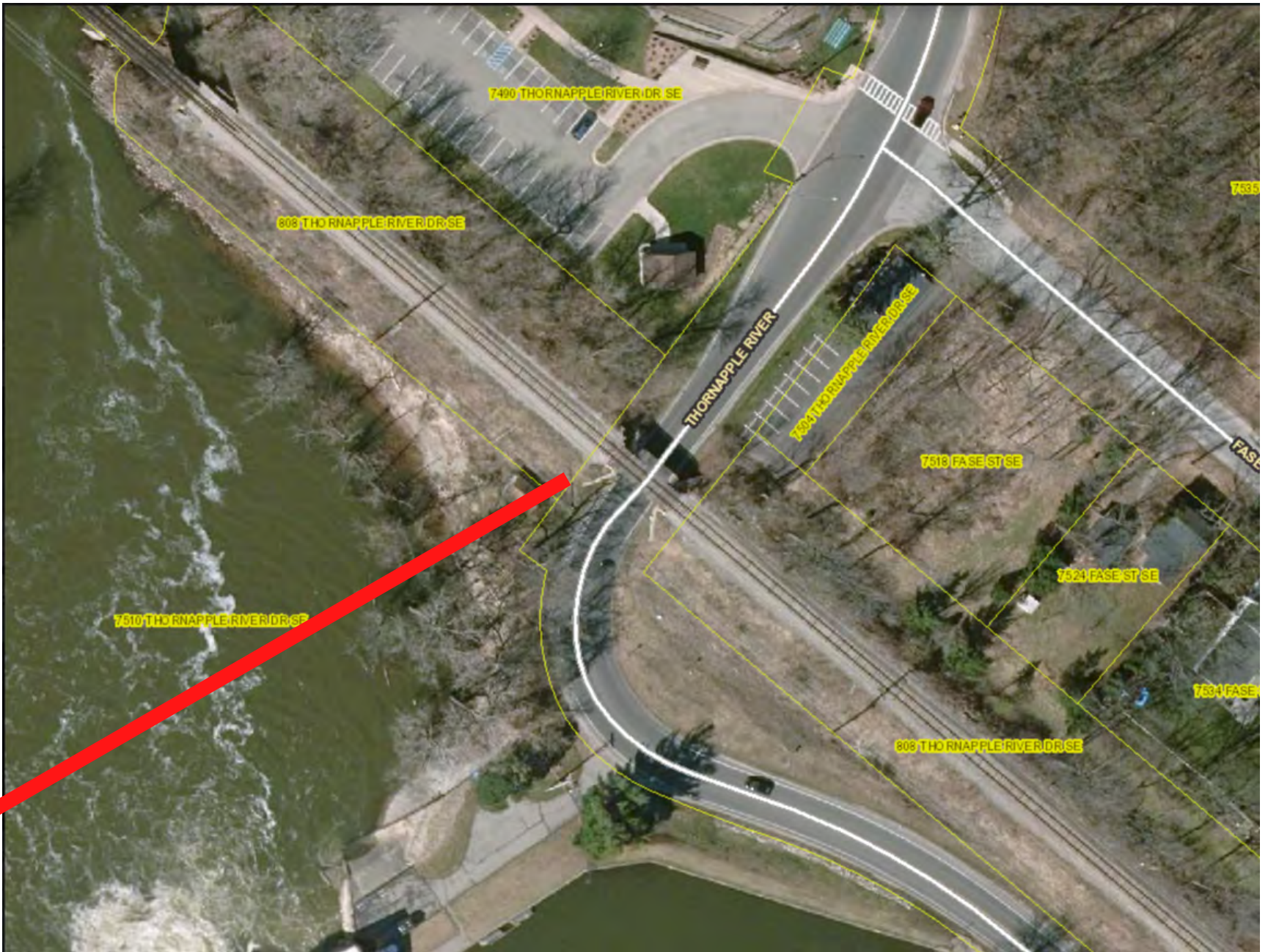
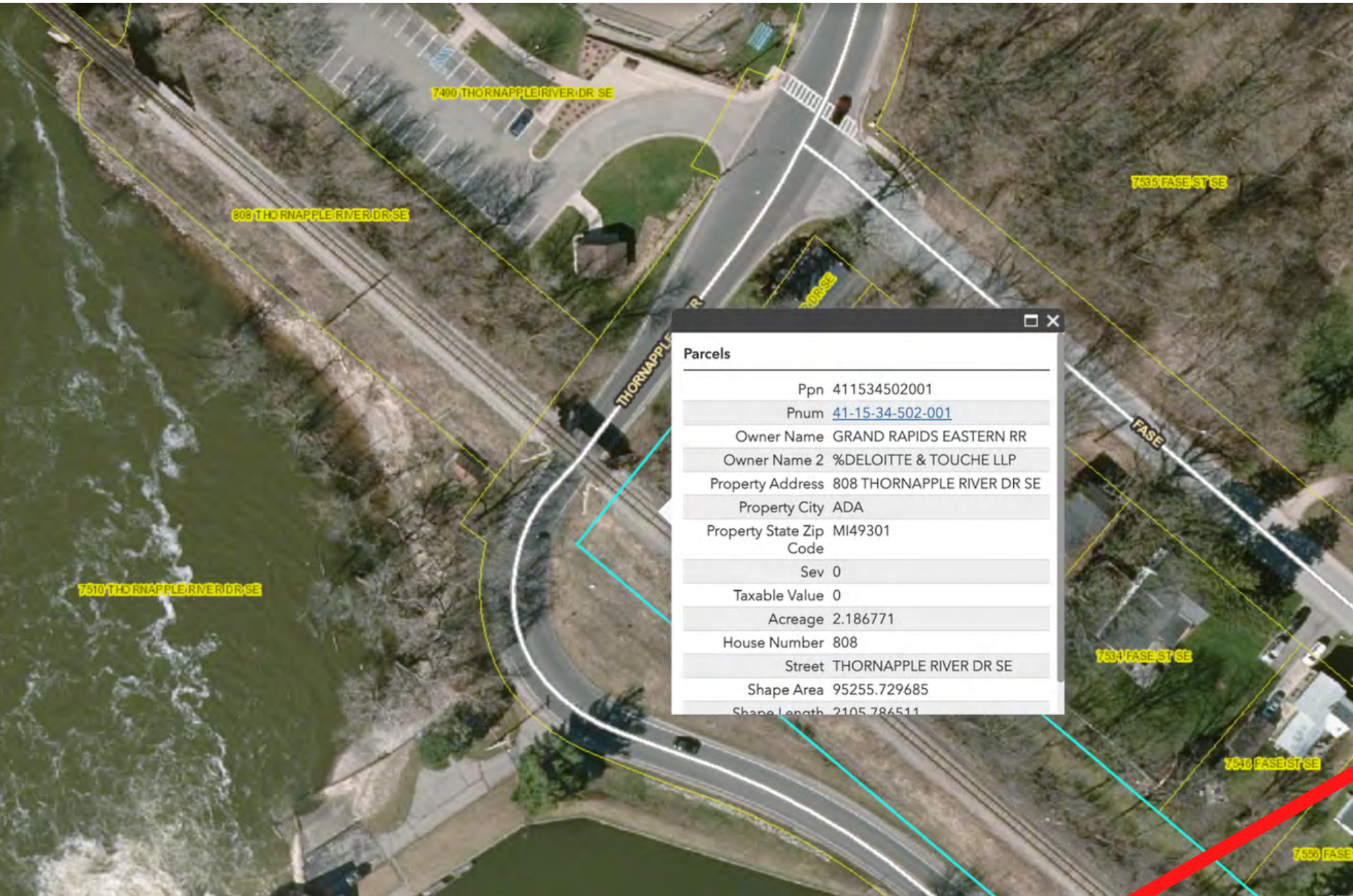
Remaining costs =

BUDGET (For Walls Only)
 1610 sqft x \$18/sqft = \$28,980
 (Includes supplies and lift)

Road closure - (Need Ada Township) \$X

Project Management Fees = \$8,695
 Consulting (Paid) = - \$3,000

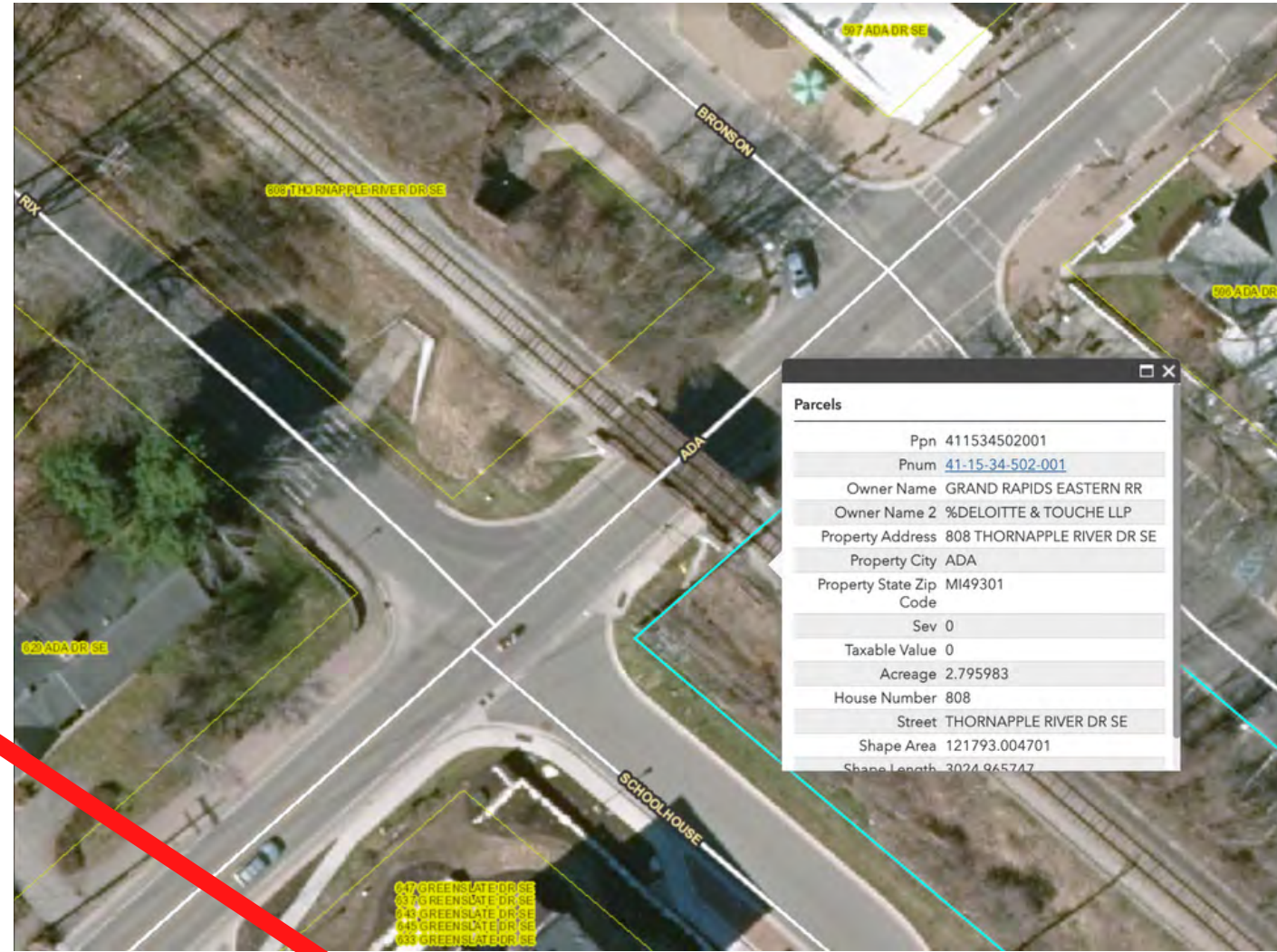
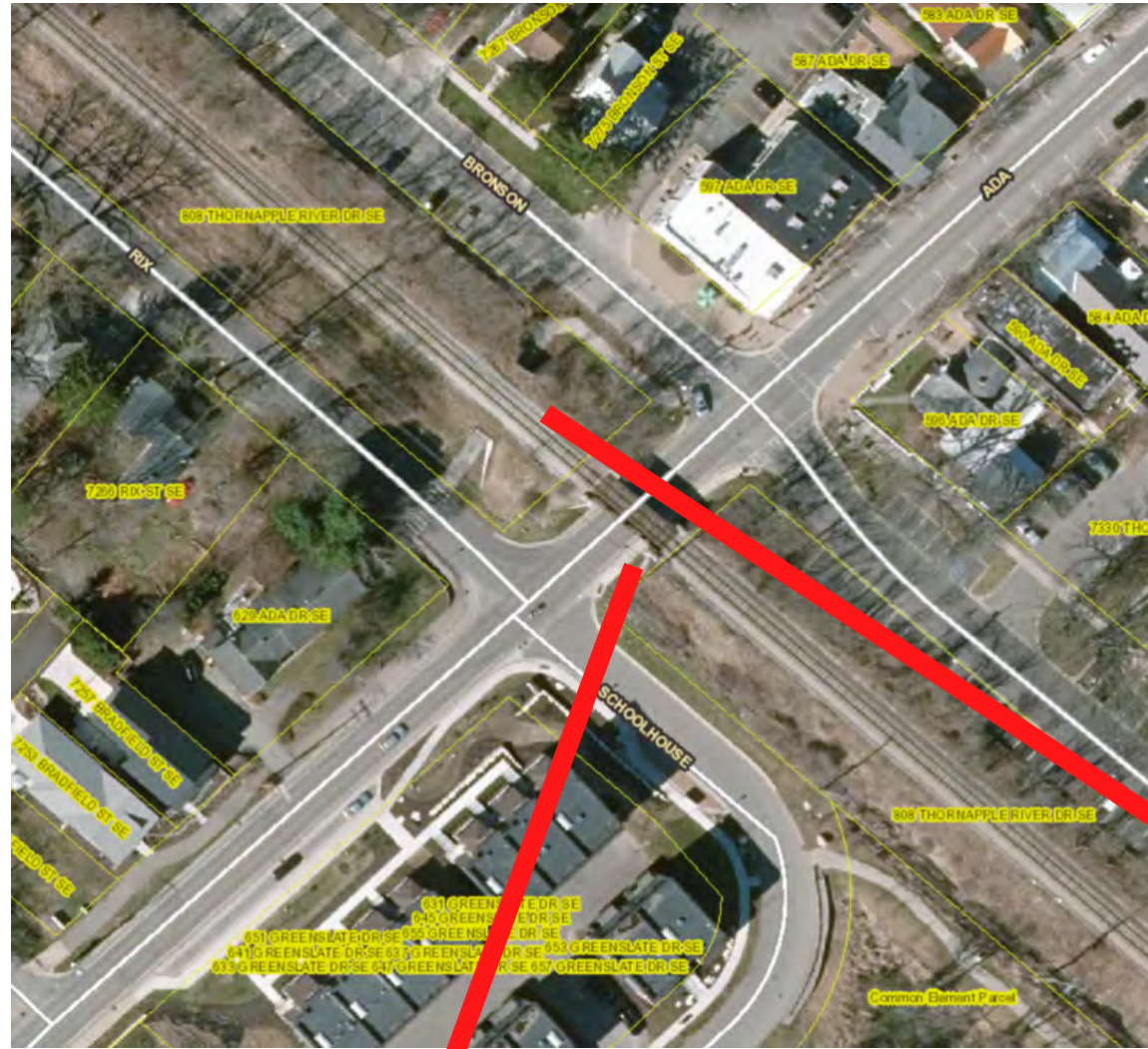
Remaining costs =



Thornapple River Drive NE
rail tunnel



Kent County Public Viewer
<https://gis.kentcountymi.gov/public/publicviewerjs/>



Ada Drive NE rail tunnel



Ada Drive NE pedestrian tunnel



MEMORANDUM

Date: 8/2/22

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Requested Motion: Motion to approve the Public Art Proposal from Lions & Rabbits Center for the Arts and authorize the DDA Director to form a design committee that will oversee the approval of the artist RFP and selection process. **MEMORANDUM**



Date: 8/2/22

TO: Downtown Development Authority Board Members
FROM: Haley Stichman, DDA Director
RE: 2022 Beers at the Bridge Summer Concert Series Event Recap

Background:

We had approximately 2900 people in attendance for our last Beers the Bridge event of the year on Friday, August 19. Beer, cider, and sangria sales amounted to \$16,487. 34% of sales were via credit card (\$5,564), which was about a 3% increase from July. Swag items amounted to \$238.00. 67% of those sales were from a credit card (\$159.00), which was about a 16% increase from July. We were able to sell out of our remaining stock of new and vintage t-shirts. Total revenue equated to \$16,725, according to our records, this is our best August event ever in terms of revenue, exceeding our previous best (2021) revenue number by 34%. Please note that we do not have final numbers yet as we are waiting on a few expenses and additional revenue; however, attached you'll find a full 2022 BATB Summer Concert Series Event Recap.

Recommendation: None.

Requested Motion: None.



2022 BATB SUMMER CONCERT SERIES RECAP



EXECUTIVE SUMMARY

The 2022 Beers at the Bridge Summer Concert Series is the first time since 2019 that all three events were held. We saw a consistent increase from last years attendance, beer ticket and swag revenue, and sponsorship revenue. These numbers are comparable and in some cases greater than pre-COVID numbers as we we saw our best August event ever in terms of revenue, exceeding our previous best (2021) revenue number by 34%. Credit card sales saw a steady increase over the course off the event series - starting with credit cards sales making up 21% or beer revenue and 39% of swag revenue in June to 34% and 67% in August respectively. Transactions were slow in some instances - staff identified a need to have a dedicated hotspot for credit card transactions.

We hosted three different bands for the events - June 17: The Soul Syndicate, July 15: Mid-Life Crisis, and August 19: Thirsty Perch Blues Band. We had a total of 48 sponsors - the largest amount for the event series to date, including:

- 1 Presenting Sponsor
- 1 Bridge Sponsor
- 1 Cup Sponsor
- 1 Volunteer Sponsor
- 7 Grub sponsors
- 8 Promo Sponsors
- 23 Banner Sponsors
- 2 In-Kind Sponsors
- 4 Corporate Sponsors

This year marked the introduction of Sangria being offered - a great option for those less interested in beer. The Sangria was just as popular and in some cases more popular than other offerings. Dam Good still performed as the most poured drink. This was a successful return from COVID - even with the unexpected weather at the July event, members of the community came out to support. Attendance numbers at the July event shows how committed the community of Ada has become to the event series.

WHAT WENT RIGHT?

- Cascade Rentals setup and availability for adjustments
- Ability of staff, volunteers, sponsors, etc. to adapt to change
- Setup and preparation was quick and efficient, much better than past years
- Great open space for attendees even with large attendance numbers
- Sponsorship revenue at highest it has ever been
 - Continue to add vendors each year
- Transition from Seyferth PR leading event to DDA was seamless
- Ada swag almost completely sold through by last event - tank tops were a hit
- Swag tent repurposed at last event to be a informational tent for DDA
- Board members stationed at info tent - 2 members for 2 hour shifts

CHANGES FOR THE FUTURE

- Electrical updates needed to support
- Communication between staff and volunteers - need more preparation in case of medical emergency
- Create emergency path so gator is able to transport guests, if necessary
 - consider adding a first aid tent
- Wi-Fi hotspot for credit card transactions
- Further communication to public regarding ticket sales start and end time
- Reach out to Amway regarding volunteers
 - Need for more efficient volunteer system & appreciating those volunteers
- Leonard Field construction
 - Hold meeting in October to evaluate next years events
- Continue discussion regarding current ticket system in place and how we could change it

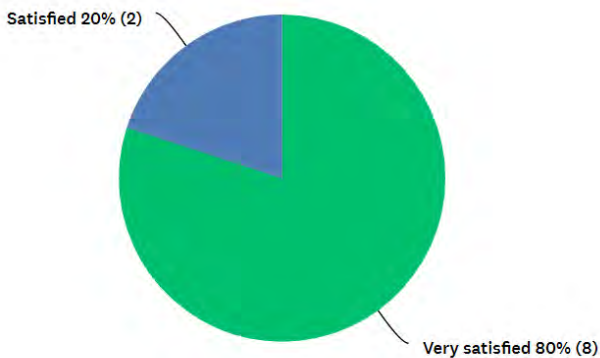
SPONSOR FEEDBACK

On August 29th, the 2022 Beers at the Bridge event survey was created and distributed via email to all sponsors. To-date responses (as of 9/7) total: 10

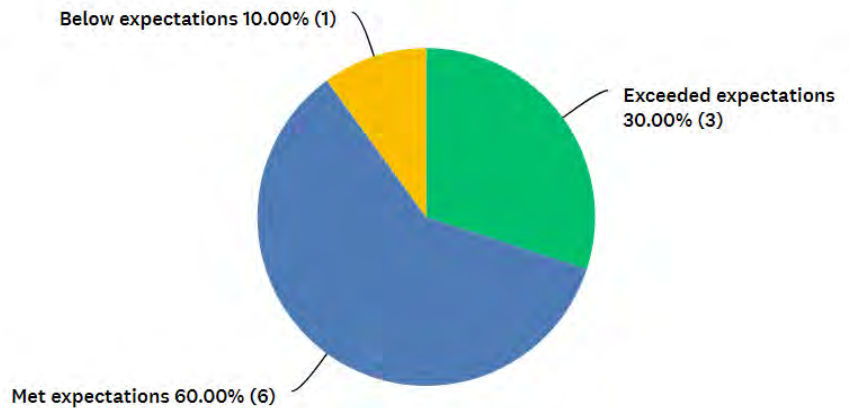
Main Sponsor Objectives:

- Support the local community
- Build brand awareness
- Secure sales & bookings for future events
- Meet community members

How satisfied were you with the event series?



How would you rate your overall ROI?



COMMENTS

I thought the selection of the bands were great. The three hour time from 6:00 to 9:00 (?) was perfect.

The music, the vendors, the volunteers and the team from the community that put this event on were amazing.

Again, we only got involved a day prior to the final event so cannot speak to the "series" aspect, but we were pleased with the one event that we engaged in - good turnout. I was nervous at first as sales were slow I think until rain passed and people ate their "dinner" then came to us for desserts as the event and music progressed.

Such a great event, wish it could go through September & October!

It's a fun awesome community gathering event. Keep it up.

I believe the food offerings were the best this year. I still believe the event should be held along river street and utilize the amphitheater we have as well as or riverside park

It is always difficult to tell, but I personally attended the events with family and we enjoyed fellowship with other Ada friends, some whom we had not seen for some time.

I think it is a slow road to keep your brand in-front of the community and many people may recognize the Farm Bureau Brand. Just not the Landis Agency.

I was a bit skeptical at first because we got involved so last minute, that we would not benefit from any sort of promotion prior to the event, and the cost was higher than many similar events and would only be a couple hours. We knew we had to sell at least 75 cookies to just break even and we did that and then some.

We really didn't have an ROI in mind, just wanted to support the event.

NUMBERS & REVENUE

June 17	July 15	August 19
<p>Total Guests in Attendance: 2,800</p>	<p>Total Guests in Attendance: 1,900</p>	<p>Total Guests in Attendance: 2,900</p>
<p>Beer Revenue: \$14,333 21% of sales were via credit card (\$3,008)</p>	<p>Beer Revenue: \$9,290 31% of sales were via credit card (\$2,864)</p>	<p>Beer Revenue: \$16,487 34% of sales were via credit card (\$5,564)</p>
<p>Beer tickets redeemed: 3,569</p>	<p>Beer tickets redeemed: 2,493</p>	<p>Beer tickets redeemed: 4,098</p>
<p>Swag Revenue: \$674 39% of those sales were from a credit card (\$266)</p>	<p>Swag Revenue: \$672 51% of those sales were from a credit card (\$345)</p>	<p>Swag Revenue: \$283 67% of sales were from a credit card (\$159)</p>
<p>Total Sponsorship Revenue: \$35,100 (collected to date as of 9/7/22); \$1500 in-kind sponsorships</p>		

SOCIAL MEDIA STRATEGY

- Created Facebook events for each installment of the Beers at the Bridge Concert Series
 - Included full details of event and added co-hosts to engage other leaders of event (i.e., Ada Village, band Facebook accounts, etc.)
 - Next year, sponsors will be added as co-hosts to broaden reach of event on Social Media
- Created and shared promotional posts in weeks/months prior to event
 - Directed community to event page within each post
- Published "thank you" sponsor posts to increase sponsorship brand awareness and to create a place for DDA, sponsors, and community to interact
 - Posted a thank you for each set of sponsors
 - Posted on main DDA Facebook feed for June event - posts published within Facebook event discussion for each subsequent event
- Shared public parking information out in weeks prior to events
- Promoted opportunity to volunteer on Facebook multiple times prior to events - incentivized participation with free volunteer shirt & beers tickets to volunteers 21+
- Shared promotional posts on our Ada Village Facebook page to optimize audience reach
- After event thank you posts to everyone involved - highlighting the band, volunteers, and sponsors
- Introduced boosted (Facebook paid advertising) posts for event & promotional posts
 - Saw a large increase in audience reach and followers
 - Will continue to boost event specific posts in future

SOCIAL MEDIA STATISTICS

June 17	July 15*	August 19*
Facebook Followers: 872	Facebook Followers: 915	Facebook Followers: 961
Users Reached: 14,200	Users Reached: 21,933	Users Reached: 18,284
Median Post Reach Per Media Type: Images - 950 Links - 350 Videos - 336 Text - 134	Median Post Reach Per Media Type: Images - 1,386 Links - 357 Videos - 371 Text - 223	Median Post Reach Per Media Type: Images - 1,221 Links - 382 Videos - 389 Text - 228
Total posts: 13 5 promotional 6 sponsor 2 volunteer	Total posts: 12 5 promotional 6 sponsor 1 volunteer	Total posts: 13 5 promotional 8 sponsor

*NOTE for July & August events, paid advertising was introduced

VOLUNTEER RECAP

To succeed in the execution of the events, we needed many volunteers to assist our workforce. This year we had a total of 122 slots to fill for all three events. All but 11 slots were filled, and staff members in attendance were able to adjust and help as needed.

The Landis Agency - Farm Bureau Insurance returned as our volunteer sponsor this year. The owner, Kate Landis and her family were incredibly helpful in securing volunteers and jumping into volunteer positions when needed.

In the future, the DDA would like to establish a volunteer database/program alongside other Ada entities for all community events.

Additionally, the DDA would like to host a volunteer celebration event to highlight those who serve the community of Ada with their time and hard-work.



PHOTOS





MEMORANDUM

Date: 9/2/22

TO: Ada Township DDA Board
FROM: Haley Stichman, DDA Director
RE: August 31, 2022, Financial Report

August 2022 financial activity in the DDA Fund included the following items of mention:

- Special Event Receipts totaling \$21,225 includes Beers at the Bridge sponsorship revenues for the 2022 concert series (\$2,000) and 2022 BATB beer ticket sales and merchandise sales on August 19 (\$19,225). Note: Sales amount currently includes \$2,500 in startup cash.
- Community Events expenditures in the amount of \$17,519.59 include various expenses for BATB July/August (i.e., Media Relations, fencing, cascade rentals, advertising, etc.).
- Phone Allowance expenditure equaling \$78 for monthly allowance for DDA Director and additional support staff.
- Office Supplies/Services totaling \$86.94 includes payment for monthly Adobe software subscription.
- Contract services in the amount of \$4,823.42 includes payment to Rockwell Earthworks for streetscape plantings and Holladay Photography for the DDA's portion of our photography subscription.
- Bond interest payment in the amount of \$45,245. Interest payments are incurred twice per fiscal year (August & February).

Financial activity for the Farmers Market included vendor registration revenue totaling \$500. Expenditures totaled \$1,206, which the Market Manager's payment for services in July.

Balances as of 08/31/2022

% Fiscal Year Completed: 41.92

Fund 248 - DDA FUND

GL Number	Description	2022-23 Amended Budget	YEAR-TO-DATE THRU 08/31/22	ACTIVITY FOR MONTH ENDED 08/31/2022	Available Balance	% Used
Revenues						
Department 000.000:						
248-000.000-401.405	TAXES: DDA AD VAL	60,000.00	0.00	0.00	60,000.00	0.00
248-000.000-665.000	INTEREST REVENUE	3,000.00	0.00	0.00	3,000.00	0.00
Total - Dept 000.000		63,000.00	0.00	0.00	63,000.00	0.00
Department 020.000: TAXES						
248-020.000-406.000	TAXES: DDA MILLAGE	349,017.00	1,039.81	0.00	347,977.19	0.30
248-020.000-437.000	TAXES: IFT	22,544.00	0.00	0.00	22,544.00	0.00
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	156,000.00	0.00	0.00	156,000.00	0.00
Total - Dept 020.000		527,561.00	1,039.81	0.00	526,521.19	0.20
Department 026.000: CONTRIBUTIONS						
248-026.000-654.000	SPECIAL EVENTS RECEIPTS	93,000.00	0.00	0.00	93,000.00	0.00
248-026.000-654.001	BEERS AT THE BRIDGE					
08/22/2022	CR BEERS AT THE BRIDGE 08/22/2022		19,225.00	BEERS AT THE BRIDGE 08/22/2022		
08/29/2022	CR BEERS AT THE BRIDGE 08/29/2022		2,000.00	BEERS AT THE BRIDGE 08/29/2022		
248-026.000-654.001	BEERS AT THE BRIDGE	0.00	70,646.00	21,225.00	(70,646.00)	100.00
Total - Dept 026.000		93,000.00	70,646.00	21,225.00	22,354.00	75.96
Department 028.000: FARMER'S MARKET						
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE	1,000.00	0.00	0.00	1,000.00	0.00
248-028.000-675.001-FARMERMARKET	REGISTRATIONS					
08/03/2022	CR FARMER'S MARKET 08/03/2022		150.00	FARMER'S MARKET 08/03/2022		
08/16/2022	CR FARMER'S MARKET 08/16/2022		75.00	FARMER'S MARKET 08/16/2022		
08/18/2022	CR FARMER'S MARKET 08/18/2022		50.00	FARMER'S MARKET 08/18/2022		
08/23/2022	CR FARMER'S MARKET 08/23/2022		225.00	FARMER'S MARKET 08/23/2022		
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	9,785.00	7,745.00	500.00	2,040.00	79.15
Total - Dept 028.000		10,785.00	7,745.00	500.00	3,040.00	71.81
Total Revenues		694,346.00	79,430.81	21,725.00	614,915.19	11.44
Expenditures						
Department 272.000: GENERAL ADMINISTRATION						
248-272.000-906.001	COMMUNITY EVENTS					
08/03/2022	AP CASCADE RENTAL CENTER/BATB TENTS/TABLES/CHAIRS		8,992.00	Inv #: '104157' Vendor '3790'		
08/03/2022	AP GOOD HANDS SECURITY SERVICES LLC/BEERS AT THE BRIDGE - J		368.00	Inv #: '2022-149' Vendor '0086'		
08/03/2022	AP GOOD HANDS SECURITY SERVICES LLC/BEERS AT THE BRIDGE - J		276.00	Inv #: '2022-165' Vendor '0086'		
08/03/2022	AP FENCE CONSULTANTS/BEERS AT THE BRIDGE FENCING - JULY		2,875.00	Inv #: '54336' Vendor '2458'		
08/03/2022	AP SEYFERTH PR/BATB SIGNAGE & MEDIA		2,183.74	Inv #: 'INV-0001558' Vendor '4445'		
08/03/2022	AP THIRSTY PERCH BLUES BAND/BEERS AT THE BRIDGE PERFORMANCE		1,500.00	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP FACEBOOK/BEERS AT THE BRIDGE ADVERTISING		10.00	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP FACEBOOK/BEERS AT THE BRIDGE ADVERTISING		10.00	Inv #: 'STATEMENT' Vendor 'MISC'		

Balances as of 08/31/2022

% Fiscal Year Completed: 41.92

Fund 248 - DDA FUND

GL Number	Description	2022-23 Amended Budget	YEAR-TO-DATE THRU 08/31/22	ACTIVITY FOR MONTH ENDED 08/31/2022	Available Balance	% Used
Expenditures						
Department 272.000: GENERAL ADMINISTRATION						
08/15/2022	AP FACEBOOK/BEERS AT THE BRIDGE ADVERTISING		10.00	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP FACEBOOK/BEERS AT THE BRIDGE ADVERTISING		15.00	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP FACEBOOK/BEERS AT THE BRIDGE ADVERTISING		7.00	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP FACEBOOK/BEERS AT THE BRIDGE ADVERTISING		10.00	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		13.17	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		20.24	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		38.99	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		(19.49)	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		(19.49)	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		8.47	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP OFFICE MAX/BEERS AT THE BRIDGE SUPPLIES		5.98	Inv #: 'STATEMENT' Vendor '0912'		
08/15/2022	AP PHASE 2 GRAPHICS/BATB SIGNAGE AND BANNER		421.50	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP GODWIN HARDWARE, INC/SOCIAL DISTRICT SIGNAGE		68.67	Inv #: 'STATEMENT' Vendor '0005'		
08/15/2022	AP GODWIN HARDWARE, INC/BEERS AT THE BRIDGE SUPPLIES		41.41	Inv #: 'STATEMENT' Vendor '0005'		
08/15/2022	AP GODWIN HARDWARE, INC/BEERS AT THE BRIDGE SUPPLIES		12.70	Inv #: 'STATEMENT' Vendor '0005'		
08/15/2022	AP HOBBY LOBBY/BATB SIGNAGE CREDIT		(3.17)	Inv #: 'STATEMENT' Vendor '2071'		
08/15/2022	AP FEDEX KINKO'S ACCTS. RECEIVABLE/BATB SIGNAGE		21.62	Inv #: 'STATEMENT' Vendor '0919'		
08/15/2022	AP FEDEX KINKO'S ACCTS. RECEIVABLE/BATB SIGNAGE		47.68	Inv #: 'STATEMENT' Vendor '0919'		
08/15/2022	AP SUNRISE CITGO/BATB ICE		69.83	Inv #: 'STATEMENT' Vendor '3208'		
08/15/2022	AP SUNRISE CITGO/BATB ICE		139.67	Inv #: 'STATEMENT' Vendor '3208'		
08/15/2022	AP SPEEDWAY/BATB ICE		4.38	Inv #: 'STATEMENT' Vendor 'MISC'		
08/15/2022	AP HOME DEPOT CREDIT SERVICES/BATB FENCING		79.54	Inv #: 'STATEMENT' Vendor '1553'		
08/15/2022	AP KENT COUNTY TREASURER/TEMPORARY FOOD PERMIT FOR GRAVEL B		269.00	Inv #: 'STATEMENT' Vendor '0391'		
08/15/2022	AP KENT COUNTY TREASURER/REIMBURSED TEMPORARY FOOD LICENSE		(159.00)	Inv #: 'STATEMENT' Vendor '0391'		
248-272.000-906.001	COMMUNITY EVENTS	125,500.00	63,472.07	17,318.44	62,027.93	50.58
Total - Dept 272.000		125,500.00	63,472.07	17,318.44	62,027.93	50.58
Department 277.000: DDA OPERATIONS/CONSTRUCTION						
248-277.000-704.000 WAGES						
08/04/2022	PR SUMMARY PR 08/04/2022		2,588.14	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		2,667.77	1387		
248-277.000-704.000	WAGES	57,784.00	25,336.82	5,255.91	32,447.18	43.85
248-277.000-704.001 WAGES - SUPPORT						
08/04/2022	PR SUMMARY PR 08/04/2022		1,194.65	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		1,164.86	1387		
248-277.000-704.001	WAGES - SUPPORT	26,891.00	9,946.54	2,359.51	16,944.46	36.99
248-277.000-704.005	WAGES: OVERTIME	500.00	0.00	0.00	500.00	0.00
248-277.000-715.000 FICA - TOWNSHIP SHARE						
08/04/2022	PR SUMMARY PR 08/04/2022		230.08	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		227.39	1387		
248-277.000-715.000	FICA - TOWNSHIP SHARE	5,323.00	2,117.82	457.47	3,205.18	39.79
248-277.000-716.000 FICA - MEDICARE TWP SHARE						
08/04/2022	PR SUMMARY PR 08/04/2022		53.81	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		53.21	1387		
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,065.00	495.32	107.02	569.68	46.51

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Balances as of 08/31/2022

% Fiscal Year Completed: 41.92

Fund 248 - DDA FUND

GL Number	Description	2022-23 Amended Budget	YEAR-TO-DATE THRU 08/31/22	ACTIVITY FOR MONTH ENDED 08/31/2022	Available Balance	% Used
Expenditures						
Department 277.000: DDA OPERATIONS/CONSTRUCTION						
248-277.000-719.000	RETIREMENT - EMPLOYER COST					
08/04/2022	PR SUMMARY PR 08/04/2022		333.26	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		341.25	1387		
248-277.000-719.000	RETIREMENT - EMPLOYER COST	8,518.00	3,231.57	674.51	5,286.43	37.94
248-277.000-719.001	MEDICAL, DENTAL INSURANCE					
08/04/2022	PR SUMMARY PR 08/04/2022		605.55	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		605.58	1387		
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	19,538.00	8,092.99	1,211.13	11,445.01	41.42
248-277.000-724.000	PHONE ALLOWANCE					
08/04/2022	PR SUMMARY PR 08/04/2022		78.00	1385		
248-277.000-724.000	PHONE ALLOWANCE	720.00	386.99	78.00	333.01	53.75
248-277.000-726.000	OFFICE SUPPLIES/SERVICES					
08/15/2022	AP ADOBE SYSTEMS/ADOBE SERVICES		56.17	Inv #: 'STATEMENT' Vendor '5544'		
08/15/2022	AP ADOBE SYSTEMS/ADOBE SERVICES		(11.62)	Inv #: 'STATEMENT' Vendor '5544'		
08/15/2022	AP ADOBE SYSTEMS/ADOBE SERVICES		42.39	Inv #: 'STATEMENT' Vendor '5544'		
248-277.000-726.000	OFFICE SUPPLIES/SERVICES	7,000.00	118.75	86.94	6,881.25	1.70
248-277.000-740.000	OPERATING SUPPLIES/SERVICES	0.00	324.20	0.00	(324.20)	100.00
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	2,630.00	637.13	0.00	1,992.87	24.23
248-277.000-800.000	CONTINUING EDUCATION	2,500.00	110.00	0.00	2,390.00	4.40
248-277.000-801.000	CONTRACT SERVICE					
08/03/2022	AP ROCKWELL EARTHWORKS, LLC/SOFTSCAPES MAINTENANCE		2,285.71	Inv #: '1097' Vendor '0877'		
08/03/2022	AP ROCKWELL EARTHWORKS, LLC/SOFTSCAPES MAINTENANCE		2,285.71	Inv #: '1109' Vendor '0877'		
08/03/2022	AP HOLLADAY PHOTOGRAPHY/EVENT PHOTOGRAPHY SUBSCRIPTION		126.00	Inv #: '20230401006' Vendor '3694'		
08/15/2022	AP HOLLADAY PHOTOGRAPHY/EVENT PHOTOGRAPHY SUBSCRIPTION		126.00	Inv #: 'STATEMENT' Vendor '3694'		
248-277.000-801.000	CONTRACT SERVICE	60,500.00	8,428.63	4,823.42	52,071.37	13.93
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE					
08/03/2022	AP VIRGINIA MAC ANASPIE/MARKET MASTER-JULY		1,206.00	Inv #: '072522' Vendor '1013'		
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	9,156.00	4,583.19	1,206.00	4,572.81	50.06
248-277.000-820.000	MEMBERSHIP & DUES	500.00	0.00	0.00	500.00	0.00
248-277.000-821.000	ENGINEERING	3,000.00	0.00	0.00	3,000.00	0.00
248-277.000-828.000	LEGAL SERVICES	500.00	0.00	0.00	500.00	0.00
248-277.000-870.000	MILEAGE & EXPENSES	1,000.00	0.00	0.00	1,000.00	0.00
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES	50.00	0.00	0.00	50.00	0.00

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Balances as of 08/31/2022

% Fiscal Year Completed: 41.92

Fund 248 - DDA FUND

GL Number	Description	2022-23 Amended Budget	YEAR-TO-DATE THRU 08/31/22	ACTIVITY FOR MONTH ENDED 08/31/2022	Available Balance	% Used
Expenditures						
Department 277.000: DDA OPERATIONS/CONSTRUCTION						
248-277.000-927.000	MAINTENACE & REPAIR/IMPROVEMENT	15,000.00	307.92	0.00	14,692.08	2.05
248-277.000-974.000	IMPROVEMENTS	48,500.00	3,000.00	0.00	45,500.00	6.19
Total - Dept 277.000		270,675.00	67,117.87	16,259.91	203,557.13	24.80
Department 279.000: OTHER TOWNSHIP EXPENSES						
248-279.000-719.002 LIFE INSURANCE, OTHERS						
08/04/2022	PR SUMMARY PR 08/04/2022		56.82	1385		
08/18/2022	PR SUMMARY PR 08/18/2022		40.88	1387		
248-279.000-719.002	LIFE INSURANCE, OTHERS	250.00	345.35	97.70	(95.35)	138.14
248-279.000-995.000	TRANSFERS OUT TO OTHER FUNDS	25,000.00	0.00	0.00	25,000.00	0.00
Total - Dept 279.000		25,250.00	345.35	97.70	24,904.65	1.37
Department 905.000: OTHER TOWNSHIP EXPENSES						
248-905.000-991.000 BOND PRINCIPAL PAYMENTS						
248-905.000-993.000 BOND INTEREST PAYMENTS						
08/03/2022	AP THE BANK OF NEW YORK MELLON/BOND SERIES 2017		45,245.00	Inv #: 'IMMS 5335268400' Vendor '4825'		
248-905.000-993.000	BOND INTEREST PAYMENTS	91,580.00	45,245.00	45,245.00	46,335.00	49.40
Total - Dept 905.000		261,940.00	45,245.00	45,245.00	216,695.00	17.27
Total Expenditures		683,365.00	176,180.29	78,921.05	507,184.71	25.78
NET OF REVENUES AND EXPENDITURES		10,981.00	(96,749.48)	(57,196.05)	107,730.48	

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Balances as of 08/31/2022

% Fiscal Year Completed: 41.92

Fund 248 - DDA FUND

GL Number	Description	2022-23 Amended Budget	YEAR-TO-DATE THRU 08/31/22	ACTIVITY FOR MONTH ENDED 08/31/2022	Available Balance	% Used
Revenues						
Department 028.000: FARMER'S MARKET						
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE	1,000.00	0.00	0.00	1,000.00	0.00
248-028.000-675.001-FARMERMARKET	REGISTRATIONS					
08/03/2022	CR FARMER'S MARKET 08/03/2022		150.00	FARMER'S MARKET 08/03/2022		
08/16/2022	CR FARMER'S MARKET 08/16/2022		75.00	FARMER'S MARKET 08/16/2022		
08/18/2022	CR FARMER'S MARKET 08/18/2022		50.00	FARMER'S MARKET 08/18/2022		
08/23/2022	CR FARMER'S MARKET 08/23/2022		225.00	FARMER'S MARKET 08/23/2022		
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	9,785.00	7,745.00	500.00	2,040.00	79.15
Total - Dept 028.000		10,785.00	7,745.00	500.00	3,040.00	71.81
Total Revenues		10,785.00	7,745.00	500.00	3,040.00	71.81
Expenditures						
Department 277.000: DDA OPERATIONS/CONSTRUCTION						
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	2,630.00	637.13	0.00	1,992.87	24.23
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE					
08/03/2022	AP VIRGINIA MAC ANASPIE/MARKET MASTER-JULY		1,206.00	Inv #: '072522' Vendor '1013'		
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	9,156.00	4,583.19	1,206.00	4,572.81	50.06
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES	50.00	0.00	0.00	50.00	0.00
Total - Dept 277.000		11,836.00	5,220.32	1,206.00	6,615.68	44.11
Total Expenditures		11,836.00	5,220.32	1,206.00	6,615.68	44.11
NET OF REVENUES AND EXPENDITURES		(1,051.00)	2,524.68	(706.00)	(3,575.68)	

ADA FARMERS' MARKET
2020 SEASON REVENUE, EXPENSE AND NET INCOME
06/30/22

General Ledger No.	Date	Description	Revenue	Expenditure	Balance	Net Income from 1/31/22
		Total Revenues and Expenditures, 4/1/21 to 1/31/22	\$9,620.00	\$9,114.54	\$7,378.26	
248.277.801	2/9/2022	Market Manager Service - January, 2022		\$112.00	\$7,266.26	-\$112.00
248.277.801	2/23/2022	Market Manager Service - February, 2022		\$240.00	\$7,026.26	-\$352.00
248.277.740	3/14/2022	Internet Services		\$68.13	\$6,958.13	-\$420.13
248.028.675.001	3/17/2022	Vendor registration fees	\$765.00		\$7,723.13	\$344.87
248.028.675.001	3/21/2022	Vendor registration fees	\$1,330.00		\$9,053.13	\$1,674.87
248.028.675.001	3/28/2022	Vendor registration fees	\$255.00		\$9,308.13	\$1,929.87
248.028.675	3/28/2022	Sponsorship Fee - Leafguard	\$1,200.00		\$10,508.13	\$3,129.87
248.028.675.001	3/31/2022	Vendor registration fees	\$295.00		\$10,803.13	\$3,424.87
248.277.740	3/31/2022	Internet Services		\$68.14	\$10,734.99	\$3,356.73
248.277.801	3/31/2022	Market Manager Service - March, 2022		\$480.00	\$10,254.99	\$2,876.73
248.028.675.001	4/7/2022	Vendor registration fees	\$510.00		\$10,764.99	\$3,386.73
248.028.675.001	4/11/2022	Vendor registration fees	\$255.00		\$11,019.99	\$3,641.73
248.028.675.001	4/14/2022	Vendor registration fees	\$295.00		\$11,314.99	\$3,936.73
248.028.675.001	4/15/2022	Vendor registration fees	\$255.00		\$11,569.99	\$4,191.73
248.028.675.001	4/20/2022	Vendor registration fees	\$255.00		\$11,824.99	\$4,446.73
248.028.675.001	4/28/2022	Vendor registration fees	\$255.00		\$12,079.99	\$4,701.73
248.277.801	5/3/2022	Market Manager Service - April, 2022		\$670.00	\$11,409.99	\$4,031.73
248.028.675.001	5/23/2022	Vendor registration fees	\$550.00			
248.028.675.001	6/3/2022	Vendor registration fees	\$370.00		\$11,779.99	\$4,401.73
248.028.675	6/6/2022	Sponsorship Fee - Wellness Way GR	\$1,200.00		\$12,979.99	\$5,601.73
248.028.675.001	6/7/2022	Vendor registration fees	\$25.00		\$13,004.99	\$5,626.73
248.028.675.001	6/8/2022	Vendor registration fees	\$1,365.00		\$14,369.99	\$6,991.73
248.277.801	6/8/2022	Market Manager Service - May, 2022		\$804.00	\$13,565.99	\$6,187.73
248.028.675.001	6/9/2022	Vendor registration fees	\$255.00		\$13,820.99	\$6,442.73
248.028.675.001	6/14/2022	Vendor registration fees	\$275.00		\$14,095.99	\$6,717.73
248.277.740	6/14/2022	Internet Services		\$68.13	\$14,027.86	\$6,649.60
248.028.675.001	6/17/2022	Vendor registration fees	\$100.00		\$14,127.86	\$6,749.60
248.028.675.001	6/27/2022	Vendor registration fees	\$505.00		\$14,632.86	\$7,254.60
248.277.801	6/28/2022	Market Manager Service - June, 2022		\$1,340.00	\$13,292.86	\$5,914.60
248.028.675.001	7/12/2022	Vendor registration fees	\$300.00		\$13,592.86	\$6,214.60
248.028.675.001	7/15/2022	Vendor registration fees	\$275.00		\$13,867.86	\$6,489.60
248.028.675.001	7/22/2022	Vendor registration fees	\$200.00		\$14,067.86	\$6,689.60
248.277.801	7/6/2022	Contract Service-Summer events postcard		\$563.19	\$13,504.67	\$6,126.41
248.170.740	7/6/2022	Petty cash for volunteer lunches		\$21.81	\$13,482.86	\$6,104.60
248.170.740	7/6/2022	Petty cash for Busker payments		\$180.00	\$13,302.86	\$5,924.60
248.170.740	7/20/2022	Operating Supplies-Signage, misc supplies		\$299.05	\$13,003.81	\$5,625.55
248.277.740	7/20/2022	Internet Services		\$68.14	\$12,935.67	\$5,557.41
248.028.675.001	8/3/2022	Vendor registration fees	\$150.00		\$13,085.67	\$5,707.41
248.277.801	8/3/2022	Market Manager Service - July, 2022		\$1,206.00	\$11,879.67	\$4,501.41
248.028.675.001	8/16/2022	Vendor registration fees	\$75.00		\$11,954.67	\$4,576.41
248.028.675.001	8/18/2022	Vendor registration fees	\$50.00		\$12,004.67	\$4,626.41
248.028.675.001	8/23/2022	Vendor registration fees	\$225.00		\$12,229.67	\$4,851.41
Total, 2021 Season, beginning 2/1/22			\$11,590.00	\$6,188.59		\$5,401.41
Total, Fiscal YTD, beginning 4/1/22			\$7,745.00	\$5,220.32		\$2,524.68
			Revenues	Expenditures		
YTD Balance from Accounting Report			\$7,745.00	\$5,220.32		
Difference			\$0.00	\$0.00		



Director Report for September 12, 2022

Submitted by DDA Director Haley Stichman

DDA Marketing & Events Internship:

Aaron McNair ended his internship with the DDA on Tuesday, August 23. During his 12-week internship, he was able to create and schedule Facebook posts for our Beers at the Bridge event, development a vendor spotlight campaign for the Farmers Market, and outline a social media promotional plan for the DDA. An evaluation and a full overview of his projects can be found as an attachment.

Events/Sponsorships:

Beers at the Bridge - August 19 – Leonard Field – 6-9pm

We had approximately 2900 people in attendance for our last Beers the Bridge event of the year on Friday, August 19. Beer, cider, and sangria sales amounted to \$16,487. 34% of sales were via credit card (\$5,564), which was about a 3% increase from July. Swag items amounted to \$238.00. 67% of those sales were from a credit card (\$159.00), which was about a 16% increase from July. We were able to sell out of our remaining stock of new and vintage t-shirts. Total revenue equated to \$16,725, according to our records, this is our best August event ever in terms of revenue, exceeding our previous best (2021) revenue number by 34%. We will not have final numbers yet as we are waiting on a few expenses and additional revenue; however, I'll provide projected numbers in an event recap that will be presented to the DDA Board at its meeting on Monday.

Additionally, the BATB committee met to for a recap discussion on July 25th to talk about both June and July and start a discussion about a plan for next year. One of the main points of discussion for next year was regarding the fact that Leonard Field will be under construction for a portion of the Summer. An additional committee meeting will be held in October as we should have a clearer picture of the construction timeline for the Leonard Field project. A recommendation for next year will follow.

Social District – Wednesdays – July 29 through September 7 – 4-9:30pm

The Social District has now been operating for the last 10 weeks without any negative incidences. We have seen crowds range from 200 to upwards of 700 people enjoying both the Music on the Lawn summer concerts and the Social District. Staff has been working with CDV5 and the Ada Business Association to connect with businesses, both restaurants and retail, to gauge the impact of the Social District on the local economy. Main feedback from both the businesses and the broader community has been positive and there is a desire to see the Social District expanded beyond its expiration date.

The DDA Board reviewed and discussed feedback from businesses regarding the Ada Village Social District at its meeting in August, which led to the Board approving two motions:

- Motion to recommend that the Township Board consider extending the Social District through the month of September to incorporate any additional Music on the Lawn rain dates. The last rain date concert is scheduled for 9/7. This request was considered and approved by the Township Board on August 8. The management and maintenance plan has been updated with the MLCC, so we are all set for the Social District to be open for the last Music on the Lawn Summer Concert.
- Motion to recommend that the Township Board continue discussions about extending the Social District to seven days a week for a specified period of time to be determined by the Board. This recommendation was heard by the Township Board on August 8, but the conversation was tabled until further details could be presented in September.

At its meeting on September 12, the Township Board will review and discuss community feedback and consider the DDA's recommendation to expand the Social District to seven days a week. The full presentation can be found in the Township Board Packet for 9/12.

Brats & Bonfires – Fall Festival – October 7 – 4-8:30pm

Staff met last week with DiscoverAda and the ABA to discuss Brats & Bonfire logistics for the Fall Festival. Based on feedback and advice from Parks & Recreation, it's not feasible to host a band at Legacy Park in the fall. This is partly due to one of our original concerns about weather, but additionally, the pavilion at Legacy Park isn't equipped with enough lighting to project into the park – the sun starts to set around 7:15pm in October. Overall, we don't feel like we can provide a comfortable lighted space in the park for people to gather and listen to music. For these reasons, we have opted to consider hosting a DJ along River St next to the other activities – we're able to host the DJ underneath a tent to provide coverage in case there is inclement weather. We imagine the DJ will be able to act as the emcee for the day and provide music throughout the event.

Additional events:

Farmer's Market – Tuesdays - June 7 through October 25 – The Community Church

Music on the Lawn – Wednesday, September 7, 6:30-8:30 pm – Legacy Park – Right Side Up

Honoring our Hometown Heroes @ the Museum – Thursday, September 8, 6-7:30pm – Ada History Center

Ada Community Blood Drive – Thursday, September 8, 3-7 pm – The Community Church

Women's Night – Friday, September 16, 6-8 pm – Ada Village Businesses

Pumpkin Prowl – Friday, October 28, 5-8pm – River St. & Ada Village Businesses

Welcoming new businesses to Ada:

Siren & Proper Beauty Annex opened its doors this week at 7270 Thornapple Rive Dr SE – they have opted not to do a grand opening/ribbon cutting at this time. We'll welcome another new business to Ada this week.

Plumfield Books, located at 574 Ada Dr SE, is scheduled to open its doors on Saturday, September 10 during its Grand Opening Ribbon Cutting Ceremony at 10am. Board Members and staff will be present to represent the Township/DDA. I encourage staff and Board Members to stop by both locations to welcome these new businesses to Ada.

Quota/ Redevelopment Liquor Licenses

At its meeting in August, the Township Board reviewed applications for its available Class C Quota Liquor License. Staff recommended awarding the quota liquor license to Scopo Hospitality contingent upon them entering into an agreement with the Township regarding issuance of a Class C liquor license restricting the ability to transfer the license outside of the Township. There is already a three-year restriction in place by the

MLCC, which wouldn't require an add agreement requirement. The Township Board voted to approve Resolution R-080822-1: Local Government Approval of Class C Quota License to be awarded to Scopo Hospitality contingent upon entering into an agreement that restricts its ability to transfer the license outside of the Township for a period of 5 years. Manager Suchy has been working with legal counsel to draft an agreement – this agreement was presented to Paul Berglund this week. I expect this agreement to be executed in the next few weeks, which will release the local governmental approval to Scopo Hospitality and allow it to finalize its Class C license application with the MLCC. Additional businesses will then be able to apply for Redevelopment Liquor licenses.

The Rapid – Public Transportation

No additional details at this time.

Train Bridge Mural Project:

We have reached the end of the R& D phase for this project. To move forward, the DDA Board will need to approve a total project budget, which includes additional project management costs for Lions & Rabbits Center for the Arts/LRCA, and an artist RFP. The artist RFP is essential to this piece of the project as we cannot submit a right of entry application to the railroad until we choose an artist(s) and have the final artwork selected. The DDA Board will be reviewing a proposal from LRCA at its meeting on September 12.

EVALUATION

OF INTERN

Intern: Aaron MchNair

Manager: Haley Stichman

Date: 8/23/22

Please rate the following on a scale of 1 – 5; (1) Unsatisfactory, (2) Uncomplimentary, (3) Fair, (4) Commendable, (5) Exceptional	5	4	3	2	1
Ability to learn.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Written communication skills.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oral communication skills. <u>Note:</u> Well prepared to present to the DDA Board.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative thinking and problem solving skills.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intern's motivation and initiative.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to work with team members and management.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alignment with values and mission of the organization.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basic work habits: on time, proper dress, proper attitude.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What did the intern do exceptionally well?

Aaron always came prepared to the office and ready to work. He followed through on projects in a timely manner. He was able to successfully build a social media campaign for the Farmer's Market.

What areas could the intern improve on?

Aaron would benefit from shifting his focus from speed to the small details. Making sure that when work is being submitted, it's more complete. And making sure to include his creative ideas!

Would you recommend the intern for future employment?

I would happily provide a letter of recommendation for Aaron.



Marketing & Events Internship Recap & Wrap-Up

Projects & Completion Status:

Beers at the Bridge:

Status: **Complete**

- Created and scheduled promotional Facebook posts regarding BATB event
- Redesigned online marketing strategy for event with DDA Director
 - Started highlight posts for each subset of sponsors for brand awareness & place for public, sponsors, & DDA to interact in one space
 - Posted many promotional posts in months/weeks prior to event
 - After first event, distributed all sponsor posts within event discussion to build excitement for those attending
 - Posted public information regarding event such as hours of ticket sale operation, food and drink offerings at event, and public parking information
 - Promoted opportunity to volunteer at event online
 - Created and presented social media and other media recaps to DDA Board at meetings with important statistics
 - Worked with DDA Director to start paid advertising campaign for event specific posts – saw large increase in page reach & followers
- Assisted with preparation of event
 - Helped with wristbands, tickets, event playbook binder, signage, sponsorship letters, and on-site logistical reviews in days prior
 - Connected and worked with volunteer sponsor to secure additional volunteers for day of events
 - Assisted with putting sponsor logos on Ada Twp website
 - Attended and took notes in all BATB prep and recap meetings
- Assisted at day of event:
 - Set up tables and chairs, picked up important items (i.e., extra tickets, ice, etc.), on-site management of vendors, attendees, volunteers, and staff, and additional support, where necessary.
- Created BATB 2022 recap for all events including important information and statistics regarding the events
- Assisted in creation of DDA informational tent at event in August to increase public knowledge of DDA and current/past projects
- Crafted ideas for volunteer appreciation & volunteer event

Ada Farmers Market:

Status: **Complete**

- Redesigned marketing strategy for farmers' market
 - Took over responsibility of promotional posts
 - Started "vendor highlight" posts focused on 2-3 vendors per week including information about vendors business, promotions, and weekly offerings
 - Connected with every vendor to obtain and verify information
 - Attended farmers' market weekly to update information regarding what vendors were present, what offerings were provided on specific days, and public information regarding AFM
 - Promoted AFM on DDA's page to optimize reach

July 4th:

Status: **Complete**

- Attended preparation meetings
- Promoted event on Facebook page and distributed all public information regarding event
- Assisted in execution of event
 - Photographed new Legacy Park activities
 - Assisted children's parade
 - Worked at informational booth
 - Assisted in other areas when needed
- Attended and provided feedback in recap meetings
- Created online sign-up for July 4th volunteers

Ada Village Social District (SD) / MOTL:

Status: **Semi-Complete** – Township Board is still making decision on future of SD

- Conducted research and reached out to surrounding municipalities with SD and inquired about how they measure success
 - Worked with DDA Director and crafted how Ada would like to measure its success with SD
 - Presented data in meeting with businesses, CDV5 & DiscoverAda
- Attended all preparation and recap meetings
- Assisted in pushing out public information regarding hours of operation & rules
- Attended multiple social district/MOTL nights

- Assisted with band preparation with Parks & Recs leader
- Photographed SD night and used photos for marketing & promotional purposes
- Promoted SD on DDA's page every week and incentivized participation in MOTL concerts
- Created SD community survey to build feedback & vision for the future
 - Attended event and passed out QR codes to every family in attendance at event to incentivize participation on survey
 - Once data was collected created SD presentation that was presented to board
- Assisted in passing out social district guides at multiple events to increase public knowledge of SD and limit any outside alcohol being brought in
- Crafted ideas for banner hanging for bands who play at weekly concert

Other projects:

Status: **Complete***

- Created online bios for each DDA Board Member to increase online presence of DDA
 - Connected with each member in person or virtually to obtain information
 - *Still waiting on one DDA Board member to reply to multiple emails and in-person contact*
- Created social media and promotional plan for DDA to periodically review
 - Reviewed visioning and planning document to benchmark status of projects and ideas for future
- Assisted in website updates as needed
- Attended and took notes in staff meetings and DDA Board meetings