



**Special/Study Session Meeting
6:00 p.m., Monday, April 24, 2017
City Council Chambers
23600 Liberty Street
Farmington, MI 48335**

STUDY SESSION AGENDA

- 1. Roll Call**
- 2. Approval of Agenda**
- 3. Public Comment**
- 4. City Manager's Proposed Budget**
- 5. Other Business**
- 6. Council Comment**
- 7. Adjournment**



April 21, 2017

TO: Honorable Mayor and Council
David Murphy, City Manager

FROM: Annette M. Knowles, Ex-Executive
Director

SUBJECT: FY2017-2018 WORK PLAN AND PROPOSED BUDGET

A handwritten signature in black ink that reads "Annette M Knowles".

Please find attached for your review the work plan and proposed budget for the fiscal year beginning July 1, 2017 and ending June 30, 2018.

Please note the following highlights:

- The proposed budget aligns with the project-based work plan that was developed with board prioritization exercises and Executive Committee review;
- Revenue sources are projected to increase slightly for 2017-2018; we anticipate growth in the following fiscal year with the additional investment the Brownstones at the Orchards fully realized; the two-mill DDA levy is capped in 2017 at 1.9705 mills.
- Special events are intended to remain self-sustaining;
- Major projects to be proposed for funding include debt retirement, parking lot signage, rapid flashing beacons and a community-initiated development project.

The Farmington Downtown Development Authority approved for submission the proposed budget at its meeting on April 5, 2017.

Rachel Gallagher, DDA President, will be present at the special meeting on Monday, April 24, 2017 to provide detail and answer questions.

2017-2018 Budget



Monday, April 24, 2017

Tonight's Agenda

- 2017-2018 Work Plan
- Budget Highlights
- Revenue Sources
- Expenditures

2017-2018 Work Plan

Core Themes (in priority order): Encourage and support development projects; implement parking management and improvement strategies; maintain and strengthen cleanliness, safety and attractiveness; maintain and adapt communications and promotions

Core Theme: Development

- Install a wayfinding sign on Farmington Road at Shiawassee
- Package a community-initiated development project
- Monitor Maxfield Training Center redevelopment project
- Take action with State Historic Preservation Office to define contributing structures based on past studies

Core Theme: Parking Management and Improvement

- Contribute financially to parking enforcement officer
- Install parking monument signs with nomenclature and limitations
- Continue to implement and evaluate management tactics; plan for key consolidations and acquisitions for greater efficiency; agree on site for structured parking and formulate a financing plan; continue to communicate with stakeholders, etc.

Core Theme: Clean, Safe & Attractive

- Support downtown maintenance program
- Install seasonal holiday decorations
- Investigate sidewalk recycling stations
- Install two public art projects from Blueprint
- Enhance walkability routes (4 rapid flashing beacons)

Core Theme: Communications and Promotions

- Support existing events and promotions, includes Art on the Grand, Ladies Night Out, Sidewalk Shopping (new), Rhythmz in Riley Park, Harvest Moon, Farmington Second Fridays, Innovate Farmington
- Develop a communications plan to accelerate release of positive media; reformulate plan for production and distribution of Main Street Messenger
- Conduct targeted volunteer recruitment and find more project leaders; continue volunteer recognition activity

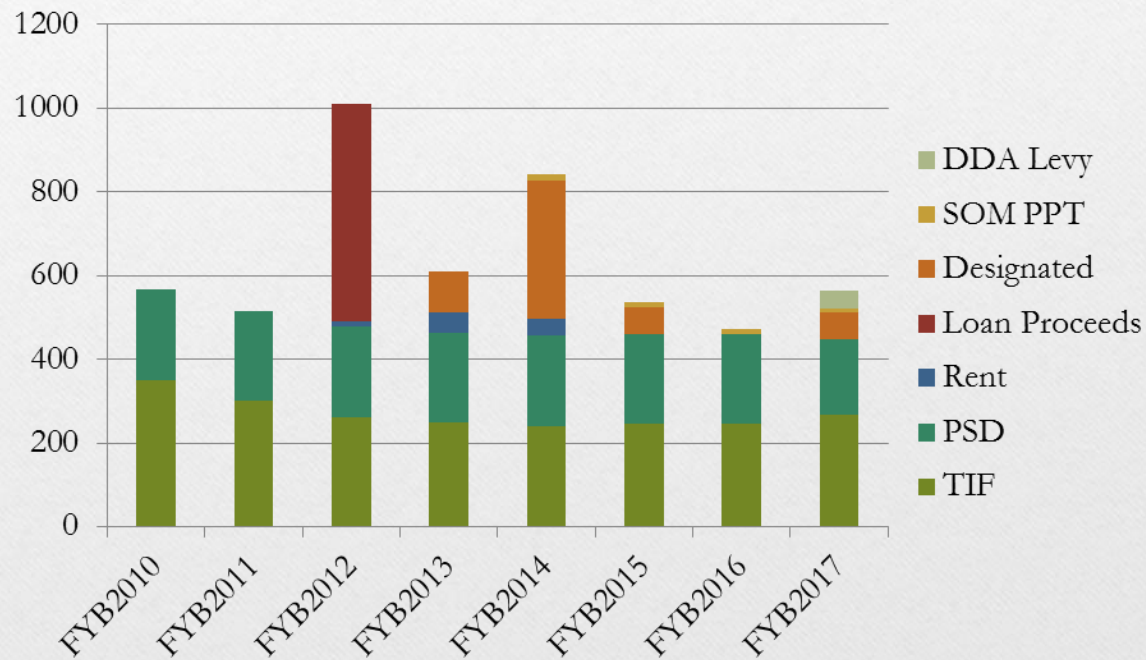
2017-2018 Proposed Budget

- Highlights
- Revenue
- Expenditures

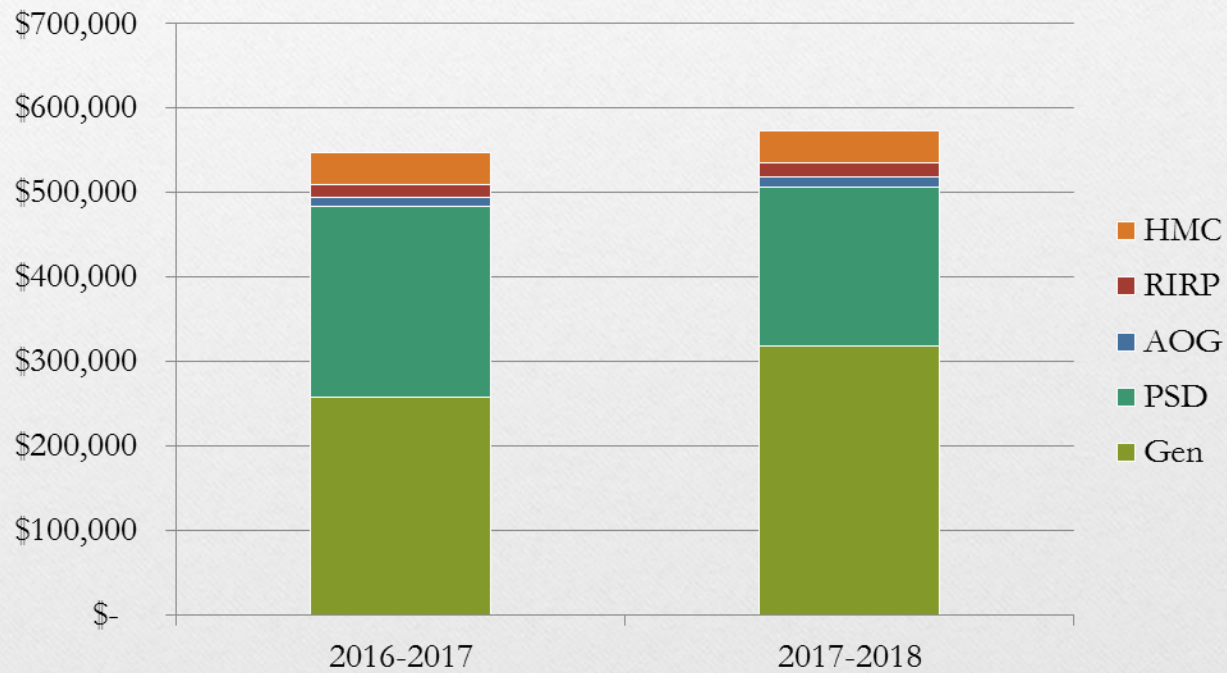
2017-2018 Budget Highlights

- 1-year budget; 5 cost centers
- TIF funds projected for growth
- Reinstate DDA levy at 1.9705 mills
- PSD amount is \$178,000 (Year 1 of 5) – slightly less than amount approved with renewal
- Debt reduction allocations funded first
- Total Revenue = \$572,700
- Total Expenditures = \$758,559
- Funds drawn from balance if fully implemented

Revenue History 2010-2018

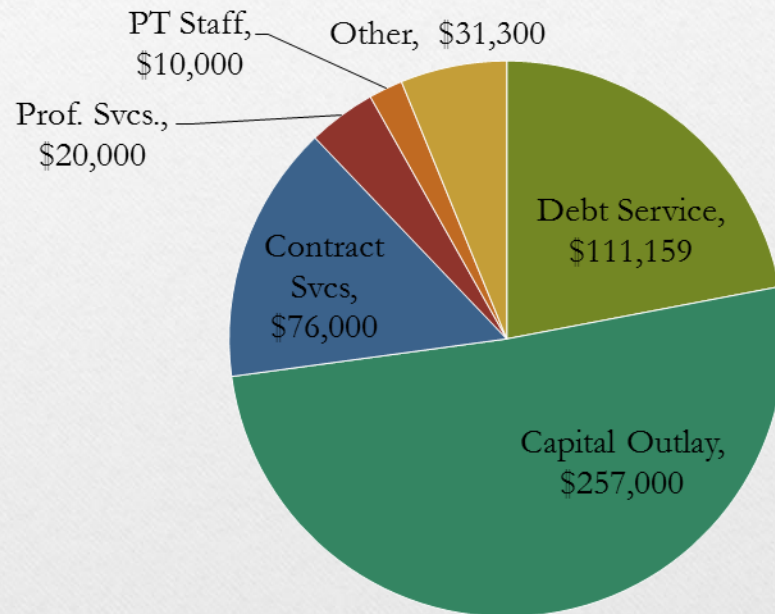


Revenue - All Sources

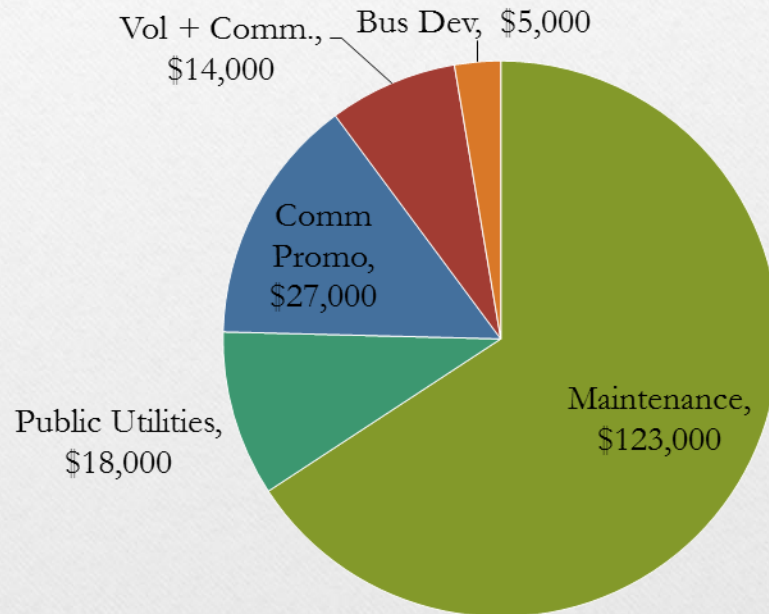


Expenditures

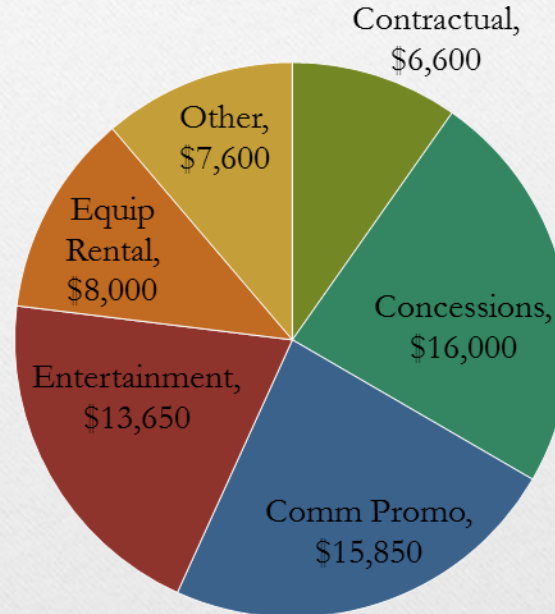
General Fund Cost Center



Expenditures PSD Cost Center



Expenditures AOG, RIRP & HMC Cost Centers



?’s & Thank You!

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

VALUE STATEMENTS

We support a culture that places customers and visitors at the forefront
 We encourage preservation of contributing historic properties
 We strive to build community through positive dialogue and continuing education
 We value our relationships with stakeholders, including other boards, commissions and the merchant community

STRATEGIC GOALS	(In order of priority)	LEAD	BUDGET
Core Theme:	Encourage and support downtown development projects		
Action Items	Install a wayfinding sign on Farmington Road at Shiawassee	Knowles	\$ 3,000
	Package a community-initiated development project	Knowles	\$100,000
	Monitor Maxfield Training Center redevelopment project	Knowles	\$ -
	Clearly define contributing historic structures based on past studies; take action to coordinate with SHPO to amend National Register district	Knowles/Intern	\$ -
Core Theme:	Implement parking management and improvement strategies		
Action Items	Contribute financially to parking enforcement officer	Knowles	\$ 5,000
	Install parking monument signs with identification nomenclature and limitations	Knowles/ DC	\$ 70,000
	Continue to implement and evaluate management tactics; plan for key consolidations and acquisitions for greater efficiency; agree on site(s) for structured parking and formulate a financing plan; continue to communicate to stakeholders about parking challenges, rationale and tactics to address them; review management and technical resources and plan for installation in selected areas, such as Grand River Avenue; consider public-private partnerships	Knowles/ Parking Comm	\$ -
Core Theme:	Maintain and strengthen cleanliness, safety and attractiveness		
Action Items	Support Downtown Maintenance Program, including street lighting, snow removal, landscape maintenance, litter patrol Add an additional day of trash container emptying - May through October	Knowles	\$ 140,000
	Install seasonal holiday decorations	Knowles/ DC	\$ 20,000
	Investigate sidewalk recycling stations	Griswold	\$ -
	Install one public art project from public art blueprint (+1 left over from HMC)	Buck	\$ 10,000
	Enhance walkability routes and attractions; educate about walkability Install rapid flashing beacons: 2 existing on Grand River, 1 new on Grand River, 1 at Farmington and Oakland	Knowles	\$ 90,000
Core Theme:	Maintain and adapt communications and promotions		
Action Items	Support existing events and promotions; enhance merchant engagement Art on the Grand Ladies Night Out	Knowles/FH Clement	\$ 12,500 \$ 3,500

FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY

Replace Small Business Saturday Open House with Sidewalk Shopping Days in August	Gallagher	\$ 3,500
Rhythmz in Riley Park	Knowles/Birchler	\$ 16,600
Harvest Moon Celebration	Gallagher	\$ 37,000
General Marketing - web, print, kiosks, video	Knowles	\$ 20,000
Farmington Second Fridays - rebrand as TGIF	Murphy	\$ 4,000
Innovate Farmington	Buck	\$ 1,000

Develop a communications plan to accelerate release of positive media and to increase communication		
Establish regular combined annual meeting and other collaborative events with City Council and, as necessary, with the Planning Commission		
Educate property owners on DDA/City plans and encourage cooperation when applicable; block meetings		
Reformulate plan for production and distribution of Main Street Messenger	Lange?	\$ 10,000
Conduct targeted volunteer recruitment; seeking volunteer with a particular set of skills, kinship; volunteer recognition	Griswold (Appreciation)	\$ 4,000
Recruit more project leaders		

Core Theme:	Other	
	General Admin	\$ 87,300
	Debt	\$109,000

TOTAL		\$746,400
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BUDGET REPORT FOR CITY OF FARMINGTON
Calculations as of 12/31/2016

GL NUMBER	DESCRIPTION	2014-15 ACTIVITY	2015-16 ACTIVITY	2016-17 AMENDED BUDGET	2016-17 ACTIVITY THRU 12/31/16	2016-17 PROJECTED ACTIVITY	2017-18 DEPT REQ BUDGET	NOTES
ESTIMATED REVENUES								
Dept 000.00								
248-000.00-403.001	PROPERTY TAXES, OPR, REV	0	(4,843)	0	0	0	0	
248-000.00-403.006	PROPERTY TAXES, TWO MILL LEVY	0	0	0	0	0	40,600	Activate; reduced to 1.9705 mills
248-000.00-403.007	PROPERTY TAXES, TIFA	239,028	244,392	245,000	197,367	245,000	267,000	
248-000.00-445.001	INTEREST, PROP TAX REV	0	0	0	0	0	0	
248-000.00-573.000	LOCAL COMMUNITY STABILIZATION APPROP	12,803	12,803	12,000	0	0	10,000	
248-000.00-580.000	CONTRIBUTION, GROVE	0	0	0	0	0		Deactivate
248-000.00-654.000	VENDOR FEES	0	0	0	0	0		Deactivate
248-000.00-664.000	INVESTMENT INCOME	854	2,346	1,000	957	1,000	1,000	
248-000.00-665.000	INTEREST INCOME	0	0	0	0	0		Deactivate
248-000.00-669.000	RENTAL/LEASE INCOME	39,564	0	0	0	0		Deactivate
248-000.00-671.000	REVENUES, OTHER	315	0	0	0	0		Deactivate
248-000.00-673.000	SALE OF CAPITAL ASSETS, GAIN/LOSS	331,285	(34,100)	0	0	0	0	
248-000.00-675.008	CONTRIBUTIONS, DESIGNATED	0	0	0	0	0		Deactivate
248-000.00-679.000	HEALTH INSURANCE CONTRIBUTIONS	0	0	0	0	0		Deactivate
248-000.00-698.000	PROCEEDS FROM GF LOAN	0	0	0	0	0		Deactivate
248-000.00-699.407	TRANSFER, GRAND RIVER STREETScape	0	0	0	0	0		Deactivate
Totals for dept 000.00-		623,849	220,598	258,000	198,324	246,000	318,600	
Dept 759.00-PRINCIPAL SHOPPING DISTRICT								
248-759.00-671.000	REVENUES, OTHER	15,060	15,283	10,000	1,914	10,000	10,000	
248-759.00-672.001	DDA DISTRICT, SP ASSESSMENT	216,000	216,000	216,000	115,741	216,000	178,000	Increased to offset loss to 2-mill levy
Totals for dept 759.00-PRINCIPAL SHOPPING DISTRICT		231,060	231,283	226,000	117,655	226,000	188,000	
Dept 762.00-ART ON THE GRAND								
248-762.00-646.000	SALES, CONCESSIONS	0	0	0	0	0	0	Deactivate
248-762.00-654.000	VENDOR FEES	2,058	2,443	2,000	0	2,000	2,500	
248-762.00-654.100	SPONSORSHIPS	3,800	5,400	4,000	0	5,000	5,000	
248-762.00-671.000	REVENUES, OTHER	4,055	4,050	4,000	0	5,000	5,000	
Totals for dept 762.00-ART ON THE GRAND		9,913	11,893	10,000	0	12,000	12,500	

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Dept 764.00-HARVEST MOON CELEBRATION								
248-764.00-646.000	CONCESSION, HARVEST MOON	24,990	24,507	20,000	28,241	28,241	20,000	
248-764.00-651.000	ADMISSIONS, HARVEST MOON	14,874	15,325	13,000	18,347	18,347	13,000	
248-764.00-654.000	VENDOR FEES	0	0	0	0	0		Deactivate
248-764.00-654.100	SPONSORSHIPS	12,372	3,998	4,000	2,200	2,200	3,000	
248-764.00-671.000	REVENUES, OTHER	1,679	347	1,000	600	600	1,000	
Totals for dept 764.00-HARVEST MOON CELEBRATION		53,915	44,177	38,000	49,388	49,388	37,000	
Dept 766.00-RHYTHMZ IN RILEY PARK								
248-766.00-654.100	SPONSORSHIPS	14,800	14,300	15,600	2,200	15,600	16,600	
248-766.00-671.000	REVENUES, OTHER	0	0	0	0	0	0	
Totals for dept 766.00-RHYTHMZ IN RILEY PARK		14,800	14,300	15,600	2,200	15,600	16,600	
TOTAL ESTIMATED REVENUES		967,915	522,251	547,600	367,567	548,988	572,700	

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APPROPRIATIONS								
Dept 000.00								
248-000.00-706.000	SALARIES, FULL TIME	0	0	0	0	0	0	
248-000.00-707.000	SALARIES, PART-TIME/TEMP	0	0	0	0	0	10,000	
248-000.00-709.000	SALARIES, OVERTIME	0	0	0	0	0	0	
248-000.00-719.000	FRINGE BENEFITS	0	0	0	0	0	0	
248-000.00-720.007	PYMT IN LIEU OF HOSP INS	0	0	0	0	0	0	
248-000.00-720.100	FICA, EMPLOYER'S SHARE	0	0	0	0	0	600	
248-000.00-720.900	CONTRIBUTION, RETIREES HEALTH	0	0	0	0	0	0	
248-000.00-727.000	OFFICE SUPPLIES	678	302	500	297	500	500	
248-000.00-728.000	POSTAGE, METER	893	1,072	1,000	472	2,000	1,000	
248-000.00-728.001	POSTAGE, OTHER	12	10	0	0	0	0	
248-000.00-740.000	OPERATING SUPPLIES	0	0	0	0	0	0	Deactivate
248-000.00-740.500	NON-CAPITALIZED ASSETS	0	0	0	0	0	0	
248-000.00-801.000	PROFESSIONAL SERVICES	11,339	26,520	55,000	23,050	37,000	20,000	Design services for items in line 93; 2016-17 adds master plan reimbursement to city
248-000.00-801.006	SEASONAL DECORATIONS,GARDENING	0	0	0	0	0	20,000	
248-000.00-818.000	CONTRACTUAL SERVICES	66,000	66,000	71,000	33,000	71,000	76,000	JOA, parking enforcement, treasury
248-000.00-853.000	TELECOMMUNICATIONS	661	681	600	209	600	600	
248-000.00-860.000	TRANSPORTATION	1,094	899	500	397	500	500	
248-000.00-941.000	RENTALS	508	650	1,500	250	1,500	1,500	
248-000.00-956.000	MISCELLANEOUS EXPENSE	2,908	1,055	4,300	944	4,000	4,000	
248-000.00-958.501	MEMBERSHIPS, SUBSCRIPTIONS	580	550	600	200	600	600	
248-000.00-958.502	PROFESSIONAL DEV, CONFERENCES	1,412	1,789	2,000	0	2,000	2,000	
248-000.00-967.001	CONTINGENCY	932	0	0	0	0	0	
248-000.00-967.002	EVENT SHORTFALL	0	0	0	0	0	0	
248-000.00-968.000	DEPRECIATION EXPENSE	48,039	38,234	0	0	0	0	
248-000.00-969.300	CONTRIBUTION-STREETScape	50,000	0	0	0	0	0	
248-000.00-970.000	CAPITAL OUTLAY	252	19,748	10,000	379	15,500	157,000	public art (2) \$10K; wayfinding \$3K; parking signs \$60K; 4 RFBs \$80K; speed radar \$4K
248-000.00-971.000	CAPITAL OUTLAY, LAND	0	0	0	0	0	100,000	
248-000.00-990.000	DEBT SERVICE	475,978	113,187	111,000	18,294	112,272	111,159	Reflects city budget
Totals for dept 000.00-		661,286	270,697	258,000	77,492	247,472	505,459	

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Dept 759.00-PRINCIPAL SHOPPING DISTRICT								
248-759.00-707.000	SALARIES, PART-TIME/TEMP	0	0	0	0	10,000	0	
248-759.00-720.100	FICA, EMPLOYER'S SHARE	0	0	0	0	600	0	
248-759.00-801.000	PROFESSIONAL SERVICES	4,625	0	0	0	0	0	
248-759.00-801.006	SEASONAL DECORATIONS,GARDENING	6,594	8,734	10,000	1,475	6,000	0	Use DDA GF #
248-759.00-818.000	CONTRACTUAL SERVICES	0	36,000	36,000	18,000	36,000	40,000	Adds 1 day of extra trash can sweep 6 months, slight increase for DPW
248-759.00-880.000	COMMUNITY PROMOTION	10,288	8,273	24,000	2,279	18,000	20,000	Gen Mkt: web, print, kiosks, maps, etc
248-759.00-880.015	BUSINESS DEVELOPMENT	3,231	2,288	4,000	969	5,000	5,000	F2F, iF, other
248-759.00-880.100	RETAIL PROMOTIONS	0	3,385	7,000	949	4,500	7,000	LNO, sidewalk sales
248-759.00-880.110	COMMUNITY PROMO, ICE RINK	0	2,756	3,000	365	3,000	0	
248-759.00-880.125	COMMUNICATIONS	13,519	10,340	15,000	5,342	15,000	10,000	Condensed MSM
248-759.00-880.200	VOLUNTEER MANAGEMENT	0	1,657	4,000	500	4,000	4,000	
248-759.00-920.000	PUBLIC UTILITIES	22,815	17,019	18,000	6,222	18,000	18,000	
248-759.00-930.000	REPAIRS & MAINTENANCE	104,490	75,378	105,000	37,287	100,000	83,000	
248-759.00-972.000	CAPITAL OUTLAY, LAND IMPROVE	0	0	0	0	0	0	
Totals for dept 759.00-PRINCIPAL SHOPPING DISTRICT		165,562	165,830	226,000	73,388	220,100	187,000	
Dept 762.00-ART ON THE GRAND								
248-762.00-706.000	SALARIES, FULL TIME	0	0	0	0	0		Deactivate
248-762.00-707.000	SALARIES, PART-TIME/TEMP	0	0	0	0	0		Deactivate
248-762.00-709.000	SALARIES, OVERTIME	0	0	0	0	0		Deactivate
248-762.00-719.000	FRINGE BENEFITS	0	0	0	0	0		Deactivate
248-762.00-720.100	FICA, EMPLOYER'S SHARE	0	0	0	0	0		Deactivate
248-762.00-727.000	OFFICE SUPPLIES	0	0	500	0	0	0	
248-762.00-728.000	POSTAGE, METER	0	0	0	0	0		Deactivate
248-762.00-728.001	POSTAGE, OTHER	0	0	0	0	0		Deactivate
248-762.00-740.010	CONCESSION SUPPLIES	0	0	0	0	0		Deactivate
248-762.00-853.000	TELECOMMUNICATIONS	0	0	0	0	0		Deactivate
248-762.00-860.000	TRANSPORTATION	0	0	0	0	0		Deactivate
248-762.00-880.000	COMMUNITY PROMOTION	6,928	6,649	7,500	950	7,000	7,500	
248-762.00-880.009	ENTERTAINMENT	0	0	0	0	3,500	3,500	
248-762.00-941.000	RENTALS	0	0	0	0	0	0	
248-762.00-943.000	EQUIPMENT RENTAL	1,550	1,550	1,500	0	1,500	1,500	
248-762.00-956.000	MISCELLANEOUS EXPENSE	15	0	500	0	0	0	
Totals for dept 762.00-ART ON THE GRAND		8,493	8,199	10,000	950	12,000	12,500	

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Dept 764.00-HARVEST MOON CELEBRATION								
248-764.00-706.000	SALARIES, FULL TIME	0	0	0	0	0		Deactivate
248-764.00-707.000	SALARIES, PART-TIME/TEMP	0	0	0	0	0		Deactivate
248-764.00-709.000	SALARIES, OVERTIME	0	0	0	0	0		Deactivate
248-764.00-719.000	FRINGE BENEFITS	0	0	0	0	0		Deactivate
248-764.00-720.100	FICA, EMPLOYER'S SHARE	0	0	0	0	0		Deactivate
248-764.00-727.000	OFFICE SUPPLIES	29	163	1,000	106	106	500	
248-764.00-728.000	POSTAGE, METER	0	0	0	0	0		Deactivate
248-764.00-740.010	CONCESSION SUPPLIES	16,321	15,862	16,000	13,572	13,572	16,000	
248-764.00-818.000	CONTRACTUAL SERVICES	5,000	0	0	0	0	0	
248-764.00-880.000	COMMUNITY PROMOTION	4,144	6,633	6,500	4,996	4,996	5,500	
248-764.00-880.009	ENTERTAINMENT	3,158	2,300	2,500	2,500	2,500	3,000	
248-764.00-941.000	RENTALS	0	0	0	0	0	0	
248-764.00-943.000	EQUIPMENT RENTAL	7,098	7,140	8,000	6,940	6,940	8,000	
248-764.00-956.000	MISCELLANEOUS EXPENSE	5,791	7,052	4,000	3,421	3,421	4,000	
248-764.00-969.000	CONTRIBUTIONS, ICE RINK	9,000	0	0	0	0	0	
Totals for dept 764.00-HARVEST MOON CELEBRATION		50,541	39,150	38,000	31,535	31,535	37,000	
Dept 766.00-RHYTHMZ IN RILEY PARK								
248-766.00-706.000	SALARIES, FULL TIME	0	0	0	0	0		Deactivate
248-766.00-707.000	SALARIES, PART-TIME/TEMP	0	0	0	0	0		Deactivate
248-766.00-719.000	FRINGE BENEFITS	0	0	0	0	0		Deactivate
248-766.00-720.100	FICA, EMPLOYER'S SHARE	0	0	0	0	0		Deactivate
248-766.00-727.000	OFFICE SUPPLIES	0	0	0	0	0		Deactivate
248-766.00-818.000	CONTRACTUAL SERVICES	4,000	5,825	6,400	3,000	6,600	6,600	
248-766.00-853.000	TELECOMMUNICATIONS	0	0	0	0	0		Deactivate
248-766.00-860.000	TRANSPORTATION	0	0	0	0	0		Deactivate
248-766.00-880.000	COMMUNITY PROMOTION	2,176	2,552	2,500	361	2,500	2,850	
248-766.00-880.009	ENTERTAINMENT	5,950	6,675	6,600	4,525	6,600	7,150	
248-766.00-941.000	RENTALS	0	0	0	0	0	0	
248-766.00-943.000	EQUIPMENT RENTAL	0	0	0	0	0	0	
248-766.00-956.000	MISCELLANEOUS EXPENSE	87	0	100	0	0	0	
Totals for dept 766.00-RHYTHMZ IN RILEY PARK		12,213	15,052	15,600	7,886	15,700	16,600	
TOTAL APPROPRIATIONS		949,769	498,928	547,600	191,251	526,807	758,559	
NET OF REVENUES/APPROPRIATIONS - FUND 248		18,146	23,323	0	176,316	22,181	(185,859)	