

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, January 11, 2023 8:30 AM
Berkley Public Safety - 2nd Floor Conference Room**



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

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting Minutes of December 14, 2022
 - B. Informational Meeting Minutes of December 21, 2022
 - C. Informational Meeting Minutes of December 22, 2022
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Matteo Passalacqua
 - D. Public Works – Shawn Young and Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
 - A. Financial Reports for December 2022
- VII. **Action Items**
 - A. Proposed DDA Budget for Fiscal Year 2023-2024 (first reading)
 - B. Adoption of Downtown Promotional Events Strategy for 2023
- VIII. **Discussion Items**
 - A. Parking Study Progress, Community Engagement
 - B. Coolidge Complete Streets Enactment, Crosswalks Enhancements
 - C. Robina North Design Concepts Progress
 - D. ArtSpace at Coolidge and Catalpa Progress
 - E. Strategic Approaches to Enhancing Mural Program
 - F. Main Street America Annual Evaluation Process
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Art & Design
 - B. Business Development
 - C. Downtown Events
 - D. Marketing Strategies
 - E. Organization
 - F. West Twelve Mile
- XI. **Executive Director Updates**
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, December 14, 2022, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



I. CALL TO ORDER: The meeting was called to order at 9:19 AM with Chair Andy Gilbert presiding.

II. ROLL CALL:

Present: Tim Barnes
Desiree Dutcher
Scott Francis
Andy Gilbert
Chris Gross
Uli Laczkovich
Matteo Passalacqua
Garrett Wyatt

Absent: Matthew Baumgarten – *excused*
Donna Dirkse – *excused*
Jenna Hance -- *excused*
Ashley Poirier -- *excused*
Brian Zifkin – *excused*

Also present: Rebecca Aughton, Bravo, Royal Oak
Ric Chalmers, DPW Liaison
Kristen Kapelanski, Community Development Director
Tim Murad, Chamber of Commerce Liaison

Prior to achieving a quorum, there was roundtable discussion of the feasibility, merits, and cost of offering sidewalk snow removal to downtown businesses. Gilbert noted that McGuinness has had discussions with other cities that have experience with offering it to their businesses. Chalmers noted the DPW would need to coordinate and communicate with whatever vendor is chosen to do the work, if the DDA decides to move forward in the winter of 2023.

III. APPROVAL OF AGENDA:

On motion by Francis and second by Barnes, the agenda was unanimously approved by the Board.

IV. APPROVAL OF MINUTES

A. Regular Meeting of November 9, 2022

On motion by Laczkovich and second by Barnes, the minutes of November 9, 2022 were unanimously approved by the Board.

V. LIAISON REPORTS

A. City Council – Steve Baker

Baker reported that at its December 5 meeting, the Tree Board gave a presentation about the inventory they had done of Berkley's tree canopy, which covers from @25% to @60+%, depending on location; their goal is a canopy of 40%. Council officially adopted and approved the Coolidge Complete Streets program (one lane in each direction from 12 Mile to 11 Mile). The Environmental Committee with Council agreed to approve a contract to spend \$48,000.00 to install free charging

stations for electric vehicles installed at the Library. Council heard presentations from the five finalists to fill the Council vacancy created when Price was elected to the State Legislature, and they will make their final decision on December 19. There were a total of 12 applicants for the position. The new Councilperson will be sworn in on January 9. That person will serve the remainder of Price's term, which has one year remaining.

B. Community Development –Kristen Kapelanski

Kapelanski reported that the consultant hired to do the City-wide parking study had its first meeting with City stakeholders. There will be a public information session in January or February 2023.

C. Planning Commission – Matteo Passalacqua

Passalacqua reported the Planning Commission did not meet.

D. Public Works – Shawn Young and Ric Chalmers

Chalmers had nothing further to report.

E. Chamber of Commerce – Tim Murad

Murad reported the Chamber held its holiday party the previous night. RoseAnn Nicolai is leaving her coordinator post, and they're looking to find someone to take on her assignments, which mostly deal with planning events and social media. Monetarily, it was a good year for the Chamber and their events. Their discount cards are selling well in more locations and more Chamber members are signing up to accept the cards and offer the discounts.

He noted there are 52 kit homes in Berkley, second only to Pontiac in Oakland County. Partnering with the Historical Museum, they hope to have 8-10 homes on the tour they will be holding Mother's Day weekend in 2023. In partnership with the Berkley Days Committee, the Historical Committee is looking to raise funds, including sponsorships, for a fireworks display at the end of Berkley Days. The Hometown Art displays at ten area businesses are scheduled for February 2023.

VI. TREASURER'S REPORT:

A. Financial Report for November 2022

Gross reported allocated year-to-date revenues of @\$367,000, expenditures of @\$153,000, and a fund balance of @\$526,000. There was not much November activity.

Passalacqua moved to receive and accept the Treasurer's report for November 2022, Francis seconded, and the motion was unanimously approved by the Board.

VII. ACTION ITEMS:

A. PEA Group Proposal for Landscape Architecture Services – 12 Mile and Robina North Streetscape Construction Drawings, Revised Quote for \$29,300

Passalacqua reported that after Board discussions and discussions directly with PEA, their original quotation of @40,000 to do a bid package for the Robina North streetscape project had been reduced @\$16,000 to \$29,300.00. City administration had also assisted in finding efficiencies (such as permitting and site plan review) enabling PEA to reduce their quotation. The question before the Board was whether to approve that revised proposal or seek additional quotations/proposals from other companies.

Dutcher asked how long the bid package would be relevant to submit to a contractor, and Passalacqua responded the bid package has a fairly long shelf life, usually several years.

Asked about a potential social district, Kapelanski noted the resolution to extend potential closures of the City right of way was approved by Council but only lasts until April 2023. She, McGuinness, and Baumgarten are working together to help formulate a longer-term plan that would encompass a

more expansive stretch of 12 Mile Road, but the 12 Mile/Robina plaza is a logical area to be included as a permanent part of any future social district.

After further discussions about the PEA Group's proposal, including not having enough information about the overall construction cost of the project, there was consensus that the Board should seek one or two more quotations to put together a bid package for the 12 Mile/Robina North Streetscape project.

Passalacqua moved to seek additional quotations for the bid package on the project, Gross seconded, and the motion was unanimously approved by the Board.

VIII. DISCUSSION ITEMS

A. Coolidge Crosswalks Activation, Enhancements Progress

Kapelanski reported that the concept group has agreed on the finalized concept, including installing some bump-outs and adding bollards, and a final proposal for moving forward should be presented to the Board at their next meeting.

B. Coolidge Complete Streets Pilot Project Recommendations

City Council has approved the current configuration.

C. Outdoor Dining and Downtown Side Street Closure Opportunities

Kapelanski reported that current permitting of outdoor dining will continue until the end of April 2023, at which time a permanent ordinance may be put into effect. The Planning Commission is working on an outdoor seating ordinance that could be handled administratively.

D. Downtown Design Guidelines Progress

Kapelanski noted this item can be removed from the agenda as the guidelines have been adopted.

E. Robina North Design Concepts Progress

Covered in VII.A. above.

F. ArtSpace at Coolidge and Catalpa Progress

Francis reported student art frames had to be sent back because they were the wrong size. He expects formal opening in spring 2023.

G. Small Business Saturday, MerriMonth Promotional Efforts

Laczovich reported also hearing from her business neighbors that customers seemed confused about how late and what days businesses would be open during MerriMonth.

IX. STUDENT BOARD MEMBER UPDATES

Wyatt reported not much going on except for winter sports. Francis reported that a facilities study revealed that certain facilities and buildings are past their prime. Stakeholder meetings about upgrades are ongoing, and there is some sentiment in favor of building an indoor multi-purpose facility at the Catalpa practice field location. An August 2023 tax increase would be needed to fund it.

X. BOARD COMMITTEE UPDATES:

A. Art & Design Committee – Matteo Passalacqua

No report.

B. Business Development Committee – Jenna Hance

Absent – No report.

C. Downtown Events Committee

No additional report.

D. Marketing Strategies Committee – Ashley Poirier

Absent – No report.

E. Organization Committee – Scott Francis

No report.

F. West 12-Mile Committee – Brian Zifkin

Barnes reported about 80 people attended the recent band concert at his store, and he wants to have more regular concerts using local bands.

EXECUTIVE DIRECTOR UPDATES

Absent – no report.

XI. BOARD OF DIRECTORS' COMMENTS:

Rebecca Aughton, Berkley resident and Royal Oak business owner, would like to move her business from Royal Oak to Berkley and has been looking at different locations for her store. She was also on the Royal Oak DDA and said she was very impressed with how Berkley's DDA Board works together after attending their meeting.

XII. PUBLIC COMMENTS: The opportunity for public comment was offered, and there were no in-person requests to address the body. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

XIII. Adjournment:

The meeting lost quorum, and no motion was needed to adjourn.



**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
DECEMBER 21, 2022
INFORMATIONAL MEETING MINUTES**

- I. The Informational Meeting, held at Berkley City Hall, was called to order at 12:00 p.m.
- II. Berkley Downtown Development Authority Executive Director Mike McGuinness delivered a welcome message and attendees introduced themselves.
- III. Executive Director Mike McGuinness presented on the upcoming Goals and Direction of the Berkley Downtown Development Authority.
- IV. Executive Director Mike McGuinness presented on the projects to be undertaken by the Berkley Downtown Development Authority in the coming year.
- V. Time for public comments, feedback, and questions was offered. No public comments were offered.
- VI. Closing comments were offered by Executive Director Mike McGuinness.
- VII. The Informational Meeting was adjourned at 12:36 p.m.



**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
DECEMBER 22, 2022
INFORMATIONAL MEETING MINUTES**

- I. The Informational Meeting, held at Berkley City Hall, was called to order at 4:00 p.m.
- II. Berkley Downtown Development Authority Executive Director Mike McGuinness delivered a welcome message and attendees introduced themselves.
- III. Executive Director Mike McGuinness presented on the upcoming Goals and Direction of the Berkley Downtown Development Authority.
- IV. Executive Director Mike McGuinness presented on the projects to be undertaken by the Berkley Downtown Development Authority in the coming year.
- V. Time for public comments, feedback, and questions was offered. No public comments were offered.
- VI. Closing comments were offered by Executive Director Mike McGuinness.
- VII. The Informational Meeting was adjourned at 4:47 p.m.

Fund 814 DDA

| GL Number | Description | PERIOD ENDED 12/31/2021 | PERIOD ENDED 12/31/2022 |
|---|--------------------------------|----------------------------|----------------------------|
| *** Assets *** | | | |
| Cash | | | |
| 814-000-001-000 | CASH IN BANK | 490,241.69 | 527,535.41 |
| 814-000-004-000 | CASH - IMPREST PAYROLL | 0.00 | (6,630.04) |
| 814-000-005-000 | PETTY CASH | 300.00 | 300.00 |
| Cash | | <u>490,541.69</u> | <u>521,205.37</u> |
| Accounts Receivable | | | |
| 814-000-026-000 | DELINQUENT PPT RECEIVABLE | 2,585.20 | 2,897.13 |
| Accounts Receivable | | <u>2,585.20</u> | <u>2,897.13</u> |
| Other Assets | | | |
| Other Assets | | <u>0.00</u> | <u>0.00</u> |
| Total Assets | | <u>493,126.89</u> | <u>524,102.50</u> |
| *** Liabilities *** | | | |
| Accounts Payable | | | |
| 814-000-202-000 | ACCOUNTS PAYABLE | 0.00 | 1,090.34 |
| 814-000-202-001 | ACCOUNTS PAYABLE - MANUAL | 0.00 | 8,244.53 |
| Accounts Payable | | <u>0.00</u> | <u>9,334.87</u> |
| Liabilities-ST | | | |
| 814-000-232-000 | EMPLOYEE PENSION DEDUCTIONS-DB | 1,598.96 | 2,668.87 |
| 814-000-241-000 | FICA TAXES | 89.32 | 171.64 |
| 814-000-257-000 | ACCRUED PAYROLL | 1,167.61 | 2,266.47 |
| 814-000-259-000 | ACCRUED HEALTH CARE | 904.12 | 892.73 |
| 814-000-285-000 | UNEARNED REVENUE | (1,586.87) | 1,264.16 |
| Liabilities-ST | | <u>2,173.14</u> | <u>7,263.87</u> |
| Total Liabilities | | <u>2,173.14</u> | <u>16,598.74</u> |
| *** Fund Balance *** | | | |
| Unassigned | | | |
| 814-000-390-000 | FUND BALANCE | 386,500.75 | 314,861.13 |
| Unassigned | | <u>386,500.75</u> | <u>314,861.13</u> |
| Total Fund Balance | | <u>386,500.75</u> | <u>314,861.13</u> |
| Beginning Fund Balance | | 386,500.75 | 314,861.13 |
| Net of Revenues VS Expenditures | | 104,453.00 | 192,642.63 |
| Ending Fund Balance | | 490,953.75 | 507,503.76 |
| Total Liabilities And Fund Balance | | 493,126.89 | 524,102.50 |

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 12/31/2022
 % Fiscal Year Completed: 50.41

| GL NUMBER | DESCRIPTION | 2022-23 AMENDED BUDGET | YTD BALANCE 12/31/2022 NORMAL (ABNORMAL) | ACTIVITY FOR MONTH 12/31/2022 INCREASE (DECREASE) | AVAILABLE BALANCE NORMAL (ABNORMAL) | % BDGT USED |
|-------------------------------------|---|---------------------------|--|---|---|----------------|
| Fund 814 - DDA | | | | | | |
| Revenues | | | | | | |
| Dept 001 - REVENUES | | | | | | |
| 814-001-401-000 | PROPERTY TAXES | 37,000.00 | 35,733.73 | 451.86 | 1,266.27 | 96.58 |
| 814-001-401-001 | PROPERTY TAX CAPTURE - DDA | 361,000.00 | 326,455.40 | 4,128.03 | 34,544.60 | 90.43 |
| 814-001-539-000 | STATE GRANTS | 10,000.00 | 0.00 | 0.00 | 10,000.00 | 0.00 |
| 814-001-573-000 | LOCAL COMMUNITY STABILIZATION SHARE-PPT | 14,000.00 | 0.00 | 0.00 | 14,000.00 | 0.00 |
| 814-001-664-000 | INVESTMENT EARNINGS (LOSSES) | 3,000.00 | 2,909.31 | 0.00 | 90.69 | 96.98 |
| 814-001-674-005 | MERCHANDISE REVENUE | 500.00 | 1,728.49 | 0.00 | (1,228.49) | 345.70 |
| 814-001-675-005 | CORPORATE DONATIONS | 5,000.00 | 500.00 | 0.00 | 4,500.00 | 10.00 |
| 814-001-675-814 | EVENT SPONSORSHIPS | 2,500.00 | 5,696.25 | 0.00 | (3,196.25) | 227.85 |
| Total Dept 001 - REVENUES | | 433,000.00 | 373,023.18 | 4,579.89 | 59,976.82 | 86.15 |
| TOTAL REVENUES | | 433,000.00 | 373,023.18 | 4,579.89 | 59,976.82 | 86.15 |
| Expenditures | | | | | | |
| Dept 175 - DDA ADMINISTRATION | | | | | | |
| 814-175-704-000 | FULL TIME EMPLOYEES | 77,250.00 | 38,538.40 | 5,942.30 | 38,711.60 | 49.89 |
| 814-175-715-000 | FICA | 5,909.00 | 2,918.69 | 450.04 | 2,990.31 | 49.39 |
| 814-175-725-000 | WORKERS COMPENSATION | 255.00 | 0.00 | 0.00 | 255.00 | 0.00 |
| 814-175-728-000 | OFFICE SUPPLIES | 500.00 | 0.00 | 0.00 | 500.00 | 0.00 |
| 814-175-817-008 | BOARD TRAININGS | 2,000.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| 814-175-960-000 | PROFESSIONAL DEVELOPMENT | 3,000.00 | 568.21 | 345.21 | 2,431.79 | 18.94 |
| Total Dept 175 - DDA ADMINISTRATION | | 88,914.00 | 42,025.30 | 6,737.55 | 46,888.70 | 47.27 |
| Dept 265 - CITY HALL | | | | | | |
| 814-265-921-100 | TRIBUNAL/BOARD OF REVIEW TAX EXPENSE | 2,000.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| Total Dept 265 - CITY HALL | | 2,000.00 | 0.00 | 0.00 | 2,000.00 | 0.00 |
| Dept 822 - DDA OPERATIONS | | | | | | |
| 814-822-727-100 | INTERNAL SRVC - LABOR & ADMIN | 20,000.00 | 5,000.00 | 0.00 | 15,000.00 | 25.00 |
| 814-822-730-000 | POSTAGE-PRINTING-MAILING | 300.00 | 0.00 | 0.00 | 300.00 | 0.00 |
| 814-822-803-000 | MEMBERSHIPS AND DUES | 1,100.00 | 250.00 | 0.00 | 850.00 | 22.73 |
| 814-822-807-000 | AUDIT SERVICES | 1,800.00 | 900.00 | 900.00 | 900.00 | 50.00 |
| 814-822-818-205 | SECRETARIAL SERVICES | 2,000.00 | 900.00 | 150.00 | 1,100.00 | 45.00 |
| 814-822-824-000 | LEGAL SERVICES | 2,500.00 | 0.00 | 0.00 | 2,500.00 | 0.00 |
| 814-822-853-000 | TELEPHONE | 600.00 | 201.98 | 40.34 | 398.02 | 33.66 |
| 814-822-865-000 | DOWNTOWN BERKLEY PARTNERS NON PROFIT | 100.00 | 0.00 | 0.00 | 100.00 | 0.00 |
| 814-822-866-000 | SUBSCRIPTION SERVICES | 300.00 | 0.00 | 0.00 | 300.00 | 0.00 |
| 814-822-904-000 | PRINTING | 300.00 | 0.00 | 0.00 | 300.00 | 0.00 |
| Total Dept 822 - DDA OPERATIONS | | 29,000.00 | 7,251.98 | 1,090.34 | 21,748.02 | 25.01 |
| Dept 824 - SPECIAL EVENTS | | | | | | |
| 814-824-817-004 | DDA - EVENTS | 24,000.00 | 38,155.20 | 10,743.29 | (14,155.20) | 158.98 |
| 814-824-817-015 | HOLIDAY LIGHTS | 40,000.00 | 0.00 | 0.00 | 40,000.00 | 0.00 |
| 814-824-901-000 | ADVERTISING | 0.00 | 136.25 | 136.25 | (136.25) | 100.00 |
| Total Dept 824 - SPECIAL EVENTS | | 64,000.00 | 38,291.45 | 10,879.54 | 25,708.55 | 59.83 |

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY
 PERIOD ENDING 12/31/2022
 % Fiscal Year Completed: 50.41

| GL NUMBER | DESCRIPTION | 2022-23 AMENDED BUDGET | YTD BALANCE 12/31/2022 NORMAL (ABNORMAL) | ACTIVITY FOR MONTH 12/31/2022 INCREASE (DECREASE) | AVAILABLE BALANCE NORMAL (ABNORMAL) | % BDGT USED |
|--|-----------------------------------|---------------------------|--|---|---|----------------|
| Fund 814 - DDA | | | | | | |
| Expenditures | | | | | | |
| Dept 826 - MARKETING AND ADVERTISING | | | | | | |
| 814-826-814-000 | WEBSITE | 500.00 | 0.00 | 0.00 | 500.00 | 0.00 |
| 814-826-817-002 | DOWNTOWN MERCHANDISE EXPENDITURES | 3,000.00 | 205.02 | 0.00 | 2,794.98 | 6.83 |
| 814-826-818-000 | CONTRACTUAL SERVICES | 7,200.00 | 9,284.91 | 4,484.91 | (2,084.91) | 128.96 |
| 814-826-901-000 | ADVERTISING/MARKETING | 37,800.00 | 4,214.99 | 150.00 | 33,585.01 | 11.15 |
| 814-826-901-001 | MAP UPDATE & REPRINT | 1,500.00 | 0.00 | 0.00 | 1,500.00 | 0.00 |
| Total Dept 826 - MARKETING AND ADVERTISING | | 50,000.00 | 13,704.92 | 4,634.91 | 36,295.08 | 27.41 |
| Dept 829 - STREETScape & DESIGN | | | | | | |
| 814-829-818-200 | FLOWER BASKET PROGRAM | 28,000.00 | 10,336.68 | 0.00 | 17,663.32 | 36.92 |
| 814-829-818-201 | PUBLIC ART/PLACEMAKING | 40,000.00 | 27,405.86 | 0.00 | 12,594.14 | 68.51 |
| 814-829-818-207 | PEST CONTROL | 500.00 | 200.00 | 0.00 | 300.00 | 40.00 |
| 814-829-974-001 | FACADE GRANT INCENTIVE PROGRAM | 15,000.00 | 5,000.00 | 0.00 | 10,000.00 | 33.33 |
| Total Dept 829 - STREETScape & DESIGN | | 83,500.00 | 42,942.54 | 0.00 | 40,557.46 | 51.43 |
| Dept 940 - PUBLIC IMPROVEMENT | | | | | | |
| 814-940-974-002 | STREETScape IMPROVEMENTS | 60,000.00 | 17,754.91 | 181.07 | 42,245.09 | 29.59 |
| 814-940-974-005 | WAYFINDING | 7,000.00 | 0.00 | 0.00 | 7,000.00 | 0.00 |
| 814-940-974-007 | BERKLEY PLAZA PROJECT | 5,500.00 | 600.00 | 0.00 | 4,900.00 | 10.91 |
| Total Dept 940 - PUBLIC IMPROVEMENT | | 72,500.00 | 18,354.91 | 181.07 | 54,145.09 | 25.32 |
| Dept 952 - ACTIVE EMPLOYEE BENEFITS | | | | | | |
| 814-952-716-000 | DENTAL/VISION/LIFE-LTD/RHCS | 3,000.00 | 1,541.58 | 237.70 | 1,458.42 | 51.39 |
| 814-952-716-500 | HEALTH CARE COSTS - BC/BS | 12,800.00 | 5,567.37 | 0.00 | 7,232.63 | 43.50 |
| 814-952-718-000 | RETIREMENT-DB MERS | 27,000.00 | 10,700.50 | 0.00 | 16,299.50 | 39.63 |
| Total Dept 952 - ACTIVE EMPLOYEE BENEFITS | | 42,800.00 | 17,809.45 | 237.70 | 24,990.55 | 41.61 |
| TOTAL EXPENDITURES | | 432,714.00 | 180,380.55 | 23,761.11 | 252,333.45 | 41.69 |
| Fund 814 - DDA: | | | | | | |
| TOTAL REVENUES | | 433,000.00 | 373,023.18 | 4,579.89 | 59,976.82 | 86.15 |
| TOTAL EXPENDITURES | | 432,714.00 | 180,380.55 | 23,761.11 | 252,333.45 | 41.69 |
| NET OF REVENUES & EXPENDITURES | | 286.00 | 192,642.63 | (19,181.22) | (192,356.63) | 17,357.56 |
| BEG. FUND BALANCE | | 314,861.13 | 314,861.13 | | | |
| END FUND BALANCE | | 315,147.13 | 507,503.76 | | | |

DOWNTOWN DEVELOPMENT AUTHORITY

| Description | 2023-24 PROPOSED 1- 11-23 | 2022-23 Amended Budget |
|---|---------------------------------|------------------------------|
| ---Estimated Revenues--- | | |
| 001:REVENUES | | |
| PROPERTY TAXES | 37,000.00 | 37,000.00 |
| PROPERTY TAX CAPTURE - DDA | 361,000.00 | 361,000.00 |
| PPT - CURRENT YR DEL | 0.00 | 0.00 |
| STATE GRANTS | 10,000.00 | 10,000.00 |
| LOCAL COMMUNITY STABILIZATION SHARE-PPT | 14,000.00 | 14,000.00 |
| INVESTMENT EARNINGS | 3,000.00 | 3,000.00 |
| MERCHANDISE REVENUE | 5,000.00 | 5,000.00 |
| CORPORATE DONATIONS | 5,000.00 | 5,000.00 |
| COOPERATIVE ADVERTISING INCOME | 0.00 | 0.00 |
| EVENT SPONSORSHIPS | 20,000.00 | 20,000.00 |
| TOTAL: REVENUES | 455,000.00 | 455,000.00 |
| ---Estimated Appropriations--- | | |
| 175: ADMINISTRATION | | |
| FULL TIME EMPLOYEES | 80,000.00 | 80,000.00 |
| FICA | 7,000.00 | 7,000.00 |
| OFFICE SUPPLIES | 500.00 | 500.00 |
| BOARD TRAININGS | 2,000.00 | 2,000.00 |
| PROFESSIONAL DEVELOPMENT | 3,000.00 | 3,000.00 |
| 175: ADMINISTRATION | 92,500.00 | 92,500.00 |
| 265: CITY HALL | | |
| TRIBUNAL/BOARD OF REVIEW TAX EXPENSE | 2,000.00 | 2,000.00 |
| 265: CITY HALL | 2,000.00 | 2,000.00 |
| 822: OPERATIONS | | |
| POSTAGE-PRINTING-MAILING | 300.00 | 300.00 |

| | | |
|--|------------------|------------------|
| MEMBERSHIPS AND DUES | 1,100.00 | 1,100.00 |
| AUDIT SERVICES | 1,800.00 | 1,800.00 |
| CONSULTANT | 0.00 | 0.00 |
| SECRETARIAL SERVICES | 2,000.00 | 2,000.00 |
| LEGAL SERVICES | 2,500.00 | 2,500.00 |
| TELEPHONE | 600.00 | 600.00 |
| DOWNTOWN BERKLEY PARTNERS NON PROFIT | 100.00 | 100.00 |
| SUBSCRIPTION SERVICES | 300.00 | 300.00 |
| PRINTING | 300.00 | 300.00 |
| 822: OPERATIONS | 9,000.00 | 9,000.00 |
| 824: SPECIAL EVENTS | | |
| DDA - EVENTS | 25,000.00 | 34,000.00 |
| BOOKLEY SKELETONS | 20,000.00 | 0.00 |
| HOLIDAY LIGHTS | 40,000.00 | 40,000.00 |
| 824: SPECIAL EVENTS | 85,000.00 | 74,000.00 |
| 826: MARKETING & ADVERTISING | | |
| WEBSITE | 500.00 | 500.00 |
| DOWNTOWN MERCHANDISE EXPENDITURES | 3,000.00 | 3,000.00 |
| CONTRACTUAL SERVICES | 48,000.00 | 28,200.00 |
| ADVERTISING/MARKETING | 17,800.00 | 27,800.00 |
| MAP UPDATE & REPRINT | 1,500.00 | 1,500.00 |
| 826: MARKETING & ADVERTISING | 70,800.00 | 61,000.00 |
| 829/940: STREETScape & DESIGN | | |
| FLOWER BASKET PROGRAM | 28,000.00 | 28,000.00 |
| PUBLIC ART/PLACEMAKING | 40,000.00 | 48,000.00 |
| PEST CONTROL | 500.00 | 500.00 |
| FACADE GRANT INCENTIVE PROGRAM | 15,000.00 | 15,000.00 |
| STREETScape IMPROVEMENTS | 60,000.00 | 76,000.00 |
| SIDEWALK REPAIR | 0.00 | 0.00 |
| WAYFINDING | 0.00 | 7,000.00 |

| | | |
|--|-------------------|--------------------|
| BERKLEY PLAZA PROJECT | 0.00 | 8,500.00 |
| 829/940: STREETScape & DESIGN | 143,500.00 | 183,000.00 |
| EMPLOYEE BENEFITS | | |
| INTERNAL SRVC - LABOR & ADMIN | 10,000.00 | 10,000.00 |
| DENTAL/VISION/LIFE-LTD/RHCS | 1,000.00 | 1,000.00 |
| HEALTH CARE COSTS - BC/BS | 10,300.00 | 10,300.00 |
| RETIREMENT-DB MERS | 27,000.00 | 27,000.00 |
| EMPLOYEE BENEFITS | 48,300.00 | 48,300.00 |
| Total Estimated Revenue: | 455,000.00 | 455,000.00 |
| Total Estimated Appropriations: | 451,100.00 | 469,800.00 |
| Net of Revenues & Appropriations: | 3,900.00 | (14,800.00) |

DOWNTOWN BERKLEY 2023 EVENTS ROSTER!



retro feel. metro appeal.

Leprechauns Scavenger Hunt
Leprechauns Day Out
Downtown Block Party
Ladies Night Out
Berkley Art Bash*
Berkley Pride Block Party
Street Art Fest*
Ladies Night Out
CruiseFest*
Irish Fest*

March
March 16-19
March 18
May 4
June 10
June 25
July 15
August 3
August 18
September 9

BOO!KLEY 2023

Skeleton Decorating Sign-Up
Downtown Skeletons Go Up!
Witches Night Out
Ghost Chase
Trick or Treat Stroll
Monster Mash Block Party

August
Mid-September
October 12
October 20
October 28
October 28

MerriMonth 2023

Small Business Saturday
Merry & Bright Shopping Night
Rockin' Robina Block Party
Holiday Lights Parade*
Santa Claus at Gazebo*
Merry & Bright Shopping Night
Santa Claus at Library*
Merry & Bright Shopping Night
Merry & Bright Shopping Night

November 25
November 30
December 2
December 2
December 2
December 7
December 10
December 14
December 21

To find out more about these events, visit www.DowntownBerkeley.com. More events may join the roster as the year progresses, of course, and we'd love your help bringing them to life! We are grateful to the community members whose volunteer support makes these fun activities possible. Listed events with asterisks are amazing, happening in our downtown, and supported by our DDA -- but are organized by other organizations or volunteers. Call Executive Director Mike McGuinness at (248) 658-3353 or email him at director@downtownberkeley.com

DOWNTOWNBERKLEY.COM

