

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF DIRECTORS  
Wednesday, April 10, 2024, 8:15 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



**MEETING AGENDA**

- I. **ACTION ITEMS**
  - A. Roll Call Taken and Quorum Determined
  - B. Quorum Balance Need with Recent Departures
  - C. Welcoming New Interim City Manager Nate Geinzer
- II. **APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES**
  - A. Regular Meeting Minutes of March 13, 2024
- IV. **TREASURER'S REPORT**
- V. **ACTION ITEMS**
  - A. Resolution of Appreciation for Matthew Baumgarten's Years of Service on the DDA Board of Directors
  - B. Updated Oakland County Placemaking Grant Funding Application
  - C. Revisiting of Perch Façade Grant Withdrawn Application from 2021
- VI. **DISCUSSION ITEMS**
  - A. Landscaping Enhancement Opportunities for our Downtown
- VII. **LIAISON REPORTS**
  - A. City Council – Steve Baker
  - B. Community Development – Kristen Kapelanski
  - C. Planning Commission – Lisa Kempner
  - D. Public Works – Ric Chalmers
  - E. Chamber of Commerce – Tim Murad
- VIII. **STUDENT BOARD MEMBER UPDATES**
- IX. **BOARD COMMITTEE UPDATES**
  - A. Art & Design Committee
    - i. *Incoming Mural Program Submissions*
    - ii. *Berkley has heART Initiative, Chamber Collaboration*
  - B. Business Development Committee
    - i. *Bombshell Treat Bar Ribbon Cutting April 19*
    - ii. *Law Office of Rachel Pinch Ribbon Cutting May 2*
    - iii. *Time Travelers Comic Books Relocation, Expansion*
  - C. Downtown Events Committee
    - i. *Berkley Pride Planning Meeting April 17, 7 pm, City Hall*
  - D. Marketing Strategies Committee
    - i. *April Fool's Day Social Media Post Engagement*
  - E. Organization Committee
    - i. *Accepting Applications for 12 Mile, Coolidge Board Seats*
  - F. West 12 Mile Committee
- X. **EXECUTIVE DIRECTOR UPDATES**
  - A. National Main Street Conference May 6-8 in Birmingham, Alabama
  - B. Michigan Downtown Association Summer Workshop May 31 in Harbor Springs
- XI. **BOARD OF DIRECTORS' COMMENTS**
- XII. **PUBLIC COMMENTS**
- XIII. **ADJOURNMENT**

## **APPROVAL OF MINUTES**

### **REGULAR MEETING OF THE BOARD OF DIRECTORS FOR MARCH 13, 2024**



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### **RECOMMENDATION:**

### **MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF MARCH 13, 2024**

### **BACKGROUND:**

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Authority Board of Directors, which took place on Wednesday, March 13, 2024. She shared an initial draft of minutes with me to review for corrections, and then circulated the draft minutes to the entire Board of Directors ahead of this Board Meeting. The draft minutes are also posted and available on our Downtown Berkley website for public viewing.

Please advise if there are any corrections needed. Once all corrections have been made, and upon an affirmative vote by the Board of Directors approving the March 13, 2024 meeting minutes, I shall post the adopted minutes to the Downtown Development Authority's website in order for the public, as well as members of this body, to access as needed in the future. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- **Mike McGuinness, Executive Director. April 2, 2024.**

**MEETING MINUTES  
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING OF THE BOARD OF TRUSTEES  
Wednesday, March 13, 2024, 8:15 AM  
Berkley Public Safety, 2<sup>nd</sup> Floor, Conference Room**



- I. **CALL TO ORDER:** The meeting was called to order at 8:18 AM with Executive Director Mike McGuinness presiding.
  
- II. **ROLL CALL:**
  - A. **Attendance Taken and Quorum Determined**

*Present:* Desiree Dutcher  
Katie Forte  
Scott Francis  
Chris Gross  
Uli Laczkovich  
Matteo Passalacqua  
Ashley Poirier  
Brian Zifkin

*Absent:* Matthew Baumgarten – *excused*  
Donna Dirkse – *excused*  
Justin Findling – *excused*  
Andy Gilbert – *excused*  
Talia Wittenberg – *excused*

*Also present:* Mike McGuinness, DDA Executive Director  
Darlene Rothman, Chamber of Commerce Liaison  
Adam Wozniak, Berkley DPW
  
- III. **APPROVAL OF AGENDA:**

On motion by Gross and second by Laczkovich, the agenda was unanimously approved by the Board.
  
- IV. **APPROVAL OF MINUTES**
  - A. **Regular Meeting of February 14, 2024**

On motion by Gross and second by Laczkovich, the minutes of the regular meeting of February 14, 2024 were unanimously approved by the Board.
  
- V. **TREASURER'S REPORT:**
  - A. **Financial Reports for February 2024**

The Financial Report was not available from the City Finance Department as of meeting time.
  
- VI. **CLOSED SESSION**
  - A. **Motion To Go Into Closed Session to Discuss Employee Evaluation**

At 8:22:00 AM, Passalacqua moved to go into closed session to discuss employee evaluation, Zifkin seconded, and the motion was unanimously approved by the Board.
  
  - B. **Motion to Come Out of Closed Session to Discuss Employee Evaluation**

At 8:35:00 AM, Passalacqua moved to come out of closed session, Zifkin seconded, and the motion was unanimously approved by the Board.

**C. Public Summary of Executive Director Annual Evaluation**

Board members present overwhelmingly agreed with the evaluation of the Director's tenure in the position as being extremely productive as well as the direction they all agreed to pursue moving forward. They thanked him for his services and all his efforts on behalf of Berkley. Francis, part of the evaluation team, noted McGuinness's productive feedback, including plans to further develop structure, set priorities, and create a work plan. McGuinness had indicated to the evaluation team that he's very satisfied with the current state of his career moving forward, and all agreed that if his plans and ambitions change, to assure smooth transitions, they want to be notified as soon as possible. The Board also indicated their interest in adding to the Professional Development budget line item for further training opportunities for the Executive Director.

**VII. ACTION ITEMS:**

**A. RESOLUTION OF APPRECIATION FOR ANDY GILBERT'S YEARS OF SERVICE ON THE DDA BOARD OF DIRECTORS**

McGuinness included in the Board's Information Packet a proposed Resolution of Appreciation for Andy Gilbert's years of service on the DDA Board of Directors. The resolution reads as follows:

**RESOLUTION**

**ACKNOWLEDGING AND THANKING MR. ANDY GILBERT FOR HIS YEARS OF EFFECTIVE SERVICE ON THE DDA BOARD OF DIRECTORS**

**WHEREAS, for many years, Downtown Berkley property owner and businessman Andy Gilbert has been a catalyst for progress in our downtown; and,**

**WHEREAS, Mr. Gilbert has been a particularly strong, vocal, and consistent advocate for ensuring that the Coolidge Corridor received adequate attention and resources from the Downtown Development Authority through the years; and**

**WHEREAS, he has served for many years on the DDA Board, rolling up his sleeves to make a difference, including by stepping up to serve as the DDA Board Chair for multiple years; and,**

**WHEREAS, he has decided the time has come to conclude his time on the DDA Board and he will be resigning; now, therefore, be it**

**RESOLVED, the Berkley Downtown Development Authority formally acknowledges, thanks, and celebrates the many years of strong service by Mr. Andy Gilbert as both a Board Member and as Chair; and further**

**RESOLVED, we wish him the very best as a continued strong part of our Downtown community and we resoundingly say "Thank You."**

On behalf of the Chamber, Rothman noted his importance in making the Street Art Fest the successful event it has become. "He got it really going."

Zifkin moved to adopt the Resolution of Appreciation for Andy Gilbert's Years of Service on the DDA Board of Directors, Dutcher seconded, and the motion was unanimously approved by the Board. At meeting's end, Board members signed a copy of the Resolution to be presented to Gilbert by McGuinness.

**B. ELECTION OF DDA BOARD CHAIR FOR APRIL, MAY, AND JUNE 2024 MEETINGS**

McGuinness noted that with Gilbert's resignation, a new Chair would be required to fill his term for the months of April, May, and June 2024. Matteo Passalacqua volunteered to accept nomination.

Poirier moved to nominate Matteo Passalacqua to be DDA Chair for April, May, and June 2024 DDA Board meetings, Gross seconded, and the motion was unanimously approved by the Board.

**C. ELECTION OF DDA BOARD VICE CHAIR FOR APRIL, MAY, AND JUNE 2024 MEETINGS**

McGuinness noted that with Barnes' resignation, a new Vice Chair would be required to fill his term for the months of April, May, and June 2024. Poirier nominated Board member Desiree Dutcher, Laczkovich seconded, and Dutcher accepted the nomination.

The nomination of Desiree Dutcher as Board Vice Chair for April, May, and June 2024 was unanimously approved by the Board.

**VIII. Discussion Items**

**A. Grant Funding Pursued to Benefit Out Downtown**

**1. AARP Livable Communities Mini-Grant for Walkability Audit (submitted)**

McGuinness has been working with a community volunteer, Lori Branch, who is pursuing grant writing educational opportunities. She has been assisting with grant writing for the Berkley DDA as a volunteer. She worked with McGuinness to draft and submit an application to AARP for a \$2,500.00 mini-grant for a downtown Berkley walkability audit. That proposal has been submitted, and we are awaiting a determination.

**2. T-Mobile Hometown Grant for Twelve Mile Arts District (being drafted)**

McGuinness reported this \$50,000 grant application to T-Mobile is in the process of being drafted, is due by the end of March, and if the grant is awarded, the funds will be applied to enhancing the 12 Mile area from Greenfield to Buckingham, the new arts district.

**3. Oakland County Revitalization and Placemaking Matching Grant (participating)**

McGuinness reported this application for a 40/60 matching grant is being submitted, with the Robina North/South space as its focus.

**B. Michigan Statutory Compliance for Website Posting of Annual Information and Documents**

McGuinness reported that these State reporting requirements on TIF funds has been met with the update to the DDA Web site. Discussion ensued about how to best communicate on an ongoing basis about the progress that the TIF funds are generating for the downtown.

**C. March Promotional Activities with Scavenger Hunt and Leprechaun Ladies Night Out**

McGuinness reported that the trolley would run for the event and he will be on board.

**D. Updating of Opportunities in our Downtown for Landscaping Enhancements**

Wozniak reported that Director Young has reached out to several nurseries about replacement trees, recommended by Berkley's Tree Board and a State of Michigan arborist, but has not received responses yet. McGuinness also reported they're getting estimates from Frank's Landscaping about options to enhance the downtown plantings, especially West Twelve Mile, as well as Dorothea and Robina North and South. The new fiscal year landscaping program with Frank's will include Art Space. The DPW Director is working with DTE to replace the dated, short light poles around the downtown. Passalacqua noted that he would like at least to see what replacements are proposed and what entity gets the final say.

**IX. LIAISON REPORTS**

**A. City Council – Steve Baker**

Absent. In his absence, McGuinness reported that Council may vote on the Coolidge and Columbia Planned Unit Development proposal in the coming weeks, as well as the former Vitrine space

developer's request for special land use, to use the space as an office as opposed to retail, as it's currently zoned.

Gross introduced discussion regarding recruiting more retail to encourage pedestrian traffic.

**B. Community Development – Kristen Kapelanski**

In Kapelanski's absence, McGuinness reported their Web page has information about business parklets and requirements for businesses interested in creating one in the public space in front of their location.

**C. Planning Commission – Lisa Kempner**

Absent – no report.

**D. Public Works – Ric Chalmers**

Wozniak reported the timing of the crosswalk lights on Coolidge has been adjusted (lengthened).

**E. Chamber of Commerce – Tim Murad**

In Murad's absence, Rothman reported the Chamber is full speed ahead on planning for the Street Art Fest. From May through July, they'll be focusing on promoting the arts, including running a photo contest May through July about Berkley events. They also plan to publish a map of Berkley murals in a booklet launching in April. That may evolve into a coffee table type book, with some of the book proceeds donated to the schools' art programs. Forte has been closely involved. With the Red Cross, they will be sponsoring a "Vampire" blood drive October 29 and could name the October Pub Crawl the Zombie Crawl. Proceeds from sales of a skeleton T-shirt will be split with the DDA, and discounts could be offered by local businesses if their customers wear their skeleton T-shirt.

**X. STUDENT BOARD MEMBER UPDATES**

Absent – no report.

**XI. BOARD COMMITTEE UPDATES:**

**A. Art & Design Committee**

The Committee met last month, and McGuinness would like for the group to meet again before March is over, probably at an arts district location.

**B. Business Development Committee**

The official ribbon cutting for Bombshell Treats is scheduled for April 19 with, hopefully, the City allowing Dorothea to be closed, creating a public space.

Rachel Pinch's Coolidge law office will have its ribbon cutting on May 2.

Victual and Vine, across from the Library on Coolidge, is pursuing a redevelopment liquor license. That needs Council approval before going to the State. Little Lou's Hot Chicken is pursuing the same type of license.

Two new businesses are moving into PUCK HCKY's old space: A Royal Oak marketing firm on the second floor, and a retailer on the ground floor that will complement their neighbor, Reware Vintage.

McGuinness knows a new business that's pursuing a lease at the old Chet's Rent-All on Coolidge, with more details to be shared when available.

McGuinness met with Brandon Adolph of the U.S. Small Business Administration, and they would like to schedule an April session in Berkley about government resources available. They will need a larger space to hold the session.

Time Travelers will be moving into the space next to TLC (formerly Making Waves) on 12 Mile, and Council Resale will expand into their old space on the south side of 12 Mile. There are mural possibilities at Time Travelers' new location.

At Cumberland and 12 Mile, there is new construction for a dentist's office.

Red Arrow Tattoo (Coolidge just north of Wiltshire) is moving to Clawson because of high costs and losing two tattoo artists. Berkley Fine Wine is purchasing that space.

There is action at the Ellwood/12 Mile corner, south side, the owner applying for a new business license.

The School District will lease space from the church next door on Catalpa for their Robotics Team and adults with special needs.

**C. Downtown Events Committee**

The next Pride planning meeting will be at Gatekeeper Games, 7:00 PM, Wednesday, 3/20.

**D. Marketing Strategies Committee**

No additional information.

**E. Organization Committee – Scott Francis**

McGuinness thanked the committee for their work on his annual evaluation.

**F. West 12-Mile Committee – Brian Zifkin**

No reports.

**XII. EXECUTIVE DIRECTOR UPDATES**

**A. Executive Director on Vacation March 19-26**

McGuinness reported he would be out on vacation for that week.

**B. National Main Street Conference May 6-8 in Birmingham, Alabama**

McGuinness reported he would be attending and would miss the May Berkley DDA Board meeting.

**C. Michigan Downtown Association Summer Workshop May 31 in Harbor Springs**

McGuinness reported he attended the last Association meeting and invited all to attend the Summer Workshop with him.

**XIII. BOARD OF DIRECTORS' COMMENTS:**

Francis reported that Food Truck Fridays are starting up again, the first Fridays in April and May.

**XIV. PUBLIC COMMENTS:** The opportunity for public comment was offered, and no requests to comment were made at the meeting. Anyone with comments or questions is asked to e-mail them to the DDA to be answered within five business days.

**XV. Adjournment:**

The regular meeting was adjourned at 9:45 AM on motion by Zifkin and second by Poirier.

## **TREASURER'S REPORT**

**MARCH 2024, FEBRUARY 2024  
BALANCE SHEETS, REVENUE AND  
EXPENDITURE REPORTS FOR DDA**



retro feel. metro appeal.

## **RECOMMENDATION:**

**MOTION TO ACCEPT THE TREASURER'S REPORT**

## **BACKGROUND:**

The City of Berkley Finance Department has provided the Berkley Downtown Development Authority the Balance Sheet and Revenue and Expenditure Report for the months of both March 2024 and February 2024, since that report was unable to be generated ahead of last month's Board of Directors meeting.

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

All questions are welcomed and encouraged.

- **Mike McGuinness, Executive Director. April 9, 2024.**



Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	PERIOD ENDED 03/31/2023	PERIOD ENDED 03/31/2024
*** Assets ***			
248-000-001-000	CASH IN BANK	425,511.11	364,742.61
248-000-004-000	CASH - IMPREST PAYROLL	0.00	(17,072.08)
248-000-005-000	PETTY CASH	300.00	300.00
248-000-026-000	DELINQUENT PET RECEIVABLE	2,912.26	8,691.66
Total Assets		428,723.37	356,662.19
*** Liabilities ***			
248-000-202-001	ACCOUNTS PAYABLE - MANUAL	8,244.53	8,244.53
248-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	2,668.87	0.00
248-000-241-000	FICA TAXES	171.64	194.84
248-000-257-000	ACCRUED PAYROLL	2,266.47	5,010.82
248-000-259-000	ACCRUED HEALTH CARE	1,028.09	877.49
248-000-285-000	UNEARNED REVENUE	1,264.16	10,375.47
Total Liabilities		15,643.76	24,703.15
*** Fund Balance ***			
248-000-390-000	FUND BALANCE	314,861.00	289,857.89
Total Fund Balance		314,861.00	289,857.89
Beginning Fund Balance		314,861.13	289,857.89
Net of Revenues VS Expenditures		98,218.61	42,101.15
Fund Balance Adjustments		(0.13)	0.00
Ending Fund Balance		413,079.61	331,959.04
Total Liabilities And Fund Balance		428,723.37	356,662.19

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	PERIOD ENDED 02/28/2023	PERIOD ENDED 02/29/2024
*** Assets ***			
248-000-001-000	CASH IN BANK	438,403.90	377,102.58
248-000-004-000	CASH - IMPREST PAYROLL	3,315.02	(17,072.09)
248-000-005-000	PETTY CASH	300.00	300.00
248-000-026-000	DELINQUENT PPT RECEIVABLE	2,897.13	8,673.39
Total Assets		444,916.05	369,003.88
*** Liabilities ***			
248-000-202-001	ACCOUNTS PAYABLE - MANUAL	8,244.53	8,244.53
248-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	2,668.87	0.00
248-000-241-000	FICA TAXES	171.64	194.84
248-000-257-000	ACCRUED PAYROLL	2,266.47	5,010.82
248-000-259-000	ACCRUED HEALTH CARE	744.60	877.49
248-000-285-000	UNEARNED REVENUE	1,264.16	10,375.47
Total Liabilities		15,360.27	24,703.15
*** Fund Balance ***			
248-000-390-000	FUND BALANCE	314,861.00	289,857.89
Total Fund Balance		314,861.00	289,857.89
Beginning Fund Balance		314,861.13	289,857.89
Net of Revenues VS Expenditures		114,694.78	54,442.84
Fund Balance Adjustments		(0.13)	0.00
Ending Fund Balance		429,555.78	344,300.73
Total Liabilities And Fund Balance		444,916.05	369,003.88

PERIOD ENDING 03/31/2024

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE		ACTIVITY FOR	AVAILABLE		% BDTG USED
		AMENDED BUDGET	03/31/2024	(ABNORMAL)	MONTH 03/31/2024	NORMAL	(ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Dept 001 - REVENUES								
248-001-402-000	PROPERTY TAXES	37,000.00	33,300.17		0.00	3,699.83		90.00
248-001-402-001	PROPERTY TAX CAPTURE - DDA	361,000.00	360,039.53		0.00	960.47		99.73
248-001-539-010	STATE GRANTS	10,000.00	7,500.00		0.00	2,500.00		75.00
248-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00		0.00	14,000.00		0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	11,000.00	6,930.94		0.00	4,069.06		63.01
248-001-674-005	MERCHANDISE REVENUE	5,000.00	40.00		0.00	4,960.00		0.80
248-001-675-005	CORPORATE DONATIONS	5,000.00	0.00		0.00	5,000.00		0.00
248-001-675-814	EVENT SPONSORSHIPS	20,000.00	7,389.50		0.00	12,610.50		36.95
Net - Dept 001 - REVENUES		463,000.00	415,200.14		0.00	47,799.86		
Dept 252 - ACTIVE EMPLOYEE BENEFITS								
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,461.00	3,038.19		319.66	422.81		87.78
248-252-716-500	HEALTH CARE COSTS - BC/BS	25,682.00	0.00		0.00	25,682.00		0.00
248-252-718-000	RETIREMENT-DB MERS	26,000.00	12,854.40		0.00	13,145.60		49.44
Net - Dept 252 - ACTIVE EMPLOYEE BENEFITS		(55,143.00)	(15,892.59)		(319.66)	(39,250.41)		
Dept 265 - CITY HALL								
248-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00		0.00	2,000.00		0.00
Net - Dept 265 - CITY HALL		(2,000.00)	0.00		0.00	(2,000.00)		
Dept 722 - DDA OPERATIONS								
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	5,000.00		0.00	15,000.00		25.00
248-722-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00		0.00	300.00		0.00
248-722-803-000	MEMBERSHIPS AND DUES	1,100.00	725.00		375.00	375.00		65.91
248-722-807-000	AUDIT SERVICES	1,800.00	0.00		0.00	1,800.00		0.00
248-722-818-205	SECRETARIAL SERVICES	2,000.00	1,050.00		0.00	950.00		52.50
248-722-824-000	LEGAL SERVICES	2,500.00	0.00		0.00	2,500.00		0.00
248-722-853-000	TELEPHONE	600.00	363.83		40.46	236.17		60.64
248-722-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00		0.00	100.00		0.00
248-722-866-000	SUBSCRIPTION SERVICES	300.00	0.00		0.00	300.00		0.00
248-722-904-000	PRINTING	300.00	0.00		0.00	300.00		0.00
Net - Dept 722 - DDA OPERATIONS		(29,000.00)	(7,138.83)		(415.46)	(21,861.17)		
Dept 724 - SPECIAL EVENTS								
248-724-706-000	DPW WORKERS	1,195.00	1,194.19		0.00	0.81		99.93
248-724-709-000	OVERTIME	108.00	107.71		0.00	0.29		99.73
248-724-715-000	FICA	100.00	98.80		0.00	1.20		98.80
248-724-758-001	BOOKLEY SKELETONS	20,000.00	15,781.00		0.00	4,219.00		78.91
248-724-817-004	DDA - EVENTS	45,000.00	32,559.77		64.00	12,440.23		72.36
248-724-817-005	DDA - MEDIA	2,600.00	2,532.15		0.00	67.85		97.39
248-724-817-015	HOLIDAY LIGHTS	50,000.00	39,017.04		0.00	10,982.96		78.03
248-724-940-000	EQUIPMENT RENTAL	1,700.00	1,600.94		0.00	99.06		94.17
Net - Dept 724 - SPECIAL EVENTS		(120,703.00)	(92,891.60)		(64.00)	(27,811.40)		
Dept 726 - MARKETING AND ADVERTISING								
248-726-814-000	WEBSITE	500.00	20.48		0.00	479.52		4.10

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 03/31/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
			03/31/2024 NORMAL (ABNORMAL)	MONTH 03/31/2024 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	326.48	0.00	2,673.52	10.88
248-726-818-000	CONTRACTUAL SERVICES	48,000.00	25,200.00	4,200.00	22,800.00	52.50
248-726-901-000	ADVERTISING/MARKETING	17,800.00	16,194.72	0.00	1,605.28	90.98
248-726-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Net - Dept 726 - MARKETING AND ADVERTISING		(70,800.00)	(41,741.68)	(4,200.00)	(29,058.32)	
Dept 729 - STREETScape & DESIGN						
248-729-818-200	FLOWER BASKET PROGRAM	78,000.00	7,752.51	0.00	70,247.49	9.94
248-729-818-201	PUBLIC ART/PLACEMAKING	40,000.00	14,011.94	0.00	25,988.06	35.03
248-729-818-207	PEST CONTROL	500.00	280.00	0.00	220.00	56.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	15,000.00	30,000.00	0.00	(15,000.00)	200.00
Net - Dept 729 - STREETScape & DESIGN		(133,500.00)	(52,044.45)	0.00	(81,455.55)	
Dept 740 - DDA ADMINISTRATION						
248-740-704-000	FULL TIME EMPLOYEES	79,567.00	58,849.24	6,120.48	20,717.76	73.96
248-740-715-000	FICA	6,600.00	6,895.06	463.53	(295.06)	104.47
248-740-725-000	WORKERS COMPENSATION	336.00	336.00	0.00	0.00	100.00
248-740-728-000	OFFICE SUPPLIES	500.00	241.32	0.00	258.68	48.26
248-740-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	2,099.20	954.43	900.80	69.97
Net - Dept 740 - DDA ADMINISTRATION		(92,003.00)	(68,420.82)	(7,538.44)	(23,582.18)	
Dept 902 - PUBLIC IMPROVEMENT						
248-902-821-001	ENGINEERING - ROBINA PROJECT	0.00	3,801.78	0.00	(3,801.78)	100.00
248-902-972-200	STREETScape IMPROVEMENTS	160,000.00	89,667.24	0.00	70,332.76	56.04
248-902-972-700	BERKLEY PLAZA PROJECT	0.00	1,500.00	0.00	(1,500.00)	100.00
Net - Dept 902 - PUBLIC IMPROVEMENT		(160,000.00)	(94,969.02)	0.00	(65,030.98)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		463,000.00	415,200.14	0.00	47,799.86	89.68
TOTAL EXPENDITURES		663,149.00	373,098.99	12,537.56	290,050.01	56.26
NET OF REVENUES & EXPENDITURES		(200,149.00)	42,101.15	(12,537.56)	(242,250.15)	21.03

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY  
 PERIOD ENDING 02/29/2024

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 02/29/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 02/29/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDDT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Dept 001 - REVENUES						
248-001-402-000	PROPERTY TAXES	37,000.00	33,300.17	91.10	3,699.83	90.00
248-001-402-001	PROPERTY TAX CAPTURE - DDA	361,000.00	360,039.53	7,597.13	960.47	99.73
248-001-539-010	STATE GRANTS	10,000.00	7,500.00	0.00	2,500.00	75.00
248-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
248-001-665-000	INVESTMENT EARNINGS (LOSSES)	11,000.00	6,735.07	0.00	4,264.93	61.23
248-001-674-005	MERCHANDISE REVENUE	5,000.00	40.00	0.00	4,960.00	0.80
248-001-675-005	CORPORATE DONATIONS	5,000.00	0.00	0.00	5,000.00	0.00
248-001-675-814	EVENT SPONSORSHIPS	20,000.00	7,389.50	0.00	12,610.50	36.95
Net - Dept 001 - REVENUES		463,000.00	415,004.27	7,688.23	47,995.73	
Dept 252 - ACTIVE EMPLOYEE BENEFITS						
248-252-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,461.00	2,718.53	442.07	742.47	78.55
248-252-716-500	HEALTH CARE COSTS - BC/BS	25,682.00	0.00	0.00	25,682.00	0.00
248-252-718-000	RETIREMENT-DB MERS	26,000.00	12,854.40	0.00	13,145.60	49.44
Net - Dept 252 - ACTIVE EMPLOYEE BENEFITS		(55,143.00)	(15,572.93)	(442.07)	(39,570.07)	
Dept 265 - CITY HALL						
248-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 722 - DDA OPERATIONS						
248-722-726-200	INTERNAL SRVC - LABOR & ADMIN	20,000.00	5,000.00	0.00	15,000.00	25.00
248-722-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
248-722-803-000	MEMBERSHIPS AND DUES	1,100.00	350.00	0.00	750.00	31.82
248-722-807-000	AUDIT SERVICES	1,800.00	0.00	0.00	1,800.00	0.00
248-722-818-205	SECRETARIAL SERVICES	2,000.00	1,050.00	150.00	950.00	52.50
248-722-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
248-722-853-000	TELEPHONE	600.00	323.37	40.46	276.63	53.90
248-722-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
248-722-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
248-722-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Net - Dept 722 - DDA OPERATIONS		(29,000.00)	(6,723.37)	(190.46)	(22,276.63)	
Dept 724 - SPECIAL EVENTS						
248-724-706-000	DPW WORKERS	1,195.00	1,194.19	0.00	0.81	99.93
248-724-709-000	OVERTIME	108.00	107.71	0.00	0.29	99.73
248-724-715-000	FICA	100.00	98.80	0.00	1.20	98.80
248-724-758-001	BOOKLEY SKELETONS	20,000.00	15,781.00	0.00	4,219.00	78.91
248-724-817-004	DDA - EVENTS	45,000.00	32,495.77	7,440.05	12,504.23	72.21
248-724-817-005	DDA - MEDIA	2,600.00	2,532.15	0.00	67.85	97.39
248-724-817-015	HOLIDAY LIGHTS	50,000.00	39,017.04	2,960.04	10,982.96	78.03
248-724-940-000	EQUIPMENT RENTAL	1,700.00	1,600.94	0.00	99.06	94.17
Net - Dept 724 - SPECIAL EVENTS		(120,703.00)	(92,827.60)	(10,400.09)	(27,875.40)	
Dept 726 - MARKETING AND ADVERTISING						
248-726-814-000	WEBSITE	500.00	20.48	0.00	479.52	4.10

REVENUE AND EXPENDITURE REPORT FOR CITY OF BERKLEY

PERIOD ENDING 02/29/2024

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	02/29/2024 NORMAL (ABNORMAL)	MONTH 02/29/2024 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
248-726-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	326.48	0.00	2,673.52	10.88
248-726-818-000	CONTRACTUAL SERVICES	48,000.00	21,000.00	4,200.00	27,000.00	43.75
248-726-901-000	ADVERTISING/MARKETING	17,800.00	16,194.72	560.00	1,605.28	90.98
248-726-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Net - Dept 726 - MARKETING AND ADVERTISING		(70,800.00)	(37,541.68)	(4,760.00)	(33,258.32)	
Dept 729 - STREETScape & DESIGN						
248-729-818-200	FLOWER BASKET PROGRAM	78,000.00	7,752.51	0.00	70,247.49	9.94
248-729-818-201	PUBLIC ART/PLACEMAKING	40,000.00	14,011.94	1,000.00	25,988.06	35.03
248-729-818-207	PEST CONTROL	500.00	280.00	40.00	220.00	56.00
248-729-972-100	FACADE GRANT INCENTIVE PROGRAM	15,000.00	30,000.00	10,000.00	(15,000.00)	200.00
Net - Dept 729 - STREETScape & DESIGN		(133,500.00)	(52,044.45)	(11,040.00)	(81,455.55)	
Dept 740 - DDA ADMINISTRATION						
248-740-704-000	FULL TIME EMPLOYEES	79,567.00	52,728.76	9,180.72	26,838.24	66.27
248-740-715-000	FICA	6,600.00	6,431.53	695.30	168.47	97.45
248-740-725-000	WORKERS COMPENSATION	336.00	336.00	0.00	0.00	100.00
248-740-728-000	OFFICE SUPPLIES	500.00	241.32	0.00	258.68	48.26
248-740-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
248-740-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	1,144.77	0.00	1,855.23	38.16
Net - Dept 740 - DDA ADMINISTRATION		(92,003.00)	(60,882.38)	(9,876.02)	(31,120.62)	
Dept 902 - PUBLIC IMPROVEMENT						
248-902-821-001	ENGINEERING - ROBINA PROJECT	0.00	3,801.78	0.00	(3,801.78)	100.00
248-902-972-200	STREETScape IMPROVEMENTS	160,000.00	89,667.24	0.00	70,332.76	56.04
248-902-972-700	BERKLEY PLAZA PROJECT	0.00	1,500.00	1,500.00	(1,500.00)	100.00
Net - Dept 902 - PUBLIC IMPROVEMENT		(160,000.00)	(94,969.02)	(1,500.00)	(65,030.98)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		463,000.00	415,004.27	7,688.23	47,995.73	89.63
TOTAL EXPENDITURES		663,149.00	360,561.43	38,208.64	302,587.57	54.37
NET OF REVENUES & EXPENDITURES		(200,149.00)	54,442.84	(30,520.41)	(254,591.84)	27.20

## **ACTION ITEM**

**RESOLUTION ACKNOWLEDGING AND  
THANKING MR. MATTHEW BAUMGARTEN  
FOR HIS YEARS OF EFFECTIVE SERVICE  
ON THE DDA BOARD OF DIRECTORS**



retro feel. metro appeal.

## **RECOMMENDATION:**

**MOTION TO ADOPT THE DDA BOARD RESOLUTION  
ACKNOWLEDGING AND THANKING MR. MATTHEW  
BAUMGARTEN FOR HIS YEARS OF EFFECTIVE SERVICE ON THE  
DDA BOARD OF DIRECTORS**

## **BACKGROUND:**

From Article IV of the Berkley Downtown Development Authority Bylaws, it is prescribed that the Berkley City Manager holds an At-Large seat on our Board of Directors. For the past eight years, Mr. Matthew (also known to many as Matt) Baumgarten has ably led as the City Manager and, as a result, has served on the DDA's Board.

Mr. Baumgarten announced at the March 18, 2024 Berkley City Council meeting that he'll be stepping down from his City Manager position. His last day with the City of Berkley is April 19, 2024. Accordingly, his time with the DDA Board concludes then as well.

He has been a key factor in the exponential growth in collaboration and open communication between the City of Berkley and the Berkley DDA. I am grateful for his professionalism, precious time, and prescient vision for how this city benefits when downtown advances.

**- Mike McGuinness, Executive Director. April 5, 2024.**



retro feel. metro appeal.

## RESOLUTION

### **ACKNOWLEDGING AND THANKING MR. MATTHEW BAUMGARTEN FOR HIS YEARS OF EFFECTIVE SERVICE ON THE DDA BOARD OF DIRECTORS**

**WHEREAS, for eight years Berkley City Manager Matthew Baumgarten has been a catalyst for progress in our downtown; and,**

**WHEREAS, Mr. Baumgarten has been a strong advocate for advancing the City of Berkley and, as City Manager, held a seat on our Downtown Development Authority Board of Directors; and**

**WHEREAS, he has served for eight years on DDA Board, made a substantial difference, and fostered an era of collaboration and open communication between City government and our DDA; and**

**WHEREAS, he has decided the time has come to conclude his time as Berkley City Manager and, as a result, his tenure on the Berkley DDA Board will be concluding; now, therefore, be it**

**RESOLVED, the Berkley Downtown Development Authority formally acknowledges, thanks, and celebrates the many years of strong service by Mr. Matthew Baumgarten as Berkley City Manager and as a Board Member for the Berkley DDA; and further**

**RESOLVED, we wish him the very best as a continued strong part of our downtown community and we resoundingly say "thank you."**

**ADOPTED: April 10, 2024**



## ACTION ITEM

### UPDATED OAKLAND COUNTY PLACEMAKING GRANT FUNDING APPLICATION



retro feel. metro appeal.

## RECOMMENDATION:

### MOTION TO SUPPORT THE LATEST VERSION OF GRANT FUNDING APPLICATION FOR OAKLAND COUNTY PLACEMAKING FUNDING

## BACKGROUND:

This is an update and revision to an ongoing consideration, and it was last addressed at last month's DDA Board meeting.

# Downtown Berkley Robina Placemaking Improvements

Berkley Downtown Development Authority

March 2024 Version

\$36,150	-	Twelve (12) Light Poles Modernization
\$32,500	-	Replacing Failing Concrete and Pavers with New Cement
\$18,000	-	Six (6) Custom Metal Sculpture Installations
\$15,400	-	Planting of Hardy Perennials in Planter Beds
\$10,450	-	Wayfinding Signage for the Public Space
\$7,725	-	Introduction of New Bicycle Racks in Four Clusters
\$7,115	-	Restoration of Aged Community Message Boards
\$7,050	-	Introduction of New Trash, Recycling Receptacles
\$6,820	-	Historic Berkley Theatre Marquee Repairs
\$6,550	-	Year-Round Suspended Lighting Installation
\$5,200	-	Removal of Dying Tree from Planter Bed
\$5,000	-	Artist Painting of Public Art Mural at Northwest Corner
\$5,000	-	Artist Painting of Public Art Mural at Southwest Front
\$5,000	-	Artist Painting of Public Art Mural at Southwest Corner
\$5,000	-	Artist Painting of Public Art Mural at Southeast Corner
\$4,800	-	Removal of Unkempt, Dated Shrubbery
\$3,880	-	Acquisition of New Bistro-Style Tables and Seating
\$3,500	-	Restoration of Public Art Mural at Northeast Front
\$3,350	-	Resurfacing of Aged, Warped Wood Benches
\$1,615	-	MoGo Bike Sharing Station for the Public Space
\$19,000	-	Project Expenses Contingency
<hr/>		
<b>\$209,105</b>	-	<b>Project Costs Total</b>
\$125,463	-	<i>Berkley DDA Anticipated Contribution</i>
\$83,642	-	<i>Oakland County Anticipated Contribution</i>

## **ACTION ITEM**

### **REVISITING OF PERCH FAÇADE GRANT WITHDRAWN APPLICATION FROM 2021**



retro feel. metro appeal.

#### **MOTION OPTIONS:**

**MOTION TO APPROVE \$5,000 FAÇADE GRANT FUNDING FOR  
PERCH AT 2717 COOLIDGE FOR IMPROVEMENTS MADE**

**MOTION TO DENY FAÇADE GRANT FUNDING FOR PAST  
IMPROVEMENTS MADE BY PERCH AT 2717 COOLIDGE DUE  
TO GRANT PROGRAM REQUIREMENT CONSTRAINTS IN 2021**

**MOTION TO TABLE CONSIDERATION UNTIL NEXT MONTH**

#### **BACKGROUND:**

In August 2021, when Perch was initially planning improvements to their building at 2717 Coolidge prior to moving in, they applied for a \$5,000 DDA façade grant. Due to their need to move forward before a grant could be presented to and approved by the DDA Board, they felt they couldn't wait on DDA approval and proceeded to make the building improvements. Now they have requested the Board make an after-the-fact determination to approve an amount of \$5,000 for their façade improvements, which under the then-application guidelines would be declined. At a previous Board meeting, the question was asked for Board guidance on whether or not to adhere to those guidelines that require Board approval before façade improvements are started. Some Board members expressed that they had no problem making exceptions to the guidelines, but doing so even once could set an unwelcome precedent. Others expressed the opinion that no exceptions should be made. Others wanted to know if they would be submitting for a new round of work. DDA Executive Director McGuinness then decided that he would talk to the owners and find out if they were anticipating making building improvements in the future that could qualify for a façade grant and advise the Board of the result of those discussions. A vote on their current appeal was previously tabled. The applicants are requesting a determination be made.

**D. Perch Façade Grant Determination Appeal (initial reading)**

McGuinness noted that approximately two years ago when Perch was initially making improvements to their building prior to moving in, they met with him about applying for a \$5,000.00 façade grant. Due to their need to move forward before a grant could be presented to and approved by the DDA Board, they felt they couldn't wait on DDA approval and proceeded to make the building improvements. Now they have asked him if the Board could make an after-the-fact determination to approve an amount of \$5,000.00 for their façade improvements, which under the application guidelines would normally be declined.

McGuinness asked for Board consensus on whether or not to adhere to those guidelines that require Board approval before façade improvements are started. Some Board members expressed that they had no problem making exceptions to the guidelines, but doing so even once could set an unwelcome precedent. Others expressed the opinion that no exceptions should be made.

McGuinness then decided that he would talk to the owners and find out if they were anticipating making building improvements in the future that could qualify for a façade grant and advise the Board of the result of those discussions. A vote on their current appeal was tabled.

**VII. DISCUSSION ITEMS**

**A. City Update on Additional Approval Required for Murals Within the Downtown**

Kapelanski reminded the Board that downtown murals now require additional approval from the Zoning Board, and applications can/should be made concurrently to the ZBA and DDA.

**B. Coolidge Complete Streets Implementation Next Steps**

McGuinness reported that responses to the most recent RFP which separated out the concrete work and crosswalk work from restriping have been sent to an engineering firm for review. These were @\$80,000.00 lower than the original bid. There should be a bid for the Board to vote on in October. Gilbert questioned who has the authority to reopen the crosswalks now, who can make the decision. It is the consensus that Public Safety has to be on board with reopening them, as-is.

**C. Downtown Landscaping and Tree Replacement Developments**

McGuinness noted this will be a continuing item on the agenda until further notice.

**D. BOOkley Season Roster of Activities**

1. Downtown Skeletons Engagement, Decorating, Installations
2. DIY Skeleton Decorating Party at Ullman's Health and Beauty (Oct. 1)
3. Restaurant Weekend with Berkley Chamber (Oct. 6-7)
4. Witches Night Out (Oct. 12)
5. Ghost Chase (Oct. 20)
6. Trick or Treat Stroll (Oct. 28)
7. Monster Mash Block Party (Oct. 28)

McGuinness reported the trolley will run for Witches Night Out. In addition to the above events, there will also be a skeleton "petting zoo." Kempner is chair of the BOOkley season events. City Hall is the pick-up/drop off location for skeletons, about 80 delivered so far, with a skeleton decorating party planned. A flyer and event map is being created and drone shots taken.

**VIII. LIAISON REPORTS**

**A. City Council – Steve Baker**

Baker reported the Council is having ongoing discussions regarding the pet store(s) in Berkley. The "Mayor's Academy" about the City budget is helping educate the public about monetary issues facing the City.

**B. Community Development – Kristen Kapelanski**

Kapelanski reported there will be a public hearing about the proposed PUD.



downtownberkeley



Liked by coffeandbark and 124 others  
downtownberkeley Happy 1-year anniversary to  
[@perch\\_vintagerugs!](#)





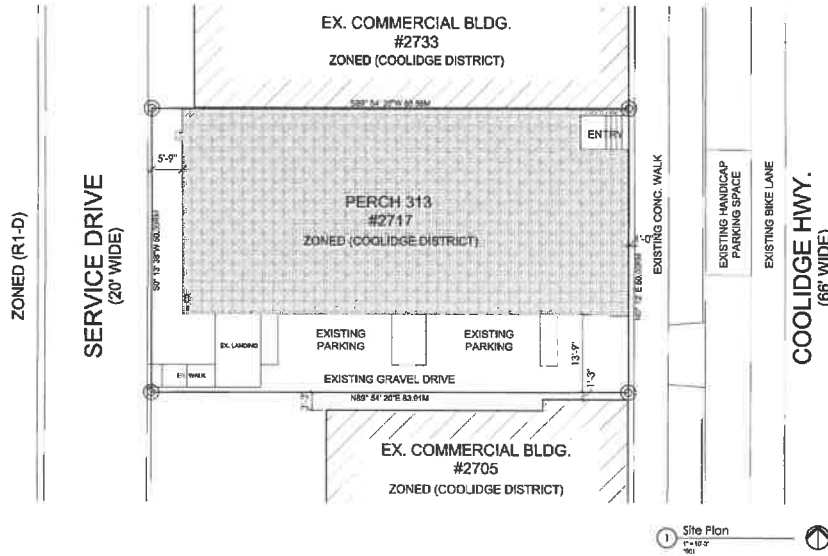
**PRIOR FAÇADE CONDITION OF 2717 COOLIDGE**

# Perch 313 Textiles

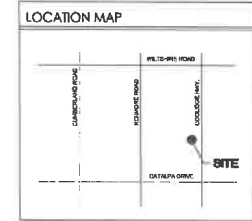
Facade Renovation and Tenant Improvement Plan  
2717 Coolidge Highway  
Berkley, Michigan 48072

Architect

Dorchen/Martin Associates, Inc.  
29895 Greenfield Road, Suite 107  
Southfield, Michigan 48076  
t: 248.557.1062



1 Site Plan  
1" = 10' ±



SITE DATA	
JOINING ORDINANCE	CITY OF BERKELEY - CHAPTER 108 DATED MAY 29, 2009
ADDRESS	2717 COOLIDGE HIGHWAY SOUTHFIELD, MICHIGAN 48076
LEGAL DESCRIPTION	LEGAL DESCRIPTION OF PROPERTY: S 07111, NUMBER 04-05-19-279-028 "THE NORTH 90.0 FT. OF LOT 179 EXCEPT THE EAST 10.3 FT. ALSO THE SOUTH 90.0 FT. OF LOT 180 EXCEPT THE EAST 10.3 FT. ALSO EXCEPT THE WEST 20.0 FT. OF EACH LOT EXCEPT FOR SERVICE DRIVE; BROOKLINE HILLS, CITY OF BERKELEY, OAKLAND COUNTY, MICHIGAN." PLAT RECORDED IN BOOK 13, PAGE 8, OAKLAND COUNTY RECORDS, SUBJECT TO EASEMENTS AND RESTRICTIONS OF RECORD, IF ANY, BEARSAS EXPRESSED IN REFERENCE TO THE WEST LINE OF COOLIDGE AS SHOWN ON RECORDED PLAT. BENCH MARK: ELEVATION 487.7 CITY OF BERKELEY DATUM INVERT ELEVATION OF MARKER LOCATED IN COOLIDGE NORTH OF SUBJECT PROPERTY AS SHOWN ON SHEET NO. 2, INFORMATION TAKEN FROM AS-BUILT SURVEY PLANS ON FILE AT DPW IN BERKELEY.
PROJECT DESCRIPTION	CONVERT EXISTING BUILDING FROM DISABLED AMERICAN VETERANS MEETING HALL INTO RETAIL SPACE THAT SELLS TOGS
ZONING CLASSIFICATION	COOLIDGE DISTRICT
LAND USE DESCRIPTION	EXISTING: MEETING HALL PROPOSED: RETAIL STORE
LAND AREA	TOTAL SQUARE FEET: 4,190.00 FT <sup>2</sup> TOTAL ACRES: 0.096 ACRES
SETBACKS	YARD: REQUIRED FRONT (EAST): 10 FT OR EQUAL TO SETBACK OF ADJACENT BUILDING RIGHT SIDE (NORTH): 0 FT LEFT SIDE (SOUTH): 0 FT REAR (WEST): 10 FT
BUILDING HEIGHT	20-4' (1-1)
GROSS BUILDING AREA	FIRST FLOOR: 2,790 S.F.
BUILDING HEIGHT	PROPOSED BUILDING HEIGHT: 20 FEET EXISTING
PARKING REQUIREMENTS	RETAIL: 1 PER 225 SF SQUARE FT.
PARKING PROVIDED	RETAIL: 2,790 S.F. / 225 = 12.35 S.F. AVAILABLE 1,435 S.F. / 225 = 6.38 SPACES 9 PARKING SPACES PROVIDED
PARKING PROVIDED	RETAIL: 9 PARKING SPACES PROVIDED 3 SPACES ON SITE, REMAINDER OF SPACES ON STREET AND INCLUDED 1 BARBER FIVE SPACE
UTILITIES	ALL UTILITIES ARE EXISTING ON SITE.
LANDSCAPING	PROPOSED LANDSCAPING TO REMAIN UNALTERED, VERIFY CONDITION OF ALL EXISTING LANDSCAPING AND RETAIN AND REPLACE AS REQUIRED.
PAYMENT OBLIGATION	MICHIGAN DESIGN-BUILD OPEN-ROAD CONDITIONS.
RIGHT OF WAY	ALL WORK WITHIN STATE COUNTY OR CITY RIGHT OF WAY MUST RECEIVE APPROVAL OF THAT AGENCY PRIOR TO COMMENCEMENT OF WORK.

INFORMATION SOURCE	
THIS DRAWING WAS PRODUCED FROM INFORMATION OBTAINED FROM THE FOLLOWING SOURCES:	
TOPOGRAPHIC SURVEY AS PREPARED BY CLEMANTIS SURVEY CO., REGISTERED LAND SURVEYOR, 160 ROCKEY'S ROAD, TROY MI, 48063 - JOB NO. 19004 - DATED APRIL 11, 2011.	
GENERAL NOTES	
1. R.O.W. - ALL WORK IN RIGHT OF WAY TO MEET PROFF'S APPLICABLE REQUIREMENTS.	
2. BARBER FIVE SIGN - SEE ELEVATIONS AND BARBER FIVE SIGN DETAILS FOR ADDITIONAL INFORMATION.	

REVISIONS		SHEET INDEX	
NO.	DATE	SHEET NO.	SHEET DESCRIPTION
1	3/23/21	1	ARCHITECTURAL
2		2	TITLE SHEET AND SITE PLAN
3		A-100	EXISTING FLOOR PLAN AND ELEVATIONS
		A-101	PROPOSED FLOOR PLAN AND ELEVATIONS

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Issue / Revision Date

07-23-21	Progress
07-26-21	Review
07-30-21	Facade Review

drawn by \_\_\_\_\_ checked by \_\_\_\_\_

Project: Perch 313 Textiles  
2717 Coolidge Hwy.  
Berkley, Michigan 48072

Sheet: Title Sheet and Site Plan

Project: \_\_\_\_\_ Sheet: \_\_\_\_\_

**dma**  
DORCHEN / MARTIN  
Dorchen/Martin Associates, Inc.  
Architects/Planners  
29895 Greenfield Rd., Suite 107  
Southfield, Michigan 48076  
(248) 557-1062  
www.dorchenmartin.com

job number: \_\_\_\_\_ sheet number: \_\_\_\_\_  
21058 T001

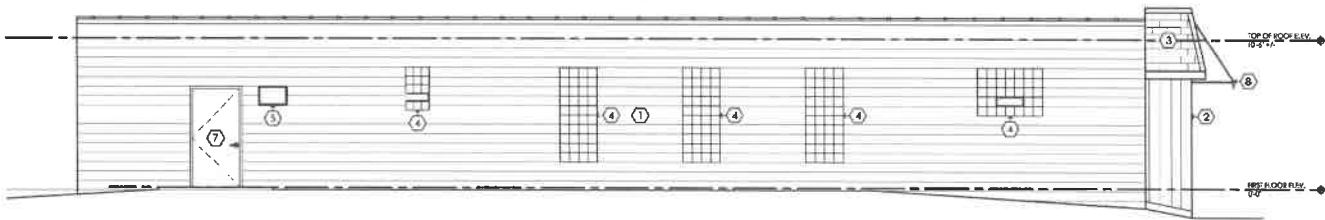
EXISTING EXTERIOR ELEVATION KEYED NOTES

- ① EXISTING CMU
- ② EXISTING T1-11 SIDING
- ③ EXISTING SINGLED MANSAARD
- ④ EXISTING CLASS SLOKE WINDOWS
⑤ EXISTING AIR CONDITIONING UNIT
- ⑥ EXISTING GUTTER
- ⑦ EXISTING ADA ACCESSIBLE ENTRANCE
- ⑧ EXISTING AWNINGS
- ⑨ EXISTING WINDOWS UNDER T1-11 SIDING

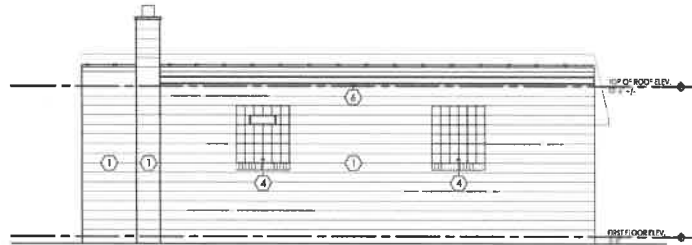
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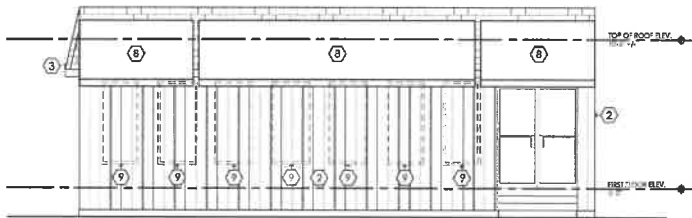
Do not scale drawings. Use figured dimensions only.



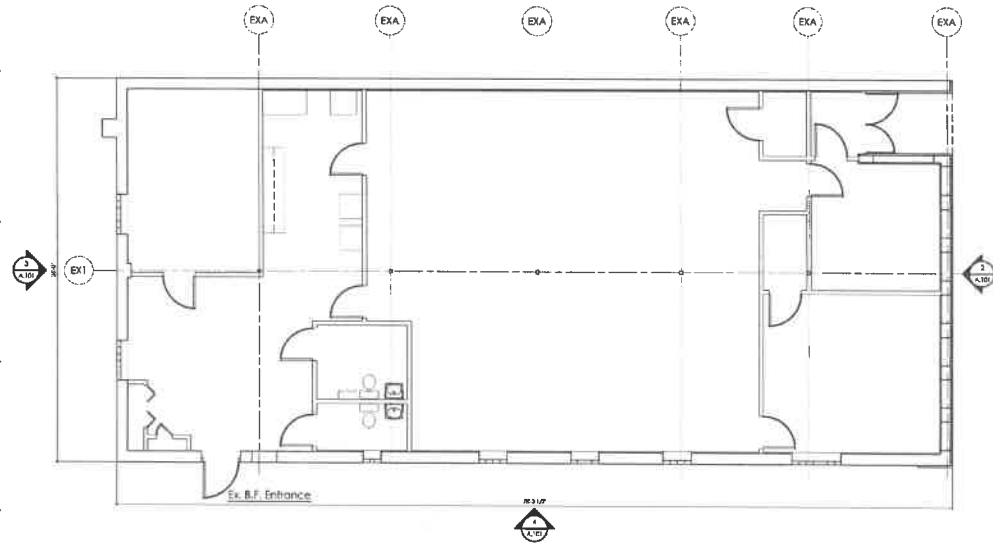
4 South Exterior Elevation  
1/4" = 1'-0"  
A101



3 West Exterior Elevation  
1/4" = 1'-0"  
A101



2 East Exterior Elevation  
1/4" = 1'-0"  
A101



1 Existing Floor Plan  
3/16" = 1'-0"  
A101

Issue / Revision date	Progress
07-23-21	Progress
07-26-21	Review
07-30-21	Facade Review

drawn by \_\_\_\_\_ checked by \_\_\_\_\_

Perch 313 Textiles  
2717 Conditage Hwy.  
Berkley, Michigan 48027  
Existing Floor Plan and  
Exterior Elevations  
sheet title

**dma**  
DORCHEN / MARTIN

Dorchen/Martin Associates, Inc.  
Architects/Planners  
29895 Greenfield Rd., Suite 107  
Southfield, Michigan 48034  
(248) 557-1042  
www.dorchenandmartin.com

job number 21058 sheet number A100



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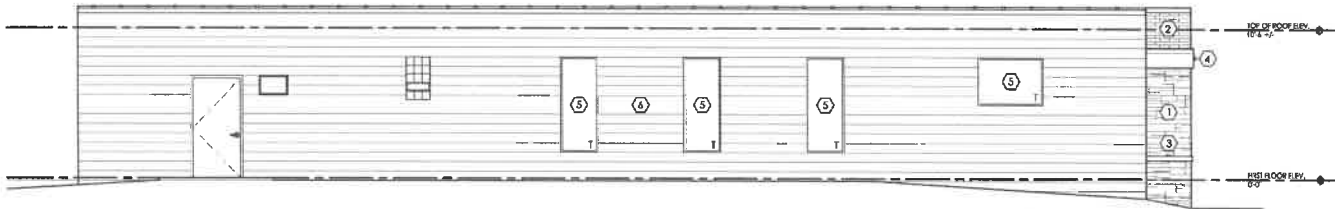


**EXTERIOR ELEVATION GENERAL NOTES**

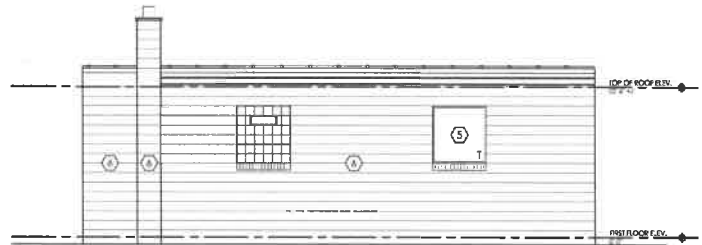
- SEE MATERIALS LEGEND ON A.801 FOR MORE INFORMATION.
- T INDICATES TEMPERED GLAZING.

**EXTERIOR ELEVATION KEYED NOTES**

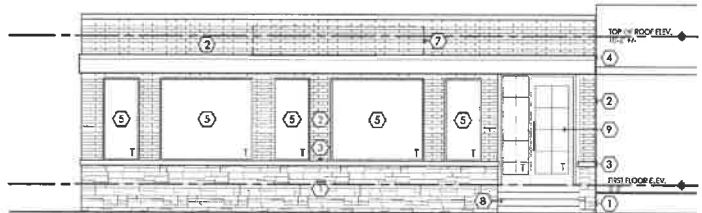
- NEW THIN STONE VENEER
- NEW THIN BRICK VENEER
- NEW STONE LEDGE
- NEW METAL ACCENT BAND
- NEW ANODIZED ALUMINUM GLAZING SYSTEM
- PAINTED EXISTING CMU
- NEW ILLUMINATED SIGNAGE BY OTHERS - LOCATION OF JUNCTION BOX TO BE COORDINATED WITH SIGN SUPPLIER. PROVIDE FIRE RETARDANT AS REQUIRED BY SIGN MANUFACTURER. SIGNAGE TO BE APPLIED FOR UNDER SEPARATE PERMIT AND TO MEET ALL LOCAL REQUIREMENTS. SIGNAGE NOT IN CONTRACT.
- NEW STAIRS
- NEW ENTRANCE DOOR AND SILLING



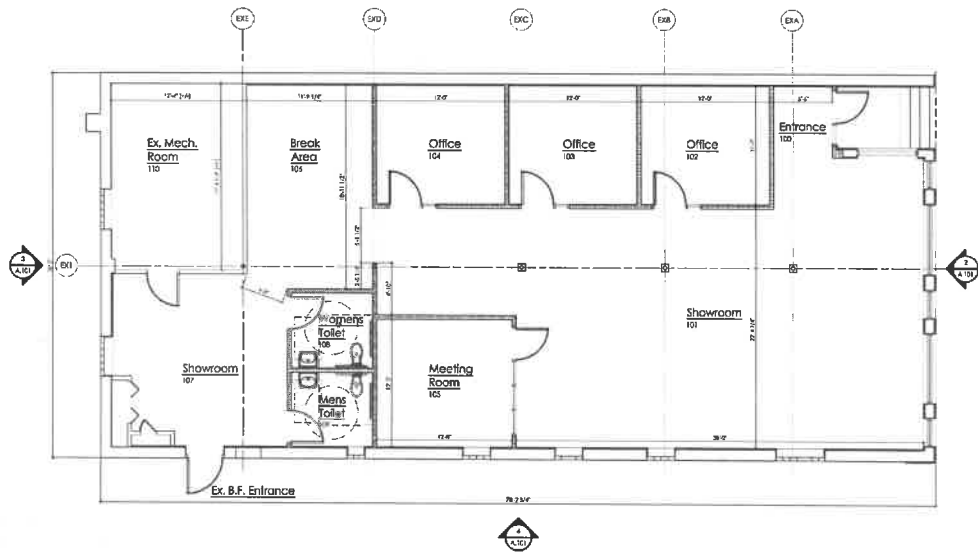
4 South Exterior Elevation  
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1 Proposed Floor Plan  
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Issue / revision date
07-23-21 Progress
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07-30-21 Facade Review

drawn by \_\_\_\_\_ checked by \_\_\_\_\_

Perch 313 Textiles  
2777 Cassia Ave  
Berkley, Michigan 48027

Project: \_\_\_\_\_  
Sheet: 6001

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(248) 557-1062  
www.dorchendmartin.com

job number 21058 sheet number A101

# BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT PROGRAM

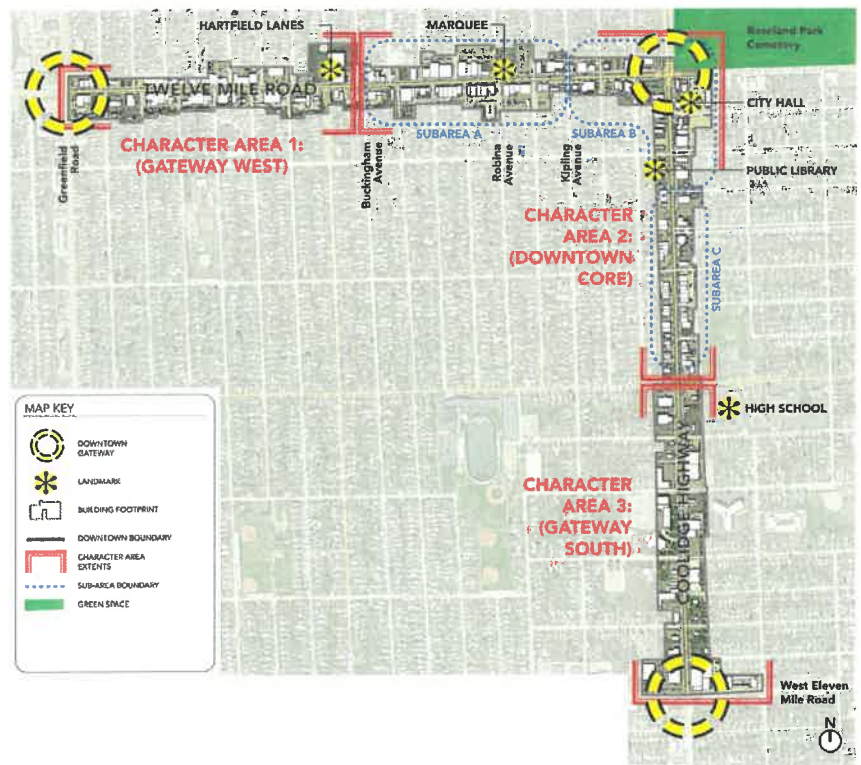
Retro Feel. Metro Appeal.

## PROGRAM OBJECTIVES (PLEASE READ CAREFULLY)

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

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

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



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

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

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

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

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

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

### **ELIGIBILITY CRITERIA**

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

### **AWARDED GRANTS**

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

### **FUNDING AVAILABILITY**

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

### **THE EVALUATIVE CRITERIA AND THEIR RESPECTIVE WEIGHTS ARE AS FOLLOWS:**

#### **IMPACT (50%)**

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

#### **PERMANENCE (20%)**

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

#### **COMMUNITY CONTRIBUTION (30%)**

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

# **BERKLEY DDA** DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT PROGRAM

Retro Feel. Metro Appeal.

## **FIND OUT IF YOU ARE ELIGIBLE TO APPLY**

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

### **TENANT APPLICATIONS\***

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

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

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

### **ELIGIBLE FAÇADE IMPROVEMENTS\***

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

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

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

### **INELIGIBLE FAÇADE IMPROVEMENTS**

*Some examples of projects that are ineligible for funding:*

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

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

## **ELIGIBLE PARKING LOT IMPROVEMENTS\***

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

- ✓ Dividing large parking area into small “pods” with a green landscape
- ✓ Landscaped islands
- ✓ Signage with greenery and natural elements
- ✓ Hardscape such as site walls
- ✓ Decorative fencing
- ✓ Public art
- ✓ Bike racks
- ✓ Converting underutilized parking spaces into adaptive reuse (outdoor dining, passive seating

areas, product displays, parklets, etc.) \*must meet all City Ordinances and City Codes to confirm correct number of parking spaces remain available\*

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

## **INELIGIBLE PARKING LOT IMPROVEMENTS**

*Some examples of projects that are ineligible for funding:*

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



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

## 1. INTRODUCTORY MEETING WITH BERKLEY DDA EXECUTIVE DIRECTOR

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

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

## 2. SUBMISSION OF APPLICATION

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

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

## 3. REVIEW OF APPLICATION/SCORING PROCESS

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

## 5. COMMENCE WORK

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

## 6. REIMBURSEMENT

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

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

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

Property Owner Signature:  Date: 8.1.2021

Business Owner Signature:  Date: 8.1.2021

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



Before



After



Before



After



# DISCLAIMERS

- *Projects must align with the Downtown Berkley Design Guidelines.*
- *Final approval or disapproval rests with the DDA Board of Directors.*
- *The DDA reserves the right to accept or reject any or all proposed projects.*
- *The allocation of grants is based on available funding.*

# Downtown Berkley DDA ENHANCEMENT GRANT PROGRAM

# WHAT'S ELIGIBLE?

- *Front, Side & Rear Facades*
- *Activated Surface Parking Lots*

**PLUS, free design assistance!**

## WHERE TO FIND THE APPLICATION

Applications may be downloaded from the DDA's website at:  
[DowntownBerkley.com/berkley-facade-grant-program](http://DowntownBerkley.com/berkley-facade-grant-program)

## BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY

2383 Coolidge Highway, Ste. 101  
Berkley, MI 48072  
email: [DDA@DowntownBerkley.com](mailto:DDA@DowntownBerkley.com)  
[DowntownBerkley.com](http://DowntownBerkley.com)

# BERKLEY DDA

Retro Feel. Metro Appeal.



## PROGRAM DESCRIPTION

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

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

## THE FOLLOWING IMPROVEMENTS DO NOT QUALIFY FOR THE FAÇADE IMPROVEMENT PROGRAM:

- Any improvements made prior to Grant proposal
- Parking lot resurfacing
- Roof repair
- Interior renovations
- General Maintenance items
- Repair of city code violations

## FACADE GRANTS

***The following are the types of projects that are eligible for facade grant funding:***

- Removal of materials which cover original architectural details
- Repair and/or restoration of original architectural details
- Replacement of original architectural details
- Signage, repainting, and repair of facade (see details in Grant application)
- Exterior lighting
- Glazing and exterior door replacement

## SURFACE PARKING LOT ENHANCEMENT GRANTS

***Eligible Improvements surface parking lot grant funding:***

- Landscaping materials including shrubs and trees
- Green infrastructure such as rain gardens and bio-swales
- Decorative fencing
- Surface improvements if related to an activated space such as outdoor dining and/or sitting areas

## FUNDING DETAILS

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

## APPLICATION PROCESS

- 1. INTRODUCTORY MEETING WITH BERKLEY DDA EXECUTIVE DIRECTOR OR DESIGN COMMITTEE**  
*(Must take place before any project submission have been made to the city and/or work has begun.)*
- 2. SUBMISSION OF APPLICATION**  
*(Must take place before any project submission have been made to the city and/or work has begun.)*
- 3. REVIEW OF APPLICATION AND SCORING PROCESS**
- 4. COMMENCE WORK**
- 5. REIMBURSEMENT**



# DOWNTOWN BERKLEY 2024 EVENTS ROSTER!



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Leprechauns Scavenger Hunt  
Leprechaun Ladies Night Out  
Food Truck Fridays at ArtSpace\*  
Bombshell Treat Bar Grand Opening\*  
Record Store Day at Flipside Records\*  
Leia's Night Out + Free Comic Book Day  
Memorial Day Ceremony\*  
Farmers Markets: Singing In The Sun  
Berkley Art Bash\*  
Berkley Pride Block Party  
Farmers Markets: Dog Days of Summer  
Berkley Street Art Fest\*  
Hippie Fest at the Farmers Market  
Ladies Night Out: Luau Edition  
Farmers Markets: Back to School Fun  
Berkley CruiseFest\*  
Farmers Markets: Fall Fun  
County Oakland Irish Fest\*

March  
March 14  
April 5, May 3  
April 19  
April 20  
May 4  
May 27  
June 6, 13, 20, 27  
June 8  
June 23  
July 11, 18, 25  
July 13  
August 1  
August 1  
August 8, 15, 22, 29  
August 16  
Sept. 5, 12, 19, 26  
September 14

## BOO!KLEY 2024

Skeleton Decorating Sign-Up  
Skeletons Pick-Up & Drop-Off  
Downtown Skeletons Go Up!  
DIY Skeleton Decorating Party  
Farmers Markets: BOO!KLEY Edition  
Food Truck Fridays at ArtSpace\*  
Zombie Crawl + Restaurant Weekend  
Witches Night Out  
Ghost Chase  
BOO!KLEY 5K Run  
Trick or Treat Stroll  
Monster Mash Block Party  
Vampire Blood Drive with Red Cross\*

August  
Sept. 5, 12, 19, 26  
September 28, 29  
September 29  
Oct. 3, 10, 17, 24, 31  
October  
October 4-5  
October 10  
October 18  
October 26  
October 26  
October 26  
October 29

## MerriMonth 2024

Small Business Saturday  
Merry & Bright Shopping Nights  
Holiday Lights Parade\*  
Santa Claus at the Gazebo\*  
Jolly Trolley Family Shopping Fun  
Santa Claus at the Library

November 30  
December 5, 12, 19  
December 7  
December 7  
December 14  
December 15

**VISIT DOWNTOWNBERKLEY.COM FOR UPDATES AND DETAILS!**

To find out more about these events, visit [www.DowntownBerkley.com](http://www.DowntownBerkley.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@downtownberkley.com](mailto:director@downtownberkley.com)





# BERKLEY *Pride* DOWNTOWN BERKLEY BLOCK PARTY

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**SUNDAY, JUNE 23 ■ 1-5PM**

Downtown Berkley /// Robina at 12 Mile

**DJ ■ KIDS TENT ■ TEEN LOUNGE  
FOOD TRUCKS ■ PHOTO OPPS ■ VENDOR BOOTHS  
DRAG QUEENS ■ DIY SHIRT STAMPING  
ENTERTAINMENT ■ AND MORE!**



For more info and sponsorship opps, visit

**BERKLEYPRIDE.COM**

**FREE  
FAMILY  
FUN  
+ FREE  
PARKING**







# SPONSORSHIP OPPORTUNITIES



## PRE-EVENT RECOGNITION & PERKS

<b>Social Media Acknowledgment</b>	3x DEDICATED	1x DEDICATED	2x GROUPED	1x GROUPED	1x GROUPED
<b>Website &amp; Email Acknowledgement</b>	PROMINENT LOGO	MEDIUM LOGO	SMALL LOGO	LISTED	LISTED
<b>Print Materials (Flyer &amp; Poster)</b>	PROMINENT	LISTED			
<b>PR Announcement/Recognition</b>	PROMINENT	LISTED	LISTED		

## DAY OF EVENT RECOGNITION & PERKS

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

**Sunday, June 23, 2023 from 1-5pm in Downtown Berkley**

**SECURE YOUR SPONSORSHIP AT [BERKLEYPRIDE.COM](http://BERKLEYPRIDE.COM)**

### CONTACT

For sponsorship-specific questions, inquiries, or to customize your support, contact us at [sponsor@berkeleypride.com](mailto:sponsor@berkeleypride.com)