BOARD OF DIRECTORS MEETING
August 19, 2019
Immediately Following the Informational Meeting at 5:30 p.m.

Auburn Hills City Hall, Administrative Conference Room ● 1827 N. Squirrel Road, Auburn Hills, MI 48326
Minutes of the DDA Board Meeting will be on file in the City Clerk’s Office ● 248-370-9402

MEETING CALLED TO ORDER

1) ROLL CALL

2) PERSONS WISHING TO BE HEARD

3) APPROVAL OF MINUTES
   a) Regular Meeting Minutes – April 15, 2019
   b) Joint Meeting Minutes – April 15, 2019
   c) Special Meeting Minutes – July 10, 2019

4) FINANCIAL REPORT
   a) FY 2019 Adopted Budget and YTD Summary – July 31, 2019

5) OLD BUSINESS
   a) None

6) NEW BUSINESS
   a) None

7) CORRESPONDENCE & PRESENTATIONS
   a) 2020 – 2024 Budget Presentation

8) BOARD MEMBER COMMENTS

9) DIRECTOR UPDATES

10) ADJOURNMENT

Next meeting is scheduled for November 11, 2019, immediately following the Informational Meeting at 5:30 p.m.
LOCATION: Auburn Hills University Center, Room 1, 3350 Auburn Road, Auburn Hills, MI 48326

CALL TO ORDER: Chairman Young called the meeting to order at 5:34 PM.

ROLL CALL

Present: Travnikar, Rasmussen, Young, Gliniecki, Jernigan, Spurlin
Absent: Volk, McDaniel, Wise,
Also Present: Brandon Skopek, Director of Authorities
Guests: Patrick Hassett, TIFA Chairman; Steven Goodhall, TIFA Secretary

PERSONS WISHING TO BE HEARD

Chairman Young welcomed new DDA Board member, Ryan Rasmussen.

Mr. Rasmussen introduced himself to the Board and gave the Board a brief history on his work experience.

CORRESPONDENCE & PRESENTATIONS

None.

APPROVAL OF MINUTES

A. Regular Meeting Minutes – February 18, 2019

Moved by Mr. Travnikar to approve the DDA Minutes from February 18, 2019 as presented.
Supported by Mr. Gliniecki.

Yes: Travnikar, Rasmussen, Young, Gliniecki, Jernigan
No: None

Motion carried

FINANCIAL REPORT

A. FY 2019 Adopted Budget and YTD Summary – March 31, 2019

Mr. Skopek reviewed the financial report for period ending March 31, 2019. He stated that the DDA has received approximately 71% of budgeted property tax revenue to date for a total of $89,611. He stated that less than 1% of expenditures have been utilized to date, but that expenditures will increase as funds are expended for the summer concert series and other downtown events throughout the year. He reminded the Board that per the resolution passed by the DDA Board in July 2018, the Auburn Hills Tax Increment Finance Authority will transfer $160,000 to the DDA in April 2019 for the grant awarded to the Robertson Brothers development on Squirrel Court. The net position of the DDA continues to increase due to conservative spending in the previous two years, bringing the net position of the DDA to $264,091.
There was no further discussion on the financial report.

Moved by Ms. Jernigan to receive and file the financial report for period ending March 31, 2019.
Supported by Mr. Travnikar.

Yes:   Travnikar, Rasmussen, Young, Gliniecki, Jernigan
No:    None

Motion carried

OLD BUSINESS

None.

NEW BUSINESS

A. Direct Marketing Campaign for Downtown Restaurants

Mr. Skopek presented a memo dated April 10, 2019 and stated that the Tax Increment Finance Authority (TIFA) has been collaborating on a direct marketing campaign for the downtown restaurants. The objective of the campaign is to attract the Sunday – Thursday hotel visitors to downtown restaurants through the use of print materials placed in hotel lobbies throughout the City and a web presence to be accessed through a QR code placed on the print materials. Staff will be soliciting quotes from marketing/advertising agencies for the creation and replenishment of these print materials in hotel lobbies, and for the creation of a landing page for downtown restaurants. Staff will also be researching the costs to provide these services in house. The TIFA Board has requested staff to approach the DDA Board of Directors about participation in the campaign as the two Boards share district boundaries. The TIFA Board is seeking input from the DDA Board as well as a funding contribution not-to-exceed $200. At this time, costs, design, and length of the campaign have not yet been determined. He concluded by stating Chairman Hassett of the TIFA Board of Directors in attendance to answer any questions the DDA Board may have.

Mr. Hassett stated that the intent of the campaign is to navigate hotel visitors within a few miles of downtown to downtown restaurants. The TIFA Board is seeking participation from the DDA from both a design aspect and a financial aspect. The DDA Board’s participation justifies the promotion of strictly downtown on behalf of the TIFA.

Chairman Young asked what would be listed on the print materials.

Mr. Hassett stated that all downtown restaurants would be listed on the materials.

Mr. Travnikar asked if it would be possible to place the print materials in the rooms in addition to the lobbies.

Mr. Hassett stated the TIFA Board would rather place the materials strictly in lobbies to save on cost.

Mr. Gliniecki stated he was in support of the initiative. He asked if the restaurants could be listed on the print materials and not rely on a QR code to direct users.

Mr. Spurlin arrived at 5:41 p.m.

Mr. Hassett stated that there will be information on the print materials and the QR code serves as an addition to the materials. The web presence would provide restaurant details and location information.

Ms. Jernigan stated that the Chamber of Commerce is collaborating with the City on creating maps of Auburn Hills that identifies select businesses throughout the City. She suggested including the downtown restaurant information generated from this campaign on the maps being created. The Chamber will be distributing the maps.

Mr. Hassett stated the TIFA Board would like to directly focus on downtown and advertising in the hotels within a few mile radius of downtown.
Mr. Skopek stated that there is funding within the DDA’s marketing budget should they wish to proceed with participation in this campaign.

Moved by Mr. Travnikar to participate in the Tax Increment Finance Authority's direct marketing campaign for downtown restaurants at a cost not-to-exceed $200.
Supported by Mr. Spurlin.

Yes:   Travnikar, Rasmussen, Young, Gliniecki, Jernigan, Spurlin
No:    None

Motion carried

BOARD MEMBER COMMENTS

None.

DIRECTOR UPDATES

Mr. Skopek updated the Board that Lorenzo Lizarralde, owner of Chateau Aeronautique Winery and Blue Skies Brewery, has received City Council approval for an application to the Michigan Liquor Control Commission for a small wine maker and micro brewer license, and on-premises tasting room permit to be located at 3358 Auburn Road for Blue Skies Brewery. Blue Skies Brewery proposes to open a second location in downtown Auburn Hills and will have 16 taps of Blue Skies beer, cider, and Chateau Aeronautique wine. Blue Skies Brewery is looking at a targeted opening date of late 2019/early 2020. The proposed brewery would be managed by the owners of Michigan By The Bottle.

Mr. Gliniecki asked for an update on the timing for the development of Fountain Circle of Auburn Hills.

Mr. Skopek stated that the developer has initiated site work and proposes to begin construction on the roadway and utilities late summer/early fall.

Mr. Spurlin asked when Primary Place Townhomes proposes to start construction.

Mr. Skopek stated that he spoke with the developer last week and they are working on finalizing their construction loan. The site has been cleared and is ready for vertical construction.

ANNOUNCEMENT OF NEXT MEETING

The next Downtown Development Authority Board of Directors will be Monday, August 19, 2019, at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

Moved by Mr. Travnikar to adjourn the DDA Board meeting.
Supported by Mr. Spurlin

Yes:   Travnikar, Rasmussen, Young, Gliniecki, Jernigan, Spurlin
No:    None

The DDA Board of Directors meeting adjourned at 5:54 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director
1. Welcome and introduction by Brandon Skopek, Director of Authorities

Mr. Skopek thanked everyone for attending the joint meeting this evening to collaborate and brainstorm on goals and objectives of downtown Auburn Hills. He stated that staff will be presenting on current marketing trends, Auburn Hills user behavior, and information on the audience we are marketing to.

Mr. Skopek provided an updated on current project and initiatives of the Downtown Development Authority and the Tax Increment Finance Authority, as well as downtown developments.

Mr. Skopek introduced the Media Communications Specialist, Torri Mathes.

2. Marketing presentation by Torri Mathes, Media Communications Specialist

Ms. Mathes gave a presentation on marketing tools, current marketing trends, Auburn Hills user behavior, and information on the audience we are marketing to. Below is a brief overview of the presentation. The full presentation is attached.

a) Marketing overview
   a. Event and Experiential Marketing
b) 2019 Trends
   a. Integrated online, social, and mobile marketing
   b. Social stories overtake the newsfeed
   c. The growth of micro-influencers
   d. Audiences made part of brand stories
   e. True personalization
   f. QR codes
c) Auburn Hills User Behavior
   a. Hyett Palma Report
   b. Leakage and Surplus Report
   c. Social presence
d) Auburn Hills Residents
   a. Who are our residents?
      i. Bright Young Professionals
      ii. Rustbelt Traditions
iii. Young and Restless

3. Questions, comments, and brainstorming session

Mr. Skopek asked those present what attracts them to other downtowns and why.

Ms. Roberts stated that destination restaurants attract her to other downtowns. She stated that she believes downtown Auburn Hills needs more destination places to attract people from outside the area.

Mr. Rasmussen concurred.

Mr. Klemanski spoke about the different amenities of downtown Rochester and how their downtown has a variety of destination establishments.

Mr. Skopek asked those present to elaborate on what types of destination restaurants they would like to see.

Ms. Roberts stated she would like to see a nice sit-down establishment.

Ms. Mathes asked what type of environment is being sought.

Mr. Rasmussen stated he would like to see a restaurant with a great interior design that creates an experience when you enter the establishment.

Board members discussed examples of restaurants with a great aesthetic and experience.

Ms. Lawrence asked those present what their favorite downtown is and why.

Board members provided feedback on their favorite downtowns. They discussed establishments, public art, public spaces, and streetscapes.

Ms. Roberts stated she would like the parking space next to the DEN transform into a greenspace to add more public uses.

Mr. Rasmussen agreed that a greenspace would fit in well in this area with its close proximity to the DEN and being centralized in downtown.

Ms. Roberts stated that she believes downtown needs to have constant events to attract people on a more frequent basis. She provided examples of downtown Rochester events.

Mr. Kneffel stated that Rochester does events very well and that if downtown Auburn Hills wants to compete, we need to have well planned events.

Ms. Mathes asked for specific examples of events those present would like to see in downtown Auburn Hills.

Mr. Kneffel stated he would like to eventually see a ladies night out event once downtown is built out with additional establishments and retailers.

Ms. Mathes asked for feedback from those present on what they believe the niche is for downtown Auburn Hills.

Mr. Travnikar stated that there will be a better understanding of our core demographic downtown once the residential developments are completed.

Mr. Rasmussen discussed the difficulty with opening a retailer downtown based upon the competition from bigger box stores and online retailers. He suggested working toward creating experiences to draw people in to stores rather than just selling products.
Mr. Spurlin suggested coordinating with state and regional bike and canoe/kayak races to bring them through downtown and playing off our existing downtown assets.

Board members discussed different launch points for canoe and kayak users along the Clinton River.

Mr. Grice stated the City has a contract with an individual that will keep the Clinton River clear of debris within City limits to make the river easier to navigate.

Mr. Tanghe discussed the City’s intention to create a kayak and canoe launch point at the corner of Auburn Road and Opdyke Road. A design and grant application was submitted last year to the Michigan Department of Natural Resources for the Michigan Natural Resources Trust Fund grant program; however, the grant was not awarded.

Board members discussed different pop-up events that could incorporate the Clinton River.

Ms. Mathes stated that based upon the conversation, it sounds as though those present believe Auburn Hills serves as a “bridge city” where we partner with other surrounding communities and that Auburn Hills serves as the meeting spot. She asked those present how we can play off this concept.

Mr. Spurlin stated that one of the largest assets of downtown is the trail network. He stated that this network continues to be improved upon and connects to many downtowns. He believes we need to utilize this asset more frequently to serve as both a starting point and an ending point for visitors.

Mr. Kneffel stated we need to work to retain those that meet in downtown Auburn Hills.

Mr. Skopek stated that the goal is to retain patrons in the downtown; however, we need to first work on attracting the patrons to downtown through our existing assets and events.

Mr. Rasmussen suggested programming additional events at the new amphitheater to include other uses in addition to live music.

Staff discussed the different uses that could be held at the amphitheater.

Mr. Skopek discussed the goal for staff is to have events programmed frequently throughout 2020 in order to attract and retain patrons downtown.

Mr. Gliniecki discussed scheduling events during the weekdays in order to capitalize on the daytime population.

Ms. Roberts discussed the need for fall events.

Mr. Skopek discussed the “Septembeerfest” event that staff is planning for this upcoming season. He added that staff’s goal is to make this an annual event moving forward to build upon.

Mr. Kneffel stated that any event needs to be effectively planned in order to build a reputation for downtown Auburn Hills. He added that we need to make a great first impression in order to compete with downtown Rochester events.

Mr. Tanghe stated that Rochester’s DDA has a large funding source and a large staff to assist with event planning. He agreed that events need to be executed effectively to build a good reputation, but he wanted to remind those present that there is not a dedicated DDA staff for Auburn Hills like other communities and many City events are handled in a collaborative effort between City departments.

Mr. Goodhall asked if staff has reached out to Avondale Schools about additional programming at the amphitheater.

Mr. Grice stated that there is some interest on behalf of Avondale Schools for use of the amphitheater and staff will follow-up with them once the amphitheater is open.
Mr. Tanghe stated that many of the developments underway this year will add to the population downtown and generate additional foot traffic in the years to come. This year will be dedicated to planning for the 2020 event season to ensure we have programmed events throughout the year.

4. Conclusion

Mr. Skopek thanked everyone for attending the joint meeting this evening to collaborate and brainstorm on goals and objectives of downtown Auburn Hills. Staff will compile their notes from the meeting and report back to the Boards.

Ms. Jernigan thanked staff for scheduling a joint meeting between the DDA and TIFA Boards.

The meeting adjourned at 7:46 p.m.

Respectfully submitted,

Brandon Skopek
Director of Authorities
TABLE OF CONTENTS

- Types of Marketing
- Current 2019 Trends
- Auburn Hills User Behavior
- Our Residents
- SWOT/Brainstorming Session on downtown Auburn Hills
TYPES OF MARKETING
This type of marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events.

Organizations use event/experiential marketing to reach consumers directly through interactive and personalized displays.

The goal is to create an positive and memorable experience that will resonate with the user.
EVENT & EXPERIENTIAL

**HOW & WHY THIS WORKS**

- It engages consumers while they’re in a willing, participatory position.
- Activities and programs are valuable methods to showcase what’s going on in an area as well as any improvements taking place.
- Events should cater to the specific market segments that is currently being attracted as well as what future establishments will attract.
  - It creates relationships between downtown business and consumers through activities that draw interest groups downtown. (i.e. car shows, sidewalk sales, music festivals, college student/parent activities, employee appreciation programs, etc.)
  - Events also need to fit the needs of the business community. Some businesses seek more foot traffic, while others would prefer actual purchasing incentives. Some business will want events to attract business at a particular time of day, while others may be more interested in events that encourage repeat business.
2019 TRENDS

INTEGRATED ONLINE, SOCIAL, & MOBILE MARKETING

- 2019 will be all about the integration of online, social and mobile marketing. Many businesses have dabbled in one or all of these marketing strategies, but true success in the year ahead will be marked by a fully integrated marketing program that incorporates all three. This will eliminate redundancies, increase efficiency and fully leverage content across these three major players. - Laura Cole, Vivial

SOCIAL STORIES OVERTAKE THE NEWSFEED

- Social stories have quickly resonated with modern consumers. They’re interactive, authentic and encourage direct engagement over passive consumption. With social story advertising, consumers tend to be more optimistically receptive (data showing a huge increase in click-throughs, ad recall, and purchasing intent).
  - But consumers don’t just want to see new products and brand messaging – they want promotions.
  - Brands need to match consumer expectations by building social stories experiences that are mobile-first, not merely mobile responsive. Instant loading call-to-action pages that deliver not only a stunning user experience for the consumer, but yield increased conversions and collect data on behalf of the advertiser.
  - 50% of internet users want to see social stories from brands that include promotions
THE GROWTH OF MICRO-INFLUENCERS*

- As influencer-tracking technologies continue to improve, brands are becoming better equipped at fielding and managing large networks of high-engagement, low-following micro influencers for their campaigns.

- This largely untapped market will soon allow for more brands to avoid the significant costs of mid- to high-level influencers and invest in more down-to-earth and relatable influencer marketing.

**Micro-Influencers have an audience follower range of 2,000 followers up until about 50,000 followers on a particular social media channel, usually comprised of a focused passion, topic or niche market.**
The ability to engage with audiences (that is, making audiences part of the brand story) will have a huge impact. The less friction there is to engagement, the more connected people feel.

Brands that are more willing to interact with customers publicly will have a strong impact and brands that can show how this engagement influences their products and services will make an even bigger impact.
TRUE PERSONALIZATION

- Traditional personalization strategies have been derived from looking at previous behavior, evaluating click-stream paths, search terms, purchase history, and other indicators to try and ‘second guess’ the intentions of the buyer.

- However, by using the right mechanics, and offering a value exchange, consumers will tell marketers what products they desire, what they look for in a service, and what offers motivate them to purchase.

- 52% of consumers would share personal data in exchange for product recommendations
QR CODES

QR Codes are more accessible than when initially launched to the consumer market in 2011. However, deployment of a QR code isn’t enough. The site or content must be optimized for mobile. QR codes also give marketers the ability to view how many people engage with the product, offering a chance to tailor their marketing strategies.

Instead of investing in static QR codes, the market is also slowly shifting to dynamic QR codes that can be re-used as the redirect URL or specific action can be changed as per the businesses’ needs.

Here are a few ways businesses can use QR codes:

► Use it as a virtual business card to share contact information.
► Send a preset text message to a predetermined recipient.
► Draft a complete mail with subject and recipient for the user to hit send.
► Use it to call a number.
► Use it reveal discounts or coupon codes.
► Send location coordinates to an app that uses geolocation.
► Add an event to the calendar along with a reminder.
► Automatically connect to the store’s Wi-Fi.
► Follow a profile on social media.
► Direct users to the app store to download an app.
AUBURN HILLS
USER BEHAVIOR
HYETT PALMA REPORT

- Auburn Hills Downtown Economic Enhancement Strategy 2009 completed developments:
  - Riverside park improvements
    - Splash pad
    - Amphitheater
  - The Den
  - Improved walkability for downtown
  - Free Wifi downtown
  - Infill Construction
    - Student housing
    - Primary Place
    - Residences at Thirty-Two 50
  - Riverside Townes
  - The Mil
  - Parking Structure

"Downtown Auburn Hills would be a successful commercial area as well as a very popular community gathering place with a strong sense of place and community."
# Leakage & Surplus Report (From Oakland County)

<table>
<thead>
<tr>
<th>2017 Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
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<td>Other Miscellaneous Store Retailers</td>
<td>4539</td>
<td>$1,407,585</td>
<td>$1,154,626</td>
<td>$252,959</td>
<td>17.6</td>
<td>2</td>
</tr>
<tr>
<td>Nonstore Retailers</td>
<td>454</td>
<td>$1,234,549</td>
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<td>$1,234,549</td>
<td>100.0</td>
<td>0</td>
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<tr>
<td>Electronic Shopping &amp; Mail-Order Houses</td>
<td>4541</td>
<td>$1,019,418</td>
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<td>$1,019,418</td>
<td>100.0</td>
<td>0</td>
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<tr>
<td>Vending Machine Operators</td>
<td>4542</td>
<td>$74,610</td>
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<td>$74,610</td>
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<tr>
<td>Direct Selling Establishments</td>
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<td>$140,521</td>
<td>100.0</td>
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<tr>
<td>Food Services &amp; Drinking Places</td>
<td>722</td>
<td>$7,475,409</td>
<td>$3,571,053</td>
<td>$3,904,356</td>
<td>35.3</td>
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<td>Special Food Services</td>
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<td>$205,739</td>
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<td>0</td>
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<tr>
<td>Drinking Places - Alcoholic Beverages</td>
<td>7224</td>
<td>$422,371</td>
<td>$838,372</td>
<td>-$416,001</td>
<td>-49.0</td>
<td>2</td>
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<tr>
<td>Restaurants/Other Eating Places</td>
<td>7225</td>
<td>$8,847,299</td>
<td>$2,726,685</td>
<td>$4,120,614</td>
<td>43.0</td>
<td>5</td>
</tr>
</tbody>
</table>

Retail Marketplace Profile with a 3 minute drive time
SOCIAL PRESENCE

▶ Downtown Auburn Hills monthly report:

▶ There has been a recent uptick in viewership as “shared” content is placed on the page

▶ Highlighting City events and what our businesses are doing downtown has increased the engagement
SOCIAL PRESENCE

- City of Auburn Hills monthly report:
  - With shared collaboration of our other City-related pages, the page consistently averages between 8-10k for engagement.
  - Since the new year, reach averages 25-30k with the consistency of posting.
SOCIAL PRESENCE

Downtown Auburn Hills page breakdown:

- Highest reach & engagement:
  - Posts with Links

- Top sources where users find their information:
  - Facebook
  - Auburn Hills website
  - Google
SOCIAL PRESENCE

- City of Auburn Hills page breakdown:
  - Highest reach & engagement:
    - Posts with Links
  - Top sources where users find their information:
    - Facebook
    - Google
WHO ARE OUR RESIDENTS?

- Bright Young Professionals
  - We're active, young, educated, working professionals. We work in white-collar jobs or part-time employment. We use cell phones to redeem mobile coupons, listen to music, text, and check for news and financial information.
WHO ARE OUR RESIDENTS?

- Rustbelt Traditions
  - We are family-oriented, stable, hardworking people who have lived, worked, and played in the same area in older cities around the Great Lakes for years. We work in manufacturing, retail, and health care. We watch ESPN, AMC, Animal Planet, and some children shows on one of our four TVs.
WHO ARE OUR RESIDENTS?

- **Young and Restless**
  - We're well-educated young workers that work in professional/technical occupations, as well as sales and administrative roles. We rank in the top 5 for renters, movers, college enrollment, and employment. We move often though our incomes are low. Our phones and the Internet are a way of life.
SOURCES

- Oakland County Small Business Center, 2100 Pontiac Lake Rd. Waterford MI 48307
- https://ymedialabs.com/experiential-marketing-v-traditional-value-brand-experiences
- https://fyi.extension.wisc.edu/downtown-market-analysis/putting-your-research-to-work/image-branding-marketing/#improving_image
- https://www.weidert.com/whole_brain_marketing_blog/bid/108524/top-10-most-effective-marketing-strategies
CALL TO ORDER: Chairman Young called the meeting to order at 5:31 PM.

ROLL CALL

Present: McDaniel, Travnikar, Wise, Young, Jernigan, Gliniecki (Arrived at 5:35 p.m.), Rasmussen (Arrived at 5:43 p.m.)

Absent: Spurlin, Volk

Also Present: Brandon Skopek, Director of Authorities

Guests: None

PERSONS WISHING TO BE HEARD

None.

NEW BUSINESS

A. Authorize the Application to the Michigan Liquor Control Commission for a Special License

Mr. Skopek reviewed a memo dated July 5, 2019. Staff is recommending that the Downtown Development Authority authorize an application to the Michigan Liquor Control Commission for a special liquor license for the “Septembeerfest” event being held on September 13, 2019. He stated that the event will take place from 5:00 p.m. to 9:00 p.m. and will contain food vendors, craft beer vendors, live music, and yard games for event attendees. The special event license may be issued to a non-profit organization or municipality that is hosting an event that is open to the public where alcohol will be served and funds will be raised, whether by donation, a purchased ticket, or some other consideration. Septembeerfest tickets will be sold in advance of the event, as well as at the door the day of the event. The Downtown Development Authority will serve as the host for the event.

Moved by Mr. McDaniel to adopt the attached resolution authorizing the application for a Special License. Furthermore, authorize the Executive Director to execute all documents related to the application for the Special License.

Supported by Ms. Jernigan.

Yes: McDaniel, Travnikar, Wise, Young, Jernigan

No: None

Motion carried

BOARD MEMBER COMMENTS

Chairman Young asked staff to discuss the details of Septembeerfest.

Mr. Gliniecki arrived at 5:35 p.m.

Mr. Skopek stated that staff is working with a beer distributor that has reached out to five Michigan craft breweries to participate in the event. Staff does not know what breweries are participating at this time, but are hoping to have that list within the next week. The
event will be a beer tasting event with yard games such as bean toss, ladder golf, and giant Jenga. There will be BBQ food vendors and live blues music. Currently, staff is working with an entertainment company that has tentatively booked two blues bands.

Mr. Gliniecki asked if the Board wanted to consider hosting an Octoberfest event in October.

Mr. Skopek stated that staff is currently heavily involved in planning Septembeerfest and the Journey to Woodstock corporate event being held in August. He stated that staff does not have the capacity at this time to plan another major event with the limited time available to do so; however, staff is currently planning a schedule for 2020 events.

Mr. Gliniecki asked if additional food trucks could be brought in for Septembeerfest.

Mr. Skopek stated that there is space for additional food vendors, however, all the food trucks that have been contacted have declined participation in the event due to the length of the event. Some have indicated that they would like to see a two-day event to generate additional traffic.

Chairman Young asked if the downtown merchants would be involved in the event.

Mr. Skopek indicated that he will be holding a merchant meeting to discuss the event in detail with the downtown merchants. Staff is proposing to have giveaways during the event and would like to include the merchants in these giveaways for items such as gift cards or specials.

Mr. McDaniel asked where the food vendors are proposed to be set up for Septembeerfest.

Mr. Skopek stated that staff is proposing to close Squirrel Court and is anticipating placing the beer vendors and food vendors in the parking lot for Riverside Park. Specifics are still being discussed.

Mr. McDaniel recommended approaching the downtown restaurants to see if they wanted to place a tent for the event.

Mr. Gliniecki asked what the goal for event attendance was.

Mr. Skopek stated that the goal is 300 attendees. Staff will be able to track attendance through both advanced ticket sales and sales at the door.

Mr. Gliniecki asked how ticket sales are administered.

Mr. Rasmussen arrived at 5:43 p.m.

Mr. Skopek stated that staff is currently working on a plan for the sign up process. Fees are paid in advance and attendees would check in at the registration table at the event. From there, attendees would receive their drink and meal tickets.

Vice Chairman Travnikar asked if additional drink tickets would be available for purchase.

Mr. Skopek stated additional drink tickets would not be available for purchase at this time.

Mr. Gliniecki asked how the meal tickets were being administered.

Mr. Skopek stated that event attendees would be provided a meal ticket and would exchange that ticket for one meal with a vendor. The vendors would be paid per ticket rather than having attendees pay for food separately.

Mr. Gliniecki asked what size the beer servings were.

Mr. Skopek stated that there will be five, five-ounce pours.

Mr. McDaniel recommended allowing additional drink ticket sales or larger serving sizes.
The Board concurred.

Mr. Gliniecki asked how the event was being funded.

Mr. Skopek stated the FCA has donated $25,000 as the primary sponsor for the event.

Chairman Young suggested that staff reach out to the merchants about their involvement in the event whether that is by direct involvement or through indirect involvement through the use of sales incentives for event attendees after the event.

Mr. McDaniel suggested having a TIPS certified staff member in the beer tasting area to deter overconsumption by attendees.

Mr. Gliniecki asked how many breweries have signed up for the event.

Mr. Skopek stated that the beer distributor has contacted five breweries for the event. The breweries are unknown at this time, but staff should know within the next couple of weeks after their schedules are confirmed.

Mr. Gliniecki asked how the event will be promoted.

Mr. Skopek stated that staff has created a robust marketing campaign which includes press releases, social media outreach, local news outreach, and print materials to be distributed.

Ms. Jernigan asked if there would be ticket sales at the door.

Mr. Skopek stated that there will be tickets available at the door. Prices for tickets sold at the door will be priced higher than those sold in advance.

Mr. Skopek stated he will meet with the internal planning group and discuss the feedback from the Board. Further, he will keep the Board updated as the event planning progresses.

There was no further discussion.

ANNOUNCEMENT OF NEXT MEETING

The next Downtown Development Authority Board of Directors will be Monday, August 19, 2019, at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

Moved by Mr. Travnikar to adjourn the DDA Board meeting.
Supported by Ms. Jernigan

Yes: McDaniel, Travnikar, Wise, Young, Jernigan, Gliniecki, Rasmussen
No: None

The DDA Board of Directors meeting adjourned at 6:18 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director
Certified Resolution of the Membership or Board of Directors Authorizing the Application for Special License
(Required under Administrative Rule R 436.576 - Not Required for Candidate Committee)

At a ☑ Special meeting of the ☑ Board of Directors

called to order by Chairman Young on July 10, 2019 at 5:31 PM

the following resolution was offered:

Moved by Mr. McDaniel and supported by Ms. Jernigan

that the application from City of Auburn Hills Downtown Development Authority

for a Special License to serve alcohol on September 13, 2019

to be located at 3311 Squirrel Court, Auburn Hills, MI 48326

It is the consensus of this body that the application be Recommended for issuance.

Approval Vote Tally
Yeas: 5
Nays: 0
Absent: 4

Certification by Authorized Officer of Organization:

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the

☑ Board of Directors at a ☑ Special meeting held on July 10, 2019.

Brandon Skopek, Executive Director

Signature of Authorized Officer July 10, 2019
Attached for your review are the DDA financial statements for the period ending July 31, 2019.

**DDA STATEMENT OF REVENUES AND EXPENDITURES**
- Approximately 85% of budgeted property tax revenue has been received for the DDA in 2019 for a total of $106,788.
- Approximately 9% of budgeted expenditures have been utilized to date. Expenditures will increase as funds are expended for other downtown events and irrigation costs.

The net position continues to increase due to conservative spending in the previous two years, bringing the net position of the DDA to $422,242.

**ADDITIONAL NOTES**

The financial statements will be presented for approval at the Board meeting on Monday, August 19, 2019. You are welcome to contact myself or Finance Director Michelle Schulz prior to the meeting to discuss particular budget line items, budget capital items or any of the documents mentioned in this memo.

**An appropriate motion is:**

City of Auburn Hills
DDA Statement of Net Position
For the Period Ending July 31, 2019

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>DDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>424,841</td>
</tr>
<tr>
<td>Taxes Receivable</td>
<td>-</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>424,841</strong></td>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>-</td>
</tr>
<tr>
<td>Due to Trust and Agency</td>
<td>-</td>
</tr>
<tr>
<td>Due to Taxpayers</td>
<td>2,599</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>2,599</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET POSITION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Net Position 1/1/2019 (Audited)</td>
<td>82,992</td>
</tr>
<tr>
<td>Excess of Revenues over Expenditures as of July 31, 2019</td>
<td>248,524</td>
</tr>
<tr>
<td>Net investment in capital assets</td>
<td>0</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>422,242</td>
</tr>
<tr>
<td><strong>Total Net Position</strong></td>
<td><strong>422,242</strong></td>
</tr>
</tbody>
</table>

| Total Liabilities and Total Net Position | 424,841 |
City of Auburn Hills  
Statement of Revenues, Expenditures, and Changes in Net Position-DDA  
For the Period Ending July 31, 2019

<table>
<thead>
<tr>
<th>Fund 248-728</th>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Fav / (Unfav) Budget</th>
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<tr>
<td><strong>REVENUES</strong></td>
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<tr>
<td>20 402.000</td>
<td>Property Taxes</td>
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<td>421.000</td>
<td>Tax Chargeback</td>
<td>(2,200)</td>
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<td>422.000</td>
<td>MTT YE Accrual</td>
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<td>(175)</td>
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<tr>
<td>664.000</td>
<td>Interest Revenue</td>
<td>-</td>
<td>420</td>
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<tr>
<td>699.252</td>
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<td>160,000</td>
<td>160,000</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td></td>
<td>283,793</td>
<td>267,035</td>
</tr>
</tbody>
</table>

| **EXPENDITURES** |                     |                     |                     |
| 55 729.000      | Supplies             | 1,500               | -                   | 1,500             |
| 76 817.000      | Consultant Services  | 1,000               | -                   | 1,000             |
| 967.100        | Site Improvement Grants | 160,000           | -                   | 160,000           |
| **Other Expenses** |                     |                     |                     |
| 85 885.000     | Community Relations  | 23,500              | 13,939              | 9,561             |
| 85 901.000     | Marketing            | 5,000               | -                   | 5,000             |
| 85 958.000     | Membership Dues      | 550                 | 450                 | 100               |
| 85 960.001     | Conferences and Workshops | -               | -                   | -                 |
| 85 998.000     | Miscellaneous        | -                   | -                   | -                 |
| 929.000        | Irrigation Water & Maintenance | 500           | 172                 | 328               |
| 59 927.000     | Utilities            | 5,000               | -                   | 5,000             |
| 73 999.004     | Administrative Charges | 4,401               | 2,567               | 1,834             |
| 88 999.007     | Interfund Services   | 2,371               | 1,383               | 988               |
| **Total Expenditures** |                  | 203,822             | 18,511              | 185,311           |

Excess of Revenues over Expenditures  
as of July 31, 2019  
Beginning Total Net Position (1/1/2019)  
Ending Total Net Position  

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2019</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess of Revenues over Expenditures</td>
<td>79,971</td>
<td>248,524</td>
<td>$165,907</td>
</tr>
<tr>
<td>Beginning Total Net Position (1/1/2019)</td>
<td>82,992</td>
<td>82,992</td>
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</tr>
<tr>
<td>Ending Total Net Position</td>
<td>$162,963</td>
<td>$331,516</td>
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</tbody>
</table>

8.12.19
TO: Chairman Young and Members of the DDA Board of Directors
FROM: Brandon Skopek, Director of Authorities, DDA Executive Director
DATE: August 12, 2019
SUBJECT: 2020 – 2024 Budget Presentation

INTRODUCTION AND HISTORY

The August meeting will provide the Board the opportunity to review the proposed 2020 Budget for the Downtown Development Authority. Attached is the most current budgetary data for the district, which includes the budget line item details for 2018-2024 and graphs of trends for the DDA. Staff will review the aforementioned documents and answer any questions that may arise at the meeting.

Currently, the only revenue for the DDA in 2020 and out years is tax increment property tax revenue, which conservatively increases each year at the expected rate of inflation. Consumer Price Index inflation rates hover around 2.3% over the next five years. You will note that the DDA begins repayment on the loan from the Tax Increment Finance Authority for the Robertson Brothers development incentive grant in 2020. These payments will continue through 2023. By keeping expenditures low in the first few years of the DDA’s establishment, you will notice the net position continually increases in our projections.

If there are items you would like to have further clarified prior to our meeting, please do not hesitate to contact myself or Finance Director Michelle Schulz prior to our meeting on Monday, August 19, 2019.

An appropriate motion is:

Move to approve the Downtown Development Authority 2019 Amended Budget and 2020 Proposed Budget as presented. Furthermore, recommend to the City Council the inclusion of these budgets for adoption in the City’s overall budget documents.
## Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY

### 2020 BUDGET & FIVE YEAR PROJECTION

<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Property Taxes</td>
<td>116,374.00</td>
<td>123,793.00</td>
<td>159,312.00</td>
<td>178,971.00</td>
<td>188,039.00</td>
<td>197,047.00</td>
<td>203,569.00</td>
<td>210,222.00</td>
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</tr>
<tr>
<td>Investment Income/Charges For Services</td>
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<td>25,000.00</td>
<td>160,000.00</td>
<td>160,000.00</td>
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<td></td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>$116,374</td>
<td>$284,793</td>
<td><strong>344,312</strong></td>
<td><strong>178,971</strong></td>
<td>$188,039</td>
<td>$197,047</td>
<td>$203,569</td>
<td>$210,222</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL REVENUE CHANGE PERCENT</strong></td>
<td>144.7%</td>
<td>20.9%</td>
<td>-48.0%</td>
<td>5.1%</td>
<td>4.8%</td>
<td>3.3%</td>
<td>3.3%</td>
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<td></td>
</tr>
<tr>
<td><strong>EXPENDITURES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies</td>
<td>1,500.00</td>
<td>1,500.00</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>2,000.00</td>
<td>2,500.00</td>
<td>2,500.00</td>
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</tr>
<tr>
<td>Other Expenses</td>
<td>12,220.00</td>
<td>30,625.00</td>
<td>55,175.00</td>
<td>32,155.00</td>
<td>32,655.00</td>
<td>33,155.00</td>
<td>33,655.00</td>
<td>34,655.00</td>
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</tr>
<tr>
<td>Repair &amp; Maintenance</td>
<td>6,476.00</td>
<td>500.00</td>
<td>7,000.00</td>
<td>7,000.00</td>
<td>7,000.00</td>
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</tr>
<tr>
<td>Contractual Services</td>
<td>161,000.00</td>
<td>161,000.00</td>
<td>2,500.00</td>
<td>2,750.00</td>
<td>2,750.00</td>
<td>3,000.00</td>
<td>3,250.00</td>
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<td></td>
</tr>
<tr>
<td>Utilities</td>
<td>5,000.00</td>
<td>43,044.00</td>
<td>43,044.00</td>
<td>43,045.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debt Service</td>
<td>4,336.00</td>
<td>4,401.00</td>
<td>4,704.00</td>
<td>4,775.00</td>
<td>4,847.00</td>
<td>4,920.00</td>
<td>4,994.00</td>
<td>5,069.00</td>
<td></td>
</tr>
<tr>
<td>Admin &amp; DPW Admin Charges</td>
<td>2,336.00</td>
<td>2,371.00</td>
<td>4,242.00</td>
<td>4,306.00</td>
<td>4,371.00</td>
<td>4,437.00</td>
<td>4,504.00</td>
<td>4,572.00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td>$25,368.00</td>
<td>$205,397.00</td>
<td><strong>233,621.00</strong></td>
<td><strong>95,780.00</strong></td>
<td><strong>96,668.00</strong></td>
<td><strong>97,306.00</strong></td>
<td><strong>98,698.00</strong></td>
<td><strong>57,046.00</strong></td>
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</tr>
<tr>
<td><strong>TOTAL EXPENSES CHANGE PERCENT</strong></td>
<td>709.7%</td>
<td>13.7%</td>
<td>-59.0%</td>
<td>0.9%</td>
<td>0.7%</td>
<td>1.4%</td>
<td>-42.2%</td>
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<tr>
<td><strong>NET OF REVENUES/EXPENSES</strong></td>
<td>$91,006</td>
<td>$79,396</td>
<td><strong>$110,691</strong></td>
<td><strong>$83,191</strong></td>
<td><strong>$91,371</strong></td>
<td><strong>$99,741</strong></td>
<td><strong>$104,871</strong></td>
<td><strong>$153,176</strong></td>
<td></td>
</tr>
<tr>
<td><strong>ESTIMATED UNRESTRICTED NET POSITION</strong></td>
<td>$173,999</td>
<td>$253,395</td>
<td><strong>$364,086</strong></td>
<td><strong>$447,277</strong></td>
<td><strong>$538,648</strong></td>
<td><strong>$638,389</strong></td>
<td><strong>$743,260</strong></td>
<td><strong>$896,436</strong></td>
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</tr>
</tbody>
</table>
### DDA Expenditure Components

<table>
<thead>
<tr>
<th>Account Classification</th>
<th>2019</th>
<th>2020</th>
<th>Difference</th>
<th>Difference %</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPPLIES</td>
<td>1,500.00</td>
<td>2,000.00</td>
<td>500</td>
<td>25%</td>
</tr>
<tr>
<td>OTHER EXPENSES</td>
<td>55,175.00</td>
<td>32,155.00</td>
<td>(23,020)</td>
<td>-72%</td>
</tr>
<tr>
<td>REPAIR &amp; MAINTENANCE</td>
<td>7,000.00</td>
<td>7,000.00</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>CONTRACTUAL SERVICES</td>
<td>161,000.00</td>
<td>2,500.00</td>
<td>(158,500)</td>
<td>-6340%</td>
</tr>
<tr>
<td>UTILITIES</td>
<td></td>
<td></td>
<td>43,044.00</td>
<td>100%</td>
</tr>
<tr>
<td>DEBT SERVICE</td>
<td></td>
<td>43,044.00</td>
<td>43,044</td>
<td>100%</td>
</tr>
<tr>
<td>ADMIN &amp; DPW ADMIN CHARGES</td>
<td>4,704.00</td>
<td>4,775.00</td>
<td>71</td>
<td>1%</td>
</tr>
<tr>
<td>INTERFUND CHG EXPENSE</td>
<td>4,242.00</td>
<td>4,306.00</td>
<td>64</td>
<td>1%</td>
</tr>
<tr>
<td>TOTAL EXPENDITURES</td>
<td>233,621.00</td>
<td>95,780.00</td>
<td>(137,841)</td>
<td>-144%</td>
</tr>
</tbody>
</table>

#### DDA Revenues, Expenditures and Fund Balance

2018-2024

- **2018**: $100,000
- **2019 ORIGINAL**: $200,000
- **2019 PROJECTED**: $364,086
- **2020**: $447,277
- **2021**: $530,464
- **2022**: $613,651
- **2023**: $696,838
- **2024**: $779,025

**2019 PROJECTED, $364,086**

**2020, $447,277**