DOWNTOWN St Johns

St. Johns Principal Shopping District
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233
989-224-8944 Ext233: psdcityofsj@ gmail.com

AGENDA
Principal Shopping District Meeting
Sept 3, 2025
11: 30 am, Fire Hall

* Indicates an attachment

1. **Call to Order** 11:30am
2. **Additions to the Agenda** 11:30am
3. **Public Comment** 11:31am (5 minutes)
4. **Approval of the Consent Agenda:** 11:36 am
   A. *Minutes of meeting dated August 6,2025
   B. *Minutes from Executive, Marketing and Event Meetings
   C. *City of St Johns monthly financial report through August 27,2025
   D. *Director's Report

4. **Communications**

   A. Events Committee 11:37 am (3 minutes)
   B. Marketing Committee: 11:40am (3 minutes)
   C. Executive Committee11:43 am (3 minutes)
   D. City Updates 11:46 am (5minutes)

5. **Old Business**

   A. Policy for Supporting Other Events (11:51am(10 minutes)
   B. Main Street Surveys 12:01pm(10 Minutes)
   C. Mint Fest Financials 12:11pm(3 Minutes)

6. **New Business**

   A. None

Next Regular PSD Board Meeting October 1st

St. Johns Downtown Development Authority
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

BOARD OF DIRECTORS 2025 - 2026

Chairman
Monica Ladiski
Lotus Health

Vice-Chairman
Jason Butler
Butler Financial

Secretary-Treasurer
Tyler Barlage
Community Christian Church

Directors
Emily Baudoux
Rise Up Co.

Ed Brandon
Gilroy's Hardware

Bruce Delong
Clinton County

Chad Gamble
City of St. Johns,

Erika Hayes
Jackson, Hayes, PC

Brent Hurst
OhMi Organics

Tracy Kossaras
Kurt's Appliance

Monica Ladiski
Lotus Health

Nancy McKinley
Castle Resident

Corinne Trimbach
Building Owner

Marketing
Emily Baudoux-Chair
Tyler Barlage
Erica Hayes
Vickie Schafer
Monica Ladiski

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettger
Brandi Martinez

Events
Corrine Trimbach-Chair
Tracy Kossaras-Chair
Brent Hurst
Nancy McKinley
Jason Butler
Liz Janetske

Executive, Finance, Strategic Planning
Tyler Barlage
Jason Butler
Chad Gamble
Tracy Kossaras
Monica Ladiski
Corinne Trimbach
Emily Baudoux

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944 Ext233:
psdcityofsj@ gmail.com

AGENDA
Downtown Development Authority Meeting
September 3, 2025
Immediately After 11:30 Fire Hall

* Indicates an attachment

1. **Call to Order** 12:15pm
2. **Additions to the Agenda** 12:16 pm
3. **Approval of the Consent Agenda:** 12:17pm
   A. *Minutes of meeting dated Aug 6, 2025
   B. *Minutes from the Design Committee Meeting
   C. *City of St Johns monthly financial report through Aug 27,2025
4. **Communications**
   A. Design Committee 12:18 (5 minutes)
      a. *Letter about Furniture Standards in Downtown 12:23 (5 minutes)
5. **Old Business**
   A. None
6. **New Business**
   A. None
7. **Public Comment** (please keep to under 3 minutes) 12:28pm (5 minutes)

Adjournment 12:33pm

Next Regular DDA Board Meeting Oct 1st.

DOWNTOWN St Johns

St. Johns Downtown Development Authority
109 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944ext. 233

CONTACT INFO
Executive Director
Heather Hanover
989-224-8944 Ext233:
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AGENDA
Downtown Development Authority Meeting
September 3, 2025
Immediately After 11:30 Fire Hall

* Indicates an attachment

1. **Call to Order** 12:15pm
2. **Additions to the Agenda** 12:16 pm
3. **Approval of the Consent Agenda:** 12:17pm
   - A. *Minutes of meeting dated Aug 6, 2025
   - B. *Minutes from the Design Committee Meeting
   - C. *City of St Johns monthly financial report through Aug 27,2025
4. **Communications**
   - A. Design Committee 12:18 (5 minutes)
     - **a.** *Letter about Furniture Standards in Downtown 12:23 (5 minutes)
5. **Old Business**
   - A. None
6. **New Business**
   - A. None
7. **Public Comment** (please keep to under 3 minutes) 12:28pm (5 minutes)

Adjournment 12:33pm

Next Regular DDA Board Meeting Oct 1st.

DOWNTOWN St Johns

St. Johns Principal Shopping District and Downtown Development Authority
100 E. State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233 www.DowntownStJohnsMI.com

Meeting Minutes
Principal Shopping District
August 6, 2025
11:30 am, At Briggs Public Library

Members Present: Tracy Kossaras, Nancy McKinley, Bruce Delong, Tyler Barlage, Monica Ladiski, Corinne Trimbach, Emily Baudoux, Chad Gamble, Erika Hayes and Jason Butler.

Other Present: Heather Hanover, Ethan Walthorn, Chris Khorey, Delani Schmaltz, Trevor Hollis, Scott Dzurka, Kristina Kinde, Dave Kirk and Liz Janetske.

1. **Meeting was called to Order by Chair Ladiski at 11:30 am**
2. **Additions to the Agenda:** Heather asked to ad The 9-11 Golf Outing, motion to approve the agenda as amended by Bruce Delong/seconded by Corinne Trimbach, motion carried.
3. **Public Comment:** None.
4. **Motion to Approve the Consent Agenda made by** Bruce Delong, seconded by Corinne Trimbach, motion carried.
   A. Minutes of meeting dated July 9, 2025
   B. Minutes of the Executive, Marketing and Events Committee Meetings
   C. City of St Johns monthly financial report through July 26,2025
   D. Director's Report

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5.**Communications**

A. Events Committee: Tracy talked about the last meeting that was at the Heist. The committee decided to have a live band during the car show because the open mike coordinator is not available. The food trucks are set and we will be working with Brunos for the Ice We are going to let Sirens use our guard rails for their country music concert. And we are starting to work on fall projects.

B. Marketing Committee: Emily says the committee work and deliberated and decided to go with Doug Marek from WEB local to update our website. More will be discussed on this matter later in the agenda. Emily welcomed everyone to be a part of the Marketing committee.

C. Executive Committee : Monica said that all the items discuss at the Executive meeting will be discussed later in the agenda.

D. City Update: Chad reported that Fantasy Forest is nearing completion. There will be a community planting day in September. The Wilson Center project is having an issue with the roof but that will be fixed soon and the city owned portion on the building will start construction soon. The city also approved a design for lot #4 the parking lot behind Gilroy's. The Golf Cart ordinance made it through its first reading so we are one step closer to allowing golf carts in St Johns.

6.Old Business

A. Website Change: In an effort to have a more customer friendly website the Marketing Committee has been interviewing Web designers and is recommending the bid from Web Local. There was discussion of the monthly costs proposed by WEB local for social media and content posts. The Marketing committee plans to keep this cost low by suppling some of their own content and doing less in the slow months. The Marketing committee is also requesting that half of the cost of the website come from the general fund and not totally from the Marketing Budget. Motion by Jason Butler seconded by Emily Baudoux to use account balance to cover half of the cost, motion carried. Motion by Jason Butler, seconded by Tracy Kossaras to approve the bid from Web Local for the website redesign, motion carried

B. Strategic Planning Session Mission and Vision Statement: Monica is almost done with the statements that were also discussed at the executive meeting. She will bring them to the next Executive Meeting and then to the September Board Meeting.

C. Match on Main grant was successful for Minty Mitten. They will be activating the bump out in front of their store and making a work space with a commercial kitchen for their and other start up business use.

7.New Business:
A. Port Johns for the Sirens Country Music Event: There was discussion of supporting other events by purchasing porta potties or other amenities. There was a discussion of a policy. There was talk about our last discussions on this matter. There was talk of consistency and fairness. The policy will be forwarded to the Executive Committee for discussion. But the Siren Country Music Festival will be before the meeting and we need to vote now. Motion by Monica Ladiski, seconded by Bruce Delong to pay for the Porta Johns for this event, motion carried with 6 yes to 4 nos.
B. Ethan and Chris from Mckenna and Associate the consulting firm that the city is using to great the Master Plan, discussed the section of the plan that are of most interest to the downtown. The discussion on zoning the area as what you would like it to become, so that in the future when the projects and grants become available you will know where and how they should be placed. There was discussion on the proposed plans and the benefits to the downtown and the city. There was a through presentation of the plan and the Commitee appreciated being included in the process and thanked the city for the presentation.
C. 911 Golf Outing: Jason Butler is working with the Emerald on a golf outing that would benefit emergency services in the area. They are looking for teams, volunteers and sponsors.

Motion to adjourned made by Chad Gamble at 1:01 pm, seconded by Emily Baudoux, motion carried.

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CONTACT INFO
Executive Director
Heather Hanover
989-224-8944 Ext 233

Meeting Minutes
Downtown Development Authority
August 6 ,2025

Because of the length of the PSD meeting, many members had to return to work and there was no longer a quorum. The DDA meeting was for discussion only.

The only matter that was discussed is the city ordinance change referring to how outdoor furniture is permitted. Would the DDA like input on this matter. It was the general feeling that they would and it should be referred to the Design Committee.

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Executive Director Activity for August 2025

A. Added Agenda to City Website
B. Posted events and happenings on Downtown and Community Facebook pages
C. Board Meeting, agenda and minutes
D. Events Committee meeting, agenda and minutes
E. Executive Committee meeting, agenda and minutes
F. Marketing Committee meeting, agenda and minutes
G. Chamber Monthly Meeting
H. City Council Meeting
I. Senior Center Meeting
J. Chamber Ribbon Cutting
K. Meet with city and historical society to clean out depot
L. Weekly Set up and take down for Thursday Higham Street Market
M. Checks for the Thursday Market Singers
N. Event Form for US 27 Car Tour
O. Ordered Shirts for US 27 Tour
P. Handed out passport stampers for US 27
Q. Met with Kim Davis US 27 organizer
R. Talked with Larry Button and Karl Hanover for traffic control during US 27 Tour
S. Turned off downtown music and created a car themed play list for the Tour
T. Set up and ran registration desk and sold tee shirts for US 27 Car Tour
U. Order Volunteer shirts for the Mint Fest, picked them up and organized them
V. Ordered Mint Fest Car Show t shirts
W. Ordered lights for tents
X. Ordered 2 Canopy Tents for tickets and entrance
Y. Filled our check request forms for 5 bands, drinks and security guard.
Z. Set up cash boxes and credit card stations for Mint Fest
AA. Bought popsicles for the football team
BB. Worked with the High School Football team to set up Mint Fest gates
CC. Worked the Entrance and Tickets on Friday Night
DD. Took down gates and moved everything from the Block Party out of the way for the parade
EE. Inventoried the drinks and order more on some we were low on for Saturday night
FF. Added sponsor banners to gates
GG. Made signs for Trash and cans and prices at Mint Fest
HH. Double checked with Dance team about can pick up.
II. Picked up plaques for Car Show
JJ. Talked with car show sponsors about judging
KK. Talked with Larry Button about running gate at Mint Fest Car Show
LL. Set up Sound system for Mint Fest Parade
MM. Set up Mint Fest Car Show Registration, sound system and t shirts

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NN. Announced Car Show Awards and prizes, took pictures of winners
OO. Reset up for Block Party
PP. Staffed the drink, entrance and ticket areas
QQ. Paid all Bands
RR. Paid the Stage Company
SS. Purchased Ice for the drinks
TT. Purchased pop for the block party
UU. Paid the overnight Security
VV. Collected Hot Dog Cart and all supplies and brought to downtown for the Wrestling team
WW. Took downtown all fencing and tables for the Block Party
XX. Inventoried the Drinks
YY. Took down stage
ZZ. Returned Chairs to Dershem
AAA. Cleaned up trash
BBB. Turned in cash from the Car Show and Block Party to the City
CCC. Paid sales tax on drinks sold
DDD. Completed report of Mint Fest Financials
EEE. Ordered Porta potties of Sirens Concert
FFF. Meet with supplier to place potties
GGG. Meet with Nick about gates and vests for Sirens Concert
HHH. Working with Minty Mitten on their Match on Main Grant
III. Working with Façade grantees
JJJ. Set up Website page with links for downtown arts group
KKK. Meet with Shirley Davis of Saturday Farm Market and collected fees
LLL. Gave Farmer Market Money to City
MMM. Ordered ads from MTYD
NNN. Ordered ads from Z92.5
OOO. Ordered Ads from WLNS
PPP. Working with the Chamber on the Harvest Fest
QQQ. Filled out SEPA for Oktoberfest

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Design Committee Meeting Minutes
August 21, 8:00 am
DDA Office

Members Attending: Tyler Barlage, Lori Wurm, Lara Botteger and Brandy Martinez

Others: Heather Hanover

1. We have spent a lot on Façades in the past few years and we do not have a big pot for this year, $10,000 was the budget. Should we go ahead with this amount or save up and do something bigger next year. It was decided to go ahead and do what we can this year.
2. Permitting Outdoor Furniture. The city is looking to update their procedure for when a business would like to add outdoor furniture in the public right of ways/sidewalks. The city would like some input from the Downtown and the Downtown board sent the task to the Design Committee. The proposed changes were discussed. The group is happy that the city is making it easier and not requiring the applicant to go through the Special use permit process. The committee would like a say in any permit before it is approved in the downtown district. The Committee was concerned about a couple of areas in the new code. 155.446 C says outdoor furniture is only allowed during open hours. Do all the chairs have to be put away each night? They are not in favor of that. They did not think the city should be telling a business what color umbrellas to choose(section H). The committee would just like to be added as an approval step for any business in the Central Business District and will work next month to decide what their review will entail. It was also talked about getting our design policies on our website. There was discussion on giving design guidance to downtown businesses, for lighting, design and landscaping. Are there some informational packets we should come up with to give to business owners?
3. Fall Décor: the planters are looking great, no reason to remove the plants like last year, we will just add some pumpkins in September before the Harvest Fest.
4. Holiday Décor: it is in our budget to get 4 more snowflakes; the group would like to go ahead and purchase 4 more. For the large pot winter decor, they looked great last year, thanks to Woodburys but it was hard to get the décor in the frozen pots and more height is better. Brandy will talk to her metal worker about some peppermint/candy themed large inserts and Woodburys will do the greens again. We will discuss this more next month.
5. Benches: we still have one coming from Ivan. There was a suggestion from Smith Oil on a propane tank style bench, it was discussed about having Mary A. also paint on it. A group of ladies from the arts downtown are working on some more bench ideas. Brandy's metal working friend has yet to put in a proposal, she will talk to him.
6. Other discussion: the need for more trash cans on the side streets and cigarette

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CONTACT INFO
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Heather Hanover
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9-5-25
To: St Johns City Planning Commission/Chris Khorey
Re: Outdoor Seating Areas

Thank your for requesting our review of changes to Ordinance 155.446 Sidewalk Café and Outdoor Seating Areas. We commend the city's efforts in streamlining the procedure for business owners by removing the special use permit restriction. The Downtown Development Authority Board referred this matter to their Design Committee, who reviewed the proposed new wording changes in the ordinance and have three suggestions.

1. We ask that all permitting request which are within the Downtown District be referred to our committee as part of the city review.
2. Section C should not prohibit furniture during non-operating hours but the owner should be warned that furniture left out will be at the owner's risk.
3. Section H table umbrellas colors should be at the discretion of the business owner and not the city.

Again, thank you for your request and we look forward to working with you on this issue.

Tyler Barlage
St Johns DDA
Design Chair

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Events Committee Meeting
August 7,2025
11:30am the Heist

Members Attending: Tracy Kossaras, Jason Butler, Nancy McKinley, Aimee Court and Kyle from the Heist, Nikki Oderkirk and Christine from 508 and Nick Boyer

Others: Heather Hanover

1) Mint Fest: We still need volunteers. The group at 508 said they could help with set up if needed and possibly Saturday night. The Heist is planning on sliders, pretzels and popcorn for Saturday Night. Heather is working with Dean for ice. We always need help with set up and take down. The Saturday night volunteers are sparse but Heather has a bunch of her family coming.
2) US 27 Car tour: We need 4 volunteers. 2 for traffic control and 2 for registrations and t shirts. Heather will order tee shirts for selling at the event and talk to Larry Button about helping at the entrance. Jason will be gone that day, so we will need to get someone else for traffic control. Nancy and Tracy will help with registration. The tour participants are always looking for breakfast when they get here, the Heist should have breakfast.
3) Christine and Nikki said they are developing a flyer; they will need a couple of bathrooms. They are thinking 1 to 3 for the event now but Nick will have music until 10pm. There will be a few bands at Sirens , they have 2 food trucks and 25 vendors so far.
4) Siren's country music concert is coming up. The board voted to supply 2 bathrooms. Nick would also like to use some of our event vests and crowd gates. Heather will order bathrooms and meet with Nick on the vests and crowd guards. Nick said then event is sold out. The first band will start at 1 and Sadie will perform around 4. The Heist will be serving food to Sadie's entourage.
5) The Harvest Fest is next; we are working with the Chamber on this event as an alternative to the Fall Festival.

St. Johns Principal Shopping District and Downtown Development Authority
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Marketing Committee Minutes
July 17, 2025
12:30am at the Fire Hall

Committee Members Present: Monica Ladiski, Emily Baudoux.
Others Present: Heather Hanover

Moncia and Emily discussed the pros and cons of each candidate. The different proposals were compared apples to apples. After much deliberation it was decided that the best fit for the Downtown because of cost, flexibility and qualifications was Doug Marek. The committee will be recommending that the board approve Doug Marek to redesign our website and request that the board participate in the cost with funds from the general fund.

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Executive Meeting
August 19,2025

Members attending: Jason Butler, Chad Gamble, Corinne Trimbach and Tracy Kossaras.
Others: Heather Hanover

1. The Mint Fest was discussed. Our profits were down considerably. The weather and the new social district were a factor. The chamber also had struggles. There was discussion on how the event was managed and they need to look at what to do in the future.
2. The Policy on supporting other downtown events with financial support and amenities. There was discussion on were we draw the line and what we can do legally. The general consists was that we should not help ticketed events that are not open to the public. There was also discussion on letting the board decide on individual requests. The discussion was on 3 buckets of events, 1. DDA events, 2. Sponsored Events 3, Private events(ticketed or not open to the public). We obviously pay for 1 and not 3. It is 2 that gets complicated. There was discussion on if the event is family friendly, the length of the event and the number of attendees. There was discussion that this should be a city decision/ part of the Special Event Permit Application(SEPA). The city should require larger events to supply bathrooms and trash removal. There was also talk of fining event organizers that don't preform their event as presented in the SEPA.
3. Main Street Survey: Heather will add a couple to the packet so that we can keep going on this process.

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	YTD BALANCE 08/31/2025	ACTIVITY FOR MONTH 08/31/25	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY							
Revenues							
Dept 000 - REVENUE							
248-000-404.000	CURRENT PROPERTY TAX	42,579.31	54,877.44	0.00	0.00	54,877.44	0.00
248-000-582.000	GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
248-000-665.000	INTEREST EARNED/INVESTMENTS	0.00	250.00	0.00	0.00	250.00	0.00
Total Dept 000 - REVENUE		42,579.31	55,127.44	0.00	0.00	55,127.44	0.00
TOTAL REVENUES		42,579.31	55,127.44	0.00	0.00	55,127.44	0.00
Expenditures							
Dept 451 - NEW CONSTRUCTION							
248-451-713.001	EMPLOYER SOCIAL SECURITY	731.96	556.00	143.99	71.99	412.01	25.90
248-451-713.002	MEDICARE/EMPLOYER PORTION	171.20	129.97	33.68	16.84	96.29	25.91
248-451-804.000	ADMINISTRATION CHARGES	7,310.00	8,000.00	0.00	0.00	8,000.00	0.00
248-451-818.000	CONTRACTUAL SERVICES	16,128.22	13,934.04	2,322.34	1,161.17	11,611.70	16.67
248-451-818.040	DOWNTOWN IMPROVEMENT	26,704.75	23,500.00	2,523.00	0.00	20,977.00	10.74
248-451-880.007	FACADE GRANTS	37,800.00	10,000.00	0.00	0.00	10,000.00	0.00
Total Dept 451 - NEW CONSTRUCTION		88,846.13	56,120.01	5,023.01	1,250.00	51,097.00	8.95
TOTAL EXPENDITURES		88,846.13	56,120.01	5,023.01	1,250.00	51,097.00	8.95
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:							
TOTAL REVENUES		42,579.31	55,127.44	0.00	0.00	55,127.44	0.00
TOTAL EXPENDITURES		88,846.13	56,120.01	5,023.01	1,250.00	51,097.00	8.95
NET OF REVENUES & EXPENDITURES		(46,266.82)	(992.57)	(5,023.01)	(1,250.00)	4,030.44	506.06

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							
07/01/2025			**248-000-001.000 POOLED CASH**		BEG. BALANCE		(42,927.82)
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025			1,250.01	(44,177.83)
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025			1,250.00	(45,427.83)
08/26/2025	CD	CHK	Check: PC 201181	201181		2,523.00	(47,950.83)
08/31/2025			248-000-001.000	END BALANCE	0.00	5,023.01	(47,950.83)
07/01/2025			**248-000-002.000 CASH - IMM/PRI ACCT 1289**		BEG. BALANCE		88,443.94
08/31/2025			248-000-002.000	END BALANCE	0.00	0.00	88,443.94
07/01/2025			**248-000-002.007 DEBIT CARD-CASH**		BEG. BALANCE		(3,339.00)
08/31/2025			248-000-002.007	END BALANCE	0.00	0.00	(3,339.00)
07/01/2025			**248-000-202.000 ACCOUNTS PAYABLE**		BEG. BALANCE		0.00
07/24/2025	AP	INV	AUDIO SUPPORT; SERVICE CALL	070725.1		2,523.00	(2,523.00)
08/26/2025	CD	CHK	Check: PC 201181	201181	2,523.00		0.00
08/31/2025			248-000-202.000	END BALANCE	2,523.00	2,523.00	0.00
07/01/2025			**248-000-390.000 Fund Balance**		BEG. BALANCE		(88,443.94)
08/31/2025			248-000-390.000	END BALANCE	0.00	0.00	(88,443.94)
07/01/2025			**248-451-713.001 EMPLOYER SOCIAL SECURITY**		BEG. BALANCE		0.00
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025		72.00		72.00
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		71.99		143.99
08/31/2025			248-451-713.001	END BALANCE	143.99	0.00	143.99
07/01/2025			**248-451-713.002 MEDICARE/EMPLOYER PORTION**		BEG. BALANCE		0.00
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025		16.84		16.84
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		16.84		33.68
08/31/2025			248-451-713.002	END BALANCE	33.68	0.00	33.68
07/01/2025			**248-451-818.000 CONTRACTUAL SERVICES**		BEG. BALANCE		0.00
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025		1,161.17		1,161.17
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		1,161.17		2,322.34
08/31/2025			248-451-818.000	END BALANCE	2,322.34	0.00	2,322.34
07/01/2025			**248-451-818.040 DOWNTOWN IMPROVEMENT**		BEG. BALANCE		0.00
07/24/2025	AP	INV	AUDIO SUPPORT; SERVICE CALL	070725.1	2,523.00		2,523.00
08/31/2025			248-451-818.040	END BALANCE	2,523.00	0.00	2,523.00
TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY					7,546.01	7,546.01	(46,266.82)

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	YTD BALANCE 08/31/2025	ACTIVITY FOR MONTH 08/31/25	AVAILABLE BALANCE	% BDGT USED
Fund 251 - PRINCIPAL SHOPPING DISTRICT							
Revenues							
Dept 000 - REVENUE							
251-000-452.006	DOWNTOWN BUSINESS DISTRICT	41,743.51	42,825.00	13,285.00	0.00	29,540.00	31.02
251-000-541.000	GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
251-000-653.001	FARMERS' MARKET	1,724.84	1,500.00	735.25	735.25	764.75	49.02
251-000-653.003	CAR SHOWS	3,624.59	3,000.00	2,528.00	2,528.00	472.00	84.27
251-000-653.005	MINT FESTIVAL	43,477.38	35,000.00	24,779.00	23,579.00	10,221.00	70.80
251-000-653.010	SPRING FESTIVAL	(8.89)	0.00	0.00	0.00	0.00	0.00
251-000-653.013	WINTER FESTIVAL	380.00	500.00	0.00	0.00	500.00	0.00
251-000-665.000	INTEREST EARNED/INVESTMENTS	68.77	0.00	0.00	0.00	0.00	0.00
251-000-674.005	CORPORATE SPONSORS	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
251-000-675.008	MURALS & SCULPTURES	0.00	0.00	0.00	0.00	0.00	0.00
251-000-677.000	MISCELLANEOUS REVENUE	220.00	0.00	0.00	0.00	0.00	0.00
251-000-679.000	MARKETING CO-OP	2,750.00	3,000.00	0.00	0.00	3,000.00	0.00
Total Dept 000 - REVENUE		94,980.20	86,825.00	41,327.25	26,842.25	45,497.75	47.60
TOTAL REVENUES		94,980.20	86,825.00	41,327.25	26,842.25	45,497.75	47.60
Expenditures							
Dept 172 - ADMINISTRATION DEPARTMENT							
251-172-713.001	EMPLOYER SOCIAL SECURITY	731.89	863.91	143.98	71.99	719.93	16.67
251-172-713.002	MEDICARE/EMPLOYER PORTION	171.15	202.04	33.67	16.83	168.37	16.67
251-172-730.000	OFFICE SUPPLIES/ADM	0.00	100.00	0.00	0.00	100.00	0.00
251-172-751.000	EVENT COLLABORATION	2,950.45	6,100.00	0.00	0.00	6,100.00	0.00
251-172-751.001	FARMERS' MARKET	1,313.78	1,000.00	675.00	675.00	325.00	67.50
251-172-751.002	CAR SHOWS	0.00	1,000.00	906.25	906.25	93.75	90.63
251-172-751.003	MINT FESTIVAL	30,911.96	28,000.00	27,082.58	14,382.58	917.42	96.72
251-172-751.007	WINTER FESTIVAL	1,956.03	2,000.00	0.00	0.00	2,000.00	0.00
251-172-751.010	FALL FESTIVAL	988.20	1,000.00	0.00	0.00	1,000.00	0.00
251-172-804.000	ADMINISTRATION CHARGES	6,600.00	8,000.00	0.00	0.00	8,000.00	0.00
251-172-814.002	WEBSITE	810.00	810.00	0.00	0.00	810.00	0.00
251-172-818.000	CONTRACTUAL SERVICES	11,805.22	13,934.04	2,322.34	1,161.17	11,611.70	16.67
251-172-818.040	DOWNTOWN IMPROVEMENT	9,555.13	5,000.00	0.00	0.00	5,000.00	0.00
251-172-826.086	AUDIT FEES	0.00	500.00	0.00	0.00	500.00	0.00
251-172-853.004	MONTHLY & LONG DISTANCE SERV	511.05	500.00	0.00	0.00	500.00	0.00
251-172-880.008	MARKETING	7,143.44	11,000.00	0.00	0.00	11,000.00	0.00
251-172-882.000	MARKETING CO-OP	8,000.00	6,000.00	0.00	0.00	6,000.00	0.00
251-172-956.000	MISCELLANEOUS	430.62	0.00	400.00	0.00	(400.00)	100.00
251-172-960.000	EDUCATION AND TRAINING	150.00	500.00	0.00	0.00	500.00	0.00
251-172-961.000	PROFESSIONAL DUES	350.00	350.00	0.00	0.00	350.00	0.00
251-172-969.000	GRANTS	435.00	0.00	0.00	0.00	0.00	0.00
251-172-969.001	MUSIC	1,898.85	1,000.00	0.00	0.00	1,000.00	0.00
251-172-985.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 172 - ADMINISTRATION DEPARTMENT		86,712.77	87,859.99	31,563.82	17,213.82	56,296.17	35.93
TOTAL EXPENDITURES		86,712.77	87,859.99	31,563.82	17,213.82	56,296.17	35.93
Fund 251 - PRINCIPAL SHOPPING DISTRICT:							
TOTAL REVENUES		94,980.20	86,825.00	41,327.25	26,842.25	45,497.75	47.60
TOTAL EXPENDITURES		86,712.77	87,859.99	31,563.82	17,213.82	56,296.17	35.93

GL NUMBER	DESCRIPTION	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	YTD BALANCE 08/31/2025	ACTIVITY FOR MONTH 08/31/25	AVAILABLE BALANCE	% BDGT USED
Fund 251 - PRINCIPAL SHOPPING DISTRICT							
NET OF REVENUES & EXPENDITURES		8,267.43	(1,034.99)	9,763.43	9,628.43	(10,798.42)	943.34
TOTAL REVENUES - ALL FUNDS		137,559.51	141,952.44	41,327.25	26,842.25	100,625.19	29.11
TOTAL EXPENDITURES - ALL FUNDS		175,558.90	143,980.00	36,586.83	18,463.82	107,393.17	25.41
NET OF REVENUES & EXPENDITURES		(37,999.39)	(2,027.56)	4,740.42	8,378.43	(6,767.98)	233.80

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 251 PRINCIPAL SHOPPING DISTRICT							
07/01/2025			**251-000-001.000 POOLED CASH**		BEG. BALANCE		57,195.36
07/01/2025	CD	CHK	Check: PC 201031	201031		100.00	57,095.36
07/03/2025	CD	CHK	Check: PC 8636	8636(A)		100.00	56,995.36
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025			1,250.00	55,745.36
07/15/2025	GJ	JE	RECORD CASH TRANSFERS	15540	6,075.00		61,820.36
07/22/2025	CD	CHK	Check: PC 201042	201042		100.00	61,720.36
07/22/2025	CD	CHK	Check: PC 201043	201043		3,912.50	57,807.86
07/29/2025	CD	CHK	Check: PC 201081	201081		400.00	57,407.86
07/29/2025	CD	CHK	Check: PC 201085	201085		100.00	57,307.86
07/29/2025	CD	CHK	Check: PC 201090	201090		165.00	57,142.86
07/29/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 07/29/202		1,200.00		58,342.86
07/31/2025	CD	CHK	Check: PC 8662	8662(A)		150.00	58,192.86
07/31/2025	CD	CHK	Check: PC 201105	201105		700.00	57,492.86
07/31/2025	CD	CHK	Check: PC 201106	201106		1,000.00	56,492.86
07/31/2025	CD	CHK	Check: PC 201107	201107		2,000.00	54,492.86
07/31/2025	CD	CHK	Check: PC 201108	201108		100.00	54,392.86
07/31/2025	CD	CHK	Check: PC 201110	201110		3,912.50	50,480.36
07/31/2025	CD	CHK	Check: PC 201111	201111		800.00	49,680.36
07/31/2025	GJ	JE	RECORD CASH TRANSFERS	15545	7,210.00		56,890.36
08/05/2025	CD	CHK	Check: PC 201113	201113		1,312.00	55,578.36
08/05/2025	CD	CHK	Check: PC 201114	201114		400.00	55,178.36
08/05/2025	CD	CHK	Check: PC 201115	201115		100.00	55,078.36
08/05/2025	CD	CHK	Check: PC 201122	201122		7,874.75	47,203.61
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025			1,249.99	45,953.62
08/13/2025	CR	RCPT	GENERAL RECEIPT 08/13/2025		1,000.00		46,953.62
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025		24,527.25		71,480.87
08/21/2025	CD	CHK	Check: PC 201123	201123		100.00	71,380.87
08/26/2025	CD	CHK	Check: PC 201146	201146		100.00	71,280.87
08/26/2025	CD	CHK	Check: PC 201159	201159		375.00	70,905.87
08/26/2025	CD	CHK	Check: PC 201169	201169		100.00	70,805.87
08/26/2025	CD	CHK	Check: PC 201171	201171		1,245.00	69,560.87
08/26/2025	CD	CHK	Check: PC 201175	201175		859.30	68,701.57
08/27/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/27/202		1,315.00		70,016.57
08/29/2025	CD	CHK	Check: PC 8725	8725(A)		417.06	69,599.51
08/29/2025	CD	CHK	Check: PC 8746	8746(A)		2,510.72	67,088.79
08/29/2025	CD	CHK	Check: PC 8755	8755(A)		570.00	66,518.79
08/31/2025			251-000-001.000	END BALANCE	41,327.25	32,003.82	66,518.79
07/01/2025			**251-000-002.000 CASH - IMM/PRI ACCT 1289**		BEG. BALANCE		8,036.26
08/31/2025			251-000-002.000	END BALANCE	0.00	0.00	8,036.26
07/01/2025			**251-000-002.007 DEBIT CARD-CASH**		BEG. BALANCE		(3,349.64)
08/31/2025			251-000-002.007	END BALANCE	0.00	0.00	(3,349.64)
07/01/2025			**251-000-084.703 DUE FROM CURRENT TAX COLLECT**		BEG. BALANCE		0.00
07/15/2025	GJ	JE	RECORD CASH TRANSFERS	15540		6,075.00	(6,075.00)
07/15/2025	GJ	JE	RECORD TAX REVENUES	15541	6,075.00		0.00
07/31/2025	GJ	JE	RECORD CASH TRANSFERS	15545		7,210.00	(7,210.00)
07/31/2025	GJ	JE	RECORD TAX REVENUES	15546	7,210.00		0.00
08/31/2025			251-000-084.703	END BALANCE	13,285.00	13,285.00	0.00
07/01/2025			**251-000-202.000 ACCOUNTS PAYABLE**		BEG. BALANCE		(1,115.00)
07/01/2025	CD	CHK	Check: PC 201031	201031	100.00		(1,015.00)
07/03/2025	CD	CHK	Check: PC 8636	8636(A)	100.00		(915.00)
07/16/2025	AP	INV	STAGE SETUP	35560		3,912.50	(4,827.50)
07/16/2025	AP	INV	SOCIAL DISTRICT DECAL	21571		400.00	(5,227.50)
07/22/2025	CD	CHK	Check: PC 201042	201042	100.00		(5,127.50)
07/22/2025	CD	CHK	Check: PC 201043	201043	3,912.50		(1,215.00)
07/24/2025	AP	INV	2.5X3.5 CAR SHOW DASH PLAQUES	21604		375.00	(1,590.00)
07/29/2025	CD	CHK	Check: PC 201081	201081	400.00		(1,190.00)
07/29/2025	CD	CHK	Check: PC 201085	201085	100.00		(1,090.00)
07/29/2025	CD	CHK	Check: PC 201090	201090	165.00		(925.00)
07/30/2025	AP	INV	PSD/DDA - MINT FESTIVAL	07/28/2025		700.00	(1,625.00)
07/30/2025	AP	INV	PSD/DDA - MINT FESTIVAL	07/28/2025		1,000.00	(2,625.00)
07/30/2025	AP	INV	PSD/DDA - MINT FEST 2025	07/28/2025		2,000.00	(4,625.00)
07/30/2025	AP	INV	FINAL PAYMENT; STAGE	35560 #2		3,912.50	(8,537.50)
07/30/2025	AP	INV	PDS/DDA - MINT FESTIVAL	07/28/2025		800.00	(9,337.50)
07/31/2025	CD	CHK	Check: PC 8662	8662(A)	150.00		(9,187.50)
07/31/2025	CD	CHK	Check: PC 201105	201105	700.00		(8,487.50)
07/31/2025	CD	CHK	Check: PC 201106	201106	1,000.00		(7,487.50)
07/31/2025	CD	CHK	Check: PC 201107	201107	2,000.00		(5,487.50)
07/31/2025	CD	CHK	Check: PC 201108	201108	100.00		(5,387.50)
07/31/2025	CD	CHK	Check: PC 201110	201110	3,912.50		(1,475.00)
07/31/2025	CD	CHK	Check: PC 201111	201111	800.00		(675.00)
08/04/2025	AP	INV	MUSIC FOR CAR SHOW	08/04/2025		400.00	(1,075.00)
08/05/2025	AP	INV	POLICY #NEW BUSINESS 08/08-08/09 2025	08/01/2025		1,312.00	(2,387.00)
08/05/2025	CD	CHK	Check: PC 201113	201113	1,312.00		(1,075.00)
08/05/2025	CD	CHK	Check: PC 201114	201114	400.00		(675.00)
08/05/2025	CD	CHK	Check: PC 201115	201115	100.00		(575.00)
08/05/2025	AP	INV	MINT FEST 2025; BEER TENT	08/05/2025		7,874.75	(8,449.75)
08/05/2025	CD	CHK	Check: PC 201122	201122	7,874.75		(575.00)
08/05/2025	AP	INV	APPAREL - DK GRAPHITE HEATER TEE	203904		1,125.72	(1,700.72)
08/05/2025	AP	INV	APPAREL - LIME TEE W/ONE COLOR	203862		463.75	(2,164.47)
08/18/2025	AP	INV	REIMBURSE; POP, ICE, OVERNIGHT SECURI	08/12/2025		417.06	(2,581.53)

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			251-000-202.000 ACCOUNTS PAYABLE (Continued)				
08/18/2025	AP	INV	ADVERTISING; MINT FESTIVAL	ORDER #23339		570.00	(3,151.53)
08/18/2025	AP	INV	REIMBURSE; CHAIRS FOR MINT FEST	08/12/2025		60.00	(3,211.53)
08/19/2025	AP	INV	3X5 BANNERS; PSD/DDA MINT FEST 2025	203911		55.00	(3,266.53)
08/19/2025	AP	INV	APPAREL; SPORT GREY TEE	204181		866.25	(4,132.78)
08/19/2025	AP	INV	REG PORTOPOTTY	02591		1,245.00	(5,377.78)
08/19/2025	AP	INV	SALES TAX RETURN; SPECIAL EVENT 2025	08/18/2025		859.30	(6,237.08)
08/21/2025	CD	CHK	Check: PC 201123	201123	100.00		(6,137.08)
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4893777-2		225.00	(6,362.08)
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4899251-2		150.00	(6,512.08)
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4969027-1		300.00	(6,812.08)
08/21/2025	AP	INV	20LB ICE	08/08/2025		40.00	(6,852.08)
08/26/2025	CD	CHK	Check: PC 201146	201146	100.00		(6,752.08)
08/26/2025	CD	CHK	Check: PC 201159	201159	375.00		(6,377.08)
08/26/2025	CD	CHK	Check: PC 201169	201169	100.00		(6,277.08)
08/26/2025	CD	CHK	Check: PC 201171	201171	1,245.00		(5,032.08)
08/26/2025	CD	CHK	Check: PC 201175	201175	859.30		(4,172.78)
08/29/2025	CD	CHK	Check: PC 8725	8725(A)	417.06		(3,755.72)
08/29/2025	CD	CHK	Check: PC 8746	8746(A)	2,510.72		(1,245.00)
08/29/2025	CD	CHK	Check: PC 8755	8755(A)	570.00		(675.00)
08/31/2025			251-000-202.000	END BALANCE	29,503.83	29,063.83	(675.00)
07/01/2025			**251-000-390.000 Fund Balance**		BEG. BALANCE		(52,499.55)
08/31/2025			251-000-390.000	END BALANCE	0.00	0.00	(52,499.55)
07/01/2025			**251-000-452.006 DOWNTOWN BUSINESS DISTRICT**		BEG. BALANCE		0.00
07/15/2025	GJ	JE	RECORD TAX REVENUES	15541		6,075.00	(6,075.00)
07/31/2025	GJ	JE	RECORD TAX REVENUES	15546		7,210.00	(13,285.00)
08/31/2025			251-000-452.006	END BALANCE	0.00	13,285.00	(13,285.00)
07/01/2025			**251-000-653.001 FARMERS' MARKET**		BEG. BALANCE		0.00
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025			735.25	(735.25)
08/31/2025			251-000-653.001	END BALANCE	0.00	735.25	(735.25)
07/01/2025			**251-000-653.003 CAR SHOWS**		BEG. BALANCE		0.00
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025			1,213.00	(1,213.00)
08/27/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 08/27/202			1,315.00	(2,528.00)
08/31/2025			251-000-653.003	END BALANCE	0.00	2,528.00	(2,528.00)
07/01/2025			**251-000-653.005 MINT FESTIVAL**		BEG. BALANCE		0.00
07/29/2025	CR	RCPT	PRINCIPAL SHOPPING DISTRICT 07/29/202			1,200.00	(1,200.00)
08/13/2025	CR	RCPT	GENERAL RECEIPT 08/13/2025			1,000.00	(2,200.00)
08/19/2025	CR	RCPT	GENERAL RECEIPT 08/19/2025			22,579.00	(24,779.00)
08/31/2025			251-000-653.005	END BALANCE	0.00	24,779.00	(24,779.00)
07/01/2025			**251-172-713.001 EMPLOYER SOCIAL SECURITY**		BEG. BALANCE		0.00
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025		71.99		71.99
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		71.99		143.98
08/31/2025			251-172-713.001	END BALANCE	143.98	0.00	143.98
07/01/2025			**251-172-713.002 MEDICARE/EMPLOYER PORTION**		BEG. BALANCE		0.00
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025		16.84		16.84
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		16.83		33.67
08/31/2025			251-172-713.002	END BALANCE	33.67	0.00	33.67
07/01/2025			**251-172-751.001 FARMERS' MARKET**		BEG. BALANCE		0.00
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4893777-2	225.00		225.00
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4899251-2	150.00		375.00
08/21/2025	AP	INV	ADVERTISING; FARMER'S MARKET	4969027-1	300.00		675.00
08/31/2025			251-172-751.001	END BALANCE	675.00	0.00	675.00
07/01/2025			**251-172-751.002 CAR SHOWS**		BEG. BALANCE		0.00
08/19/2025	AP	INV	APPAREL; SPORT GREY TEE	204181	866.25		866.25
08/21/2025	AP	INV	20LB ICE	08/08/2025	40.00		906.25
08/31/2025			251-172-751.002	END BALANCE	906.25	0.00	906.25
07/01/2025			**251-172-751.003 MINT FESTIVAL**		BEG. BALANCE		0.00
07/16/2025	AP	INV	STAGE SETUP	35560	3,912.50		3,912.50
07/24/2025	AP	INV	2.5X3.5 CAR SHOW DASH PLAQUES	21604	375.00		4,287.50
07/30/2025	AP	INV	PSD/DDA - MINT FESTIVAL	07/28/2025	700.00		4,987.50
07/30/2025	AP	INV	PSD/DDA - MINT FESTIVAL	07/28/2025	1,000.00		5,987.50
07/30/2025	AP	INV	PSD/DDA - MINT FEST 2025	07/28/2025	2,000.00		7,987.50
07/30/2025	AP	INV	FINAL PAYMENT; STAGE	35560 #2	3,912.50		11,900.00
07/30/2025	AP	INV	PDS/DDA - MINT FESTIVAL	07/28/2025	800.00		12,700.00
08/04/2025	AP	INV	MUSIC FOR CAR SHOW	08/04/2025	400.00		13,100.00
08/05/2025	AP	INV	POLICY #NEW BUSINESS 08/08-08/09 2025	08/01/2025	1,312.00		14,412.00
08/05/2025	AP	INV	MINT FEST 2025; BEER TENT	08/05/2025	7,874.75		22,286.75
08/05/2025	AP	INV	APPAREL - DK GRAPHITE HEATER TEE	203904	1,125.72		23,412.47
08/05/2025	AP	INV	APPAREL - LIME TEE W/ONE COLOR	203862	463.75		23,876.22
08/18/2025	AP	INV	REIMBURSE; POP, ICE, OVERNIGHT SECURI	08/12/2025	417.06		24,293.28
08/18/2025	AP	INV	ADVERTISING; MINT FESTIVAL	ORDER #23339	570.00		24,863.28
08/18/2025	AP	INV	REIMBURSE; CHAIRS FOR MINT FEST	08/12/2025	60.00		24,923.28
08/19/2025	AP	INV	3X5 BANNERS; PSD/DDA MINT FEST 2025	203911	55.00		24,978.28

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
			251-172-751.003 MINT FESTIVAL		(Continued)		
08/19/2025	AP	INV	REG PORTOPOTTY	02591	1,245.00		26,223.28
08/19/2025	AP	INV	SALES TAX RETURN; SPECIAL EVENT 2025	08/18/2025	859.30		27,082.58
08/31/2025			251-172-751.003	END BALANCE	27,082.58	0.00	27,082.58
07/01/2025			**251-172-818.000 CONTRACTUAL SERVICES**		BEG. BALANCE		0.00
07/09/2025	PR	CHK	SUMMARY PR 07/09/2025		1,161.17		1,161.17
08/13/2025	PR	CHK	SUMMARY PR 08/13/2025		1,161.17		2,322.34
08/31/2025			251-172-818.000	END BALANCE	2,322.34	0.00	2,322.34
07/01/2025			**251-172-956.000 MISCELLANEOUS**		BEG. BALANCE		0.00
07/16/2025	AP	INV	SOCIAL DISTRICT DECAL	21571	400.00		400.00
08/31/2025			251-172-956.000	END BALANCE	400.00	0.00	400.00
TOTAL FOR FUND 251 PRINCIPAL SHOPPING DISTRICT					115,679.90	115,679.90	8,267.43

Successful businesses are vital to a thriving district.

BUSINESS KEY FOCUS AREAS

Business Retention Strategies | Business Recruitment Strategies | Business Plan Competitions
Incentive Strategies | Rightsized Retail | Expansion Exploration | Retail Market Data
Succession Planning | New Business Start Up Package

business solution scorecard

PERFORMANCE MEASURE	STARTING 0	STARTING 1	EVOLVING 2	EVOLVING 3	EXCELLING 4	EXCELLING 5
1. Business development efforts and the broader scope of district revitalization initiatives are focused on a targeted geographic area that is clearly defined and mapped	☐	☐	☐	☐	☐	☐
2. A building and business inventory of the district has been completed for all properties and businesses within the district	☐	☐	☐	☐	☐	☐
3. A map identifying and analyzing the district's business and activity mix on first and upper floors is in place and updated regularly or as changes warrant	☐	☐	☐	☐	☐	☐
4. The organization has programming and resources in place to actively assist small businesses and entrepreneurs in the district	☐	☐	☐	☐	☐	☐
5. The organization maintains current market information and a list of targeted business expansion and recruitment opportunities	☐	☐	☐	☐	☐	☐
6. Business development and recruitment collateral materials are in place and updated regularly or as needed	☐	☐	☐	☐	☐	☐
7. The organization hosts regular business owner meetings and/or communicates regularly with business owners to determine needs or challenges, and share successes	☐	☐	☐	☐	☐	☐

BUSINESS TOTAL SCORE

SCORING SCALE

0—1 Starting: Doesn't exist or we're just getting started (in the early discussion, research or planning stages) — or — underperforming and in need of a re-boot.

2—3 Evolving: Getting ready to launch or already in place, operating or programmed — but with opportunities for growth or enhancement.

4—5 Excelling: Actively and consistently demonstrated or mastered with a high degree of proficiency and quality— commonly viewed among our greatest strengths.

Scan the QR code here to go directly to the resource library and download the tools you need to keep your revitalization efforts moving forward!

SCAN ME

Mint Fest Downtown Financials

Income:	**2025**	**2024**	**2023**	**2022**	**2021**	**2019**
Car Show:	1313(80)	3052(133) (2049 cost)	$2455(112)	$800(37Rain)	$2,180 (120)	$1,850
Gate:	5375(F)+ 6763(S) =12138	10269(F)+9225(S)= 19,494	8030(F)+7465(S)=15,495($10)	10,786 ($10)	5,750 ($5)	6,745($5)
Tickets:	6895(F)+8706(S) = 15601	10197(F)+11925(s)=22,122	11,760(F)+11158(S)=22,918	14,275	15,208	12,433.95
Paid Attendance	538+ 677=1215	1027+922=1949	803(F)+ 747(S)=1550	771(F)+ 228(S)=999 (Rained)	1150F&S	
Other Income:						
Sponsors ad fees:	3700	$3875	3250	1550	2500	$0
Hot Dog Cart :	0	161				
Total Income:	**33,967**	**$48,704**	**$44,118**	**27,791.96**	**$25,638**	**$21,028.95**
Expenses:						
Z 92.5 Radio Ads:	995	510	360			
WLNS Ads	675	424.46(PLUS FREE)	523.68			
Facebook Boost	50	35.00	50.00			
Car Show T-Shirts/plaques	1536.72	1800.06	1949(45 for flyers, rest is t shirts and plaques)			
Stage	8125(300 Sec) (Stage+security)	10,073 (Stage, wiring security)	6325 107.44(Gill-Roy's)			
Insurance	1312	525	525			
License	100	100	100			
Banners	1055	750	500(Thanks Bruce)			
Porta Potties	1245	1385	1246			
Dan Henry	5278	6573.65(Return???)	5956.75			
Bands	5400(5)	5250(4)	4700(4)			
Blue Bus		300				
Misc: (Ice, pop and bags, wristbands, lights)	657	515.56	358.36			
Trough/tent	286	n/a	111.29			
Hot Dogs		85	n/a			
Volunteer t-shirts	463.75	451	255			
Concert t-shirts		n/a	270			
Sales Tax	859.30	1101.62	1297.25			
Straw delivery		n/a	30.00			
Credit Card fee	184.31	157.18	232.29			
Chairs Dershem	$60	$60(donated by Mayor)				
Total Expenses	**28282.08**	**2024:30,036.53**	**2023: $25,788.06**	**2022: $15,332 2021:**	**2021 $11,462.28**	**2019: 13,435.56**
Approx. Net Income:	**5684.92**	**562024:18,667.47**	**2023: 18,420.89**	**2022:$12,459**	**2021:$14,175.72**	**2019: $7593.39**