



City of Southgate

Downtown Development Authority Agenda

Thursday, February 20, 2025 @ 12:00 p.m.

Southgate City Hall, 14400 Dix-Toledo Highway, (Mayor's Office)

1. **Roll Call:** Mohammad Aborabboh, Brian Batko, Bruce Genthe, Wally Kleit, Joseph Kuspa, Alex Leonard, Ronald Moran, Lauren Moser, Mark Tremper
2. **Approval of Minutes:**
November 21st, 2024 Meeting Minutes
3. **New Business:**
 - a) BIG Program Application Update Approval
 - b) Love it Again, a Hometown Market Proposal
 - c) Goodfellas Property Maintenance Proposal
 - d) 25-26 Fiscal Year Budget
4. **Old Business:**
 - a) Shop Small Spectacular 2024
 - b) 2024 Business Award Nominations
5. **Correspondence:**
6. **Persons in the Audience:**
7. **Adjournment:**

Mission Statement

The Southgate Downtown Development Authority's mission is to strengthen the economic vitality of the District by creating an environment that promotes commerce, enhances aesthetics, explores mixed-use development and encourages stakeholder participation.

City of Southgate
Downtown Development Authority
November 21, 2024 @ 12:00pm

A meeting of the Downtown Development Authority was held on November 21, 2024, at City Hall, 14440 Dix-Toledo Highway, Southgate, MI in the Mayor's Office

MEMBERS PRESENT: Joseph Kuspa, Wally Kleit, Bruce Genthe, Brian Batko, Lauren Moser, Mark Tremper

MEMBERS ABSENT: Ron Moran, Mohammad Aborabboh, Alex Leonard,

STAFF: City Administrator, Dan Marsh.

GUESTS: City Council Liaison Ed Gawlik

The meeting was called to order by Chairperson Kuspa at 12:17pm

Approval of October 17th, 2024 Meeting Minutes

- *Motion was made by Genthe and supported by Tremper – Carried Unanimously*

New Business:

- a) A budgetary amendment was proposed due to utility expenses incurred from the splash pad in Market Center Park. Money from the DDA Events GL will be used to cover the costs. DDA Events will be reduced to \$15,000.
 - i. *Motion to approve was made by Batko and supported by Moser – Carried Unanimously*
- b) The BIG committee will meet to put together recommendations for an updated application that reflects more of a rolling application period.
- c) A proposal for streetscape winterization from Goodfellas Property Maintenance included debris/leaf cleanup and an application of lime for the amount of \$500.
 - i. *Motion to approve was made by Kleit and supported by Batko – Carried Unanimously*

Old Business:

- d) Our first Winter Market in the Park, partnered with Love it Again, a Hometown Market, was a great success. We had a large vendor turnout, food trucks did well, the Santa Claus was excellent, and the weather was suitable.
- e) Final details of the preparations for the Shop Small Spectacular were discussed. 45 businesses are participating.

Adjournment of the Meeting at 1:50pm.

- *Motion was made by Kleit and Supported by Genthe – Carried Unanimously*

BUSINESS IMPROVEMENT GRANT PROGRAM

Application:

Applications are accepted on a rolling basis at the beginning of each fiscal year starting July 1. Applications will be reviewed on a rolling basis until the allocated funds for the fiscal year are exhausted or until March 31, whichever comes first. Funding for approved applications received after March 31 will not be provided until after July 1.

Mission Statement

The Southgate Downtown Authority's mission is to strengthen the economic vitality of the District by creating an environment that promotes commerce, enhances aesthetics, explores mixed- use development and encourages stakeholder participation.

Southgate Downtown Development Authority's BUSINESS IMPROVEMENT GRANT PROGRAM

Program Background

The Southgate Downtown Development Authority ("DDA") Board of Directors appreciate the contribution our business community makes to the vitality of Southgate. The Business Improvement Grant ("BIG") Program was established to encourage exterior improvements to existing buildings and/or property within the DDA district. The improvements should preserve either the unique historical characteristics of the building or improve its visual appeal or functionality.

Program Eligibility Requirements

- A. Properties located within the legal boundary of Southgate's DDA district engaging in retail, commercial, entertainment, non-profit business, or office services shall be deemed eligible for grant funding (questions concerning eligibility should be referred to the DDA Director).
- B. Property taxes must be up to date for the proposed site. All city accounts in the applicant's name must be current.
- C. Grant funding may be requested for any aspect of the business (building, landscaping, and /or signage) that front on a public right-of-way (street, alley, or public parking lot). Work facing street will receive higher consideration.
- D. Buildings that have improvements proposed under a BIG application must have basic structural integrity and an intact roof such that the applicant is able to obtain a basic building permit for proposed work.
- E. Applicant must carry property insurance for the property listed on the application.

Ineligible Uses of BIG Funds

- A. Existing debt.
- B. Real estate acquisition.
- C. Interior improvement, equipment, or furnishings.
- D. Site plans, building permits, or sign permit fees.
- E. Property appraisal costs, legal fees, or loan origination fees.
- F. Labor costs paid to the owner/applicant or the relatives unless they are licensed contractors and specific approval is granted as part of the application review process.

Grant Awards

Each year, the DDA allocates a set amount of funding for this program. BIG applicants must provide matching funds equal to or greater than their grant request on a dollar-for-dollar basis. Grants will be awarded as follows:

- A. Grants range from \$2,500 to a maximum of \$30,000 per application, covering up to 50% of eligible project costs. Award amounts are determined based on available funding and may not always equal a full 50% match.
- B. For projects over \$100,000 in façade investment, separate considerations can be made by the BIG Program Committee.
- C. Applications will be reviewed on a rolling basis until funds are fully allocated.

Work Completion Schedule/ Extensions & Amendments

Applicant must fill out the attached form and submit. The Extensions & Amendments form ONLY needs to be submitted for an extension or amendments to the initial application.

Extensions – All grant projects awarded funding must have the proposed work completed within 1 year of receiving written confirmation of the grant award. Requests for additional time must be submitted with justification and will be subject to review by the BIG Committee.

Amendments – Applicants must submit proposed design changes to the DDA's BIG Committee for approval before starting any work. Changes made without approval may disqualify the applicant from the program and forfeit grant funding.

Application Process and Requirements

Applications must be submitted and approved BEFORE work begins.

Applications are accepted starting July 1st through March 31st.

Submit completed applications to:
Southgate DDA Office
14700 Reaume Parkway
Southgate, MI 48195
ATTN: Downtown Development Authority

Grant applicants may be property owners or tenants, provided tenants obtain written permission from the property owner to make the proposed improvements.

The DDA BIG Program Committee reviews all applications and decides whether to approve or deny the grant. Committee decisions are final, but applicants may reapply in the next cycle. The grant evaluation will consider the following:

1. Grant application form (signed and completed).
2. Description of work proposed, including justification and alignment with DDA goals.
3. Detailed cost estimates from at least two qualified contractors.
4. Architectural plans, sketches, and specifications, along with proposed color schemes and materials for exterior improvements
5. Plan for maintenance and watering of landscaping if changes are proposed within the application.
6. List of the Federal, State, and Local permits required for the proposed work. Applicants must obtain all necessary permits and approvals before beginning work.
7. Proof of property insurance.
8. Project timeline or schedule, showing the project will be completed within 1 year.
9. For work proposed by a building tenant, property owner's written permission.

Review Process/ Evaluation of Applications

The DDA's BIG Committee will score applications based on the following criteria:

All applications will be scored based upon the following criteria:

- | | |
|--|--------------|
| 1) Visual improvement or impact of the project. | 30pts |
| 2) Owner/ tenant investment beyond match. | 25pts |
| 3) Life expectancy of the improvement (building improvement vs, landscape improvement) | 15pts |
| 4) Visual prominence of the project and its location. | 15pts |
| 5) Long-term maintenance plan for the proposed improvement(s). | 5pts |
| 6) Completeness of the application presented. | 5pts |
| 7) Utilization of local contractors/materials. | 5pts |

All projects receiving funds must score at least 70 pts or higher.

Rights Reserved

The DDA reserves the right to reject any and/or all applications submitted for consideration under this program. The DDA reserves the right to modify, amend the program guidelines, or to discontinue funding for this program. All decisions of the DDA and BIG Program Committee are final.

Project Inspections

Upon receiving a grant award for funding under this program, the applicant agrees to provide access to their building for the DDA's representative for purposes of inspecting the work being completed by the applicant and/or their contractor. It is not the intent of the DDA to become construction inspectors during the applicant's project and as such, they will not be conferring with or advising the applicant's contractor of deficiencies during the course of the work. If, during any visit to the site, an issue of non-compliance is noted by the DDA's representative, the **applicant** will be immediately advised of the problem in writing. The applicant is required to respond to the DDA within 24 hours to provide an explanation of their review of the problem and what is being done to correct it. Final payment of grant funds will be withheld until all areas of non-compliance are brought into compliance, inspected, and approved by the DDA.

Disbursement of Grant Funds

Applicants shall submit one request for full payment of the grant funds, **including all of the applicant's paid invoices and proof of payment for the project**, once all projects improvements have been completed and the DDA has conducted a final inspection verifying their compliance with the original grant requirements.

Once all of the applicant's paid invoices and proof of payments are turned into the DDA Director, reviewed, and the final inspection has been completed by the DDA's representative, the applicant will qualify for payment of the grant funds. The DDA shall provide payment of the grant funds within 30 business days of the date of receipt of the request for payment.

CHECKLIST

Attached to the application are the following documents:

(Incomplete applications will not be approved. Make sure everything listed below is submitted)

- ☐ Description of work proposed, including justification and alignment with DDA goals of preserving or enhancing the DDA district.
- ☐ Detailed cost estimates from **at least two** qualified contractors. (Estimates include name address, and phone number of the contractor)
- ☐ Architectural plans, sketches, and specifications, along with proposed color schemes and materials for exterior improvements
- ☐ Plan for maintenance and watering of landscaping if changes are proposed within the application.
- ☐ List of the Federal, State, and Local permits required for the proposed work.
- ☐ Proof of property insurance.
- ☐ Project timeline or schedule, showing the project will be completed within 1 year.
- ☐ For work proposed by a building tenant, property owner's written permission.

BUSINESS IMPROVEMENT GRANT APPLICATION FORM

Submittal Date: _____

Applicant's Name: _____

Business' Name: _____

Property Address: _____

Mailing Address (If Different): _____

Applicant's Phone Number (Work): _____ (Cell): _____

Email Address _____

Total Cost of Proposed Improvements: _____

Total Grant Amount Requested: _____

Brief Description of Work Proposed:

Applicant: I have reviewed the requirements of Southgate's Downtown Development Authority (DDA) BIG Program and understand that participation in this grant program involves 50/50 matching funds provided by the DDA. Grant funds are reimbursed after the work is completed and approved by the DDA. I acknowledge that any design changes not approved by the DDA prior to implementation may result in disqualification from the grant. If I am a tenant of the listed property, I certify that I have written approval from the property owner to complete the proposed improvements.

Applicant's Signature: _____

Applicant's Printed Name: _____

Date: _____

Please return application and all supporting documentation to:

Southgate DDA BIG Program

Attn: Downtown Development Authority

14700 Reaume Parkway

Southgate, MI 48195

Owner Authorization Form

For

Tenant Proposed Property Improvements

I, _____ hereby authorize _____

To carry out the exterior improvements as detailed in the attached Business Improvement Grant Application Form, on my property located at _____, which is located within the Southgate DDA District.

I also agree to hold harmless the Southgate DDA Board Members, Committee Members, Staff, and the City of Southgate in the event of property damage or physical injury as a result of working on the aforementioned project.

Date: _____

Property Owner

Notary Public Signature (affix seal)

Project Extension and/or Amendment (submit only if needed)

Date: _____

Business Name: _____

Contact Name: _____

Phone Number: _____ Email: _____

Requesting:

____ Extension Original Completion Date ____/____/____ Extend Completion Date Until: ____/____/____

____ Amendment Increase in Grant Amount? Y/N New Amount if Increased: _____

Reason for Extension or Amendment:

Note: If additional work is to be done then two (2) quotes/ estimates must be submitted with this form for each additional item being added.

Applicant Signature _____ Date _____

Love It Again,



A Hometown Market

TO: CITY OF SOUTHGATE ADMINISTRATION

Partnership Vision and Goals

The collaboration between the City of Southgate and Love It Again, A Hometown Market (LIA) will bring new energy and opportunities to Southgate's Market in the Park. This partnership, sponsored by Southgate's Downtown Development Authority (DDA), aims to revitalize the local economy, create a vibrant community hub, and support small businesses through a series of thoughtfully planned events.

Key Goals of the Partnership:

- Vendor and Small Business Recruitment:
 - LIA will take the lead in recruiting local vendors, artisans, and small businesses to participate in Market in the Park and other key events. This effort will focus on diverse offerings—from fresh produce and handmade goods to local crafts and artisanal products—ensuring a broad selection that appeals to a wide range of visitors.
- Event Coordination and Support:
 - A guarantee of 12 vendors at each market.
 - Julie Butterfield will be in attendance for each market, for the full duration.
 - LIA will be responsible for coordinating the setup and teardown of the market for all 10 weeks of Market in the Park, as well as additional events like the Harvest Fest and Winter Market in the Park. LIA's team will ensure seamless operations and logistics, from vendor placement to equipment and safety protocols.

 2928 Biddle Ave, Wyandotte, MI 48192

 loveitagainmarkets@gmail.com

 734-365-9609

 FaceBook: Love It Again
Vintage Decor & More

- Community Outreach and Collaboration:
 - In addition to supporting its own vendors, LIA will reach out to other small businesses in the Southgate area to encourage their participation in the market, whether as vendors or partners. This outreach will foster a collaborative atmosphere and ensure that Market in the Park benefits the broader Southgate business ecosystem.

By aligning efforts between the city, LIA, and local vendors, this partnership will create an ongoing, dynamic event that enhances the cultural fabric of Southgate while supporting economic growth and community engagement.

Financial Plan

The financial plan for *Market in the Park* aims to ensure a sustainable and successful event while balancing costs and revenue. The partnership between Southgate and *Love It Again, A Hometown Market* (LIA) will be financially supported through a combination of stipends, vendor fees. Below is an overview of how the event will be funded and how financial sustainability will be achieved.

1. Funding Sources:

- Stipend from Southgate's DDA: The City of Southgate will provide a stipend of \$2,100 to cover the management and coordination of all 12 *Market in the Park* events. This stipend will be allocated to LIA to support the operational costs, including event setup and teardown, logistics, and coordination for each of the 12 markets. At \$175 per event, this stipend will cover essential expenses such as staffing, equipment, and market organization.
- Vendor Fees: In addition to the stipend, LIA will generate income through vendor fees. These fees of \$25 will be charged to vendors for their participation in each market. The fees will help cover operational costs and provide additional revenue for the continued growth of *Market in the Park*.

Thank you for your consideration of this exciting partnership between the City of Southgate and Love It Again, A Hometown Market. We are thrilled about the opportunity to work together to bring Market in the Park to life, providing a vibrant space for local businesses artisans, and the community. We look forward in building a strong, lasting partnership that not only enhances Southgate's local economy but also fosters a deeper a deeper sense of community and pride and connection.

We are confident that, through collaboration, we can create an event that is not only successful but also sustainable, growing in impact and significance year after year. Together we will make Tuesdays in Southgate the place to be for residents and visitors alike.

We look forward to the opportunity to work with you and begin this exciting journey together.

Sincerely,

Julie Butterfield

Love It Again, A hometown Market – Manager



**GOODFELLAS
PROPERTY
MAINTENANCE**

BEN PATTON 734-512-3086

DONALD WELDY 734-833-5820

CITY OF SOUTHGATE

Streetscape Project

PROPOSAL DATE:	FEBURARY 14, 2025	
PROJECT LOCATION:	7 Streetscapes	
SPRING CLEAN UP:	Shrub trimming	\$ 180.00
	Refresh mulch*	\$ 600.00
	Weed Treatment	\$ 200.00
	Replace Liner*	\$ 500.00
	Clean Up	\$ 250.00
	Seeding	\$ 350.00
	Disposal	\$ 300.00
	Labor	\$2,800.00
COST PER YEAR:	\$5,180.00	
MONTHLY CLEAN UP:	Trim shrubs	\$ 180.00
	General clean up	\$ 250.00
	Weed Control	\$ 200.00
COST per month or as needed	\$ 630.00	
WINTERIZE TREATMENT:	Remove weed map	
	Lime application	
	Debris/leaf clean up	
COST PER YEAR:	\$ 600.00	



BEN PATTON 734-512-3086

DONALD WELDY 734-833-5820

CITY OF SOUTHGATE

Streetscape Project

PROPOSAL DATE:

FEBURARY 14. 2025

PROJECT LOCATION:

7 Streetscapes

OPTIONAL ADD ON SERVICES:

Stump removal/plant trees	\$ 600.00
Power wash	\$2,000.00
Flowers*	\$2,800.00
Restructure border at Dick Genthe	\$1,800.00
Redesign Streetscapes	\$14,800.00
River rock installation, includes labor	
Material, disposal, lime application	\$17,980.00

***Price of material may vary depending on time of year and surplus**

Benjamin Patton

City of Southgate

BUDGET REPORT FOR CITY OF SOUTHGATE

GL NUMBER	DESCRIPTION	2023-24 ACTIVITY	2024-25 AMENDED BUDGET	2024-25 ACTIVITY THRU 06/30/25	2024-25 PROJECTED ACTIVITY	2025-26 RECOMMENDED BUDGET
Fund: 248 DDA FUND						
ESTIMATED REVENUES						
248-000-403-000	CURRENT PROPERTY TAX EXTRA SPECIAL VO	266,564	419,972			420,000
248-000-664-000	INTEREST ON DEPOSIT	26,799	25,000			15,000
248-000-670-000	OTHER REVENUES		10,000	5,000		
248-000-674-000	DDA SPONSORSHIPS	7,060	1,000			
248-000-674-001	DDA SPONSORSHIPS - HERITAGE DAYS	9,900	10,000			10,000
248-000-674-002	DDA SPONSORSHIPS - MARKET IN THE PARK	7,025	7,500	2,000		8,000
248-000-674-003	DDA SPONSORSHIPS - HARVEST FEST		5,000	4,700		4,000
248-000-674-004	DDA SPONSORSHIPS - TREE LIGHTING		3,000	2,877		3,000
248-000-675-001	DDA EVENTS	7,767		391		500
248-000-675-002	MARKET IN THE PARK	3,900	3,500	1,995		
248-000-675-003	HERITAGE DAYS REVENUE	15,680	25,000	2,365		25,000
248-000-675-005	MARKET CTR PARK REVENUE SHARING AGR		11,520	5,763		
248-000-684-000	MISC REVENUE	309				
		345,004	521,492	25,091		485,500
TOTAL ESTIMATED REVENUES						
APPROPRIATIONS						
248-219-704-000	APPOINTED	50,344	58,000	34,694		55,000
248-219-707-000	PART TIME EMPLOYEES	476	4,000	1,631		
248-219-712-000	OPTICAL INSURANCE	102	73	77		136
248-219-715-000	FICA	4,288	4,590	3,105		4,820
248-219-716-000	HOSPITALIZATION INSURANCE	6,855	8,000	5,052		8,000
248-219-716-004	RETIREE HEALTH CARE SAVING-MERS-RHS-E	1,144	1,200	795		1,260
248-219-717-000	EMPLOYEES LIFE INSURANCE	22	30	17		32
248-219-718-002	RETIREMENT 401K- MUNI POST '08	4,004	4,200	2,782		4,410
248-219-719-000	DENTAL INSURANCE	814	497	623		1,008
248-219-727-000	OFFICE SUPPLIES	1,434	250	123		250
248-219-740-000	OPERATING SUPPLIES	2,155	1,000	200		500
248-219-801-000	PROFESSIONAL FEES	10,260	14,000	9,980		10,000
248-219-811-000	SERVICE CONTRACTS	3,401	3,650	3,840		4,000
248-219-850-000	COMMUNICATIONS	1,025	1,030	599		1,000
248-219-860-000	TRAVEL & TRAINING	546	600	404		600
248-219-880-000	COMMUNITY PROMOTION	976	5,000	1,343		5,000
248-219-880-001	DDA EVENTS	32,705		15,470		33,500
248-219-880-002	MARKET IN THE PARK	10,507	15,000	5,995		18,000
248-219-880-003	HERITAGE DAYS	36,213	25,000	14,004		30,000
248-219-880-004	DDA PROMOTIONS	3,410	4,000	1,745		3,000
248-219-900-000	PRINTING & PUBLISHING	708	2,500	472		2,000
248-219-920-000	PUBLIC UTILITIES	8,024	67,700	29,753		50,000
248-219-955-000	DDA GRANTS - BUSINESS IMPROVEMENTS	10,000	30,000	12,677		40,000
248-219-956-000	MISCELLANEOUS	1,397	3,000	533		2,500

BUDGET REPORT FOR CITY OF SOUTHGATE

GL NUMBER	DESCRIPTION	2023-24 ACTIVITY	2024-25 AMENDED BUDGET	2024-25 ACTIVITY THRU 06/30/25	2024-25 PROJECTED ACTIVITY	2025-26 RECOMMENDED BUDGET
Fund: 248 DDA FUND						
APPROPRIATIONS						
248-219-957-000	OVERHEAD	40,000	25,000			25,000
248-219-974-000	LAND IMPROVEMENTS	67,425	10,000	220		
248-219-974-010	LAND IMP. SOUTHGATE PUBLIC MKT	13,795		(9,408)		
248-219-975-000	BUILDINGS/BUILDING IMPROVEMENT	30,286	5,000	480		
248-219-989-999	ASSETS CAPITALIZED	(111,170)				
248-219-999-000	DEPRECIATION EXPENSE	72,279				
248-590-931-000	BUILDING REPAIR & MAINTENANCE					1,000
248-966-995-101	TRANSFER TO GENERAL FUND		134,810			135,000
TOTAL APPROPRIATIONS		303,425	428,130	137,206		436,016
NET OF REVENUES/APPROPRIATIONS - FUND 248						
	BEGINNING FUND BALANCE	41,579	93,362	(112,115)		49,484
	ENDING FUND BALANCE	758,932	800,509	800,509	800,509	800,509
		800,511	893,871	688,394	800,509	849,993

Downtown Development Authority
2nd Annual Shop Small Saturday Spectacular
Program Report

By: Kaylee Mondrella, DDA Director
Program: 2nd Annual Shop Small Saturday Spectacular
Theme: Shop Local, Holiday Shopping
Dates: November 30th - December 6th
Time: Business Hours (Published in event guide/online)
Location: Southgate Businesses
Age: All ages
Fee: None

Registration:

- Businesses that would like to participate register in advance using paper form. Participating community members need not register.

Sponsors:

- Downtown Development Authority

Publicity:

- Southgate Website
- Downtown Southgate Facebook
- City of Southgate Facebook
- Market Center Park Facebook
- Downriver and Friends/Southgate Residents Connect
- Paid Facebook Ad
- Eureka and Trenton Sign
- Southgate Star
- Southgate Today Magazine
- Southgate Schools' Newsletter
- Flyers posted in local businesses
- Flyers at HarvestFest and Winter Market in the Park
- Wyandotte Today Magazine
- Chamber of Commerce Email Blast
- Flyers given at Music Bingo events in Southgate

Of Participants

- 45 businesses

Staff:

Kaylee Mondrella – Downtown Development Director

Activity Timeline:

- Businesses must register by November 8th

- Event runs Shop Small Saturday through the following Friday. Businesses must be open 5 of the 7 event days.
- Gift bags were handed out Nov 25th from 4-7pm at DCFCU

Winners:

- 1st Place: Cindy Lee Burley
- 2nd Place: Kayla Weston
- 3rd Place: Jazmine Campos

Results:

- 146 individual people
- 1274 QR code scans
- 29 average scans per business
- 12 people completed all 45 stops

Comments:

- Adkin's and Sons would like to participate next year.
- Sweet Arrangements and SLI Custom Signs closed their businesses permanently during the event.
- Southgate Nutrition staff didn't put the squirrel out on Saturday and didn't know what the participants were talking about.
- The YMCA, Red Robin, Crunch, MJR, Logan's, etc. should have had significantly more scans.
- Businesses don't read emails thoroughly. 2 businesses threw out the QR code stands because they thought they got to keep the event materials and didn't see a use for them.

Recommendations

- Set registration deadline earlier for more time to prep printed event materials.
- Look into getting mini shirts with the event logo on them for the squirrels in future years.
- Shorten gift bag distribution time frame to just 1 hour.
- Budget lots of time for the creation of the Google forms (2 days)
- Set hard and fast deadlines that are communicated to the businesses repetitively. Registration, Bag Contributions, etc.
- Businesses need to drop off bag contribution and pickup event materials.
- Get event guides into businesses sooner for distribution.
- Find ways to get staff at each establishment educated on the event.
- Make sure stores understand that they must commit to the hours they report. In the case of an emergency, the squirrel should be put in a window where it is accessible while the business is closed.
- Switch numbering on WaveMax and Advantage one due to the nature of the one way of Fort
- Tier entries into prize pool, especially if we have a larger number of business participants. Something for every 10 entries, and then a larger number for all stops.

- Have a prize donated from each business and do a drawing for scanners of that particular business.
- Find a way to do live tracking of who has the most scans, publish leaderboard.
- Have a prize for the 1st person to complete all business stops.
- Reward businesses if the winner scanned their QR. Something they can't buy, maybe time on the digital sign. Encourages telling all customers to participate.
- Less entries for the completion bonus. People who did only one stop this year had less than a 0.01% chance of winning.
- Charge businesses more to participate to make sure that they are more invested in event. Could offer discount for early signups.
- Make filling out the business spotlight form a requirement to participate in the event.

Success:

- **16 businesses that have never participated in City events or sponsored events joined the scavenger hunt**
- Super Baked saw an increase in foot traffic and got numerous sales from participants.
- Bondy's got several sales and were able to showcase their diversity of products.
- Hair Lab booked multiple services with customers as a result of the event
- Several Red Robin staff members were tipped generously by scavenger hunters who stopped for lunch.
- Sakora Salon very grateful for the exposure and fun event.
- Crunch Fitness gave multiple tours and had great interest from participants.
- WaveMax thrilled to show off their facility to numerous people.
- Xtra Crafty booked a birthday party.

Budget: 2nd Annual Shop Small Spectacular – DDA Expense Report

Expenses:

Event Guides (Stewart Printing, Wyandotte)	\$980.00
Downtown Dollars Printing (SLI Custom Signs)	\$61.61
Flyer Printing 11x17 (SLI Custom Signs)	\$50
Additional Event Guide Stands (Amazon)	\$93.60
QR Code Stands (Northwood Custom Creations)	\$150.00
Squirrels (Nichols Knits)	\$754.50
Facebook Ad	\$150.00
Southgate Star Ad	\$888.00
Wyandotte Today Ad	\$495.00
Southgate Today Ad	\$500
Chamber Email Blast Fee (three)	\$150.00
Event Prizes	\$850
Downtown Dollar Reimbursement	\$80

Expenses Total	\$5202.71
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Revenue:

\$25 participation fee X 43 Businesses (2 waived fees)	\$1075
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Revenue Total	\$1075.00
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Revenue	+\$1075.00
Expenses	-\$5202.71
Net Profit	-\$4127.71