



CITY OF ALLEGAN

Downtown Development Authority
Allegan City Hall
231 Trowbridge Street, Allegan, MI 49010
Wednesday, March 13, 2024 8:00am

AGENDA

- 1. Call to Order**
- 2. Attendance**
- 3. Approval of Previous Meeting Minutes**
- 4. Public Comment**
- 5. Discussion Items**
 - a) Sidewalks – Proposed Rules and Regulations (First Draft Review)
 - b) 2023 Event Budgets
 - c) 2024 Event Sponsorship
 - d) Downtown Parking Lot Assessment
- 6. Comments from City Staff & Board Members**
- 7. Adjournment**

Meeting minutes may be obtained at cityofallegan.org
or Allegan City Hall 231 Trowbridge Street, Allegan, MI.
The City of Allegan is an equal opportunity provider and employer.



City of Allegan
Downtown Development Authority Meeting
City of Allegan Council Chambers
231 Trowbridge Street

February 14, 2024

1. Call to Order

Meeting was called to order at 8:01 am.

2. Attendance

Present: Chair Mark Heather, Vice Chair Michelle Liggett (8:02), Carleigh Ackerman, Carl Canales, Nicole Heslip, Kelly McLean, Steve Tibbitts

Absent: Mayor Roger Bird, Phil Siegler

Others Present: Parker Johnson, Downtown Manager and Assistant to the City Manager
Joel Dye, City Manager

3. Approval of Previous Meeting Minutes

Motion to approve the minutes from January 10, 2024 by Tibbitts, supported by Canales.
Motion carried 6-0.

4. Public Comment

None

5. Discussion Items

a. Sidewalk Ordinance

Johnson and Dye asked for discussion and suggestion on a proposed sidewalk ordinance to regulate sidewalk furniture, signs, etc. A draft ordinance will be brought to the board at their March meeting based on feedback received.

b. Cigarette Disposal

The topic of cigarette disposal containers was brought up at the February Downtown Lowdown meeting and Johnson approached the DDA for their input. The board would like to see language included in the draft sidewalk ordinance regarding cigarette disposal containers.

c. Hubbard Street Parking Lot

Johnson shared the concept plans for the Hubbard Street Parking Lot Construction Project. The board approved of the direction with suggestions including motorcycle parking, dumpster and HVAC location on the west side of the Regent Theatre and loading zone on the east side of the parking lot.

Board members were adamant that this project be realized in an effort to continue the trajectory of the downtown improvements.

Motion to urge the City Council to prioritize the Hubbard Street Parking Lot Construction Project made by Heslip, supported by Canales. Motion carried 7-0.

6. Comments from City Staff & Board Members

Johnson shared an update on the Michigan Economic Development Corporation's Match on Main grant program that will be reinstated this year.

Heather commented that electric vehicle chargers are important to consider in the continued downtown improvement projects to encourage commerce.

Tibbitts shared his desire to see language in the draft sidewalk ordinance to prohibit non-motorized vehicles such as bikes and skateboards from the sidewalk.

7. Adjournment

The meeting was adjourned at 9:06am.

**Respectfully Submitted,
Parker Johnson
Downtown Manager & Assistant to the City Manager**



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269.673.5511
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Downtown Allegan Sidewalks Proposed Rules and Regulations

City Property

- All street furniture and other property owned and maintained by the City of Allegan shall not be tampered with, altered, or affixed to in any way. This includes, but is not limited to:
 - Benches
 - Tables and chairs
 - Picnic tables
 - Trash and recycling receptacles
 - Bicycle racks
 - Streetlamps
 - Trees and other landscaping

Maintenance

- Sidewalks that may abut a property shall be kept clear of snow by the building owner or occupant. Snow may be deposited to the edge of the sidewalk and must allow for pedestrian passage.
- Properties nearest a crosswalk shall keep those areas clear of snow and any other debris that may prohibit pedestrian passage.

Signs, Flags

- The maximum height of any freestanding sign shall be forty-eight (48) inches in height and thirty-six (36) inches in width.
- Freestanding signs shall not reduce pedestrian travel area of any sidewalk to less than five (5) feet in width.
- At any given time, no more than one (1) freestanding sign will be permitted on the same side of a property.
- Flags or freestanding signs shall be used only during hours of operation.
- Flags or freestanding signs shall only be displayed directly in front of or behind the business they are intended for.
- If banners, flags, or signs are to be displayed overhead, they must be done in such a manner that pedestrians must be able to traverse underneath while remaining upright.
- Signs shall not be used for off-premises advertising.

Sale of Merchandise

- Merchandise may be displayed and sold from the sidewalk only during hours of operation.
- Any display must remain within thirty-six (36) inches from the building face.



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Sale of Food and Beverages

- Prior to the issuance of a sidewalk occupancy permit, applicants must supply the city with a certificate of liability insurance in an amount to be determined by the city. The certificate of insurance must be in effect for at least the period that the permit will be issued. In addition, the applicant shall indemnify and hold harmless the city from all claims or damages incident to the creation and operation of an outside establishment.
- The sale of food and beverages in an area located on a public sidewalk must meet the following requirements:
 - Areas of the sidewalk used for the sale and consumption of food and beverage shall be arranged in such a manner to not hinder safe pedestrian use of the sidewalk and shall not block ingress or egress to any building.
 - Areas of the sidewalk used for the sale and consumption of food and beverage shall be kept in a clean and orderly manner.

Seasonal Displays

- Outdoor seasonal displays must remain within thirty-six (36) inches from the building face.
- Outdoor seasonal displays shall not unreasonably exceed the season they are intended for.

Other Amenities

- Flowers, plants, or other foliage must remain within twenty-four (24) inches from the building face and be properly contained within a planter, urn, or other container.
- Dead flowers, plants, or other foliage shall be removed.
- Outdoor cigarette receptacles must be placed at the street's edge.
- Privately owned benches must be placed along the building face.

Non-Motorized Transportation and Small-Wheeled Transport

- Non-Motorized transportation and small-wheeled transport include bicycles, tricycles, skateboards, longboards, hoverboards, and scooters are prohibited on downtown sidewalks and must be kept to roadways.

Bridgefest 2023 Budget

<u>Item</u>	<u>Budgeted Price</u>	<u>Expended Price</u>	<u>Revenue</u>
Fireworks	\$5,000.00	\$5,000.00	\$0.00
Fireworks Insurance	\$850.00	\$850.00	\$0.00
Event Insurance	\$1,630.25	\$1,630.25	\$0.00
<i>Entertainment Total</i>	<i>\$1,800.00</i>	<i>\$1,800.00</i>	<i>\$0.00</i>
Ferris Wheel (1pm-10pm)	\$8,000.00	\$8,750.00	\$0.00
Carnival Funhouse (1pm-10pm)	\$3,500.00	\$3,500.00	\$0.00
Generator	\$500.00	\$525.00	\$0.00
<i>Rides Total</i>	<i>\$12,000.00</i>	<i>\$12,775.00</i>	<i>\$1,956.00</i>
Inflatables (Allegan District Library)	\$0.00	\$0.00	\$0.00
Bridgefest 5K & 10K (Riverfront Nutrition)	\$0.00	\$0.00	\$0.00
Bridgefest Art Market (The Sassy Olive)	\$0.00	\$0.00	\$86.00
Bridgefest Auto Show (Hairworks)	\$0.00	\$0.00	\$0.00
Bridgefest Cornhole	\$0.00	\$0.00	\$0.00
Bridgefest Glow Sales (ACP)	\$0.00	\$0.00	\$110.11
<i>Food Total</i>	<i>\$0.00</i>	<i>\$0.00</i>	<i>\$1,565.00</i>
Portable Restrooms	\$600.00	\$550.00	\$0.00
Dumpster	\$300.00	\$0.00	\$0.00
Reserve Officers	\$300.00	\$368.00	\$0.00
Fire Department	\$800.00	\$720.00	\$0.00
Food/Drinks	\$200.00	\$196.56	\$0.00
Photographer/Videographer	\$1,000.00	\$1,000.00	\$0.00
Print	\$200.00	\$0.00	\$0.00
Social Media	\$100.00	\$0.00	\$0.00
Other	\$100.00	\$0.00	\$0.00
<i>Advertisement Total</i>	<i>\$400.00</i>	<i>\$0.00</i>	<i>\$0.00</i>
Sponsorship - Perrigo	\$0.00	\$0.00	\$5,000.00
Sponsorship - Milbocker & Sons, Inc	\$0.00	\$0.00	\$5,000.00
Sponsorship - Abonmarche	\$0.00	\$0.00	\$1,000.00
MISC.	\$119.75	\$0.00	\$0.00
TOTAL	\$25,000.00	\$24,889.81	\$14,717.11

Financial Summary	
Expenses	\$24,889.81
Revenue	\$14,717.11
Total Cost	\$10,172.70

Rollin' on the River 2023 Budget

<u>Item</u>	<u>Budgeted Price</u>	<u>Expended Price</u>	<u>Revenue</u>
<i>Entertainment Total</i>	\$ 13,000.00	\$ 13,150.00	\$ -
Banner	\$ 200.00	\$ 198.00	\$ -
Print	\$ 100.00	\$ -	\$ -
Social Media	\$ 100.00	\$ -	\$ -
Other	\$ 300.00	\$ -	\$ -
<i>Advertisement Total</i>	\$ 700.00	\$ 198.00	\$ -

Sponsorship - Allegan Credit Union	\$0.00	\$0.00	\$3,000.00
Sponsorship - Allegan True Value	\$0.00	\$0.00	\$3,000.00
Sponsorship - Jana Tibbitts Memorial	\$0.00	\$0.00	\$3,000.00
Sponsorship - Tibbitts Financial	\$0.00	\$0.00	\$3,000.00
Sponsorship - Weichert Realtors	\$0.00	\$0.00	\$3,000.00
<i>Sponsorship Total</i>	\$0.00	\$0.00	\$15,000.00
Monitor Speaker (3)	\$900.00	\$899.97	\$ -
Sound Table Improvements	\$250.00	\$332.48	\$ -
<i>Equipment Total</i>	\$1,150.00	\$1,232.45	\$ -
Shirts	\$150.00	\$0.00	
<i>MISC. Total</i>	\$150.00	\$0.00	\$0.00
TOTAL	\$15,000.00	\$14,580.45	\$15,000.00

Financial Summary	
Expenses	\$14,580.45
Revenue	\$15,000.00
Total Cost	\$419.55

July 3 Jubilee 2023 Budget

<u>Item</u>	<u>Budgeted Price</u>	<u>Expended Price</u>	<u>Revenue</u>
Fireworks	\$10,000.00	\$10,000.00	\$0.00
Fireworks Insurance	\$850.00	\$850.00	\$0.00
338th Army Band	\$0.00	\$0.00	\$0.00
Strum, Dumb, & Dumber	\$800.00	\$800.00	\$0.00
<i>Food Total</i>	\$0.00	\$0.00	\$3,711.00
Allegan Community Players Glow	\$0.00	\$0.00	\$122.13
Portable Restrooms	\$900.00	\$900.00	\$0.00
Dumpster	\$0.00	\$0.00	\$0.00
Reserve Officers	\$600.00	\$592.00	\$0.00
Allegan Fire District	\$0.00	\$900.00	\$0.00
Food for Support Staff	\$200.00	\$59.53	\$0.00
Advertisement	\$100.00	\$0.00	\$0.00
Sponsorship - Allegan Township	\$0.00	\$0.00	\$7,500.00
MISC.	\$50.00	\$0.00	\$0.00
TOTAL	\$13,500.00	\$14,101.53	\$11,333.13

Financial Summary	
Expenses	\$14,101.53
Revenue	\$11,333.13
Total Cost	\$2,768.40

Festive Fridays Budget

<u>Date</u>	<u>Event / Theme</u>
Friday December 1, 2023	Holiday Parade
Friday December 8, 2023	Art Hop!
Friday December 15, 2023	Truck the Halls
Friday December 22, 2023	Home for the Holidays

<u>Item</u>	<u>Budgeted Price</u>	<u>Expended Price</u>	<u>Revenue</u>
Santa Claus	\$1,000.00	\$990.00	\$0.00
Holly Jolly Trolley	\$0.00	\$0.00	\$0.00
Hot Chocolate	\$0.00	\$0.00	\$0.00
Parade	\$0.00	\$88.98	\$0.00
Live Reindeer (12/9)	\$0.00	\$0.00	\$0.00
Food	\$0.00	\$0.00	\$0.00
Propane Tanks	\$200.00	\$0.00	\$0.00
Print	\$300.00	\$23.03	\$0.00
Facebook	\$100.00	\$0.00	\$0.00
Other	\$100.00	\$0.00	\$0.00
<i>Advertisement Total</i>	<i>\$500.00</i>	<i>\$23.03</i>	<i>\$0.00</i>
Sponsorship - Waanders Concrete	\$0.00	\$0.00	\$1,000.00
MISC.	\$100.00	\$44.94	\$0.00
TOTAL	\$1,800.00	\$1,146.95	\$1,000.00

ADL sponsor

Financial Summary	
Expenses	\$1,146.95
Revenue	\$1,000.00
Total Cost	-\$146.95

NYE!24 Budget

<u>Item</u>	<u>Budgeted Price</u>	<u>Expended Price</u>	<u>Revenue</u>	
Fireworks	\$2,500.00	\$0.00	\$0.00	
Fireworks Insurance	\$850.00	\$0.00	\$0.00	
Confetti Cannon	\$0.00	\$859.00	\$0.00	
Confetti	\$0.00	\$29.95	\$0.00	
Lighting Stands	\$0.00	\$243.96	\$0.00	
Project 90	\$3,000.00	\$2,000.00	\$0.00	
Hired Staff	\$200.00	\$0.00	\$0.00	
Silent Disco	\$900.00	\$1,450.00	\$0.00	
Glow Sales	\$0.00	\$0.00	\$36.68	10% of ACP sales
Fire Pits	\$0.00	\$0.00	\$0.00	
<i>Food Total</i>			\$722.00	
Portable Restrooms	\$650.00	\$900.00	\$0.00	
Dumpster	\$0.00	\$0.00	\$0.00	Broken Arrow Donation
Firewood	\$225.00	\$200.00	\$0.00	
Propane Tanks	\$200.00	\$0.00	\$0.00	
Heaters	\$500.00	\$249.98	\$0.00	
Crane	\$1,200.00	\$1,109.00	\$0.00	
Crane Operator	\$0.00	\$0.00	\$0.00	
Fire Department	\$1,000.00	\$900.00	\$0.00	
Reserve Officers	\$500.00	\$360.00	\$0.00	
Food	\$0.00	\$96.10	\$0.00	
Snow Removal	\$500.00	\$0.00	\$0.00	
Salt for Ice	\$100.00	\$0.00	\$0.00	
Event Photographer	\$300.00	\$0.00	\$0.00	
Print	\$1,000.00	\$1,223.03	\$0.00	
Social Media	\$50.00	\$50.00	\$0.00	
Other	\$50.00	\$0.00	\$0.00	
<i>Advertisement Total</i>	<i>\$1,100.00</i>	<i>\$1,273.03</i>	<i>\$0.00</i>	
Sponsorship - ACCF	\$0.00	\$0.00	\$300.00	
Sponsorship - Andy's Ace Hardware	\$0.00	\$0.00	\$1,000.00	
Sponsorship - Bartz-Rumery Agency	\$0.00	\$0.00	\$1,000.00	
Sponsorship - Tantrick Brewing Co	\$0.00	\$0.00	\$1,000.00	
Sponsorship - Village Market	\$0.00	\$0.00	\$1,000.00	
MISC.	\$175.00	\$39.01	\$0.00	
TOTAL	\$15,000.00	\$9,710.03	\$5,058.68	

Financial Summary	
Expenses	\$9,710.03
Revenue	\$5,058.68
Total Cost	-\$4,651.35



2024 Event Sponsorship

There is always something to do in Allegan. Lifetime residents, newcomers, and visitors flock to Downtown Allegan's family-friendly events throughout the year in the thousands. To continue to keep these events free for the public, the Downtown Allegan organization needs the support of generous local sponsors.

Below, you will find information regarding some of these events that require sponsorship aid.

- **Rollin' on the River**
 - Start every weekend of summer with live music on the Allegan Riverfront! Rollin' on the River is a free, weekly Friday night concert series on the Riverfront Stage featuring touring musicians from across the country. Two hours of live music starts at 7pm.
- **Bridgefest**
 - Bridgefest is a community festival that has been celebrating the iconic Old Iron Bridge and the unofficial start of summer since the mid-80s. The all-day festival features activities for kids and adults, music and entertainment, food and beverages, fireworks, and more, on the second Saturday in June.
- **Festive Fridays**
 - Free family fun every Friday in December before Christmas! During extended shopping hours of 5-8pm, kids of all ages can enjoy trolley rides, hot chocolate, visits with Santa, and more!
- **NYE!25**
 - Ring in the New Year with Michigan's largest New Year's Eve ball drop! Hot food and beverages, live entertainment, massive firepits, activities, and a ball drop at the stroke of midnight make this a one-of-a-kind outdoor event!

Sponsorship for all events include your organization's name on social media promotion and print and online advertising materials. Have your organization's name read to hundreds of listening years during the sponsored event! Primary sponsors receive top billing on all advertising and promotion.

Should you decide to partner with Downtown Allegan in 2024, please use the enclosed form as your invoice and receipt. Thank you for your consideration!

Sincerely,
Parker Johnson, Downtown Manager
(269) 673-5511 | pjohnson@cityofallegan.org



2024 Event Sponsorship Form

Contact Name: _____

Business Name (to appear on advertising materials):

Phone: _____ Email: _____

Sponsorship - please indicate which event(s) you would like to sponsor with a mark in the corresponding box.

- \$3,500 - Rollin' on the River - payment due April 26, 2024
- \$5,000 - Bridgefest Platinum - payment due April 26, 2024
- \$1,000 - Bridgefest Silver - payment due April 26, 2024
- \$1,000 - Festive Fridays - payment due November 1, 2024
- \$5,000 - NYE!25 Platinum - payment due November 1, 2024
- \$1,000 - NYE!25 Silver - payment due November 1, 2024

Amount Enclosed: \$ _____ Authorized Signature: _____

Please make checks payable to: **Positively Allegan**

Please address **attention to:** **Promotions**
The City of Allegan
231 Trowbridge Street
Allegan, MI 49010

Save this side for your records (cut along dotted line) and return top half

Downtown Allegan Event Sponsorship

phone: 269-673-5511
email: pjohnson@cityofallegan.org

Remittance Date: _____ Total: \$ _____

- \$3,500 - Rollin' on the River - payment due April 26, 2024
- \$5,000 - Bridgefest Platinum - payment due April 26, 2024
- \$1,000 - Bridgefest Silver - payment due April 26, 2024
- \$1,000 - Festive Fridays - payment due November 1, 2024
- \$5,000 - NYE!25 Platinum - payment due November 1, 2024
- \$1,000 - NYE!25 Silver - payment due November 1, 2024