



St. Johns Principal Shopping District
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

Kristina Kinde
City of St. Johns,

Erika Hayes
Jackson,
Hayes, PC

Brent Hurst
OhMi Organics

Tracy Kossaras
Kurt's Appliance

Nancy McKinley
Castle Resident

Corinne Trimbach
Building Owner

Marketing
Emily Baudoux-Chair
Erica Hayes
Vickie Schafer
Monica Ladiski

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettger

Events
Corinne Trimbach-Chair
Tracy Kossaras-Chair
Brent Hurst
Nancy McKinley
Jason Butler
Liz Janetske
Nikki Ouderkirk

**Executive, Finance,
Strategic Planning**

Tyler Barlage
Jason Butler
Kristina Kinde
Tracy Kossaras
Monica Ladiski
Corinne Trimbach
Emily Baudoux

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

AGENDA

Principal Shopping District Meeting

June 3,2026

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 May 6,2026
- B. *Minutes from Executive, Marketing/Event Meetings
- C. *City of St Johns monthly financial report through May 28,2026
- D. *Director's Report

4. Communications

- A. Events Committee 11:37 am (3 minute
- B. Marketing Committee: 11:40am (3 minutes)
- C. Executive Committee 11:43 am (1minutes)
- D. City Updates 11:44 am (3 minutes)

5. Old Business

- A. Event Grant Application 11:47 am(7 minutes)
- B. Event Partnership Form 11:54 am (5 minutes)

6. New Business

- A. Board Member reappointment: 11:59 am(2 Minutes)
Monica Ladiski and Erika Hayes
- B. Annual Meeting July Picnic

Next Regular PSD Board Meeting July 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

Kristina Kinde
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
Erica Hayes
Vickie Schafer
Monica Ladiski

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettger

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

**Executive, Finance,
Strategic Planning**

Tyler Barlage
Jason Butler
Kristina Kinde
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

June 3,2026

Immediately After 11:30 Fire Hall

* Indicates an attachment

1. Call to Order 12:01 pm

2. Additions to the Agenda 12:02 pm

3. Approval of the Consent Agenda: 12:03pm

- A. *Minutes of meeting dated May 6,2026
- B. *Minutes from the Design Committee Meeting
- C. *City of St Johns monthly financial report through May 28,2026

4. Communications

- A. Design Committee 12:04 pm (3 minutes)
Planted Flowers

5. Old Business

- A. Main Street Surveys 12:07 pm (20minutes)

6. New Business

- A. None

7. Public Comment (please keep to under 3 minutes) 12:27 pm (5 minutes)

Adjournment 12:32 pm

Next Regular DDA Board Meeting July 1st.



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

**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
Commissioner

Erika Hayes
Jackson,
Hayes, PC

Brent Hurst
Oh, Mi
Organics

Kristina Kinde
City of St. Johns

Tracy Kossaras
Kurt's Appliance

Nancy McKinley
Castle Residence

Corinne Trimbach
Building Owner

COMMITTEES

Design

Tyler Barlage-Chair
Lori Wurm
Lara Boettiger

Events

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

**Executive, Finance,
Strategic Planning**

Monica Ladiski-
Chair
Tyler Barlage
Emily Baudoux
Jason Butler
Kristina Kinde
Tracy Kossaras
Corinne Trimbach

Marketing

Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

CONTACT INFO

Executive Director

Heather Hanover
989-224-8944 Ext
233

**Meeting Minutes
Principal Shopping District
May 6, 2026
11:30 am, At Fire Hall**

Members Present: Jason Butler, Monica Ladiski, Ed Brandon, Bruce Delong, Erika Hayes, Tyler Barlage and Kristina Kinde.

Others Present: Chief Kirk, Liz Janetske, Justin Hartges and Heather Hanover

1. **Meeting was called to Order by Chair Ladiski at 11:43 am**
2. **Additions to the Agenda:** Heather asked to add the resolution for the special liquor license for the Mint Fest, motion to approve the agenda as amended by Bruce Delong, seconded by Erika Hayes, motion carried.
3. **Public Comment:** Justin from McKenzie agency attended his first meeting and we made introductions.
4. **Motion to Approve the Consent Agenda made by** Bruce Delong, seconded by Erika Hayes motion carried.
 - A. Minutes of meeting dated April 1, 2026
 - B. Minutes of the Executive, Marketing/ Events Committee Meetings
 - C. City of St Johns monthly financial report through April 28,2026
 - D. Director's Report

5.Communications

A. Events Committee: For Spring Fling, we will be hiring a couple of street singers. The Motorcycle Mania is moving to Clinton Ave in front of the 508 Shop. We are going to have a beer tent at the event.

B. Marketing Committee: We worked on a flyer for the Thursday Thing. And will have an ad in MTYD and on Facebook.

C. Executive Committee : We talked with Jordan Whitford about the upcoming road construction downtown. We also thoroughly went through the event protocol that will be discussed later in the agenda.

D. City Update: Kristina Kinde said the city council approved the expansion of the social district. Todd Campbell will be the new city manager and he will start later in June.

6.Old Business

A. Event Classification: At the executive meeting the group created the document in your packet. It creates Event Tiers and defines each tier. There was discussion on tying the Tiers in with the City SEPA so it is all in one location. One tier allows for PSD Grants. There was discussion on grant criteria. An application with the rules should be created. Heather will make a starting document for the executive committee to discuss at their next meeting and then bring back to the entire board. The last tier is event partnerships. Many of the detail will change depending on the partner and the type of event. There was discussion on having a general template to work from when collaborating. Heather will bring that document to the executive meeting also.



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

7.New Business:

A. St Johns Area Economic Community Development Meetings: Monica and Heather have been attending these meetings. Bruce has also attended for the county. The schools, the city and the township along with representatives from LEAP are looking for ways that the different entities can align goals and move our area forward.

B. Road Construction on North Clinton, Walker and Higham starts on May 18th. The city hopes to be done in 4 days but it will depend on the weather. The city is relaxing parking requirements on the outer streets of downtown.

C. Resolution for Special Liquor License for the Mint Festival Beer Tent: Motion by Erika Hay, seconded by Jason Butlrer to approve the resolution, motion carried 7 to 0.

Motion to adjourned made by Erika Hayes at 12:19 pm, seconded by Tyler Barlage, motion carried.



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

**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 Commissioner

Erika Hayes
Jackson, Hayes, PC

Brent Hurst
Oh, Mi Organics

Kristina Kinde
City of St. Johns

Tracy Kossaras
Kurt's Appliance

Nancy McKinley
Castle Residence

Corinne Trimbach
Building Owner

COMMITTEES

Design
Tyler Barlage-Chair
Lori Wurm
Lara Boettiger

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

**Executive, Finance,
Strategic Planning**
Monica Ladiski-Chair
Tyler Barlage
Jason Butler
Kristina Kinde
Emily Baudoux
Tracy Kossaras
Corinne Trimbach

Marketing
Emily Baudoux-Chair
Erika Hayes
Vicki Schaffer

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

Meeting Minutes

Downtown Development Authority

May 6 ,2026

Immediately following the PSD Meeting

Members Present: Jason Butler, Monica Ladiski, Ed Brandon, Bruce Delong, Erika Hayes, Tyler Barlage and Kristina Kinde.

Others Present: Chief Kirk, Liz Janetske, Justin Hartges and Heather Hanover

1. Meeting was called to Order by Chair Ladiski at 12:20 pm.

2. Additions to the Agenda: None, motion to approve the agenda as presented made by Bruce Delong, seconded by Erika Hayes, motion carried.

3. Motion to Approve the Consent Agenda as presented, made by Bruce Delong, seconded by Erika Hayes, motion carried.

A. Minutes of meeting April 1,2026

B. Minutes of the Design Committee Meeting

C. City of St Johns monthly financial report as of April 28,2026

4. Communications

A. Design Committee: Tyler stated that at the last meeting we discuss some different options for new economical design of the bump outs. The current bump outs are close to 20 years old and have several trip hazards. We looked at a number of options and chose to go with a concrete smaller slab and edging with the pavers. Hopefully reusing some of the current pavers. There was discussion on getting an expert option and costs. Heather will work on this. There is no money in the budget for it this year but we can start planning for next year. Tyler also mentioned that the design committee will be planting the downtown pots if anyone would like to help it is tomorrow at 12pm.

5. Old Business

A. Main Street Survey. One of the first steps for becoming a Main Street Community is doing the survey. Since we were running late at the meeting it was decided to send the survey out to the board for their review. Each board member should fill out the survey and get it back to Heather to collate the results. Heather will send out an electronic version to everyone.

6.New Business

A. None

7. Public Comment

None .

Motion by Erika Hays to adjourn at 12:40 pm, seconded by Jason Butler, motion carried.



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
psdcityofsj@gmail.com

Executive Director Activity for May 2026

- A. Added Agenda to City Website
- B. Posted events Community/ Facebook pages
- C. Board agenda, meeting and minutes
- D. Events/Marketing Committee agenda, meeting, and minutes
- E. Executive Committee agenda, meeting and minutes
- F. Chamber Monthly Meeting
- G. Senior Center Meeting
- H. Reconciled credit card
- I. Working on Mi Neighborhood Grant with city and building owners
- J. Working with Triterra on Phase 1s
- K. Revised Event Grant form
- L. Created Event Partnership form
- M. Working with Singers for Spring Fling
- N. Booking Food Trucks for Summer Thursday Thing
- O. Sent Website corrections to Web local
- P. Working with Soap Box Derby, sounds system banner
- Q. SEPA for Mint City Car Show
- R. Working with US 27 Car Tour
- S. Ran ad in More to Your Door for Thursday Thing
- T. Planted and watered Flower Pots
- U. Opened Depot for Spring Fling.
- V. Set up Singers for Spring Fling
- W. Take down speaker equipment from Spring Fling
- X. Did TV interview about Street Closers
- Y. Working with Sports Stop on Mint Car Show shirt design
- Z. Created on line document for Mint Car Show registration
- AA. Ordered Banner for Thursday Thing from Sports Stop
- BB. Received 4 new snowflakes for holiday decors
- CC. Talked with Metal artist about Holiday decorations and bench



Principal Shopping District and Downtown Development Authority 109 E.
State, PO Box 477 – St. Johns, MI – 48879 (989) 224-8944 ext. 233
www.DowntownStJohnsMi.com psdcityofsj@gmail.com

Executive Meeting

May 19, 2026
8am Butler Financial

Members attending: Monica Ladiski Corinne Trimbach and Kristina Kinde.

Others: Heather Hanover

1. CDBG Grants were discussed. We are working with the city on grants that put apartments over businesses in traditional downtowns. There is only a 10% match that is required from the building owner. For a completely new apartment the grant is up to \$100,000 per unit, for a remodel it is up to \$40,000 per unit. The apartment has to have been unrented for 6 or more months. Each building must have a Phase One study and Heather has arranged for a group rate for the three building owners that are participating in this round, Keith Koneval, Ethan Painter and Dean Mazzolini.
2. Event Grant Application was discussed. The group went through a proposed application that Heather provide. Heather will make all the changes and bring the proposed document to the board for approval.
3. Heather also presented a sample Event Partnership Agreement. There were some changes but mainly this document will just be an initial form to work help work out the details when a partnership is proposed



**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
psdcityofsj@gmail.com

**Events/ Marketing Committee Meeting
May 14,2026
11:30am Hill's**

Members Attending: Tracy Kossaras, Corinne Trimbach , Jason Butler, Dora Isbell, Erika Hayes and Nikki Oderkirk.

Others: Ida Vanbeelan and Heather Hanover

- 1) Spring Fling went well. The street singers that we paid for were very popular.
- 2) Thursday Thing, we still need 2 food trucks for August. Should we use the Hot Dog cart? Jason said it might be a great opportunity for a nonprofit group to make some money.
- 3) Motorcycle Mania: the city is okay with it being moved to North Clinton Ave down in front of 508. There was discussion on where to put the beer tent and what drinks to have. It was decided to put the tent on the road at the south end of the event and make the whole area the special liquor license area so that people can walk around with their drinks and look at the motorcycles. We will need volunteers for the ticket booth and the drinks. We will set up our 2 tents one for the drinks and one for ticket sales.
- 4) We have not had much movement on the Cozy Crawl. There was discussion on having an outdoor event in Feb. , the Dewitt Cabin Fever Event, a women's wine walk and the chocolate walk. There was discussion on nonalcoholic drinks also. There were thoughts of having a Hot Chocolate Walk and working with the Art's Council and the Senior Center to make one big event. Nikki is going to be talking to businesses about the Peppermint Parade and will see if they are interested in a February Event.
- 5) The St Nick Parade will now be the Peppermint Parade. Nikki and Ida have been brain storming a lot of ideas and are very excited about it. They want to promote the event all year and have St Nick show up at different times to gain excitement. Nikki wants to have crafts in the stores, carolers, actives at the library, a Santa's Village at the Depot, peppermint candys and toys and more. There are very excited and have a bunch of ideas
- 6) Oktoberfest: there was discussion on what to do for this event and the consensus was that we already have a lot of fall events and we do not need to have an Oktoberfest.



Event Grant Application

Purpose

The City of St Johns Principal Shopping District (PSD) encourages events in the downtown district that support, promote, and strengthen our local businesses and community.

Eligibility Criteria

- **Location:** The event must take place entirely within the downtown district.
- **Duration:** The event must last at least three (3) consecutive hours.
- **Timeline:** The event must occur within twelve (12) months of the application date.
- **Applicant:** Organizers must be a registered non-profit or a business located within the district.
- **Impact:** The event must significantly benefit more than one downtown business or the downtown area as a whole.
- **Submission:** Applications must be received no less than six (6) months prior to the event date.

Applicant Information

- **Name of Organization/Business:** _____
- **Street Address:** _____
- **Contact Person:** _____ **Title:** _____
- **Phone Number:** _____ **Email:** _____

Event Details

- **Event Title:** _____
- **Date of Event:** _____ **Time of Event:** _____
- **Specific Location:** _____
- **Amount Requested:** \$ _____ *(Maximum allowance:\$500)*

Project Description & Impact

- **Event Description:** _____

- **Anticipated Benefit to the Downtown District:** _____

- **Budget Overview & Estimated Costs:** _____



Event Grant Application

Program Guidelines & Rules

- **First-Come, First-Served:** Grants are awarded on a rolling basis starting January 1st of each calendar year.
- **Funding Limits:** Total available funds are determined annually by the PSD Board.
- **Compliance:** Recipients must comply with all federal, state, and local laws, including non-discrimination policies, lobbying restrictions, and financial accountability regulations.
- **Permitting:** Applicants must successfully complete and submit a separate **City Special Event Application**.
- **Approval:** All grants are subject to final approval by the St. Johns Principal Shopping District Board.
- **Reimbursement:** Funds are distributed solely as a reimbursement after the event concludes and upon submission of the official Fund Request Form with valid receipts.

Legal Disclaimer, Release, and Indemnity Agreement

By signing below, the Applicant explicitly acknowledges and agrees to the following terms:

1. **No Guarantee of Funding:** Submission of this application does not constitute a contract or a guarantee of funding. The PSD Board reserves the right to reject any application for any reason.
2. **Indemnification:** The Applicant agrees to defend, indemnify, and hold harmless the City of St. Johns, the Principal Shopping District Board, its officers, employees, agents, and volunteers from any and all claims, demands, losses, defense costs, or liability of any kind or nature which the City or PSD Board may sustain or incur, or which may be imposed upon it for injury to or death of persons, or damage to property as a result of, arising out of, or in any manner connected with the Applicant's event, performance, or operations under this grant program.
3. **Assumption of Risk:** The Applicant assumes all risks associated with planning, organizing, and executing the event. Neither the City of St. Johns nor the PSD Board shall be held liable for any financial losses, property damage, personal injuries, or cancellation costs incurred by the Applicant or event participants.
4. **Compliance Verification:** The Applicant certifies that all information provided in this application is true, accurate, and complete to the best of their knowledge. Discovery of false statements will result in immediate disqualification and forfeiture of any approved funds.

Authorization & Signatures

Applicant Signature:

Authorized Representative Name (Print): _____

Signature: _____ Date: _____



St Johns Principal Shopping District Co Event Agreement

This event agreement is made as of [Date], between the **St. Johns Principal Shopping District** (PSD) and **[Non-Profit Organization Name]** for the purpose of holding collaborative community events in St. Johns, Michigan.

1. Event Details

- **Event Name:** [Insert Event Name]
- **Date(s) & Time:** [Insert Date/Time]
- **Location:** [Insert Specific Downtown Location/Premises]

2. Financial Arrangement

- **Profit Sharing:** The Non-Profit Organization agrees to pay the St. Johns PSD _____ **of the net profits** generated from the event.
- **Payment Deadline:** Payment must be remitted to the PSD within thirty (30) days following the conclusion of the event.
- **Reporting:** The Organization shall provide a detailed financial statement showing gross revenue and itemized expenses to justify the final profit-share amount. The PSD reserves the right to receive supporting documents if requested.

3. Responsibilities of the Organization

- **Management:** responsible for assuring events are conducted in a fashion that maintains community standards.
- **Oversee:** planning, coordination and execution
- **Compliance:** Must hold valid 501(c)(3) status and provide written confirmation to the district' be a business located in the PSD District or ask for PSD board approval.
- **Operations:** Responsible for event setup, teardown, and cleaning the premises to its original condition.
- **Mange Event Budget**
- **Enter into all vendor, contractor and performer agreements**
- **Must carry their own liability insurance**

4. Responsibilities of the St. Johns Principal Shopping District

- **Advocacy & Promotion:** Provide marketing support through PSD channels to ensure the economic vitality of the event within the Downtown Central Business District.



St Johns Principal Shopping District Co Event Agreement

• **Access:** Work with the city to grant limited use of city-owned public facilities or designated premises for the duration of the event and file all required permits.

- **Coordination:** Assist in coordinating with local authorities for necessary street closures or security services as determined by the board.
- **Oversite:** help with planning, coordination and execution

5. Signatures

For the Organization:

Signature: _____ Date: _____

Printed Name: _____ Title: _____

For the St. Johns Principal Shopping District:

Signature: _____ Date: _____

Printed Name: _____ Title: _____

This agreement will be reviewed by the City attorney.

BUSINESS

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 1		EVOLVING 2 3		EXCELLING 4 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

MSSC

REAL ESTATE

Investment in property development and building rehabilitation is the key to growing

REAL ESTATE KEY FOCUS AREAS

Building Inventory | Available Property Listings | Property Owner Brainstorms | Vacancy Treatments | Building Rehabilitation | Property Redevelopment | Upper Floor Renovations

real estate solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. A building inventory identifying occupancy status and uses located in each building's ground and upper levels is complete and kept up to date	☐	☐	☐	☐	☐	☐
2. Organization leaders are familiar with existing plans, market studies, zoning ordinances, and other district planning and development-related documents	☐	☐	☐	☐	☐	☐
3. Real estate-related projects and programming are aligned with, support and/or leverage existing plans, market studies, land use strategies, etc.	☐	☐	☐	☐	☐	☐
4. The organization actively assists and provides resources to promote and support real estate development activity in the district	☐	☐	☐	☐	☐	☐
5. The organization has programming and resources in place to actively assist property owners and to encourage development, building rehabilitation and/or facade improvements	☐	☐	☐	☐	☐	☐
6. The organization is well-versed in local development processes and has a strong rapport with development partners and officials	☐	☐	☐	☐	☐	☐
REAL ESTATE 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!



MSSC

EVENTS

A well designed event strategy creates vibrancy, builds brand equity, and proves market viability.

EVENTS KEY FOCUS AREAS

Small, Reoccurring Habit Forming Events | Extended Hours Events
Streamlined Festivals | Micro-celebrations

event solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization produces, provides assistance and/or supports events that build brand equity for the district	☐	☐	☐	☐	☐	☐
2. The organization's annual events calendar includes a mix of special events, retail events, and image-building events with specific goals identified	☐	☐	☐	☐	☐	☐
3. An organized approach or program is in place and working effectively to procure and manage event sponsorships	☐	☐	☐	☐	☐	☐
4. The organization regularly (e.g. post-event or annually) completes an evaluation of events, including a cost-benefit analysis, and acts accordingly	☐	☐	☐	☐	☐	☐
EVENT 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!



MSSC

MARKETING

Telling your story and building your brand is essential to district success

MARKETING KEY FOCUS AREAS

Storytelling | Social Media Spotlights | Faces of Places Spotlight | Image Building | Promotion and Advertising Strategies

marketing solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization orchestrates, provides assistance and/or supports place-based marketing programs and activities consistent with the district's brand	☐	☐	☐	☐	☐	☐
2. The organization effectively uses social media, advertising, materials, and/or other medium to tell a story, reach targeted audiences, and highlight district assets	☐	☐	☐	☐	☐	☐
3. A quality branding system for the district is in place and being implemented effectively across all medium to build brand equity	☐	☐	☐	☐	☐	☐
4. The organization has developed a communication plan outlining regular communication efforts with key stakeholders	☐	☐	☐	☐	☐	☐
MARKETING 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

MSSC

Our buildings are our character. They make us who we are. We must restore and protect our authenticity and uniqueness.

PRESERVATION KEY FOCUS AREAS

Façade and Building Improvement Grants | Community Master Plans and Ordinances
Component Grants | Roof and Building Stabilization | Historic Preservation Standards
Property Owner Education | Historic Designation

preservation solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization has programming and resources in place to actively encourage appropriate building rehabilitation and façade improvements	☐	☐	☐	☐	☐	☐
2. The organization has strong relationships with local and/or state historic preservation partners and works actively to promote the benefits of preservation	☐	☐	☐	☐	☐	☐
PRESERVATION 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

PLACE

Placemaking binds people to place. That connection drives investment.

PLACE KEY FOCUS AREAS

Parklets | Banners | Wayfinding Systems | Streetscapes | Parking Systems & Awareness | Public Art

place solution scorecard

PERFORMANCE MEASURE	STARTING		EVOLVING		EXCELLING	
	0	1	2	3	4	5
1. The organization provides support and assistance for ongoing district cleanliness, maintenance and beautification efforts and projects	☐	☐	☐	☐	☐	☐
2. The organization provides support and assistance for public spaces, public art, or other district placemaking efforts, enhancements and projects	☐	☐	☐	☐	☐	☐
3. Placemaking projects and activities are coordinated with local government, property and business owners, and other partners to maximize resources and results	☐	☐	☐	☐	☐	☐
PLACE 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

MSSC

A strong, sustainable organization is one that understands and communicates its value to the community.

Single-ask sponsorship Campaigns | Investor Relations | Proactive Communication | Diversifying Revenue | Building Volunteer Support | Spotlighting Volunteers

PERFORMANCE MEASURE

STARTING EVOLVING EXCELLING

O

1

EVOLVING

2

3

EXCELLING

4

5

1. The organization effectively engages and mobilizes volunteers to implement select projects and programs

2. The organization has specific protocols, tools, and/or programs in place - and makes an intentional effort - to cultivate a strong volunteer base

3. Effective efforts or programs are in place to engage district business owners, property owners and residents and to nurture their buy-in and support of the organization

4. Effective efforts or programs are in place to engage other community organizations and partners, to develop and maintain their buy-in and support of the organization, and to collaborate in pursuit of shared interests

5. Effective efforts or programs are in place to engage and communicate with local government leaders, and to maintain their buy-in and support of the organization

6. The organization is effective at identifying organizational capacity needs and in pursuing and leveraging resources and support, when and where needed

7. A budget and budgeting processes to support the organization and its programs and projects are in place and effectively administered

8. Line items in the organization's budget align with and support implementation of the organization's strategic plan

9. The organization has a plan in place and is working effectively to increase and diversify funding through fundraising, annual sponsorships, events, etc.

CAPACITY TOTAL SCORE

PEOPLE

Grassroots economic development is people-driven.

PEOPLE KEY FOCUS AREAS

Mobilizing Leaders and Volunteers | Single-serving Missions | Strategy Driven Focus | Respecting Human Capital
Celebrating Investments of Time | Measuring Impact | Telling Our Story

people solution scorecard

	STARTING		EVOLVING		EXCELLING	
PERFORMANCE MEASURE	0	1	2	3	4	5
1. An organizational chart and clear management structure governing the organization's operations are in place	☐	☐	☐	☐	☐	☐
2. The composition of the organization's governing board or leadership team is diverse and representative of the district's stakeholders	☐	☐	☐	☐	☐	☐
3. The organization's day-to-day operations are effectively managed by professional, paid staff	☐	☐	☐	☐	☐	☐
4. Roles and responsibilities of the organization are well-defined, differentiated, and complementary to the work of other local organizations	☐	☐	☐	☐	☐	☐
5. The organization has, and works effectively to foster, a vision and goals for the district that are supported by a consensus of key stakeholders	☐	☐	☐	☐	☐	☐
6. The organization has a strategic plan and/or develops and implements projects and programs to support the vision and goals for the district	☐	☐	☐	☐	☐	☐
7. The organization annually plans projects and programs and uses a work plan to track progress and measure impacts	☐	☐	☐	☐	☐	☐
PEOPLE 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

MSSC

DOWNTOWN AND DISTRICT MANAGEMENT SCORECARD

Record your score for each of the eight categories to see what areas your organization is strong in, and the areas that you might need to dig a little deeper into.

Business

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲ ⑳ ㉑ ㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉝ ㉞

Real Estate

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲ ⑳ ㉑ ㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉝ ㉞

Events

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ㉑

Marketing

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ㉑

Preservation

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Place

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮

Capacity

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲ ⑳ ㉑ ㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉝ ㉞ ㉟ ㊱ ㊲ ㊳ ㊴ ㊵ ㊶ ㊷ ㊸ ㊹ ㊺

People

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲ ⑳ ㉑ ㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉝ ㉞

A. Based on your scorecard results, which of the eight core areas represent the organization's greatest strengths? (select up to three)

B. Which of the eight core areas represent areas of greatest need or challenges facing the organization? (select up to three)

C. List or briefly describe five specific actions, projects, or areas of focus representing some of the best opportunities for growth or improvements for your organization and/or the downtown or district?

- 1.
- 2.
- 3.
- 4.
- 5.

Applying the Results

EVALUATION AND STRATEGIC PLANNING

- Distribute a copy of the scorecard (and this summary evaluation worksheet) to each of your downtown or district management organization's board or leadership team members, including staff members.
- Set and communicate a deadline for completing and returning the scorecard.
- Compile completed scorecard results, paying special attention to areas of agreement and alignment, and areas of divergence.
- Facilitate a strategic planning session or retreat to review and discuss the compiled results. Discussion might revolve around questions and topics like:
 - What surprised you or stood out?
 - Which core areas or performance measures deserve more dialog or further exploration?
 - Looking deeper, what might be driving the results? (e.g. challenges, issues, timing, external forces, leadership, resources, etc.)
 - Who else—individuals and/or organizations—should be approached for perspective, clarification, or help?
- Build consensus around directions, priorities, actions, and/or next steps. For example:
 - To get started, refer to the list of "Best Opportunities for Growth or Improvements" compiled from this worksheet.
 - Invite each member to offer their own top three (these may come directly from the compiled list or may be new based on discussions and ideas shared at the session).
 - Create the list on chart paper and provide each member a chance to vote on their top 3 from the newly compiled list (the "dot" method works well for this purpose).
 - Tally the votes to identify areas and items of priority consensus. Choose three to five the organization will emphasize as organization development priorities over the next year.
 - Match priorities to Michigan Main Street Solution Center tools and resources for help getting started, elevating your efforts, and staying on track.
- Repeat the process annually to measure progress and re-assess organization development priorities.