MEETING CALLED TO ORDER

1) ROLL CALL

2) PERSONS WISHING TO BE HEARD

3) CORRESPONDENCE & PRESENTATIONS
   a) None

4) APPROVAL OF MINUTES
   a) TIFA Regular Meeting Minutes – April 9, 2019
   b) Joint DDA and TIFA Meeting Minutes – April 15, 2019

5) FINANCIAL REPORT
   a) FY 2019 Adopted Budget and YTD Summary – April 30, 2019

6) OLD BUSINESS
   a) None

7) NEW BUSINESS
   a) Public Safety Building Fitness Center Equipment
   b) Direct Marketing Campaign

8) BOARD MEMBER COMMENTS

9) DIRECTOR UPDATES

10) EXECUTIVE SESSION
    a) Discussion of the Acquisition of Real Estate

11) ADJOURNMENT

Next Meeting is Scheduled for June 11, 2019 at 4:00 P.M.
CALL TO ORDER: Vice Chairman Kneffel called the meeting to order at 4:01 PM.

ROLL CALL: Present: Kneffel, Thornton, Roberts, Goodhall, Klemanski, Waltenspiel
Absent: Hassett, Dolly, Price
Also Present: Brandon Skopek, Director of Authorities; Jeffrey Baker, Police Chief; Ellen Taylor, Fire Chief; Alan Lee, Firefighter

LOCATION: Administrative Conference Room, Auburn Hills City Hall, 1827 N. Squirrel Road, Auburn Hills, MI 48326

PERSONS WISHING TO BE HEARD

None.

CORRESPONDENCE & PRESENTATIONS

None.

APPROVAL OF MINUTES

A. Regular Meeting Minutes – March 12, 2019

Moved by Mr. Goodhall to approve the Regular TIFA Minutes from March 12, 2019 as presented.
Supported by Mr. Klemanski.

Yes: Kneffel, Thornton, Roberts, Goodhall, Klemanski, Waltenspiel
No: none

Motion carried

FINANCIAL REPORT

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

Mr. Skopek presented the financial report for period ending March 31, 2019. He reviewed the investment accounts stating that TIF district A has approximately $1.87 million cash and $1.24 million invested between three separate accounts including Investment Pooling, Insight and MiClass, TIF District B has approximately $3.1 million cash, and approximately $5.6 million invested with Insight. TIF District D has approximately $1.3 million cash on hand and $1.3 million invested with Insight.

TIF A has received 64% of its budgeted property tax revenue, which is a 16% increase from the last reporting period and has utilized approximately 7% of its budgeted expenditures. TIF B has received 67% of its budgeted property tax revenue, which is a 20% increase from the last reporting period and has utilized approximately 2% of its budgeted expenditures.
Mr. Skopek reminded the Board that per the resolution passed by the TIFA Board of Directors in July 2018, the TIFA will transfer a $160,000 loan to the Downtown Development Authority (DDA) in April 2019 from TIF B for the site improvement grant awarded for the Robertson Brothers development on Squirrel Court. The DDA will begin payback to the TIFA in the first quarter of 2020.

Revenues to date for TIF D include vehicle charging fees, delinquent personal property tax, and interest. Approximately 8% of budgeted expenditures have been utilized to date.

There was no further discussion on the financial report.

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

Yes:   Kneffel, Thornton, Roberts, Goodhall, Klemanski, Waltenspiel
No:    none

Motion carried

OLD BUSINESS

None.

NEW BUSINESS

A. Consider Approval of Funding for the Public Safety Fitness Center Renovation Project

Mr. Skopek presented a memo dated April 2, 2019 and stated that Police Chief Baker and Fire Chief Taylor are requesting funding support from the TIFA for the Public Safety Building Fitness Center renovation project. He reviewed that the Public Safety Building was opened in 2001 and included various amenities, one of which being a fitness center. Since that time, some equipment in the center has either been replaced or continuously maintained; however, at this time, much of the equipment has reached its useful service life. He further stated that this request is for the audio/visual and exercise equipment within the center and not the building renovation. The building renovations are being funded by the Department of Public Works from their facilities budget. Although funding is not specifically available by way of a line-item in the TIFA budget, there is adequate funding for this project and staff would prepare a budget amendment later in the year for the Board’s approval should the Board approve funding for this project.

Mr. Skopek introduced Police Chief Baker and Fire Chief Taylor.

Police Chief Baker thanked the Board for the opportunity to present their proposal for the fitness center renovation project. He provided history on the fitness center and discussed the need to update the center and the equipment contained within the center. He further stated that the fitness center is open to all employees and will assist with improving the health and wellness of all City employees, not only the Police Department and Fire Department.

Fire Chief Taylor thanked the Board for the opportunity to present their proposal. Staff has researched numerous pieces of equipment proposed to be installed in the fitness center to ensure the equipment selected will last for many years and will save on long-term costs associated with maintenance.

Fire Chief Taylor reviewed the equipment proposed to be installed in the fitness center and stated that it is a requirement for Fire Department personnel to exercise one hour a day when they are on shift.

Mr. Klemanski asked what the plans were to get other City employees to utilize the fitness center.

Fire Chief Taylor stated that they will send out communications to City staff about the newly renovated fitness center and encourage staff to utilize the space.

Vice Chairman Kneffel asked if the plan was to purchase or lease the equipment and how long the equipment lasted.
Firefighter Alan Lee stated the equipment would be purchased. He further stated that they propose to install plated equipment with less moving parts in order to increase the longevity of the equipment and reduce maintenance costs.

Mr. Waltenspiel asked if there was a maintenance contract associated with the equipment.

Firefighter Lee stated that there is typically a one-year warranty associated with the equipment and that there would need to be a maintenance contract with the cardio equipment due to the electronic components.

Fire Chief Taylor has stated that the invitation to bid would include a line item for additional warranties to understand what additional costs would be associated with the equipment.

Mr. Klemanski asked if this was an appropriate use of TIFA funds within the TIFA Act.

Mr. Skopek stated that this would be an appropriate use of funds.

Mr. Klemanski asked where the funds would be transferred from at the end of the year for the amendment.

Mr. Skopek stated that funds would likely be pulled from investments to cover the project.

Mr. Klemanski asked if the delivery charges were typical for this type of project.

Mr. Skopek stated that delivery charges are typically included in the bid pricing.

Ms. Roberts asked if this would assist with reducing health insurance costs.

Mr. Skopek stated that he does not have an answer at this time, but that this project is part of a larger health and wellness program for City staff.

Moved by Ms. Roberts to authorize Chief Taylor and Chief Baker to issue an Invitation to Bid for fitness and audio/visual equipment contained in the spreadsheet attached, with a limit for all purchases in the not-to-exceed amount of $75,000. Funds are to be utilized from the 2019 TIF District D budget.

 Supported by Mr. Waltenspiel.

Yes: Kneffel, Thornton, Roberts, Goodhall, Klemanski, Waltenspiel
No: none

Motion carried

B. Consider Approval of Resolution Renewing Auburn Hills Chamber of Commerce Lease

Mr. Skopek presented a memo dated March 28, 2019 for the resolution renewing the Auburn Hills Chamber of Commerce lease for three years from 2019-2022 for the TIFA owned office space at 3395 Auburn Road, Suite A. The Auburn Hills Chamber of Commerce has had a Lease Agreement with the TIFA since 2010. The lease was last renewed in 2016 and expires July 31, 2019. The Chamber has paid monthly installments of $1,300 for 2016/17, $1,359 for 2017/18, and $1,148 for 2018/19. Each year has witnessed a 4% increase. Staff has been working with the Chamber of Commerce Board of Directors to negotiate a mutually agreeable monthly lease rate. The proposal is as follows:

- For the period of August 1, 2019 through July 31, 2020, the monthly lease shall be $1,475; $12.48/sf annually
- For the period of August 1, 2020 through July 31, 2021, the monthly lease shall be $1,534; $12.98/sf annually
- For the period of August 1, 2021 through July 31, 2022, the monthly lease shall be $1,596; $13.50/sf annually
The rate covers routine maintenance and upkeep of the office space, with larger projects at the space planned as budgetary items.

Mr. Klemanski asked how the proposed rate compares to the market rate.

Mr. Skopek stated that the proposed rate is under the current market rate being sought for other downtown spaces due to the significant interest downtown; however, the Chamber of Commerce has maintained a positive relationship with the TIFA and it is unlikely that the TIFA would be able to fill the space at the current market rate. Therefore, staff recommends approval of the rate as presented.

Vice Chairman Kneffel asked who provided the general maintenance services.

Mr. Skopek stated that the Department of Public Works has an employee that handles the maintenance needs of the office space as well as the University Center and the DEN.

Vice Chairman Kneffel asked if the Chamber of Commerce Board of Directors has approved of the proposal.

Mr. Skopek stated that Jean Jernigan, President of the Auburn Hills Chamber of Commerce, has stated that the Chamber Board has approved of the proposal.

Moved by Ms. Thornton to adopt the attached resolution renewing the lease agreement between the Auburn Hills Tax Increment Finance Authority and the Auburn Hills Chamber of Commerce for a period of three years.
Supported by Mr. Klemanski.

Yes: Kneffel, Thornton, Roberts, Goodhall, Klemanski, Waltenspiel
No: none

Motion carried

C. Discussion: Direct Marketing Campaign

Vice Chairman Kneffel introduced an idea for a direct marketing campaign to attract hotel visitors within a few miles of downtown Auburn Hills to downtown restaurants. The purpose is to encourage the Sunday through Thursday hotel visitors to visit downtown restaurants. He suggested creating print materials to place in hotel lobbies that display downtown restaurant information and would also include a QR code that would directly link users to a webpage which contained detailed restaurant information and a location map. He estimated that the campaign could be completed for less than $2,000 and shared a dining brochure with the Board that is already included in hotel lobbies throughout the City.

Mr. Waltenspiel suggested creating a site utilizing Squarespace for a limited cost that is easily accessible. He discussed the different capabilities that Squarespace can offer administrators and users.

Vice Chairman Kneffel stated there still needs to be a presence of print materials in hotel lobbies and a website would serve as an addition. He added that the campaign is very direct to focus on the transient visitors.

Ms. Roberts asked if the proposed site would only be accessible by QR code or if you could find it through an internet search.

Vice Chairman Kneffel stated the site may be able to be viewed without a QR code, but he does not have an answer at this time.

Mr. Waltenspiel suggested placing a URL on the printed material as well.

Ms. Thornton stated she would also like to see a URL included.

Vice Chairman Kneffel stated that he would like to propose the idea to the DDA for their engagement in the campaign as well.

The general consensus of the Board was to proceed with a direct marketing campaign.
Mr. Goodhall stated that the proposed website would likely appear in an internet search regardless of the URL used.

Mr. Waltenspiel suggested using the URL downtownauburnhills.org.

Mr. Skopek stated that the City currently owns the URL downtownauburnhills.org and it directs users to the downtown page on the City’s website.

Mr. Skopek added that staff will need to solicit quotes for the campaign to follow the City’s purchasing policy. Further, he would like to ensure that staff would retain access to administrator rights for the proposed website rather than relying on a third party.

Mr. Waltenspiel stated that Squarespace would allow staff to determine who had access to the website.

Vice Chairman Kneffel stated the intent would be to allow staff administrator access to the website.

Mr. Waltenspiel asked if the Board should proceed with a social media campaign as well.

Vice Chairman Kneffel that for now he would like to see the Board proceed with this direct campaign and then expand to other mediums in the future.

Mr. Skopek stated that he will solicit quotes for print materials in hotels and for the creation of a webpage containing downtown restaurant information. He added that he will research the cost to create the print materials in house as well.

Mr. Waltenspiel asked if restaurant information could be added to the existing downtown auburn hills page.

Mr. Skopek stated that merchant information was included on the existing webpage during the Dream Vacation Sweepstakes last summer, but has since been removed. He displayed the City’s website for the Board to review.

Vice Chairman Kneffel stated that he would like to see a separate website created rather than utilizing the existing website.

Ms. Thornton asked what the budget numbers attached to the memo were referencing.

Mr. Skopek stated that the attachments are the line-item detail for TIF District A’s and TIF District B’s community relations and marketing budget. He added that a majority of the funds from TIF District A’s community relations budget have been dedicated to downtown events for 2019 including the corporate event being held in August and the amphitheater and splash pad grand opening event. Further, TIF B’s marketing budget was included in the packet in the event the Board wanted to market restaurants within TIF District B in addition to downtown restaurants.

Vice Chairman Kneffel asked about the website pricing staff included in the memo.

Mr. Skopek stated that the numbers were to show the cost of creating a separate website should the Board wish to pursue with that option. The rates and examples included in the packet were gathered from the City’s website hosting company. The tier one example included in the packet is a completely customized website at a cost between $10,000 and $15,000 for set up and an annual hosting fee of $1,800. Tier two provides templates for users to choose from and has less capabilities than a fully customized website. The cost for tier two is between $3,000 and $6,000 for set up with an annual hosting fee of $1,800. He displayed the website examples included in the packet.

Mr. Waltenspiel stated he would rather add to and improve the existing website rather than create a new website.

Ms. Roberts asked if a facilities directory website page could be added to accompany the direct marketing campaign. The facilities directory could include restaurant, retail, service, and event information.

Mr. Skopek stated that the website information was provided for the Board to review and discuss. He added that should the Board like to create an additional page or separate website for downtown, he can research additional costs associated with each.
Vice Chairman Kneffel asked if the Board should proceed with advertising to the mass market as well.

Mr. Skopek recommends focusing on retention before any major recruitment initiatives take place.

Ms. Thornton asked when the joint meeting between the TIFA Board and DDA Board was taking place.

Mr. Skopek stated that the joint meeting will take place on April 15, 2019 at 6:00 p.m. at the University Center. The purpose of the meeting is to present to the Boards who our target audience is, current marketing trends, and the different marketing tools available. He added that there will be a brainstorming session between the Boards later on in the evening.

Mr. Goodhall asked if there was an agenda for the meeting and if someone was facilitating the brainstorming session.

Mr. Skopek stated an agenda will be sent out later in the week and staff will be facilitating the brainstorming session.

Vice Chairman Kneffel concluded that the consensus of the Board is to continue with the proposal to create print materials to place in hotel lobbies, accompanied by a separate webpage that contains downtown restaurant information and a location map.

Mr. Skopek will solicit quotes for the creation of print materials to place in hotels and for the creation of a webpage containing downtown restaurant information.

Vice Chairman Kneffel asked staff to include replenishment of print materials in the quotes.

**BOARD MEMBER COMMENTS**

None.

**DIRECTOR UPDATES**

Mr. Skopek updated the Board that Lorenzo Lizaralde, 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. Blue Skies Brewery will have 16 taps of Blue Skies beer, cider, and Chateau Aeronautique wine. Blue Skies Brewery is looking at a target opening date of late 2019/early 2020.

Mr. Waltenspiel asked if the brewery would be managed by the owners of Michigan By The Bottle.

Mr. Skopek confirmed that Blue Skies Brewery would be managed by the owners of Michigan By The Bottle.

Mr. Skopek sought input from the Board regarding their participation in possibly renovating the Seyburn Mansion for a childcare facility. The City would not participate in running the facility, but would rather lease the space out to a private daycare company. City administration has administered an internal survey of staff to gauge interest in a daycare facility and whether staff would utilize the facility if it was on City grounds. Initial results indicate that staff would utilize a daycare facility. Rough estimates of the project indicate total project costs would be around $500,000. Should the Board wish to participate in this project, funds would be utilized from TIF District D and split over two fiscal years. The renovation could begin as early as this fall for an occupancy in winter or late spring. He concluded by stating he is looking for an indication from the Board on whether they would like to proceed with participation in this project.

Ms. Roberts stated her concerns with renovating the space for only a daycare. She would like to see the space renovated for multiple different users.

Mr. Skopek stated that the renovations would be made to make the space suitable for daily use and not necessarily for one specific user.

Ms. Thornton asked for additional information on the daycare operator.
Mr. Skopek stated that there has not been an operator identified, but that there was staff interest in having a daycare on site. This proposal was generated through that interest.

Ms. Thornton stated her concerns with the cost.

Vice Chairman Kneffel asked how the TIFA would make up that cost and if there was a lease amount associated with the space.

Mr. Skopek stated he does not have that information at this time, but he could conduct further research and report back to the Board.

Ms. Thornton asked if this was an incentive for City employees.

Mr. Skopek stated that this would serve as an incentive for employees and could assist with employee retention and recruitment.

Vice Chairman Kneffel stated he would like to see a complete proforma for the project.

Mr. Skopek stated he could gather additional information for the Board to assist in their decision.

Mr. Skopek stated that staff has been approached about the City’s interest in purchasing the building located at 3342 Auburn Road in downtown Auburn Hills. He reviewed the property highlights and sales sheet for the Board. He is seeking input from the Board on whether this is a property they would be interested in.

Mr. Goodhall asked if there was private interest in the property.

Mr. Skopek stated that his understanding is that the purchase price is too high at this time and has deterred interested parties from purchasing the building.

Mr. Goodhall asked if the building was occupied.

Mr. Skopek stated that the building is currently vacant. He added that having control of the site would assist the City with attracting destination restaurants and retailers to downtown.

Ms. Roberts agreed that having the site under control would assist with attracting additional merchants downtown.

Ms. Thornton stated that the TIFA Board could offer incentives to potential users if the TIFA owned the building.

Mr. Klemanski asked about development opportunities with the University Center and the site at 3342 Auburn Road.

Mr. Skopek stated that there is significant interest downtown and these buildings could serve as an attractive development if they were to be packaged together.

Mr. Waltenspiel agreed that this could generate additional interest downtown.

The consensus of the Board was that there was interest in gathering additional information on the property.

Mr. Skopek updated the Board that staff has been approached by private entities about making the DEN available for purchase. His recommendation is to retain this space for public use, but that it is a decision of the TIFA Board since they are the owners. He is seeking input from the Board on whether they would like to make this space available for private use.

The consensus of the Board is to retain the DEN for public use.

Mr. Skopek reminded the Board of the joint meeting between the DDA and TIFA Boards on April 15, 2019 at 6:00 p.m. at the University Center.
ANNOUNCEMENT OF NEXT MEETING

The next regularly scheduled TIFA Board of Directors meeting is Tuesday, May 14, 2019 at 4:00 PM at Auburn Hills City Hall Administrative Conference Room, 1827 N. Squirrel Road, Auburn Hills, Michigan 48326.

ADJOURNMENT

Moved by Mr. Waltenspiel to adjourn the TIFA Board meeting.
Supported by Ms. Thornton.
Yes:    Kneffel, Thornton, Roberts, Goodhall, Klemanski, Waltenspiel
No:     none

Motion carried

The TIFA Board of Directors meeting adjourned at 5:40 p.m.

Respectfully submitted,

Steve Goodhall                 Brandon Skopek
Secretary of the Board                     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

EVENT & EXPERIENTIAL

► 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 a 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.
AUDIENCES MADE PART OF BRAND STORIES

- 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 clickstream 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 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 to 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
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 Sales)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Suplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle &amp; Parts Dealers</td>
<td>441</td>
<td>$14,528,649</td>
<td>$26,642,831</td>
<td>-$12,114,182</td>
<td>-28.4</td>
<td>4</td>
</tr>
<tr>
<td>Automobile Dealers</td>
<td>4411</td>
<td>$11,786,617</td>
<td>$23,534,589</td>
<td>-$11,747,973</td>
<td>-33.3</td>
<td>1</td>
</tr>
<tr>
<td>Other Motor Vehicle Dealers</td>
<td>442</td>
<td>$1,210,079</td>
<td>$550,850</td>
<td>$659,229</td>
<td>38.4</td>
<td>1</td>
</tr>
<tr>
<td>Auto Parts, Accessories &amp; Tire Stores</td>
<td>443</td>
<td>$1,503,953</td>
<td>$2,557,413</td>
<td>-$1,053,460</td>
<td>-25.9</td>
<td>2</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings Stores</td>
<td>442</td>
<td>$1,396,660</td>
<td>$1,435,290</td>
<td>$38,630</td>
<td>2.7</td>
<td>2</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>4421</td>
<td>$1,472,130</td>
<td>0</td>
<td>$1,472,130</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Home Furnishings Stores</td>
<td>4422</td>
<td>$859,530</td>
<td>$1,367,462</td>
<td>-$507,932</td>
<td>-22.8</td>
<td>2</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>443</td>
<td>$2,029,916</td>
<td>$2,096,310</td>
<td>$66,394</td>
<td>3.2</td>
<td>2</td>
</tr>
<tr>
<td>Bidg Materials, Garden Equip. &amp; Supply Stores</td>
<td>444</td>
<td>$4,744,756</td>
<td>$4,246,868</td>
<td>$497,888</td>
<td>11.7</td>
<td>6</td>
</tr>
<tr>
<td>Bidg Material &amp; Supplies Dealers</td>
<td>4441</td>
<td>$4,104,447</td>
<td>$4,656,000</td>
<td>-$551,553</td>
<td>-13.1</td>
<td>6</td>
</tr>
<tr>
<td>Lawn &amp; Garden Equip &amp; Supply Stores</td>
<td>4442</td>
<td>$306,511</td>
<td>0</td>
<td>$306,511</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>445</td>
<td>$12,394,440</td>
<td>$6,756,075</td>
<td>$5,638,365</td>
<td>25.4</td>
<td>3</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>4451</td>
<td>$10,873,714</td>
<td>$5,706,842</td>
<td>$5,166,872</td>
<td>31.2</td>
<td>1</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>4452</td>
<td>$6,109,953</td>
<td>$1,832,821</td>
<td>$4,277,132</td>
<td>53.8</td>
<td>1</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor Stores</td>
<td>4453</td>
<td>$999,773</td>
<td>$865,812</td>
<td>$133,961</td>
<td>2.5</td>
<td>2</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>446</td>
<td>$4,822,072</td>
<td>$6,452,134</td>
<td>-$1,630,062</td>
<td>-14.5</td>
<td>1</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>447</td>
<td>$7,974,159</td>
<td>$4,680,050</td>
<td>$3,294,109</td>
<td>33.2</td>
<td>2</td>
</tr>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>448</td>
<td>$3,684,217</td>
<td>0</td>
<td>$3,684,217</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>4481</td>
<td>$2,455,018</td>
<td>0</td>
<td>$2,455,018</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>4482</td>
<td>$5,36,362</td>
<td>0</td>
<td>$5,36,362</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Jewelry, Luggage &amp; Leather Goods Stores</td>
<td>4483</td>
<td>$692,838</td>
<td>0</td>
<td>$692,838</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book &amp; Music Stores</td>
<td>451</td>
<td>$1,896,591</td>
<td>0</td>
<td>$1,896,591</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Sporting Goods/Hobby/Musical Inst Stores</td>
<td>4511</td>
<td>$1,382,643</td>
<td>0</td>
<td>$1,382,643</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Book, Periodical &amp; Music Stores</td>
<td>4512</td>
<td>$333,999</td>
<td>0</td>
<td>$333,999</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>452</td>
<td>$10,848,791</td>
<td>$3,729,829</td>
<td>$7,118,962</td>
<td>48.8</td>
<td>3</td>
</tr>
<tr>
<td>Department Stores Excluding Leased Deps.</td>
<td>4521</td>
<td>$7,467,110</td>
<td>0</td>
<td>$7,467,110</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Other General Merchandise Stores</td>
<td>4529</td>
<td>$3,383,661</td>
<td>$799,660</td>
<td>$2,584,001</td>
<td>61.8</td>
<td>2</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>453</td>
<td>$2,450,802</td>
<td>$2,715,352</td>
<td>-$224,550</td>
<td>-8.4</td>
<td>5</td>
</tr>
<tr>
<td>Florists</td>
<td>4531</td>
<td>$108,671</td>
<td>0</td>
<td>$108,671</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Office Supplies, Stationery &amp; Gift Stores</td>
<td>4532</td>
<td>$524,822</td>
<td>$1,560,727</td>
<td>-$1,035,905</td>
<td>-66.7</td>
<td>3</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>4533</td>
<td>$449,743</td>
<td>0</td>
<td>$449,743</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Other Miscellaneous Store Retailers</td>
<td>4539</td>
<td>$1,407,565</td>
<td>$1,154,426</td>
<td>$253,139</td>
<td>0.9</td>
<td>2</td>
</tr>
<tr>
<td>Nonstore Retailers</td>
<td>454</td>
<td>$1,334,549</td>
<td>0</td>
<td>$1,334,549</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Electronic Shopping &amp; Mail-Order Houses</td>
<td>4541</td>
<td>$1,019,418</td>
<td>0</td>
<td>$1,019,418</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Vending Machine Operators</td>
<td>4542</td>
<td>$74,410</td>
<td>0</td>
<td>$74,410</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Direct Selling Establishments</td>
<td>4543</td>
<td>$140,521</td>
<td>0</td>
<td>$140,521</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>722</td>
<td>$7,475,499</td>
<td>$3,571,053</td>
<td>$3,904,446</td>
<td>35.3</td>
<td>7</td>
</tr>
<tr>
<td>Special Food Services</td>
<td>7223</td>
<td>$205,739</td>
<td>0</td>
<td>$205,739</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>Drinking Places - Alcohol, Beverages</td>
<td>7224</td>
<td>$422,771</td>
<td>$838,372</td>
<td>-$415,591</td>
<td>-50.0</td>
<td>2</td>
</tr>
<tr>
<td>Restaurants/Other Eating Places</td>
<td>7225</td>
<td>$6,847,269</td>
<td>$2,726,085</td>
<td>$4,121,184</td>
<td>45.0</td>
<td>5</td>
</tr>
</tbody>
</table>

► Retail Marketplace Profile with a 3 minute drive time

---

**Health and Personal Care Spending**

**Health/Personal Care Stores: Sales by Block Groups**

- **$12,315.12** to **$14,913.445**
- **$8,865.697** to **$12,315.128**
- **$3,530.566** to **$8,865.697**
- **$1,095.139** to **$3,530.565**
- **$0.00** to **$1,095.139**

*April 12, 2019*
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.

  **Bright Young Professionals**
  
  **MEDIAN AGE:** 33  
  **AVERAGE HOUSEHOLD SIZE:** 2.41  
  
  **BUDGET INDEX**
  
<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>89</td>
</tr>
<tr>
<td>Food</td>
<td>90</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>105</td>
</tr>
<tr>
<td>Transportation</td>
<td>83</td>
</tr>
<tr>
<td>Health Care</td>
<td>87</td>
</tr>
<tr>
<td>Entertainment</td>
<td>75</td>
</tr>
<tr>
<td>Education</td>
<td>87</td>
</tr>
<tr>
<td>Pensions</td>
<td>65</td>
</tr>
<tr>
<td>Other</td>
<td>84</td>
</tr>
</tbody>
</table>

  **INDEX OF 100 IS AVERAGE**

  **$34,200**  
  **MEDIAN NET WORTH**

  **$93,300**  
  **US MEDIAN**

  **67.5**  
  **DIVERSITY INDEX**

  **64.0**  
  **US DIVERSITY INDEX**

  **$54,000**  
  **MEDIAN HOUSEHOLD INCOME**

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.

  **Rustbelt Traditions**
  
  **MEDIAN AGE:** 39  
  **AVERAGE HOUSEHOLD SIZE:** 2.47  
  
  **BUDGET INDEX**
  
<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>76</td>
</tr>
<tr>
<td>Food</td>
<td>78</td>
</tr>
<tr>
<td>Apparel &amp; Services</td>
<td>64</td>
</tr>
<tr>
<td>Transportation</td>
<td>84</td>
</tr>
<tr>
<td>Health Care</td>
<td>81</td>
</tr>
<tr>
<td>Entertainment</td>
<td>80</td>
</tr>
<tr>
<td>Education</td>
<td>77</td>
</tr>
<tr>
<td>Pensions</td>
<td>79</td>
</tr>
<tr>
<td>Other</td>
<td>80</td>
</tr>
</tbody>
</table>

  **INDEX OF 100 IS AVERAGE**

  **$98,100**  
  **MEDIAN NET WORTH**

  **$93,300**  
  **US MEDIAN**

  **46.8**  
  **DIVERSITY INDEX**

  **64.0**  
  **US DIVERSITY INDEX**

  **$51,800**  
  **MEDIAN HOUSEHOLD INCOME**
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://blog.cvent.com/events/event-experience/marketing-vs-events-who-owns-what/
➤ 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
TO: Chairman Hassett and Members of the TIFA Board of Directors

FROM: Brandon Skopek, Director of Authorities, TIFA Executive Director

DATE: May 6, 2019

SUBJECT: FY 2019 Adopted Budget and YTD Summary – April 30, 2019

Attached for your review are the TIFA Funds financial statements for the period ending April 30, 2019.

**TIFA STATEMENT OF NET POSITION**

- All districts have a majority of their cash invested in the following accounts:
  - TIF-A Cash $1.88 million
  - $1.24 million TIF-A
    - $419,070 – Investment Pooling
    - $308,784 – Insight
    - $516,097 – MiClass
  - TIF-B Cash $2.95 million
    - $5.68 million TIF-B – Insight
  - TIF-D Cash $1.29 million
    - $1.32 million TIF-D – Insight

**TIFA 85-A STATEMENT OF REVENUES AND EXPENDITURES**

- Approximately 69% of budgeted property tax revenue has been received for TIF-A in fiscal year 2019.
- Approximately 10% of budgeted expenditures have been utilized for fiscal year 2019.

**TIFA 85-B STATEMENT OF REVENUES AND EXPENDITURES**

- Approximately 69% of budgeted property tax revenue has been received for TIF-B in fiscal year 2019.
- Approximately 18% of budgeted expenditures have been utilized for fiscal year 2019.

**TIFA 86-D STATEMENT OF REVENUES AND EXPENDITURES**

- Revenue received to date includes vehicle charging fees, delinquent personal property tax, and interest revenue. In 2019 we continue to anticipate a negative capture situation that will be offset late into the fiscal year with a state appropriation of personal property tax loss reimbursement.
- Approximately 13% of budgeted expenditures have been utilized for fiscal year 2019.

**ADDITIONAL NOTES**

The financial statements will be presented for approval at the Board meeting on Tuesday, May 14, 2019. You are welcome to contact myself of 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  
TIFA Statement of Net Position  
For the Period Ending April 30, 2019

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>TIFA 85-A</th>
<th>TIFA 85-B</th>
<th>TIFA 86-D</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$3,125,877</td>
<td>$8,634,277</td>
<td>$2,608,964</td>
<td>$14,369,118</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>(21,534)</td>
<td>501</td>
<td>(1,680)</td>
<td>(22,713)</td>
</tr>
<tr>
<td>Land</td>
<td>6,116,086</td>
<td>-</td>
<td>2,017,211</td>
<td>8,133,297</td>
</tr>
<tr>
<td>Land Improvements (Net)</td>
<td>1,375,493</td>
<td>710,675</td>
<td>2,022,472</td>
<td>4,108,641</td>
</tr>
<tr>
<td>Machinery &amp; Equipment (Net)</td>
<td>26,193</td>
<td>-</td>
<td>19,702</td>
<td>45,895</td>
</tr>
<tr>
<td>Buildings &amp; Building Additions (Net)</td>
<td>5,521,994</td>
<td>-</td>
<td>12,807,628</td>
<td>18,329,622</td>
</tr>
<tr>
<td>Office Equipment &amp; Furnishings (Net)</td>
<td>(0)</td>
<td>-</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Construction in Progress</td>
<td>1,175,067</td>
<td>342,632</td>
<td>(0)</td>
<td>1,517,699</td>
</tr>
<tr>
<td>Roads &amp; Infrastructure (Net of Depreciation)</td>
<td>10,347,613</td>
<td>7,500,594</td>
<td>7,344,448</td>
<td>25,192,654</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$27,666,788</strong></td>
<td><strong>$17,188,679</strong></td>
<td><strong>$26,818,746</strong></td>
<td><strong>$71,674,214</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Retainage Payable</td>
<td>50,206</td>
<td>5,000</td>
<td>-</td>
<td>55,206</td>
</tr>
<tr>
<td>Due to Taxpayers/Accounts Payable</td>
<td>1,452</td>
<td>2,493</td>
<td>5,585</td>
<td>9,530</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>51,658</td>
<td>7,493</td>
<td>5,585</td>
<td>64,736</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET POSITION</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Net Position 1/1/2019 (Un-Audited)</td>
<td>26,917,992</td>
<td>17,898,787</td>
<td>27,286,113</td>
<td>72,102,892</td>
</tr>
<tr>
<td>Excess of Revenues over Expenditures as of April 30, 2019</td>
<td>497,338</td>
<td>684,025</td>
<td>(29,351)</td>
<td>1,152,011</td>
</tr>
<tr>
<td>Net investment in capital assets</td>
<td>24,562,445</td>
<td>8,553,901</td>
<td>24,211,462</td>
<td>57,327,809</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>3,052,685</td>
<td>8,627,285</td>
<td>2,601,699</td>
<td>14,281,669</td>
</tr>
<tr>
<td><strong>Total Net Position</strong></td>
<td><strong>27,615,130</strong></td>
<td><strong>17,181,186</strong></td>
<td><strong>26,813,161</strong></td>
<td><strong>71,609,477</strong></td>
</tr>
<tr>
<td>Total Liabilities and Total Net Position</td>
<td>$27,666,788</td>
<td>$17,188,679</td>
<td>$26,818,746</td>
<td>$71,674,214</td>
</tr>
</tbody>
</table>
# City of Auburn Hills

**Statement of Revenues, Expenditures, and Changes in Net Position-TIFA 85-A**

**For the Period Ending April 30, 2019**

## Fund 251-735

<table>
<thead>
<tr>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Fav / (Unfav) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>402.000 Property Taxes</td>
<td>$ 879,450</td>
<td>$ 608,484</td>
</tr>
<tr>
<td>573.000 State Shared Revenue</td>
<td>110,000</td>
<td>-</td>
</tr>
<tr>
<td>651.001 U&amp;A Fees - EV Charging</td>
<td>450</td>
<td>214</td>
</tr>
<tr>
<td>664.000 Interest Revenue</td>
<td>16,498</td>
<td>6,474</td>
</tr>
<tr>
<td>670.001 Building Rental</td>
<td>56,936</td>
<td>1,418</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>1,063,334</td>
<td>616,590</td>
</tr>
</tbody>
</table>

| **EXPENDITURES**      |                     |                      |
| 703.000 Salaries & Wages| 67,069            | 13,204               | 53,865    |
| 715.000 Fringe Benefits| 5,373             | 1,101                | 4,272     |
| 729.000 Supplies      | 5,250             | 121                  | 5,129     |
| 800.199 Landscape/General Maintenance| 123,000         | 25,764               | 97,236    |
| 929.000 Repair & Maintenance| 212,253          | 5,806                | 206,447   |
| **Other Expenses**    |                     |                      |
| 810.000 Investment Fees| 474               | 100                  | 374       |
| 885.000 Community Relations| 52,000           | 36                   | 51,964    |
| 901.000 Marketing     | 5,750             | 600                  | 5,150     |
| 957.000 Miscellaneous | 900               | 390                  | 510       |
| 958.000 Membership Dues| -                 | 135                  | (135)     |
| 959.000 Property Taxes| 3,500             | -                    | 3,500     |
| 817.000 Contractual Services| 335,000         | -                    | 335,000   |
| 850.100 Utilities     | 116,191           | 34,732               | 81,459    |
| 957.002 Liability Insurance| 7,032            | 2,298                | 4,734     |
| **Capital Expenditures**|                   |                      |
| 970.000 Land and Improvements| 170,000          | -                    | 170,000   |
| 973.000 Road and Traffic Improvements| -            | -                    | 0         |
| 999.004 Administrative Charges| 41,823         | 13,941               | 27,882    |
| 999.007 Interfund Services| 63,074           | 21,025               | 42,049    |
| **Total Expenditures**| 1,208,689         | 119,253              | 1,089,436 |

Excess of Revenues over Expenditures as of April 30, 2019

| (145,355) | 497,338 | $ 642,693 |

Beginning Total Net Position (1/1/2019) (Un-Audited)

| 26,917,992 | 26,917,992 |

Ending Total Net Position

| $ 26,772,637 | $ 27,415,330 |
## Fund 252-736

### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Favorable (Unfavorable) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>20</strong> Property Taxes</td>
<td>$1,199,429</td>
<td>$832,156</td>
<td>$(367,273)</td>
</tr>
<tr>
<td><strong>573.000</strong> State Shared Revenue</td>
<td>85,000</td>
<td>-</td>
<td>$(85,000)</td>
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<tr>
<td><strong>USEMP 666.000</strong> Interest Revenue</td>
<td>42,592</td>
<td>48,738</td>
<td>6,146</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>1,327,021</td>
<td>880,894</td>
<td>$(446,127)</td>
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</table>

### EXPENDITURES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Favorable (Unfavorable) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>60 800.199</strong> Landscape/General Maintenance</td>
<td>69,000</td>
<td>-</td>
<td>69,000</td>
</tr>
<tr>
<td><strong>60 929.000</strong> Repair and Maintenance</td>
<td>129,000</td>
<td>94</td>
<td>128,906</td>
</tr>
<tr>
<td><strong>Other Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>85 810.000</strong> Investment Fees</td>
<td>8,251</td>
<td>1,152</td>
<td>7,099</td>
</tr>
<tr>
<td><strong>85 885.000</strong> Community Relations</td>
<td>15,000</td>
<td>-</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>85 901.000</strong> Marketing</td>
<td>1,000</td>
<td>-</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>85 957.000</strong> Miscellaneous</td>
<td>600</td>
<td>40</td>
<td>560</td>
</tr>
<tr>
<td><strong>76 967.100</strong> Contractual Services</td>
<td>100,000</td>
<td>-</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>59 922.000</strong> Utilities</td>
<td>15,500</td>
<td>3,522</td>
<td>11,979</td>
</tr>
<tr>
<td><strong>Capital Expenditures</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>70 970.000</strong> Land and Improvements</td>
<td>500,000</td>
<td>-</td>
<td>500,000</td>
</tr>
<tr>
<td><strong>70 971.000</strong> W&amp;S-Sewer Repair and Replacement</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>70 973.005</strong> Non-Motorized Pathways</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>73 999.004</strong> Administrative Charges</td>
<td>43,840</td>
<td>14,613</td>
<td>29,227</td>
</tr>
<tr>
<td><strong>88 999.007</strong> Interfund Services</td>
<td>52,346</td>
<td>17,449</td>
<td>34,897</td>
</tr>
<tr>
<td><strong>999.728</strong> Transfer to DDA</td>
<td>160,000</td>
<td>160,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>1,094,537</td>
<td>196,869</td>
<td>897,668</td>
</tr>
</tbody>
</table>

**Excess of Revenues over Expenditures**

as of April 30, 2019

<table>
<thead>
<tr>
<th></th>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Favorable (Unfavorable) Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Total Net Position (1/1/2019) (Un-Audited)</strong></td>
<td>17,898,787</td>
<td>17,898,787</td>
<td></td>
</tr>
<tr>
<td><strong>Ending Total Net Position</strong></td>
<td>$18,131,271</td>
<td>$18,582,812</td>
<td>$451,540</td>
</tr>
</tbody>
</table>
## City of Auburn Hills

### Statement of Revenues, Expenditures, and Changes in Net Position-TIFA 86-D

**For the Period Ending April 30, 2019**

**Fund 253-737**

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Property Taxes</td>
<td>$402,000</td>
<td>$5,000</td>
<td>$2,516</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>U&amp;A Fees - EV Charging</td>
<td>$651,001</td>
<td>600</td>
<td>433</td>
<td>(167)</td>
</tr>
<tr>
<td>USEMP</td>
<td>Interest Revenue</td>
<td>666,000</td>
<td>6,996</td>
<td>11,312</td>
<td>4,316</td>
</tr>
<tr>
<td>25</td>
<td>Local Community Stabilization Share</td>
<td>573,000</td>
<td>368,000</td>
<td>-</td>
<td>(368,000)</td>
</tr>
</tbody>
</table>

**Total Revenue** | $370,596 | 9,261 | (361,335) |

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>Salaries &amp; Wages</td>
<td>$703,000</td>
<td>15,000</td>
<td>15,000</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Fringe Benefits</td>
<td>715,000</td>
<td>1,148</td>
<td>1,148</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Landscape and General Maintenance</td>
<td>800,199</td>
<td>50,000</td>
<td>3,876</td>
<td>46,124</td>
</tr>
<tr>
<td>60</td>
<td>Repair and Maintenance</td>
<td>929,000</td>
<td>74,500</td>
<td>-</td>
<td>74,500</td>
</tr>
<tr>
<td>970.000</td>
<td>Land and Improvements</td>
<td>970,000</td>
<td>10,000</td>
<td>-</td>
<td>10,000</td>
</tr>
</tbody>
</table>

**Other Expenses**

<table>
<thead>
<tr>
<th>Account</th>
<th>Description</th>
<th>Budget</th>
<th>Actual</th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>85</td>
<td>Investment Fees</td>
<td>810,000</td>
<td>1,355</td>
<td>267</td>
<td>1,088</td>
</tr>
<tr>
<td>85</td>
<td>Community Relations</td>
<td>885,000</td>
<td>1,000</td>
<td>-</td>
<td>1,000</td>
</tr>
<tr>
<td>85</td>
<td>Miscellaneous</td>
<td>957,000</td>
<td>100</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>59</td>
<td>Utilities</td>
<td>922,000</td>
<td>125,300</td>
<td>26,286</td>
<td>99,014</td>
</tr>
<tr>
<td>73</td>
<td>Administrative Charges</td>
<td>999,004</td>
<td>20,124</td>
<td>6,708</td>
<td>13,416</td>
</tr>
<tr>
<td>88</td>
<td>Interfund Services</td>
<td>999,007</td>
<td>4,308</td>
<td>1,436</td>
<td>2,872</td>
</tr>
</tbody>
</table>

**Total Expenditures** | $302,835 | 38,613 | 264,223 |

**Excess of Revenues over Expenditures**

- **as of April 30, 2019**: $67,761 (29,351) $ (97,112)

**Beginning Total Net Position (1/1/2019) (Un-Audited)** | $27,286,113 | 27,286,113 |

**Ending Total Net Position** | $27,353,874 | $27,256,762 |
### BALANCE SHEET FOR CITY OF AUBURN HILLS

**Period Ending 04/30/2019**

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>251-000-001.000</td>
<td>CASH</td>
<td>1,881,925.81</td>
</tr>
<tr>
<td>251-000-008.000</td>
<td>CASH - INVESTMENT POOLING</td>
<td>419,069.77</td>
</tr>
<tr>
<td>251-000-008.500</td>
<td>INVESTMENT MANAGER - CUTWATER</td>
<td>308,784.00</td>
</tr>
<tr>
<td>251-000-011.000</td>
<td>CASH - MICLASS</td>
<td>516,097.47</td>
</tr>
<tr>
<td>251-000-040.000</td>
<td>ACCOUNTS RECEIVABLE</td>
<td>(21,534.00)</td>
</tr>
<tr>
<td>251-000-107.000</td>
<td>RESALE INVENTORIES - LAND</td>
<td>276,621.00</td>
</tr>
<tr>
<td>251-000-131.000</td>
<td>LAND</td>
<td>5,839,464.87</td>
</tr>
<tr>
<td>251-000-132.000</td>
<td>LAND IMPROVEMENTS</td>
<td>2,802,928.95</td>
</tr>
<tr>
<td>251-000-132.010</td>
<td>ACCUM DEPREC-LAND &amp; IMPROV</td>
<td>(1,427,435.53)</td>
</tr>
<tr>
<td>251-000-134.000</td>
<td>MACHINERY &amp; EQUIPMENT</td>
<td>43,655.23</td>
</tr>
<tr>
<td>251-000-134.010</td>
<td>ACCUM DEPREC-MACH &amp; EQUIP</td>
<td>(17,462.10)</td>
</tr>
<tr>
<td>251-000-136.000</td>
<td>BLDGS, BLDG ADDITIONS AND RENOVATION</td>
<td>6,531,002.90</td>
</tr>
<tr>
<td>251-000-136.010</td>
<td>ACCUM DEPREC-BLDGS &amp; ADDS &amp; IMPROV</td>
<td>(1,009,009.20)</td>
</tr>
<tr>
<td>251-000-146.000</td>
<td>OFFICE EQUIPMENT AND FURNISHING</td>
<td>279,783.35</td>
</tr>
<tr>
<td>251-000-147.000</td>
<td>ACC. DEPR. - OFFICE EQUIP</td>
<td>(279,783.64)</td>
</tr>
<tr>
<td>251-000-158.000</td>
<td>CONSTRUCTION-IN-PROGRESS</td>
<td>1,175,067.06</td>
</tr>
<tr>
<td>251-000-158.600</td>
<td>ROADS &amp; INFRASTRUCTURE</td>
<td>17,713,486.23</td>
</tr>
<tr>
<td>251-000-158.610</td>
<td>ACCUM DEPREC-ROAD &amp; INFRASTRUCTURE</td>
<td>(7,365,873.73)</td>
</tr>
</tbody>
</table>

**Total Assets**  
27,666,788.44

### Liabilities

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>251-000-202.000</td>
<td>ACCOUNTS PAYABLE</td>
<td>19.93</td>
</tr>
<tr>
<td>251-000-211.000</td>
<td>RETAINAGE PAYABLE</td>
<td>50,206.47</td>
</tr>
<tr>
<td>251-000-275.000</td>
<td>DUE TO TAXPAYERS</td>
<td>1,431.78</td>
</tr>
</tbody>
</table>

**Total Liabilities**  
51,658.18

### Fund Balance

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>251-000-390.000</td>
<td>FUND BALANCE</td>
<td>26,917,991.76</td>
</tr>
</tbody>
</table>

**Total Fund Balance**  
26,917,991.76

**Beginning Fund Balance - 2018**  
26,917,991.76

**Net of Revenues VS Expenditures - 2018**  
199,800.71

*2018 End FB/2019 Beg FB*  
27,117,792.47

**Net of Revenues VS Expenditures - Current Year**  
497,337.79

**Ending Fund Balance**  
27,615,130.26

**Total Liabilities And Fund Balance**  
27,666,788.44

* Year Not Closed
**BALANCE SHEET FOR CITY OF AUBURN HILLS**

**Fund 252 TIFA B**

**Period Ending 04/30/2019**

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>252-000-001.000</td>
<td>CASH</td>
<td>2,948,186.29</td>
</tr>
<tr>
<td>252-000-008.500</td>
<td>INVESTMENT MANAGER - CUTWATER</td>
<td>5,686,090.92</td>
</tr>
<tr>
<td>252-000-040.000</td>
<td>ACCOUNTS RECEIVABLE</td>
<td>500.83</td>
</tr>
<tr>
<td>252-000-132.000</td>
<td>LAND IMPROVEMENTS</td>
<td>1,415,205.92</td>
</tr>
<tr>
<td>252-000-132.010</td>
<td>ACCUM DEPREC-LAND &amp; IMPROV</td>
<td>(704,531.05)</td>
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<tr>
<td>252-000-158.000</td>
<td>CONSTRUCTION-IN-PROGRESS</td>
<td>342,632.39</td>
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<td>252-000-158.600</td>
<td>ROADS &amp; INFRASTRUCTURE</td>
<td>9,430,222.66</td>
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<tr>
<td>252-000-158.610</td>
<td>ACCUM DEPREC-ROAD &amp; INFRASTRUCTURE</td>
<td>(1,929,628.60)</td>
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</table>

**Total Assets**

17,188,679.36

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>252-000-202.000</td>
<td>ACCOUNTS PAYABLE</td>
<td>367.02</td>
</tr>
<tr>
<td>252-000-211.000</td>
<td>RETAINAGE PAYABLE</td>
<td>5,000.00</td>
</tr>
<tr>
<td>252-000-275.000</td>
<td>DUE TO TAXPAYERS</td>
<td>2,125.92</td>
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**Total Liabilities**

7,492.94

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>252-000-390.000</td>
<td>FUND BALANCE</td>
<td>17,898,787.16</td>
</tr>
</tbody>
</table>

**Total Fund Balance**

17,898,787.16

**Beginning Fund Balance - 2018**

17,898,787.16

**Net of Revenues VS Expenditures - 2018**

(1,401,625.34)

**2018 End FB/2019 Beg FB**

16,497,161.82

**Net of Revenues VS Expenditures - Current Year**

684,024.60

**Ending Fund Balance**

17,181,186.42

**Total Liabilities And Fund Balance**

17,188,679.36

* Year Not Closed
## BALANCE SHEET FOR CITY OF AUBURN HILLS

**Period Ending 04/30/2019**

### Fund 253 TIFA D

<table>
<thead>
<tr>
<th>GL Number</th>
<th>Description</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>253-000-001.000</td>
<td>CASH</td>
<td>$1,289,239.68</td>
</tr>
<tr>
<td>253-000-008.500</td>
<td>INVESTMENT MANAGER - CUTWATER</td>
<td>$1,319,724.31</td>
</tr>
<tr>
<td>253-000-040.000</td>
<td>ACCOUNTS RECEIVABLE</td>
<td>($1,680.00)</td>
</tr>
<tr>
<td>253-000-131.000</td>
<td>LAND</td>
<td>$2,017,211.00</td>
</tr>
<tr>
<td>253-000-132.000</td>
<td>LAND IMPROVEMENTS</td>
<td>$2,916,274.44</td>
</tr>
<tr>
<td>253-000-132.010</td>
<td>ACCUM DEPREC-LAND &amp; IMPROV</td>
<td>($893,801.95)</td>
</tr>
<tr>
<td>253-000-134.000</td>
<td>MACHINERY &amp; EQUIPMENT</td>
<td>$32,836.29</td>
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<tr>
<td>253-000-134.010</td>
<td>ACCUM DEPREC-MACH &amp; EQUIP</td>
<td>($13,134.52)</td>
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<tr>
<td>253-000-136.000</td>
<td>BLDGS, BLDG ADDITIONS AND</td>
<td>$20,186,490.92</td>
</tr>
<tr>
<td>253-000-136.010</td>
<td>ACCUM DEPREC-BLDGS &amp; ADDS &amp; IMPROV</td>
<td>($7,370,862.51)</td>
</tr>
<tr>
<td>253-000-146.000</td>
<td>OFFICE EQUIPMENT AND FURN</td>
<td>$248,251.97</td>
</tr>
<tr>
<td>253-000-147.000</td>
<td>ACC. DEPR. - OFFICE EQUIP</td>
<td>($248,251.29)</td>
</tr>
<tr>
<td>253-000-158.000</td>
<td>CONSTRUCTION-IN-PROGRESS</td>
<td>($0.20)</td>
</tr>
<tr>
<td>253-000-158.600</td>
<td>ROADS &amp; INFRASTRUCTURE</td>
<td>$8,984,067.60</td>
</tr>
<tr>
<td>253-000-158.610</td>
<td>ACCUM DEPREC-ROAD &amp; INFRASTRUCTURE</td>
<td>($1,639,619.75)</td>
</tr>
</tbody>
</table>

| **Total Assets**         |                                                   | **26,818,745.99** |

<table>
<thead>
<tr>
<th><strong>Assets</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>253-000-202.000</td>
<td>ACCOUNTS PAYABLE</td>
<td>$85.19</td>
</tr>
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| **Total Liabilities**    |                                                   | **5,585.19**     |

| **Fund Balance**         |                                                   | **27,286,113.27** |

| 253-000-390.000          | FUND BALANCE                                     | **27,286,113.27** |

| **Total Fund Balance**   |                                                   | **27,286,113.27** |

| **Beginning Fund Balance - 2018** |                                              | **27,286,113.27** |

| **Net of Revenues VS Expenditures - 2018** |                                              | ($443,601.31)     |

| ***2018 End FB/2019 Beg FB** |                                              | **26,842,511.96** |

| **Net of Revenues VS Expenditures - Current Year** |                                          | **29,351.16**     |

| **Ending Fund Balance**  |                                              | **26,813,160.80** |

| **Total Liabilities And Fund Balance** |                                           | **26,818,745.99** |

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INSURANCE

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**Fund 251 - TIFA A:**

| TOTAL REVENUES  | 0,063,334.00 | 616,590.36 | 44,006.43 | 446,743.64 | 57.99 |
| TOTAL EXPENDITURES | 1,208,689.00 | 119,252.57 | 17,445.69 | 989,436.43 | 9.87 |
| NET OF REVENUES & EXPENDITURES | (145,355.00) | 497,337.79 | 26,560.74 | (642,692.79) | 342.15 |
### Revenues

#### Dept 736 - TIFA B

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<tr>
<td>422.000</td>
<td>MTT YE ACCRUAL</td>
<td>(1,000.00)</td>
<td>(500.00)</td>
<td>(125.00)</td>
<td>(500.00)</td>
<td>0.00</td>
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<tr>
<td></td>
<td>PROPERTY TAXES</td>
<td>199,429.34</td>
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<td>26,500.97</td>
<td>367,273.32</td>
<td>69.38</td>
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<tr>
<td>573.000</td>
<td>LOCAL COMMUNITY STABILIZATION SHARE APPR</td>
<td>85,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>85,000.00</td>
<td>0.00</td>
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<tr>
<td></td>
<td>STATE SHARED REVENUE</td>
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<td>0.00</td>
<td>85,000.00</td>
<td>0.00</td>
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<tr>
<td>666.000</td>
<td>INTEREST REV EXT MANAGERS</td>
<td>42,592.00</td>
<td>48,738.00</td>
<td>0.00</td>
<td>(6,146.00)</td>
<td>114.43</td>
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<tr>
<td></td>
<td>INTEREST REVENUE</td>
<td>42,592.00</td>
<td>48,738.00</td>
<td>0.00</td>
<td>(6,146.00)</td>
<td>114.43</td>
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</tr>
<tr>
<td></td>
<td>Total Dept 736 - TIFA B</td>
<td>327,021.34</td>
<td>880,894.02</td>
<td>26,500.97</td>
<td>446,127.32</td>
<td>66.38</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOTAL REVENUES</td>
<td>327,021.34</td>
<td>880,894.02</td>
<td>26,500.97</td>
<td>446,127.32</td>
<td>66.38</td>
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</tbody>
</table>
### Revenue and Expenditure Report for City of Auburn Hills

#### Fund 252 - TIFA B

**Period Ending 04/30/2019**

<table>
<thead>
<tr>
<th>ACCOUNT PROJECT</th>
<th>DESCRIPTION</th>
<th>2019 ENDED BUDGET</th>
<th>04/30/2019</th>
<th>YTD BALANCE</th>
<th>04/30/2019</th>
<th>AVAILABLE BALANCE</th>
<th>% BDGT USED</th>
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</thead>
<tbody>
<tr>
<td><strong>Expenditures</strong></td>
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</tr>
<tr>
<td>800.199</td>
<td>DECORATIONS/LANDSCAPE/GEN MAINT</td>
<td>69,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>69,000.00</td>
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<td>929.000</td>
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<td>19,905.74</td>
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<td>935.000</td>
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<td>0.00</td>
<td>109,000.00</td>
<td>0.00</td>
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</tr>
<tr>
<td><strong>Total Dept 736 - TIFA B</strong></td>
<td></td>
<td>198,000.00</td>
<td>94.26</td>
<td>0.00</td>
<td>197,905.74</td>
<td>0.05</td>
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<td>810.000</td>
<td>INVESTMENT MANAGEMENT FEES</td>
<td>8,251.00</td>
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<td>901.000</td>
<td>ADVERTISING/MARKETING</td>
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<td>1,000.00</td>
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<tr>
<td>957.000</td>
<td>MISC/CONTINGENCY</td>
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<td>39.58</td>
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<td>560.42</td>
<td>6.60</td>
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<td><strong>OTHER EXPENSES</strong></td>
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<td>24,851.00</td>
<td>1,191.66</td>
<td>367.02</td>
<td>23,659.34</td>
<td>4.80</td>
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<tr>
<td><strong>CONTRACTUAL SERVICES</strong></td>
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<td>100,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>100,000.00</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td><strong>UTILITIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>922.000</td>
<td>STREET LIGHTING</td>
<td>6,300.00</td>
<td>1,609.75</td>
<td>403.75</td>
<td>4,690.25</td>
<td>25.55</td>
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<tr>
<td>922.000</td>
<td>ENERGYREDUC'STREET LIGHTING</td>
<td>9,200.00</td>
<td>1,911.75</td>
<td>637.25</td>
<td>7,288.25</td>
<td>20.78</td>
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<td><strong>UTILITIES</strong></td>
<td></td>
<td>15,500.00</td>
<td>3,521.50</td>
<td>1,041.00</td>
<td>11,978.50</td>
<td>22.72</td>
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<td><strong>CAPITAL EXPENDITURES</strong></td>
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<td>500,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>500,000.00</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td><strong>ADMIN. INTERFUND CHG</strong></td>
<td></td>
<td>43,840.00</td>
<td>14,613.32</td>
<td>3,653.33</td>
<td>29,226.68</td>
<td>33.33</td>
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<tr>
<td>999.004</td>
<td>ADMINISTRATIVE CHARGES</td>
<td>43,840.00</td>
<td>14,613.32</td>
<td>3,653.33</td>
<td>29,226.68</td>
<td>33.33</td>
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<tr>
<td><strong>INTERFUND CHG EXPENS</strong></td>
<td></td>
<td>52,346.00</td>
<td>17,448.68</td>
<td>4,362.17</td>
<td>34,897.32</td>
<td>33.33</td>
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<td><strong>TRANS TO OTHER FUNDS</strong></td>
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<td>160,000.00</td>
<td>160,000.00</td>
<td>160,000.00</td>
<td>0.00</td>
<td>100.00</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL DEPT 736 - TIFA B</strong></td>
<td></td>
<td>160,000.00</td>
<td>160,000.00</td>
<td>160,000.00</td>
<td>0.00</td>
<td>100.00</td>
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<tr>
<td><strong>TOTAL EXPENDITURES</strong></td>
<td></td>
<td>1,094,537.00</td>
<td>196,869.42</td>
<td>169,423.52</td>
<td>897,667.58</td>
<td>17.99</td>
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</tr>
</tbody>
</table>

| **Net of Revenues & Expenditures** |                      | 232,484.34        | 684,024.60 | (142,922.55) | (451,540.26) | 29.22             |             |
## Revenues

**Dept 737 - TIFA D**

### Property Taxes

<table>
<thead>
<tr>
<th>Account Project</th>
<th>Description</th>
<th>2019 Ended Budget</th>
<th>YTD Balance 04/30/2019</th>
<th>Available Budget 04/30/2019</th>
<th>% BDGT Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>418.000</td>
<td>Delinquent Personal Property</td>
<td>0.00</td>
<td>16.04</td>
<td>0.00</td>
<td>100.00</td>
</tr>
<tr>
<td>422.000</td>
<td>MTT YE Accrual</td>
<td>(5,000.00)</td>
<td>(2,500.00)</td>
<td>(625.00)</td>
<td>50.00</td>
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</tbody>
</table>

### State Shared Revenue

<table>
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<tr>
<th>Account Project</th>
<th>Description</th>
<th>2019 Ended Budget</th>
<th>YTD Balance 04/30/2019</th>
<th>Available Budget 04/30/2019</th>
<th>% BDGT Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>573.000</td>
<td>Local Community Stabilization Share Appr</td>
<td>368,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

### Charges for Services

<table>
<thead>
<tr>
<th>Account Project</th>
<th>Description</th>
<th>2019 Ended Budget</th>
<th>YTD Balance 04/30/2019</th>
<th>Available Budget 04/30/2019</th>
<th>% BDGT Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>651.001</td>
<td>U&amp;A Fees - Electric Vehicle Charging</td>
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<td>72.22</td>
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</table>

### Interest Revenue

<table>
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<th>Account Project</th>
<th>Description</th>
<th>2019 Ended Budget</th>
<th>YTD Balance 04/30/2019</th>
<th>Available Budget 04/30/2019</th>
<th>% BDGT Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>666.000</td>
<td>Interest Rev Ext Managers</td>
<td>6,996.00</td>
<td>11,312.00</td>
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<td>161.69</td>
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</table>

### Total Dept 737 - TIFA D

<table>
<thead>
<tr>
<th>Description</th>
<th>2019 Ended Budget</th>
<th>YTD Balance 04/30/2019</th>
<th>Available Budget 04/30/2019</th>
<th>% BDGT Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>370,596.00</td>
<td>9,261.34</td>
<td>361,334.66</td>
<td>2.50</td>
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</tbody>
</table>

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<table>
<thead>
<tr>
<th>Account Project</th>
<th>Description</th>
<th>2019 Ended Budget</th>
<th>YTD Balance 04/30/2019</th>
<th>Available Budget 04/30/2019</th>
<th>% BDGT Used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Revenues</td>
<td>370,596.00</td>
<td>9,261.34</td>
<td>361,334.66</td>
<td>2.50</td>
</tr>
</tbody>
</table>
### Expenditures

#### Dept 737 - TIFA D

**Salaries & Wages**

<table>
<thead>
<tr>
<th>Account Code</th>
<th>Description</th>
<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>703.000</td>
<td>Wages - Temporary &amp; Part-Time</td>
<td>15,000.00</td>
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<tr>
<td>715.000</td>
<td>Social Security</td>
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#### Fringe Benefits

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<tr>
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<th>Description</th>
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<th>2019 Available</th>
<th>% BDGT</th>
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</thead>
<tbody>
<tr>
<td>1,148.00</td>
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</table>

#### Repair & Maint.

<table>
<thead>
<tr>
<th>Account Code</th>
<th>Description</th>
<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>800.199</td>
<td>Decorations/Landscape/Gen Maint.</td>
<td>50,000.00</td>
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<td>46,124.15</td>
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<tr>
<td>927.000</td>
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<td>72,000.00</td>
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<td>931.000</td>
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#### Total Expenditures

<table>
<thead>
<tr>
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<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
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</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>124,500.00</td>
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#### Other Expenses

<table>
<thead>
<tr>
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<th>% BDGT</th>
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<tbody>
<tr>
<td>Total Other Expenses</td>
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#### Utilities

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<th>% BDGT</th>
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<td>Total Utilities</td>
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#### Capital Expenditures

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<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Capital Expenditures</td>
<td>10,000.00</td>
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#### Admin. Interfund CHG

<table>
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<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
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#### Interfund CHG Expans

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<td>1,436.00</td>
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#### Total Dept 737 - TIFA D

<table>
<thead>
<tr>
<th>Description</th>
<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
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</thead>
<tbody>
<tr>
<td>Total Dept 737 - TIFA D</td>
<td>302,835.00</td>
<td>38,612.50</td>
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### Fund 253 - TIFA D

<table>
<thead>
<tr>
<th>Description</th>
<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
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</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>370,596.00</td>
<td>9,261.34</td>
<td>361,334.66</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>302,835.00</td>
<td>38,612.50</td>
<td>264,222.50</td>
</tr>
<tr>
<td>Net of Revenues &amp; Expenditures</td>
<td>67,761.00</td>
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<td>97,112.16</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>2019 YTD Balance</th>
<th>2019 Available</th>
<th>% BDGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues - All Funds</td>
<td>760,951.34</td>
<td>506,745.72</td>
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<tr>
<td>Total Expenditures - All Funds</td>
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<td>354,734.49</td>
<td>251,326.51</td>
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<td>Net of Revenues &amp; Expenditures</td>
<td>154,890.34</td>
<td>152,011.23</td>
<td>(997,120.89)</td>
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</tbody>
</table>
TO: Chairman Hassett and Members of the TIFA Board of Directors

FROM: Ellen Taylor, Fire Chief; Jeffrey Baker, Police Chief; Brandon Skopek, Director of Authorities, TIFA Executive Director

DATE: May 6, 2019

SUBJECT: Public Safety Building Fitness and Audio/Video Equipment

INTRODUCTION AND HISTORY

As presented last month to the TIFA Board of Directors, the original 2001 Auburn Hills Public Safety building’s lower level fitness center has been in need of remodeling and new equipment. This fitness room, including the aged fitness equipment, is very modest and was found to be in need of revival upon the arrival of the City’s two new Fire and Police Chiefs. With the collaboration of City departments, it was decided that the small fitness area would be made larger by combining the adjacent training room to allot enough space for adequate equipment for all City employees. An invitation to bid was posted in February for the reconstruction of this fitness room that included the removal of wall between the two rooms along with aesthetic improvements. A sole submitted bid came in at a very high and unreasonable price, which lead to the decision of City Management to have the Department of Public Work’s personnel perform the reconstruction work. This renovation is near completion.

In addition to initiating and motivating City employees to exercise more, this fitness center renovation project will address a greater initiative of the City Manager’s office in conjunction with the Human Resources Department to improve upon the health and wellness of our 200 plus employees. This project/purchase of equipment will also address required fitness activities of the Police and Fire Department personnel to maintain a minimum fitness standard to perform the essential duties of their jobs.

Much of the limited existing fitness equipment is no longer in working condition or is very close to being out of commission and is in need of being replaced. A current City firefighter, a practicing certified training instructor, stepped up to lead a small wellness and fitness committee. The committee’s objective was to identify and create a complete full functioning list of cardio and strength building fitness equipment needed for all City employees’ fitness levels and audio/video equipment necessary for enjoyment while exercising. Much work was completed in soliciting quotes on the desired list of fitness equipment and audio/visual equipment from a handful of vendors in order to estimate the necessary funds needed to furnish this newly remodeled fitness center with fitness and audio/video equipment.

On April 29th, 2019, an official public bid opening was conducted in the City Clerk’s office to consider submitted bids for the desired specified fitness equipment. A total of seven bids were received by five vendors; two of the vendors submitted two separate bids. The three low bidders that were satisfactory to the invitation’s bid specified equipment are included in the bid tabulation results below for your review.

<table>
<thead>
<tr>
<th>Vendor (Three Good Bids)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Home Fitness</td>
<td>$65,027.17</td>
</tr>
<tr>
<td>Fitness Things (Option A)</td>
<td>$65,203.72</td>
</tr>
<tr>
<td>Fitness Things (Option B)</td>
<td>$69,507.72</td>
</tr>
</tbody>
</table>

Out of the three acceptable bids, American Home Fitness located at 1703 East 14 Mile, Birmingham, MI 48009 was the lowest bidder for this project. American Home Fitness has been a leader in the fitness community since 2001.
and has a very good reputation with other professionals in the industry. American Home Fitness is a local business and the closest in proximity of the City for quicker service. All the equipment choices were met with American Home Fitness, with exception to the True Treadmill, Recumbent Bike, and Cap Weight Plates and Dumbbells. These are all comparable products to our original choice. Staff recommends awarding this bid to American Home Fitness for the equipment cost of $65,027.17.

Three quotes have been obtained from various vendors in our local area to purchase the desired audio/video equipment necessary to supply the renovated fitness center. The vendors were asked to include the minimum equipment of: eight speakers, one amplifier, two televisions, and two full motion wall mount arms. It was requested that the speakers have the capability to play audio from individual mobile devices and the televisions; along with the ability of allowing the separate rooms (cardio and strength fitness) to function independently of one another. The three quotes are provided in the table below for you review.

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pecar Custom Electronics</td>
<td>$9,472.35</td>
</tr>
<tr>
<td>The Sound System</td>
<td>$6,787.00</td>
</tr>
<tr>
<td>American Electronics</td>
<td>$6,999.87</td>
</tr>
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Staff recommends to purchase the audio/video equipment from Pecar Custom Electronics located at 3516 Rochester Road, Troy, MI 48083 for $9,472.35. Although this quote was the highest, they stand high above the competitors in terms of quality of equipment. Their system would undoubtedly provide the longest lasting high quality sound in the new fitness facility for years to come, eliminating the need for updates in the near or distant future. Their specified system will also allow flexibility to handle multiple audio peripheral devices for possible future options such as public safety radio dispatching communications. They provide a twelve month workmanship guarantee above the other vendor quotes along with the standard three year equipment warranties.

Provided in the packet is the summary of the ITB submitted bids and three original quotes for audio/video equipment needed to furnish the City’s ‘all’ employee accessible fitness center. The scope of services includes purchasing the weight lifting equipment and cardiovascular fitness equipment from the selected winning ITB vendor, American Home Fitness, and purchasing the audio/video equipment from Pecar Custom Electronics. Both vendors’ purchase includes delivery and installation of the equipment.

Funding is not specifically available within the TIF District D budget; however, there is adequate funding in the budget for projects such as this. As discussed, staff would prepare a budget amendment later in the year for the Board’s approval should the Board approve funding for this project. Funding for this project is proposed to come from the following account.

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<tr>
<th>Fund</th>
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<tr>
<td>TIFA-D</td>
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**STAFF RECOMMENDATION**

Staff recommends awarding and purchasing the said physical fitness equipment from American Home Fitness for $65,027.17; and purchasing audio/video equipment from Pecar Custom Electronics for $9,472.35 for a total of $74,499.35.

An appropriate motion is:

**Move to award the bid for the purchase of physical fitness equipment to American Home Fitness, 1703 East 14 Mile, Birmingham, MI 48009 for $65,027.17 and the purchase of audio and video equipment from Pecar Custom Electronics, 3516 Rochester Road, Troy, MI 48083 for $9,472.35.**
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<thead>
<tr>
<th>Description of Equipment</th>
<th>Vendor #1</th>
<th>Vendor #2</th>
<th>Vendor #3</th>
<th>Vendor #4</th>
<th>Vendor #5</th>
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INTRODUCTION AND HISTORY

The TIFA Board has been collaborating on a direct marketing campaign for downtown restaurants. The objective of this campaign is to attract the Sunday – Thursday hotel visitors to downtown restaurants through the use of print materials placed in select hotel lobbies, in addition to a web presence.

The TIFA Board directed staff to solicit 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. Further, the Board requested staff to approach the Downtown Development Authority (DDA) for their participation in the campaign as the two Boards share district boundaries downtown. The DDA passed a motion to participate in the direct marketing campaign with a funding contribution not-to-exceed $200 at their April 15 meeting.

Staff created and distributed a Request for Quotes to prospective firms the week of April 22; responses to the RFQ were due by May 3, 2019 at 2:00 p.m., local time. Although a handful of firms showed interest in participating, staff received one response to the RFQ. A proposal to complete this campaign was submitted prior to the creation and distribution of the RFQ, however, the prospective company did not respond to the RFQ distributed by staff.

STAFF RECOMMENDATION

New Moon Visions, based out of Plymouth, Michigan, was the sole respondent to the RFQ. It is the opinion of staff that New Moon Visions demonstrates a clear understanding of the scope of work to be completed and has the capacity to achieve the TIFA Board’s objective of attracting the Sunday – Thursday hotel visitors to downtown restaurants.

New Moon Visions is an innovative marketing firm established in 1990 that has extensive experience working with municipalities, committees, and volunteer boards on promoting places from small downtown districts and vacation destinations to busy corridors. New Moon Visions specializes in advertising and graphic design that conveys a clear message to target audiences. Further, New Moon Visions proposes to utilize CTM Media Group for hotel outreach; CTM Media Group already visits select hotels within Auburn Hills.

New Moon Visions has drafted the attached proposal for the TIFA Board. The estimated cost for the campaign’s scope of work is approximately $11,000. The complete scope of work is outlined in the attached RFQ.

An appropriate motion is:

A motion, if so desired, will be determined by the Board following a review of the materials provided.
CITY OF AUBURN HILLS TAX INCREMENT FINANCE AUTHORITY  
REQUEST FOR QUOTES

Purpose

ITEM: Auburn Hills Tax Increment Finance Authority  
Direct Marketing Campaign

DEADLINE: Friday, May 3, 2019 – 2:00 p.m., local time

SUBMIT TO: Brandon M. Skopek  
Director of Authorities  
1827 N. Squirrel Road  
Auburn Hills, MI 48326  
248-364-6806  
bskopek@auburnhills.org

The purpose of this RFQ is to solicit quotes from prospective marketing firms to work with the Auburn Hills Tax Increment Finance Authority on a direct marketing campaign for downtown Auburn Hills restaurants. The objective of this campaign is to attract the Sunday – Thursday hotel visitors to downtown restaurants through the use of print materials placed in hotel lobbies and a web presence.

Qualification Requirements

The City of Auburn Hills Tax Increment Finance Authority is looking for a firm or team which has demonstrated experience or expertise in:

- Marketing, advertising, and graphic design
- Website design/maintenance

Quote for Services to be Provided

The successful firm or team shall have the capability to provide the following services to the City of Auburn Hills Tax Increment Finance Authority:

- Research/obtain stock art, design, layout and production of printed materials.
- Generate a QR code that will be displayed on the printed materials; this QR code will be linked to the campaign’s web page.
- Provide a URL for the campaign’s webpage.
- Provide display holders.
- Obtain permission to place, and setup display holders, for the printed materials in the lobby or front desk area of all the hotels/motels along Opdyke Road, Featherstone Road, University Drive, and Adams Road (Map attached).
- Create and host a web page that will include a brief (2-3 sentence) description of each downtown Auburn Hills business included in the campaign, a map showing the proximity of the hotels/motels to downtown Auburn Hills, links to the business' websites and any other directional/contact information necessary to motivate a hotel guest to go downtown Auburn Hills to dine/drink.
- Deliver printed materials to the hotels/motels and place in display holders.
- Conduct site visits to each hotel/motel at least once a month to check the supply of printed materials and re-stock display holders that are out-of-stock or low on stock.
- Submit a monthly report of QR code activity showing the number of times the QR code was scanned into a mobile device.
- Provide an estimated cost to update the printed materials and webpage when a new restaurant or other relevant business opens in downtown Auburn Hills, e.g. brewery, restaurant, coffee shop, etc.

Selection Criteria

The criteria to be utilized in the selection of service providers shall be:

- Demonstrated understanding of the scope of work.
- Cost to perform the scope of work.

No Reimbursement for Quote Costs

The City of Auburn Hills Tax Increment Finance Authority does not intend to pay for any information solicited or obtained. Further, the City of Auburn Hills Tax Increment Finance Authority will not be liable for any cost incurred in proposal preparation, presentation, or contract negotiations.
What's Your Vision?

New Moon Visions
Place Branding & Marketing

Michigan | California

Auburn Hills Tax Increment Finance Authority
Direct Marketing Campaign

Brandon M. Skopek
Director of Authorities
1827 N. Squirrel Road
Auburn Hills, MI 48326
248-364-6806
bskopek@auburnhills.org

595 Forest Ste 5B, Plymouth, MI 48170   |   134 Las Flores, Aliso Viejo, CA 92656
NewMoonVisions.net
248-214-4491
May 1, 2019

Brandon M. Skopek  
Director of Authorities  
1827 N Squirrel Road  
Auburn Hills, MI 48326

Dear Mr. Skopek,

Thank you for considering New Moon Visions for Brand Marketing services for a direct marketing campaign for Downtown Auburn Hills restaurants. This is just the kind of forward-thinking concept that we get excited about - and we have the tools, personnel, and passion to serve. When you shine brightly, it reflects on us.

New Moon specializes in marketing places. In fact, we have done speaking engagements on place branding for the Michigan Downtown Association, the Michigan Chamber of Commerce, the Michigan Local Government Management Association, Central Michigan University, and the California Main Street Alliance. Through our experience with various communities, we have developed the necessary skills and methods for working effectively with municipal administration teams, committees and volunteer boards. We’ve had the honor and honed our experience working with a variety of places, from small villages, to Main Street communities, to cities and major corridors, to tourist destinations, as well as business associations. We understand what it takes to gather input from the various stakeholders and guide the process in a productive direction toward consensus.

It would be an honor to work together for the ongoing success of Downtown Auburn Hills restaurants. We are honored and appreciate the invitation to discuss the possibilities. We look forward to the opportunity to serve you.

Sincerely,

Kim Rivera  
Principal, Senior Creative Director
1. NEW MOON, A HIGHLY EFFECTIVE AND QUALIFIED TEAM
FIRM HISTORY & PERSONNEL

New Moon Visions, established in 1990, is an innovative marketing firm located in Downtown Plymouth, Michigan, with satellite office in southern California. Our business is flexible; we fine-tune the size and composition of our team of highly qualified independent professionals to meet the specific needs of your project. We provide the personal attention that some larger firms simply cannot give. With over 100 years of collective experience, we bring fresh ideas and a most sincere commitment to respect your needs and to exceed your expectation and satisfaction with the final package. New Moon Visions is an agency dedicated exclusively to creating brand identity and generating awareness for places.

Our team of creative professionals is easy to work with and accommodating throughout the process. You will see in the enclosed samples from our body of work that we are passionate about what we do. Over the past 28 years, we have maintained an excellent reputation for dependability and working within timelines while keeping an eye on cost efficiency. We have the support and capacity to handle the workload, and we are dedicated to completing the project on time and on budget. Our services include:

- Brand Identity
- Marketing
- Graphic Design
- Photography
- Illustration
- Magazine Publishing
- Cooperative Advertising Sales
- Merchant Outreach
- Print, Billboard and Broadcast Advertising
- Media Planning and Placement
- Video and Radio Production
- Mapping and Signage
- Web and Mobile App Design
- Web Content Management
- Social Media
- Online Marketing
- Public Relations
- Event Promotion
- Consultation
- Facilitation


OUR PHILOSOPHY

“Our goal is to make a powerful, sensory impression that conveys the look, feel, and experience of your “place” in a personal and interactive way for each target market.”

- New Moon Visions

New Moon Visions
Place Branding & Marketing
NewMoonVisions.net
ALISO VIEJO CALIFORNIA STAFF

Kim Rivera
Principal, Senior Creative Director
• 30 years marketing and advertising design experience
• Associate’s Degree, Design – Oakland Community College
• Associate’s Degree, Illustration – Oakland Community College
• Past board member, Milford Downtown Development Authority for 7 years
• Served as president of the Milford Business Association for 2 years
• Award winning advertising design

Her grass roots experience, in addition to her countless hours of volunteer involvement with hometown events and community non-profits made it possible to understand what a town really needs to promote itself from identity, to print, web design, and social media to community-inspired events - Kim relates to communities from every perspective in order to convey their true essence consistently in every medium.

PLYMOUTH MICHIGAN STAFF

Sandra Hornyak
Associate Creative Director, Design
• Over 30 years marketing and advertising design experience
• Bachelor of Science, Art/Graphic Communication - Eastern Michigan University
• High-profile and results-generating work in the nonprofit sector, with clients including Beaumont Hospitals, St. John Health System, Henry Ford Health System and University of Michigan Health System
• Extensive regional and county nonprofit client base, including Creating a Healthier Macomb County, Lighthouse of Oakland County and Lutheran Social Services of Michigan
• Strong automotive background, including the Detroit Auto Dealers Association, North American International Auto Show and Cadillac

Sandra’s dynamic energy and results-driven design work have made her the go-to resource for organizations seeking to exceed donation goals or building image and awareness. Her work blends smart, attention-getting design with unmatched elegance and is always on strategy, on time and on budget. She’s the recipient of numerous health care marketing awards and the prestigious Scarab Club award.
Sharman Lamka
Advertising, Strategic Communications and Events Director
- Over 30 years professional advertising and event promotion experience
- President of The FACES Foundation, a non-profit organization since 2006
- General Sales Manager WWWW 106.7FM Radio in Detroit
- Station Manager WNIC 100.3FM Radio in Detroit
- Bachelor of Arts from Michigan State University - Journalism/French/
- Secondary Education - Masters of Arts - Business from Central Michigan University

Sharman loves retail. She’s worked with retailers and service industries for over 30 years. She recognizes their need to reach potential customers with results oriented, cost effective and creative advertising.

Jennifer Thomas
Associate Creative Director, Writer
- 28 years of copywriting, advertising and marketing experience
- Rich experience in the travel and tourism sector, with clients including AAA Travel, Continental Airlines, Holiday Inn, Crowne Plaza Hotels, and the City of Detroit
- Seven years at Campbell-Ewald Advertising, Warren, MI including serving as Vice President, Associate Creative Director over Continental Airlines account
- Author of “Motor City Memoirs,” a collection of stories from notable people from in and around Detroit
- Numerous national and international copywriting awards

Years of experience and research into what motivates business and leisure travelers at home and abroad have given Jennifer unique insight and perspective. Her recognized abilities to identify and promote the aspects of locations and services that will draw travelers have earned her loyal clients and international recognition.

PARTNER- WEB DEVELOPER

Paul Braun
Owner, Head Developer, Accunet Web Services
- 23 years experience software, planning, development
- Website Graphics/software integration

Over the years we have successfully collaborated to provide extremely attractive, user-friendly websites for several communities. One of the many qualities we most appreciate about Accunet, is their ingenuity and availability for superb customer service.

PARTNER- CTM MEDIA GROUP

Kristi Bickmann
Media Consultant
ctmmediagroup.com
2. RELATED EXPERIENCE

Fenton
Brand Identity, Advertising Strategy, Marketing Plan Implementation
PR, Event Promotion/Coordination
Social Media Management

Designers:
Kim Rivera
Sharman Lamka
Jennifer Thomas

Writers:
Kim Rivera
Sharman Lamka
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Website:
Kim Rivera
Sherrie Brindley

Events:
Sharman Lamka
Kim Rivera
Heidi Danielson

NEW MOON WORK PORTFOLIO
2. RELATED EXPERIENCE

Fenton Be Closer.com

Welcome to Downtown Fenton
Be Closer. in Fenton
Great meals are meant to be shared.
Be Closer. ...to Art & Culture
Sat. July 11 • 11AM - 4PM
FentonBeCloser.com

Be Closer. ...to Art & Culture
Exit Owen Rd. East 2 miles to Downtown • FentonBeCloser.com

Be Closer. ...to Art & Culture
Sat. July 11 • 11AM - 4PM
FentonBeCloser.com
Exit Owen Rd. East 2 miles to Downtown • FentonBeCloser.com

Be Closer. in Fenton
Dec 5
Jinglefest
Fenton Downtown Nov 13
Downtown Fenton 1-6pm Oct 30
Event So Good It’s Scary
Halloween Parade/Nightmare on Mill Street
Fenton Historical Society & Museum & 2nd Annual Fenton Historic Ghost Walk
Sept 17-20
(Visit FentonChamber.com for updates)

FCCC back lawn Aug 6
Taste In Fenton
Aug 6
Back to the Bricks
Aug 1
Tour De Lacs
(Jul 12)
(Visit opengategardenclubgardentour.com)
Open Gate Garden Tour July 12
Downtown Fenton July 11
(Visit FentonChamber.com for updates)
Bush Park July 4th,
Fenton Freedom Festival
(Aug 6th concert will be held 6:30-8pm)
Thurs 7-8:30pm June - Aug
Gazebo by City Hall
Concerts in the Park
FCCC Parking Lot
Farmers Market
Bush Park June 27 and 28
Shiawassee River Cleanup & Festival
Prize Drawing November 13
Throughout the Spring & Summer
Downtown Fenton
Fenton Momentum Shop & Win
Fenton 2015 Events
construction & promotions in Downtown Fenton
Up to date information on streetscape
FentonMomentum.com
facebook.com/FentonMichigan • twitter.com/DowntownFenton
New Moon Visions and the Fenton DDA are not responsible for inadvertent errors or omissions.
City of Fenton & Fenton Downtown Development Authority
© Copyright 2015 Fenton Downtown Development Authority
Design: NewMoonVisions.net
301 S. Leroy St. Fenton, MI 48430 • 810.629-2261
Shopping and Dining Map was accurate when published June 2015
To the best of our knowledge, all information in this Downtown FentonBeCloser.com
TM
Fenton Hotel Tavern & Grille  810-750-9463  FentonHotel.com
Xtreme Effects, Hair & Nails  810-714-9249
Sagano’s Japanese Bistro & Steakhouse 810-715-5765  Saganosteakhouse.com
Salon 416 810-354-8602  Salon416.com
Sawyer Jewelers  810-629-7936 SawyerJewelers.com
Fenton Flowers & Gifts  810-750-9986 FentonFlowerShop.com
Red Fox Footwear 810-354-8398  RedFoxFootwear.com
Marjie’s Gluten Free Pantry 810-714-0959  MarjiesPantry.com
The Yoga Retreat and Boutique 810-208-7002
Guenter Beholz Jewelers 810-629-3332 BeholzJewelers.com
Elle Marie Hair Studio  810-714-3880  ElleMarieStudio.com
Round Town Cupcakes  810-354-8065 RoundTownCupcakes.com
The Fenton House  810-629-0661 TheFentonHouse.com
Sweet Variations 810-750-9799
La Petite Maison 810-354-8344
The Laundry  810-629-8852  LunchandBeyond.com
Rex Todd Rogers Design Studio  810-814-0587 RexToddRogers.houzz.com
Yesterday's Treasures 810-714-2600 YesterdayTreasures.net
Pipsqueak Boutique 810-750-5560  PipsqueakBoutiqueFenton.com
Cottage Inn 810-750-0200  CottageInn.com
Tim Hortons 810-714-3092  TimHortons.com
HeadLines  810-629-2552
Crust – A Baking Company  810-629-8882  Crustandbeyond.com
Biggby 810-714-3870 Biggby.com
Jets Pizza 810-714-3100 Jetspizza.com
Kimberly Kay Furniture  810-750-4944
Spa Naturelle  810-208-7799  Spa-Naturelle.com
TM
301 S. Leroy, next to Fenton City Hall
Fenton Millpond Park Gazebo
In the event of inclement weather, the concert will be moved to the Fenton Community & Cultural Center, 150 South Leroy.
June 4  AllenAsTim & The Dance Hall Rockers
Country ~ Tim McGraw Tribute
June 11  Eye96 Band
Blues ~ Rock ~ Motown ~ Country Variety
(Held at Fenton Community & Cultural Center)
June 25  The Saucecats
New Orleans Funk ~ Zydeco ~ Latin ~ Caribbean
(4th of July Queen Crowning at 6:30pm)
July 2  No Concert
July 9  Chautauqua Express
Guy Louis Family Concert ~ Children
July 16  The Rhythm Gypsies
Funk ~ Rock ~ Blues
July 23  Billy Mack & The Juke Joint Johnnies
Rockabilly ~ Americana
Blues
August 6  Soul’d Out (Back to the Bricks 6:30-8:00)
Rock~N~Roll Variety 70’s To Current
August 13  The Saline Fiddlers Philharmonic
Fiddlers ~ Folk ~ Blue Grass
Rock ~ Blues ~ Country Variety
August 27 Toppermost
Bring your lawn chairs or blankets and spend an evening with your Fenton neighbors.
Parks & Recreation and sponsored by The Fenton DDA.
Petoskey
Brand Identity, Advertising Strategy, Marketing Collateral and Plan

Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Website:
Kim Rivera

Treasures from the Shores to the Stores

DOWNTOWN
Petoskey

Visitor's Information
Petoskey Regional Chamber of Commerce
401 E. Mitchell Street
Petoskey, MI 49770
Pie: 231.348.8635
www.petoskey.com

Petoskey/Harbor Springs
Birch Run Country Visitors Bureau
231.348.2785
www.birchrunmi.com

Parking Notice: On weekends, there is no parking allowed. Please park at the nearest available parking facility.

www.PetoskeyDowntown.com

New Moon Visions
Place Branding & Marketing
NewMoonVisions.net
Pinckney
Brand Identity, Marketing Collateral, and Website

Designers:
Kim Rivera
Sandra Hornyak

Writers:
Kim Rivera
Jennifer Thomas

Website Template:
Sandra Hornyak

Welcome to the Village of Pinckney, Michigan...

Village of Pinckney
Gateway to Play

New Moon Visions
Place Branding & Marketing
NewMoonVisions.net
The Northville Downtown Development Authority
and Northville Chamber of Commerce present:
Movies at the Marquis
January 19 - March 29

Be our guest and enjoy watching a classic movie on the big screen at the historic Marquis Theatre located in Downtown Northville. Show times are 7:30 p.m. each Saturday. There are a limited number of complimentary tickets available for each performance, so pick up your tickets now! Tickets for each week’s movie are available only at the sponsoring merchant location.

Visit us at www.downtownnorthville.com
Canton DDA
ShopCanton Brand Identity Update, Advertising Strategy, Marketing Plan Implementation, Event Promotion and Coordination, PR, Social Media Management, Videos, Website and Mobile App Development and Content Management

Designers:
Sandra Hornyak
Kim Rivera

Writers:
Sharman Lamka
Kim Rivera

Plan:
Sharman Lamka
Kim Rivera

Events:
Sharman Lamka
Heidi Danielson

ShopCanton

SPRING & SUMMER 2018 GUIDE

DOWNLOAD THE NEW APP!
1. Download the Shop Canton App from your App Store or Google Play.
2. Click the "Shop Canton" button and select the "Guide" option.
3. Use the guide to explore the local community and find great deals.
4. Check out our events and promotions.
5. Get local tips and recommendations.

New Moon V I S I O N S
Place Branding & Marketing
NewMoonVisions.net
Canton Township
Brand Identity Update,
Brand Guide and
Marketing Collateral

Designers:
Sandra Hornyak
Kim Rivera

Guide
Sandra Hornyak
Kim Rivera

We've Got It!
canton-mi.org
Business Friendly Community
Colleges & Research Universities Nearby
 Educated Work Force
 Environmentally Friendly
 Healthy Financial Picture
 Accessing Goods & Liberty
 Pets, Fish & Other TacGs
 Safe Community
 Unique Location
 Top-notch Health Care
 Transportation Options
 World-class Recreation Facilities

Canton
We've Got It!

Canton
Michigan
Economic Development

About Canton | Doing Business | Links/Resources | Properties/Infrastructure | Social Environment | News Center | Contact Us

We've Got It!

Summit on the Park

"Canton offered us the opportunity to invest in a new hotel, subject to rezoning now, facilities at signature,"

Patrick Legg
President
RSA North America

"Location made Canton our first choice in terms of location, subject to rezoning now, facilities at signature."

Hiro Yasumoto
Chairman of the Board
Yasumoto North America, Inc.

Designers: Sandra Hornyak
Kim Rivera

Guide: Sandra Hornyak
Kim Rivera

New Moon Visions
Place Branding & Marketing
NewMoonVisions.net
Plymouth
Brand Identity, Advertising Strategy,
Marketing Collateral and Plan

We teamed up with North Star and
the community brand was well received!

Designer:
Kim Rivera

Plan:
Kim Rivera
Sherrie Brindley
Plymouth Art in the Park
Brand Identity and
Marketing Collateral

Designer:
Kim Rivera

July 12, 13 & 14
2002

New Moon Visions
Place Branding & Marketing
NewMoonVisions.net
Meet Me in Milford

Shopping, Dining, Business

Click Here for Downtown Map

Downtown; an epicurean experience...
Regionally known chefs offer gourmet cuisine and family style restaurants still make your favorites.

Main Street is home to coffee shops, bakeries, delicatessen, a butcher and a wine shop.

Restaurant Guide
Milford Memories
Summer Festival
Brand Identity and
Marketing Collateral

Designers:
Sandra Hornyak
Kim Rivera

Writer:
Jennifer Thomas
City of Milan
Brand Identity, Advertising Strategy, Marketing Collateral and Plan

Designers:
Sandra Hornyak
Kim Rivera

Writer:
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Connect with what matters

MILAN

Connect with your farmers.

Connect with your inner red.

MilanMktg.org
MainStreet Oceanside CA
Downtown Dining District
Brand Identity, Merchant Outreach,
Printed and Webside Map/Directory,
Blog Content

Designer:
Kim Rivera
City of Monroe


Designers:
Kim Rivera
Sandra Hornyak

Writer
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Expect to be Inspired

Expect a Gateway to the Past

Expect Amazing Progress

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed augue augue, bibendum sed neque at, imperdiet semper massa. Praesent id varius nisi. Curabitur ultricies, velit sed sollicitudin gravida, velit metus...
3. REFERENCES

Allen Park Michigan DDA
Annette Knowles, Formerly DDA Director, Allen Park
Currently, Downtown/Economic Development Coordinator
City of Monroe MI
120 East St, Monroe MI 48161
734-584-9146

Canton Twp Michigan DDA
Amy Hamilton, DDA Director Canton Twp
150 Canton Center S., Canton, MI 48188
734-394-5186

Kathleen Salla, Formerly DDA Director, Canton Twp
Retired as of Dec. 31, 2012
Can be reached at kesalla@aol.com 734-560-6002

Canton Twp Michigan
Kristen Thomas, Marketing Analyst
and Economic Development Director,
150 Canton Center S., Canton, MI 48188
734-394-5229

Charter Township of Oscoda Michigan DDA
Ann Richards, DDA Director,
110 State St, Oscoda Township MI 48750
989-739-6999

City of Fenton Michigan DDA
Michael Burns, Formerly Asst City Manager, DDA Director, Fenton
Currently, City Manager, City of Lowell
301 East Main Street, Lowell, MI 49331
616-897-8457

City of Milan Michigan
Jade Smith, City Administrator
147 Wabash, Milan, MI 48160
734-439-1501

City of Monroe, Michigan
Jody Egen, Director of Communications,
Culture and Community Promotion
120 East St
Monroe MI 48161
734-584-9134

City of St. Louis Michigan
Phil Hansen, DDA Director
108 W Saginaw Street, St. Louis, MI 48880
989-681-3017

Michigan Downtown Association
Sheila Stamiris, Past President, MDA
241 West Genesee Street, Frankenmuth, MI 48734
989-652-3450

Milford Michigan DDA
Ann Bernetta, DDA Director
100 Atlantic Street, Milford, MI 48381
248-684-9719

Milford Memories Summer Festival
Jennifer Hill, Formerly Event Coordinator
Can be reached at 248-736-0532

Northville Michigan DDA
Lon M. Ward, AICP DDA Director
216 W Main Street, Northville, MI 48167
248-394-0345

Plymouth Art in the Park
Diane Quinn and Rachel Rork
P.O. Box 702490 Plymouth, MI 48170
734-454-1341

Plymouth Michigan DDA
Sherry Pryor Brindley, Formerly DDA Director, Plymouth
Currently, Marketing Director Plymouth Historical Museum
734-740-0606

South Lyon Michigan DDA
Kristen Delaney, Formerly DDA Director, South Lyon
Assistant to the CEO, Michigan Municipal Services Authority,
P.O. Box 12012, Lansing, MI 48901-2012
517-618-9616

Village of Pinckney Michigan DDA
Amy Solowitz, Village Clerk,
220 South Howell Street, Pinckney, MI 48169
734-878-6206

Vista Village Business Association,
Main Street Program California
Guarnaro Escarcega,
Formerly Executive Director, Vista Village
Currently, Main Street Program Manager, Oceanside CA
701 Mission Avenue, Oceanside, CA 92054
760-754-4512 x102

MainStreet Oceanside
Rick Wright Executive Director
701 Mission Avenue, Oceanside, California 92054
760-754-4512

Michigan Downtown Association
Sheila Stamiris, Past President, MDA
241 West Genesee Street, Frankenmuth, MI 48734
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Main Street Program California
Guarnaro Escarcega,
Formerly Executive Director, Vista Village
Currently, Main Street Program Manager, Oceanside CA
701 Mission Avenue, Oceanside, CA 92054
760-754-4512 x102

MainStreet Oceanside
Rick Wright Executive Director
701 Mission Avenue, Oceanside, California 92054
760-754-4512
4. TESTIMONIALS

I have worked with the dynamic New Moon Visions team for over six years as they assisted the Canton Downtown Development Authority with a highly effective ShopCanton brand. While much of their expertise features marketing the charm of traditional downtowns, they successfully rose to the unique challenge of promoting Canton's Ford Road - a very busy and vibrant 3-mile corridor with a wide mix of both national chain and independent stores and restaurants. We couldn’t be happier with the results! The New Moon Visions team members are creative, professional, and responsive; and their services are always provided with the highest integrity.

- Kathleen Salla, Director, Canton MI DDA

New Moon's tremendous creativity and outstanding marketing skills provided us with exactly what we needed for our branding campaign. I am continually impressed by their customer service, dedication and professionalism.

- Kristen Thomas, Economic Development and Communications, Canton Township MI

I hope you will be pleased to know that I was very happy with your services. You are just a peach to work with, very eager to please and accommodating. I thought there were many times that you were put to the extra test of having to dig deeply into my mind to figure out exactly what I meant or was thinking and that was my fault, but you persevered and always figured me out. And I will always be grateful for the patience you had with my committee and its members. Your experience with downtowns and how they work was invaluable in the process. I would recommend you highly and without reservation. It is obvious that you care about your work.

- Becky Goodman, Petoskey MI DMB

Kim Rivera and New Moon Visions are such an integral part of how people see and feel Milford. Beginning with the creation of our logo and tagline 16 years ago, and throughout all of our branding, New Moon has helped us tell the world who we are and what we’re about in a way that is uniquely us. Their service has always been thoughtful, timely and finished. It's a pleasure working with them.

- Ann Barnette, Director, Milford MI DDA

With the help of Kim Rivera and her creative staff at New Moon, the City of Northville launched an impressive marketing and promotional campaign for Downtown Northville. New Moon provided excellent client service that went above and beyond contract services. They were able to bring a diverse group of players together to find a common vision for the community. The Downtown Development Authority, Chamber of Commerce, and merchants association are now all speaking with one consistent voice. The marketing and public relations campaign has been wildly successful. My only regret, is that we did not contract with New Moon years ago for help. Their professional advice has made all the difference!

- Lori M. Ward, Northville MI DDA

I think that what sets Kim Rivera and New Moon Visions apart, as a vendor and as a creator, is the ability to really listen to what the client, or in this case community, is saying and then translate that vision into beautiful, lively, vibrant graphics. Her enthusiasm, down-to-earth approachable demeanor, and genuine desire to provide the best work possible stood out as we interviewed several firms. She has a gift for balancing her professional guidance with the input from the client/community. Above all she has the professionalism, integrity, flexibility, and talent that made her the best fit for our project. This year due to the momentum that we have created with the implementation of the various aspects of the marketing plan, our merchants reported sales that met or exceeded last year’s sales. In the current economy, that is quite a feat. We heard feedback that credited the comprehensive marketing plan for this.

- Sherrie Pryor Brindley, Plymouth Michigan DDA
5. SCOPE OF SERVICE/PROJECT INVESTMENT

Marketing, advertising, and graphic design
As shown in our sample portfolio, references and testimonials, New Moon has extensive experience and a passion for promoting places from small downtown districts and vacation destinations to busy corridors and specializes in advertising and graphic design that conveys a clear message to your target audience.

Website design/maintenance
New Moon and Accunet have worked together for several community websites, the latest of which, ShopCanton.org for the Canton DDA. We designed it together and we maintain the content at New Moon, while Accunet provides initial development/setup, hosting and software maintenance.

- Research/obtain stock art, design, layout and production of printed materials.
  New Moon plans to obtain stock images from shutterstock, design layout of a rack card or brochure promoting Downtown Auburn Hills Dining and coordinate the printing and distribution: .......... $1,400

  CTM to provide printing
  15,000 rack cards, 4x9 gloss text, both sides, 100# stock. Print cost: ........................................ $539
  -OR-
  15,000 2 panel brochure, full color, 80# stock. Print cost: ........................................... $606

- Generate a QR code that will be displayed on the printed materials; this QR code will be linked to campaign’s web page.
  New Moon plans to generate a stylized QR code that will display a graphic icon relating to the district or the campaign. For example, to demonstrate this, we’ve utilized the New Moon Logo image and brand color and created a stylized QR code that’s more interesting than a basic standard QR code ................................................................. $50
• Provide a URL for the campaign's webpage.
New Moon & Accunet plan to create a selection of URL options for client to choose and Accunet will provide hosting of selected URL.

• Provide display holders.
CTM to supply

• Obtain permission to place, and setup display holders, for the printed materials in the lobby or front desk area of all the hotels/motels along Opdyke Road, Featherstone Road, University Drive, and Adams Road (Map attached).
CTM to coordinate with hotels to request permission and set up displays. Four of the hotels (highlighted) in Auburn Hills are currently visited through the CTM Network, and they plan to reach out to all on the following list and include as custom drop in addition to deliveries to the entire Detroit network. (See attachment)

Distribute rack cards at monthly or bi-weekly stops to all 150 partner locations.
Monthly inventory reports sent to track movement.
Professional specialists with CTM labeled commercial vehicles and uniform.
Storage at Livonia warehouse.
35 years of distribution & marketing experience.
Digital network

Auburn Hills Area Hotels:

Hilton Auburn Hills Suites
2300 Featherstone Rd, Auburn Hills, MI 48326 • (248) 334-2222

Hampton Inn Detroit/Auburn Hills South
2200 Featherstone Rd, Auburn Hills, MI 48326 • (248) 334-3324

Comfort Suites
1565 N Opdyke Rd, Auburn Hills, MI 48326 • (248) 370-0200

Hyatt Place Detroit/Auburn Hills
1545 N Opdyke Rd, Auburn Hills, MI 48326 • (248) 475-9393

Crowne Plaza Auburn Hills
1500 N Opdyke Rd, Auburn Hills, MI 48326 • (248) 373-4550

Courtyard by Marriott Detroit Auburn Hills
2550 Aimee Ln, Auburn Hills, MI 48326 • (248) 373-4100

Quality Inn
1461 N Opdyke Rd, Auburn Hills, MI 48326 • (248) 370-0044

Place Branding & Marketing
NewMoonVisions.net
New Moon plans to use the 'tried and true' AccuNet Clarity Cloud Service to develop the website. This software is based on curated WordPress platform. New Moon will reach out to the approximately 5-8 restaurants in Downtown Auburn Hills, and gather their contact information, website and social media links, and photos. New Moon plans to research the menu of each establishment to write a brief 2-3 sentence description to entice the audience. The website we propose will utilize a directory that uses “your location” to provide directions to the restaurants listed. The directory will also use Google maps to show all restaurants together and individually on their profile pages.
New Moon Design/Direction/Merchant Outreach/Web Content: $2,400
Accunet Development/Setup: $1,000
Hosting: $385/yr
Includes hosting, robust content management system (CMS), security/maintenance/upgrades, SSL level security (https), and customer support.

- Deliver printed materials to the hotels/motels and place in display holders.
- New Moon plans to utilize CTM Media Group - Metro Detroit Hotels | Visitor Program to restock displays, to each hotel in Auburn Hills as custom drop in addition to 150 locations in Metro Detroit area every month, plus include Auburn Hills Dining District on CTM digital network.
  12 month agreement: $3,960/yr

- Conduct site visits to each hotel/motel at least once a month to check the supply of printed materials and re-stock display holders that are out-of-stock or low on stock.
  CTM will conduct monthly visits re-stock as needed and track stock.

- Submit a monthly report of QR code activity showing the number of times the QR code was scanned into a mobile device.
  Accunet plans to set up Google account and analytics for tracking. New Moon plans to submit monthly report with QR code tracking stats. Please note: New Moon recommends an incentive for QR code use. Visitors may grab print material & go without clicking through, so the tracking process for restocking through CTM is equally valuable information to include in monthly report.
  $900/yr

- Provide an estimated cost to update the printed materials and webpage when a new restaurant or other relevant business opens in downtown Auburn Hills, eg. brewery, restaurant, coffee shop, etc.
  Once new business name is received from the client, New Moon plans to reach out to restaurant and update content and photos on printed material and website.
  Ea. business listing update, (plus cost of reprint) $200

Total Estimate: $10,901
Metro Detroit Hotels | Visitor Program

AMERICAS BEST INN, WARREN, MI
AMERICAS BEST VALUE, LIVONIA, MI
AMERICAS BEST VALUE, MONROE, MI
ATHENEUM SUITE HOTEL, DETROIT, MI ##
BAYMONT, CANTON, MI
BAYMONT INN, ROSEVILLE, MI
BAYMONT INN - DETROIT AIRPORT, ROMULUS, MI
BAYMONT INN & SUITES, FERNDALE, MI LOCATED IN LOBBY
BAYMONT INN & SUITES, SOUTHFIELD, MI
BAYMONT INN HOTEL & SUITES, DETROIT, MI
BEST VALUE INN, DEARBORN, MI
BEST WESTERN, LIVONIA, MI
BEST WESTERN GREENFIELD INN, ALLEN PARK, MI
BEST WESTERN PREMIER DETROIT SOUTHFIELD, SOUTHFIELD, MI
BEST WESTERN PREMIER DETROIT SOUTHFIELD, SOUTHFIELD, MI
BEST WESTERN WOODHAVEN INN, WOODHAVEN, MI
BOOK CADILLAC BY WESTIN, DETROIT, MI ***
CANDLEWOOD SUITES, WARREN, MI
CANDLEWOOD SUITES DETROIT, TROY, MI
CLARION BARCELO HOTEL, ROMULUS, MI
COMFORT INN, DEARBORN, MI
COMFORT INN, DETROIT, MI ~
COMFORT INN, DETROIT, MI
COMFORT INN, FARMINGTON HILLS, MI
COMFORT INN, LIVONIA, MI
COMFORT INN, PLYMOUTH, MI
COMFORT INN, WARREN, MI
COMFORT INN, WATERFORD, MI
COMFORT INN & SUITES, ANN ARBOR, MI
COMFORT INN & SUITES, TAYLOR, MI
COMFORT SUITES, CANTON, MI
COMFORT SUITES, SOUTHFIELD, MI
COMFORT SUITES, SOUTHGATE, MI
COMFORT SUITES METRO AIRPORT, ROMULUS, MI
CONCORDE INNS, CLINTON TOWNSHIP, MI
COURTYARD BY MARRIOTT, LIVONIA, MI
COURTYARD BY MARRIOTT, SOUTHFIELD, MI
CROWNE PLAZA DETROIT DOWNTOWN RIVERFRONT, DETROIT, MI ~
DAYS INN, CANTON, MI
DAYS INN, LIVONIA, MI
DAYS INN, MADISON HEIGHTS, MI
DAYS INN, MONROE, MI
DAYS INN, ROCHESTER HILLS, MI
DAYS INN, ROMULUS, MI
DAYS INN & SUITES, WARREN, MI
DOUBLETREE, DETROIT, MI ***
DRURY INN, TROY, MI
EMBASSY SUITES, SOUTHFIELD, MI
EMBASSY SUITES, TROY, MI
EXTENDED STAY AMERICA, AUBURN HILLS, MI
EXTENDED STAY AMERICA, SOUTHFIELD, MI
FAIRFIELD INN, CANTON, MI
FAIRFIELD INN, LIVONIA, MI
FAIRFIELD INN, MADISON HEIGHTS, MI
FAIRFIELD INN & SUITES OF TROY, TROY, MI
FAIRFIELD INN MARRIOTT, FARMINGTON HILLS, MI
FAIRFIELD INN MARRIOTT, ROMULUS, MI
FLAT ROCK SLEEP INN, FLAT ROCK, MI
HAMPTON INN, AUBURN HILLS, MI
HAMPTON INN, BELLEVILLE, MI
HAMPTON INN, CHESTERFIELD, MI
HAMPTON INN, CLINTON TOWNSHIP, MI
HAMPTON INN, MADISON HEIGHTS, MI
HAMPTON INN, NORTHVILLE, MI
HAMPTON INN, SOUTHGATE, MI
HAMPTON INN & SUITES, STERLING HEIGHTS, MI
HAWTHORN SUITES, AUBURN HILLS, MI
HAWTHORN SUITES, FARMINGTON HILLS, MI
HAWTHORN SUITES, TROY, MI
HAWTHORN SUITES BY WYNDHAM, DEARBORN, MI

* Locations are subject to change without notice.

# Non Standard Display Stand
** Concierge Use Only
*** Winter Service Only
++ Multi-Network Location
### Summer Service Only
## Location's Own Stand
++ French/English Bilingual Material Only
### Front Desk Delivery Only
++ Members Only

Total Locations 150
<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>City, State</th>
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<tbody>
<tr>
<td>HAWTHORNE SUITES, WARREN, MI</td>
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<td>HILTON GARDEN INN, DETROIT, MI</td>
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<td>HILTON GARDEN INN - DETROIT METRO AIRPORT, ROMULUS, MI</td>
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<td>HOLIDAY INN, ROMULUS, MI</td>
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<td>HOLIDAY INN EXPRESS, BIRMINGHAM, MI</td>
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<td>HOLIDAY INN EXPRESS, CANTON, MI</td>
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<td>HOWARD JOHNSON, ROMULUS, MI</td>
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<td>INN ON FERRY STREET, THE, DETROIT, MI</td>
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<td>RED ROOF INN, BELLEVILLE, MI</td>
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<td>RED ROOF INN, LAKE ORION, MI</td>
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<td>SUPER 8, LUNA PIER, MI</td>
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<td>VICTORY INN - DETROIT NORTHEAST, ROSEVILLE, MI</td>
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* Locations are subject to change without notice.
Metro Detroit Hotels | Visitor Program

VICTORY INN & SUITES, DETROIT, MI
VICTORY INN AND SUITES, DEARBORN, MI
VICTORY SUITES, WARREN, MI
VIKING HOTEL, DETROIT, MI
WESTIN HOTEL, THE, SOUTHFIELD, MI
WESTWOOD INN & SUITES, WOODHAVEN, MI
WILLO ACRES MOTEL, CANTON, MI
WYDHAM GARDEN, STERLING HEIGHTS, MI
WYNDHAM GRAND HOTEL, ROMULUS, MI

Distribution Center

Detroit

(734) 947-3090  Mon-Fri 9am - 6pm
39201 Schoolcraft Road, Unit B13, Livonia, MI 48150
Unmanned location Liftgate required

* Locations are subject to change without notice.
TO: Chairman Hassett and Members of the TIFA Board of Directors
FROM: Brandon Skopek, Director of Authorities, TIFA Executive Director
DATE: May 8, 2019
SUBJECT: Executive Session

No written material provided.

An appropriate motion is:

Move to enter into executive session to discuss the acquisition of real estate.