

VILLAGE OF STOCKBRIDGE MICHIGAN DOWNTOWN DEVELOPMENT AUTHORITY
ZOOM MEETING AGENDA
VILLAGE OFFICE

305 W. Elizabeth St., Room 112 ~ 517 - 851 - 7435

Thursday – September 24, 2020 at 5:45 P.M

PUBLIC NOTICE

The Stockbridge Downtown Development (SDDA) will be conducting their regularly scheduled September 24, 2020, 5:45 p.m. monthly meeting electronically using app program called www.ZOOM.com, as authorized by **EXECUTIVE ORDER No. 2020-129**. The reason for conducting SDDA, regular scheduled meeting electronically is required because of the worldwide pandemic outbreak of the novel coronavirus (COVID-19), which is a respiratory disease that can result in serious illness or death. There is currently no approved vaccine or antiviral treatment for this disease. The SDDA wants their fellow board members and the public to be safe.

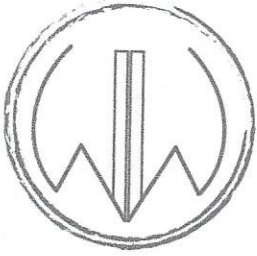
The app program called ZOOM can be accessed Via the SDDA official internet site, www.stockbridgedda.org , home page public notice Just click on www.ZOOM.com, or by entering www.ZOOM.com on Google search bar.

Instructions for attending electronically held public SDDA meetings are as follows (ZOOM PROGRAM IS FREE FROM APP STORE) Once ZOOM program is downloaded simply click on Join Meeting (If you require assistance in utilizing the program please call 517 - 851 – 7435 Village Office and you will be putt in contact with a person to assist you). A Box will appear requesting this meeting ID number is 861-4247-4493 click on enter, a second box requesting meeting Password for this meeting will appear enter passcode # 807241 to attend meeting. Please leave your microphone setting on Mute upon entering to midgait background noise and possible disrupting the meeting except for when committing during public commit section of meeting. Also, you can text the SDDA board. At the bottom of Zoom screen click on Chat and type in your commit. Public Attendee’s will have two opportunities for public commit during meeting. The public may be muted for disrupting the meeting and allowed back in if disruption ceases or totally removed from meeting for breach of peace.

The public can also contact SDDA board members via SDDA internet site www.stockbridgedda.org , click on contacts you will find a list of SDDA board members and their respective email addresses .

Please follow the link inserted below this notice to view SDDA agenda and attachments for September 24, 2020, 5:45 p.m. SDDA scheduled electronic Meeting on www.ZOOM.com .

Link to Agenda and meeting packet _____



BILL TO

Stockbridge DDA

FOR

Stockbridge DDA Website
Monthly Maintenance
(9) Email Accounts

Details

Amount

Montly Maintenance Fee-October/Nov/Dec 2020 - 225.00 per month

675.00

Includes any uploads/positng/updates/ and changes requested
Overall maintence of site and email accounts

AMOUNT DUE 675.00

Make all checks payable to

Amanda Schuchart
3018 Elizabeth Street
Wayne MI 48184

User: DDA

CHECK DATE AFTER 09/01/2020

DB: Stockbridge

Check Date	Bank	Check	Vendor	Vendor Name	Amount
Bank 248 SDDA					
09/11/2020	248	2170	GLOBAL	GLOBAL INDUSTRIES	1,898.99
09/15/2020	248	2171	CHARLES	CHARLESTON BATTERY BENCH, INC	2,878.00
09/23/2020	248	2172	AJ SCH	AMANDA SCHUCHART	675.00
09/23/2020	248	2173	BEAR	BEAR AFFAIR	300.00
09/23/2020	248	2174	TOTAL	TOTAL LOCAL	1,150.00

248 TOTALS:

Total of 5 Checks:	6,901.99
Less 0 Void Checks:	0.00
Total of 5 Disbursements:	6,901.99

PERIOD ENDING 09/30/2020

GL NUMBER	DESCRIPTION	2020-21		2020-21		YTD BALANCE 09/30/2020	NORMAL (ABNORMAL)	AVAILABLE BALANCE	% BDTG USED
		ORIGINAL BUDGET	BUDGET	AMENDED BUDGET	BUDGET				
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Revenues									
Dept 000 - GENERAL	TAX REV FROM TOWNSHIP	90,000.00		90,000.00		30,105.08		59,894.92	33.45
248-000-402.000	TAX REV FROM VILLAGE	68,000.00		68,000.00		0.00		68,000.00	0.00
248-000-402.001	CARRY FORWARD	179,000.00		179,000.00		0.00		179,000.00	0.00
248-000-411.000	DELINQUENT TAX REVENUE	12,000.00		12,000.00		0.00		12,000.00	0.00
248-000-663.000	INTEREST ON BANK ACCOUNT	200.00		200.00		105.83		94.17	52.92
248-000-671.000	PATRONICITY FUND	0.00		0.00		2,287.00		(2,287.00)	100.00
248-000-676.000	REIMBURSEMENTS	0.00		0.00		9,100.00		(9,100.00)	100.00
Total Dept 000 - GENERAL		349,200.00		349,200.00		41,597.91		307,602.09	11.91
TOTAL REVENUES		349,200.00		349,200.00		41,597.91		307,602.09	11.91
Expenditures									
Dept 000 - GENERAL	LEGAL FEES	10,000.00		10,000.00		3,359.80		6,640.20	33.60
248-000-801.000	CONTRACTED SERVICES	8,000.00		8,000.00		3,975.00		4,025.00	49.69
248-000-818.000	REVENUE SHARING	40,000.00		40,000.00		0.00		40,000.00	0.00
248-000-821.000	COMMUNITY PROMOTION	14,000.00		14,000.00		300.00		13,700.00	2.14
248-000-899.000	A DAY IN THE VILLAGE	7,000.00		0.00		7,000.00		(7,000.00)	100.00
248-000-899.001	ALL CLUBS DAY	1,600.00		1,600.00		1,600.00		0.00	100.00
248-000-899.003	HARVEST FESTIVAL	500.00		500.00		500.00		0.00	100.00
248-000-899.004	DOWNTOWN BEAUTIFICATION	7,000.00		7,000.00		7,000.00		0.00	100.00
248-000-899.005	FESTIVAL OF LIGHTS	5,500.00		5,500.00		5,599.39		1,400.61	79.99
248-000-899.006	OPEN AIR MARKET	2,000.00		2,000.00		0.00		5,500.00	0.00
248-000-899.007	SEASONAL DECORATIONS	7,500.00		7,500.00		1,078.98		6,421.02	14.39
248-000-899.008	MISCELLANEOUS EXPENSES	5,000.00		5,000.00		26,890.00		(21,890.00)	537.80
248-000-899.009	PATRONICITY FUND	0.00		1,150.00		1,150.00		0.00	100.00
248-000-956.000	CAPITAL OUTLAY-FACADE IMP.	20,000.00		18,850.00		0.00		18,850.00	0.00
248-000-970.002	CAPITAL OUTLAY-BANNER/BRACKETS	4,000.00		4,000.00		0.00		4,000.00	0.00
248-000-970.003	CAPITAL OUTLAY-TOWER CAMERA	2,000.00		2,000.00		0.00		2,000.00	0.00
248-000-970.004	FIRE HYDRANT	10,000.00		10,000.00		0.00		10,000.00	0.00
248-000-970.008	PLANTERS/PARK BENCHES	5,000.00		5,000.00		0.00		5,000.00	0.00
248-000-970.009	VOLLEYBALL SAND	1,200.00		1,200.00		0.00		1,200.00	0.00
248-000-970.011									
Total Dept 000 - GENERAL		150,300.00		150,300.00		60,453.17		89,846.83	40.22
TOTAL EXPENDITURES		150,300.00		150,300.00		60,453.17		89,846.83	40.22
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:									
TOTAL REVENUES		349,200.00		349,200.00		41,597.91		307,602.09	11.91
TOTAL EXPENDITURES		150,300.00		150,300.00		60,453.17		89,846.83	40.22
NET OF REVENUES & EXPENDITURES		198,900.00		198,900.00		(18,855.26)		217,755.26	9.48
BEG. FUND BALANCE		719,484.81		719,484.81		700,629.55			
END FUND BALANCE		918,384.81		918,384.81					

Annette M. Knowles, BA,CMSM, MCP

2726 Riverside Drive
Trenton, Michigan 48183
(734) 558-1923

Proposal to Stockbridge DDA

4th September 2020

OVERVIEW

The Stockbridge Downtown Development Authority is seeking professional downtown management on a consulting basis to assist with implementation of several projects over several months, to include a community survey, market analysis and recruitment of a permanent Executive Director. As a seasoned professional with a diverse background in all facets of downtown management, I am able and willing to provide these services to the Stockbridge DDA.

GOALS

1. Facilitate the hiring process for acquiring a retail market analysis.
2. Work with selected company to create and execute survey needed for same purpose
3. Research and develop strategic plan for the recruitment of a permanent DDA Director
4. Determine the value of the Stockbridge DDA's participation in the Michigan Main Street Program; recommend a path forward and corresponding implementation plan
5. Create business and building inventories for the DDA district including contact information
6. Assist with process to support application to participate in the Michigan Economic Development Corporation's Redevelopment Ready Communities Program, if supported by the Planning Commission and/or Village Council of the Village of Stockbridge
7. Make regular reports to the Stockbridge DDA about progress with the preceding goals

SPECIFICATIONS

It is estimated that the work described above may be accomplished over a period of 100 hours. Work may be accomplished remotely or onsite as mutually agreed upon. I will attend monthly board meetings virtually if at all possible. Compensation will amount to \$175 an hour for eight hours per week for up to twelve weeks. Biweekly invoices with dates and hours worked shall be submitted. Work shall be completed as an independent contractor and I will be responsible for

payroll and other taxes. The proposal may be extended for up to four weeks if both parties concur that progress has been satisfactory.

I recognize that I will not accrue any benefits, insurance or vacation compensation. Mileage shall be paid at the current federal rate.

QUALIFICATIONS

- Bachelor's Degree in Liberal Studies, University of Michigan-Dearborn, With Distinction
- Certified Main Street Manager, National Main Street Center
- Master Citizen Planner, Michigan State University - Extension
- Twenty-five years of progressively-responsible experience in downtown management in three Michigan communities - Allen Park, Farmington and Monroe
- Michigan Downtown Association, Board of Directors Member, Chair of Professional Development Committee and 2019 Volunteer of the Year
- Member, Urban Land Institute and Main Street America

MILESTONES

Effective Period

Work shall commence immediately upon acceptance of the proposal. I will make a site visit within the first thirty days to meet with board members individually. Work shall conclude when goals are achieved or after the end of twelve weeks, or until another time established by both parties.

INDEMNIFICATION

The Stockbridge DDA shall defend, hold harmless and indemnify Annette Knowles against any tort, professional liability claim or demand or other legal action, whether groundless or otherwise, arising out of an alleged act of omission occurring in the course and scope of Ms. Knowles duties as an independent contractor or resulting from the exercise of judgment or discretion in connection with the performance of her duties or responsibilities, unless the act of omission involved willful or wanton misconduct.

28 August 2020

Geri Uihlein, Vice Chair
Stockbridge Downtown Development Authority
305 W. Elizabeth Street- Room 107
Stockbridge, Michigan 49285

Dear Ms. Uihlein

On behalf of Gibbs Planning Group, Inc. (GPG), I am pleased to respond to your request to provide retail market research consulting services for the Village of Stockbridge. GPG is familiar with Stockbridge's historic downtown and we have been researching its unique character during the past year as a model for Michigan communities. Our proposed services will build on our prior Stockbridge research and become part of a book I am writing about historic Michigan villages and towns. I have outlined below two optional proposed market research services for the Village's consideration:

Proposed Scope of Services

Option 1: Retail Market Void Analysis: (\$1,000) *Approved* _____

This study is designed to provide the village with an estimated demand/void for additional retail spending in 2020. As a part of this research, GPG shall purchase demographic, retail spending and sales data for the Stockbridge market conditions. The deliverable shall be a 2-page summary and table outlining the retail and restaurant demand for Stockbridge in 2020.

Option 2: Retail Market Study (\$5,000) *Approved* _____

This study is designed to provide the village with a detailed estimate of the amounts and types of retail development that are presently supportable in the downtown and the greater Stockbridge area in 2020 and 2025. During this study, GPG will collect third party demographic data, including household income and consumer expenditure potential by retail category, for the estimated trade areas of the village. Utilizing GIS mapping, field analysis and interviews with Stockbridge state-holders, village departments and business owners. GPG will also visit Stockbridge residential neighborhoods, downtown and commercial centers to estimate the village's trade areas and existing-potential market trade areas.

GPG will also analyze 25 retail types including apparel, books, department goods, electronics, gifts, grocery, hardware, home furnishings, pharmacies, sporting goods and restaurants. The final deliverable of Option 2 will be shall be a 20-25 page illustrated report describing Stockbridge's demographics, lifestyle segments, shopping districts and retail-restaurant demand, sales and square footages for additional commercial in 2020 and 2025.

In addition, as a part of this study, GPG will continue to work with the Stockbridge community for 12 months and to update its market findings with 2 revised demand tables to gauge the COVID-19 pandemic impacts on the Stockbridge market demand.

Meetings & Presentations: GPG shall be available to meet with the Stockbridge DDA and community stakeholders to present our findings as mutually agreed.

Proposed Professional Fees

GPG proposes completing the above Option 1 market study for a total lump sum of **\$1,000** or Option 2 for **\$5000**, both including all expenses.

Schedule

GPG proposes completing the above market research within **60 days** or as mutually agreed.

Conditions of Agreement:

- a. GPG is an independent contractor and shall be responsible for all overhead, taxes and employee benefits.
- b. All invoices shall be paid by the Village within 40 days of receipt.
- c. GPG does not imply or warrant that the findings of this consulting will include any minimal amounts or types of real estate development or outcomes at the subject site.

Thank you for your consideration and I am looking forward to working with you and the Stockbridge community in the near future.

Sincerely,
GIBBS PLANNING GROUP, INC.

Above Proposal Conditions Approved and Authorized:



Robert J. Gibbs, FASLA, AICP
President
rgibbs@gibbsplanning.com

.....
Signature *Date*

.....
Title *Representing*

References:

We offer the following recommendations for our market research services for your consideration:

Kevin Anderson
City Manager
PO Box 430
241 S. Front Street
Dowagiac, Michigan 49047
269 783-2530
citymanager@dowagiac.org

Troy Langer
Planning Director
2655 Clark Road
Hartland, Michigan 48353
810 632-7498
TLanger@hartlandtp.com

Rob Kalman, Mayor
City of Keego Harbor
2025 Beechmont Street
Keego Harbor, Michigan 48320
248-505-4377
khcouncil@gmail.com

STOCKBRIDGE DDA BRIDGE TO THE FUTURE COVID-19 RELIEF FUND APPLICATION

DEADLINE: SEPTEMBER 23, 2020

*Required

1. Email address * DASPORTS@HUGHES.NET
2. Business Name * BEAR AFFAIR, INC
3. Business Owners Name * JUDI COOK
4. Business Owners Email Address * SAME
5. Business Owners Phone Number * 517-404-9578
6. Amount Requested * \$ 1000.00

Grants will be awarded in amounts up to \$1,000. Our grant funds are limited and we want to support as many businesses as possible so please only request what you need.

7. Intended Use of Funds * (check which applies)

- Payroll
 Rent or Mortgage Payment
 Utility Bills
 Loan payment

Other: EMERGENCY BUILDING REPAIR

8. Description of Need *

Please explain why you selected the item(s) from above, how these grant funds will help. Be sure to include due dates for loan, bill, rent payments, etc.

BUILDING BUGHT

9. Please explain any changes you have made to your business model to help sustain your business during this crisis.

WEB SALES

10. What were your gross revenues in quarters one and two 2019 compared to quarters one and two 2020? *

\$ 706,185.37 2019

\$ 403,980.04 2020

11. Other assistance received or plan to apply for: *

Unemployment Insurance

MiPPP

EIDL

Other:

Signature Judith Cook

IMG_2013.jpeg

Geru Uihlein

Wed 9/23/2020 4:51 PM

To: Geri Uihlein <GeriUihlein@howardhanna.com>;

STOCKBRIDGE DDA BRIDGE TO THE FUTURE COVID-19 RELIEF FUND APPLICATION

DEADLINE: SEPTEMBER 23, 2020

*Required

- 1. Email address * countrypetals10@yahoo.com
- 2. Business Name * Country Petals Floral + Gifts
- 3. Business Owners Name * Patty Young + Sara Dancer
- 4. Business Owners Email Address * busyoungs@yahoo.com
- 5. Business Owners Phone Number * 517-851-4406

6. Amount Requested * \$ 840.00
Grants will be awarded in amounts up to \$1,000. Our grant funds are limited and we want to support as many businesses as possible so please only request what you need.

7. Intended Use of Funds * (check which applies)

- Payroll
- Rent or Mortgage Payment
- Utility Bills
- Loan payment
- Other _____

8. Description of Need *

Please explain why you selected the item(s) from above, how these grant funds will help. Be sure to include due dates for loan, bill, rent payments, etc.

Our rent is due the 1st of each month. We had to pay rent of \$840.00 even though we were closed. Business is still very slow and any amount would be greatly appreciated!! Unfortunately our funds have been depleted

9. Please explain any changes you have made to your business model to help sustain your business during this crisis.

Sara and I have not been paid since this all began. We had to limit our hours because of no traffic. Funeral are not happening and we also lost ^{our} most

10. What were your gross revenues in quarters one and two 2019 compared to ^{profitable} quarters one and two 2020? ^{time of} ~~year~~ ^{year.}

\$ 108,964.42 2019
 \$ 40,097.07 2020



11. Other assistance received or plan to apply for. *

- Unemployment Insurance
- MIPPP
- EIDL
- Other _____

Signature Patty Young

DDA Bridge to the Future

Susanne Tappan <susannetappan@gmail.com>

Wed 9/23/2020 4:43 PM

Inbox

To: Geri Uihlein <GeriUihlein@howardhanna.com>;

STOCKBRIDGE DDA BRIDGE TO THE FUTURE COVID-19
RELIEF FUND APPLICATION

DEADLINE SEPTEMBER 23 2020

*required

1. Email address * Susannetappan@gmail.com
2. Business Name * Stockbridge Barbershop
3. Business Owners Name * Susanne Tappan
4. Business Owners Address * 121 E. Elizabeth
5. Business Owners Phone Number * (517) 936-9038
6. Amount Requested * \$ 1,000.00
Grants will be awarded in amounts up to \$1,000. Our grant funds are limited and we want to support as many businesses as possible so please only request what you need.
7. Intended Use of Funds * (check which applies)
 - Payroll
 - Rent or Mortgage Payment
 - Utility Bills
 - Loan payment
 - Other _____
8. Description of Need *
Please explain why you selected the option(s) from above. How these grant funds will help. Be sure to include due dates for loan, bill, rent payments, etc.
My shop is making about half what we used to bring in, and it would be very helpful to have a month's rent paid. ~~It would help tremendously.~~ it would help tremendously.
9. Please explain any changes you have made to your business model to help sustain your business during this crisis. making appointments ~~online~~ and trying to get walk ins to start coming back in.
10. What were your gross revenues in quarters one and two 2019 compared to quarters one and two 2020? *

\$ <u>16,996</u>	2019
\$ <u>8,793</u>	2020
11. Other assistance received or plan to apply for. *
 - Unemployment Insurance
 - MPPP
 - EIDL
 - Other _____

Signature Susanne Tappan Date 9-16-20

Sent from my iPhone

Geri Uihlein <guihle@stockbridgedda.org>

To: andersonmechelec

Thu, Aug 27 at 10:21 AM

Hi Daryl want to bring up two ideas that we need to discuss in my opinion with the board in the very near future, perhaps in the September meeting. The question of why your attorney is present at every meeting has come up multiple times.

After being on the DDA for over a year and exploring other organizations as well as other cities organizations I believe the discussion of whether their needed at every meeting should be entertained.

Secondly I continue to have concerns about the village and DDA sharing the same attorney, Mr Gormley has already told us that if we have a dispute he won't represent either of us and that I believe is a misuse of our funds as well. This opinion is widely shared amongst people in Stockbridge government sadly I just believe no one else has been brave enough to bring it forward.

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Thanks! Geri Uihlein

Vice Chair Stockbridge Downtown Development Authority

305 W. Elizabeth St (Old Middle School)

Meeting/ Office Room 107

Stockbridge, MI 49285

<https://www.stockbridgedda.org/>

Tel: (734) 644-0544

Daryl:

You had asked me how to handle the review of the SDDA Attorney (myself). The SDDA Attorney is considered a "staff member" and/or "agent" of the SDDA and is thus subject to the potential to be reviewed in closed session, pursuant to MCL 15.268 (a). It is the staff members/agent's sole decision whether the review is in open and/or closed session, but that request should be in writing. The statute reads

15.268 Closed sessions; permissible purposes

.Sec. 8. A public body may meet in a closed session only for the following purposes:

(a) To consider the dismissal, suspension, or disciplining of, or to hear complaints or charges brought against, or to consider a periodic personnel evaluation of, a public officer, employee, staff member, or individual agent, if the named person requests a closed hearing. A person requesting a closed hearing may rescind the request at any time, in which case the matter at issue shall be considered after the rescission only in open sessions.

If the SDDA determines to do a personnel evaluation/review of my services, then I request that such a review be performed in closed session. I have one follow up request. The SDDA meeting on 9/24 is at 5:45. I have a personal client that must appear before a Planning Commission for Handy Township at 7:00 pm that same evening on a re-zoning request. I need to attend that meeting. I would ask we please either do the review early and/or we put it off until the October meeting or some other special meeting date, please.

The next issue is how to do a closed session in the era of Covid and Zoom meetings. I think the following makes sense. We create two zoom meetings. The regular meeting is scheduled by you on your zoom account. That meeting ID and Password is provided to the public in the normal course of events. I then schedule a closed session zoom meeting with my account for the review, and that password and zoom ID is only provided to the SDDA board members, and the clerk if she is taking minutes. This process will require that you alone have 2 computers. When the SDDA gets to the closed session, the SDDA would vote to go into closed session. You would then screen share a note that says the SDDA is in closed session and will return shortly on the open meeting forum. You then go to a second room and log into the closed session meeting I am providing on your second device. (make sure you mute your mike on the open session before leaving that device) All the other SDDA Board members simply log off your meeting and log into the meeting I set up. Once the closed session is over, all SDDA Board members log out of my meeting and log back into the public meeting. You take down the screen share and we continue with the SDDA public meeting. I think we need two individuals with accounts setting up 2 different meetings, because if you set up both meetings, you would have to close the 1st meeting to open the second meeting and then any public would be cut off. Further, if we did not follow this process then any member of the public trying to log in during the closed session would have no idea what was going on and why they could not get into the meeting. The above process should event that from occurring.

It would be helpful if you could provide issues that the SDDA would like to discuss in this review/evaluation session, so that I could be prepared to answer relevant questions. Thanks.

Let me know if you need any further information and/or when you want to conduct the meeting and I will set up a separate closed session ID# and Passcode.

Retail Market Study and Consumer Survey
The City of Stockbridge, Michigan
Answers to Questions prepared August 19, 2020
Prepared by Sharon Woods | LandUseUSA

Thank you for reaching out, Judith. Here are some quick answers.

1. Fees for Professional Time - We don't typically provide quotes or estimated fees for professional time until we have actually had a phone call to fully understand what you are looking for. Our fees may range anywhere from \$15,000 to \$45,000, depending on the full scope of services. At the high end of the range, it would include both a survey AND a retail market analysis. On the low end, it would include either a survey OR an abbreviated retail market analysis, but not both. The amount of stakeholder engagement (public workshops, public meetings, formal presentations, city council meetings, etc.) can also impact the total fees for professional time.
2. Retail Market Analysis - To clarify, the "retail" study would include all conventional types of retail, merchants, chain stores, overnight accommodations (hotels), restaurants, service-related small businesses, entertainment venues, and revenue-generating recreational resources. The scope of work typically includes the following:
 - a) Trade Area Delineation and identification of a geographic study area;
 - b) Supply Inventory and Competitive Analysis;
 - c) Demand Analysis and Demographic Forecasting;
 - d) Study of the Lifestyle Preferences and shopper behaviors of households inclined to live, shop, and work in the community;
 - e) Gap Modeling to measure the magnitude of Market Potential;
 - f) Amount of supportable square feet by retail subcategory; g) Strategies, including specific types of businesses and examples;
 - g) Site Selection, including identification of cameo projects that could serve as economic catalysts.
3. Timeline - We have the capacity and ability to commence the work in September. We anticipate that September would be needed to complete the logistics of receiving your authorization to proceed with the work. Here are the steps:
 - a) phone conference
 - b) written proposal
 - c) questions and answers
 - d) proposal refinement
 - e) contract authorization
 - f) scheduling kick-off meeting

(continued on the following page)

Timeline (continued) – Once we commence with the assignment and work, we can usually provide interim results on the market study in two months, and a draft market study after about three months of commencement. An additional month would be needed to complete the survey. Including time for you to review the study and survey results; provide questions and insights; and our revision to the reports, the total project timeline could span five to six months. Sometimes we can accelerate the work and timeline.

4. Additional Services – Please see the list of options provided below.
 - a) Housing Study of the retail district or community-wide, with a focus on the housing preference of migrating households, and especially single renters of all ages and incomes seeking Missing Middle Housing formats.
 - b) DDA and/or TIF Plan updates; language for master plan or zoning ordinance amendments.
 - c) Site Plan Reviews and stress-testing against community planning and zoning regulations.
 - d) Site Planning for Pilot Projects to demonstrate the market potential. Technical assistance with the developer Requests for Qualifications / Proposals.
 - e) Retail or Housing Strategic Plan with review of policies and incentives that could impact the reinvestment community and developer willingness to undertake new projects.
 - f) Additional Technical Assistance with Development Planning as needed, including help with getting real projects built; and using real projects to show your city how it can help get it done.
 - g) Assistance with Marketing, Branding, Community Identity, Placemaking Strategies; etc.
 - h) Retail and Tenant Recruitment services and assistance.

...

Contact Information:

Sharon Woods, CRE, CNUa, FBCI, NCI, MA, DBE
LandUseUSA | Urban Strategies
6971 Westgate Drive
Laingsburg, Michigan 48848
(517) 290-5531 Direct | Mobile
sharonwoods@landuseusa.com

Affiliations:

IncDev = Incremental Development Alliance - Faculty
MiCNU = Michigan Chapter of the CNU - Board of Directors
FBCI = Form Based Codes Institute - Resource Council

Professional Certifications:

CRE = Counselors of Real Estate
CNUa = Congress for the New Urbanism
NCI = National Charrette Institute
MA = Masters of Arts - Applied Geography
DBE = 100% Woman-Owned Enterprise



**Community Guides &
Marketing Services**

Stockbridge DDA

Sold To
Stockbridge DDA
305 W Elizabeth St
Stockbridge, MI 49285

Bill To
Stockbridge DDA
305 W Elizabeth St
Stockbridge, MI 49285

Proposal #: 2340
Date: Sep 23, 2020
Account Rep: Teresa Miller

Billing Email
guihle@stockbridgedda.org

Product	Rate	Discount	Taxable	Net
Marketing Projects Additional Marketing Services				
MSS+1 - Marketing Strategy Session - Each Additional Hour Deliver Date: Oct 01, 2020	\$90.00	\$0.00		\$90.00
MSS - Marketing Strategy Session; 3 hours (1 prep, 2 with client) Deliver Date: Oct 01, 2020	\$270.00	\$0.00		\$270.00
			Sub Total:	\$360.00
Social Media Post Social Media Management				
Deliver Date: Oct 01, 2020	\$160.00	\$0.00		\$160.00
			Sub Total:	\$160.00
	Sub Total			\$520.00
	Discount			\$0.00
	Tax			\$0.00
	Total			\$520.00

NOTES/AMENDMENTS

I've been asked by Geri to provide a proposal for managing their website. Since the site is hosted on Wix, I do not recommend changing the platform and having Total Local host it at this time on our servers. We can manage the site on the Wix platform. You would pay Wix directly for hosting. Your current provider should be able to let you know how much that is or let me have privileges and at that point I could tell you how much hosting is monthly.

For the first month and to complete any initial changes and optimize the site, I would recommend 4 hours worth of work, which is indicated by the strategy session line item and one additional hour. This would include meeting with the stakeholders and going over requested improvements and additional recommendations.

Then to maintain the site, it would be \$90 a hour as needed. Most minor changes take 15 minutes and we bill in 15 minute increments. We could set a budget monthly based on how you want the site management, or I can provide estimates on a per project basis (such as updating the site for Day in the Village).

Social media is provided month to month. This includes at least 4 original post per week, reposting of local posts, and audience building.

Terms and Conditions

BY SIGNING THIS CONTRACT, I agree that the amount shown in the "Total Balance" field will be paid as outlined above. ALL INVOICES ARE NET 15. Past due accounts will lose any discounts previously offered and will be subject to a monthly finance charge of 1.5% of the outstanding balance.

I UNDERSTAND that if I have an outstanding past due balance for a period exceeding 90 days, Total Local may forward my account to a collection agency and that I will be liable for all costs associated with this process.

I UNDERSTAND that, if I have requested Proof Approval fro my advertising I will be provided with three (3) opportunities to approve my ad(s). If I have not approved the advertising or am not currently working with the production department to resolve any issues, by the deadline, I understand that my ad(s) will run "as is".

BY EXECUTION OF THIS AGREEMENT, the parties consent to venue in Eaton County, Michigan of any action brought to enforce the terms of this agreement or to collect any monies due under it. This advertising agreement may be canceled by either party within 10 days of the date signed. After 10 days, all ad space becomes non-cancelable and no refunds will be offered.

Stockbridge DDA Representative