AGENDA
DDA BOARD OF DIRECTORS MEETING
Meeting

8:30 AM - Wednesday, May 10, 2023
Council Chambers - 1 S Huron St Ypsilanti MI 48197

Page

1. CALL TO ORDER
2. ROLL CALL

PATTON DOYLE	P	A
MALISSA GILLETT	P	A
ANDY FRENCH	P	A
BRYAN FOLEY	P	A
PAUL AJLOUNY	P	A
GERRY KREINER	P	A

3. AGENDA APPROVAL
4. APPROVAL OF MINUTES
   - 4.1. 4-12-23 Op Fin Minutes — 3 - 5
5. PUBLIC COMMENT (3 MINUTES EACH)
6. FINANCIAL REPORT
   - 6.1. May 2023 YDDA Financials — 7 - 17
7. NEW BUSINESS
   - 7.1. Historic Welcome to Depot Town Sign Restoration — 19 - 24
     Narooz Quote
     Johnson Sign Quote 2
     Johnson Sign Quote
   - 7.2. Leisa Thompson Business Photography Project Pt 2 - $325 per hour including editing - each business will take about two hours — 25 - 29
     Leisa Thompson Collage
     Leisa Thompson Salon
     Leisa Thompson Brite Idea
   - 7.3. Thrift Depot / Delores Alley Light Proposal — 31
     Thrift Depot and Delores Alley Light Proposal
   - 7.4. Yiftee Community Cards — 33 - 53
     Yiftee Presentation
     1. CommCard Yiftee Agreement 2023-01
   - 7.5. CTAP Funding Application - John E Lawrence After Glow — 55 - 56
     CTAP Application
8. PROPOSED BUSINESS

9. AUDIENCE PARTICIPATION

10. ADJOURNMENT

MINUTES
OPERATIONS AND FINANCE COMMITTEE MEETING
8:30 AM - April 12, 2023
City Council Chambers - 1 S. Huron St.

1. CALL TO ORDER (8:32am)

2. ROLL CALL

PATTON DOYLE	**P**
ANDY FRENCH (C)	**P**
PAUL AJLOUNY	**P**
BRYAN FOLEY	**A**
MALISSA GILLETT	**P**

3. AGENDA APPROVAL

The chair requested that the staff and financial report be pushed to the end of the agenda as Paul Ajlouny has to leave the meeting early.

Paul Ajlouny motioned to approve the amended agenda. Malissa Gillett supported the motion. Motion Carried - unanimous.

4. APPROVAL OF MINUTES

Malissa Gillett motioned to approve the March 8, 2023 meeting minutes and Paul Ajlouny supported the motion. Motion carried - unanimous.

5. PUBLIC COMMENT (3 MINUTES EACH)

Gerry Kreiner, Owner - Mix Fitness Studios, introduced himself. He plans to join this committee next month.

6.NEW BUSINESS

6.1. First Fridays Memorandum of Understanding

Malissa Gillett recused herself from the conversation, and former Program Director, Mary Dettling presented the MOU.

Patton Doyle suggested that FFY offer marketing support for all events sponsored by the DDA. FFY is able to offer this support to an extent, but will have to outline what that looks like. They are not prepared to go too much outside of the mission and scope of First Fridays.

The committee requested more details about return on investment for W. Cross and Depot Town.

Andy French does not see value in First Fridays for Depot Town. FFY argues that the event is only as good as the businesses participation. FFY has plans for Depot Town, including monthly events in partnership with Holy Bones, disc golf events in the park and movie nights at Frog Island.

FFY has a volunteer directly committed to West Cross participation.

Mary Dettling will update and clarify items for the MOU.

At this point, Patton Doyle is comfortable with recommending $21,000 for Downtown. He asks the shuttles be removed if Depot Town and West Cross do not participate. He wants to include the movie events and marketing/event support to all DDA sponsored events.

6.2. Ypsi Summer Movie Series

The committee agreed that movie nights should end if they are not in partnership with First Fridays.
Staff suggested that if anything, the DDA should consider bringing back the October event, Rocky Horror Picture Show, as it was a huge success, and there is an appetite to make the event annual.

6.3. Dumpster Cleaning Contract Renewal

Staff reports that the dumpster issues from the past have mostly gone away. They are very satisfied with this contract.
Staff added snow and ice removal to the contract, knowing it will not be important for this cycle, but want to make sure it is in the language for the winter months.

Patton Doyle motioned to recommend renewal of the Dumpster Cleaning Contract with Zoelife Environmental. Malissa Gillett supported the motion. Motion passed - unanimous.

6.4. Bicentennial Billboard @ North Huron Parking Lot Banner

Staff took feedback from the DDA board meeting last month and designed a DDA billboard that celebrates the bicentennial.
The committee loved the design.

Motion to recommend approval of the staff design and the print and installation quote for $1275 from Benchmark by Patton Doyle and supported by Malissa Gillett. Motion passed - unanimous.

6.5. DJ's Landscaping Contract Total Base Bid: $ 39,595.00 Additional Services: $ 79,830.00

Andy French suggested the DDA make improvements in phases for Downtown.
The committee agreed that the hanging baskets should stay downtown, but additional flower planters should wait until after the construction - 2024.
Andy French is happy about the proposed scope of work for Depot Town.
Paul Ajlouny is happy about the proposed score of work for West Cross.
Andy French suggested planters for N. Huron as it is a gateway into the City.
Patton Doyle thinks we should wait, and the welcome garden on S. Huron will suffice.
The committee reviewed the proposal and removed items discussed.
Staff will come back with budget recommendations.

Patton Doyle motioned to recommend approval of the updated contract not to exceed $98,000 subject to budget amendment of streetscape budget line item, and that each district be invoiced separately. Malissa Gillett supported the motion. Motion passed - unanimous.

6.6. YCUA Public Meeting Phase 3 Downtown - April 26 7-9pm

Bonnie Wessler - DPS Director gave an update to the upcoming Downtown construction.
Behind Adams to Washington St. will be open trenches for the first half of the summer.
This construction will be painful now, but will have strong long term benefits.
Washington to Huron on the south side will have bore pits in the S. Huron Lot.
There will be a downtown meeting with YCUA on April 26th, location TBD.

6.7. Special Event Sponsorship Requests

The question is, how do we put a number on and value events? There are more event applications than funding.

Patton Doyle requested a scoring matrix.

Andy French said that he is only interested in supporting Pride, Rumble in the Bumble, and the Depot Town Tree lighting in Depot Town.

Supported events should be in public spaces, and not in a private space. Andy French stated that the DDA should not pay for Aubrees to have a live musician, in the case of the After Glow event.

The committee agreed to these scoring Criteria:

1. How well does this event integrate and impact local businesses?
2. Does this serve underrepresented groups or businesses in the DDA?
3. What is the projected attendance?
4. What are the other sources of funding to support the event?

Paul Ajlouny - left at 10:25am.

Staff stated that the current process is problematic. For such little funding, we should not ask applicants to present at the board level, and have the outcome weighed on whether they appear or not. Most event planners are volunteers, and do not have the ability to leave work to present in person.

The committee instructed staff to scrap the presentations next week.

Awards should not be based on asks. No maximum was given to applicants, and some are asking for exactly what they need, while others are asking for more knowing they will get less than the ask.

Patton Doyle motioned to recommend the following approach for special event sponsorships: Participants are invited to the board meeting to be available for Q&A only. They will have an opportunity to send in additional information based on the scoring matrix questions. Staff will compile information about each application. At the DDA board meeting, the board is to efficiently go through the four objectives, score, and rank each event, and then allocate funding for each event. Malissa Gillett supported the motion. Motion passed - unanimous.

7. STAFF REPORT/FINANCIAL REPORT

Bird Dog Baking Co. received a Match on Main grant.

The City is considering BS&A for financial software.

Projects staff is working on: Streetscape design and gardens, AATA planning meeting, application to the Bridge Builders Microgrant, Explore Ypsi 2023.

Tax revenue has been received for W. Cross.

We are closing out the fiscal year in good shape for all of the districts.

8. PROPOSED BUSINESS

9. AUDIENCE PARTICIPATION -none

10. ADJOURNMENT

Motion to adjourn by Patton Doyle and supported by Malissa Gillett. Motion passed - unanimous.

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

248-DTDA W CROSS
FINANCIAL SUMMARY % OF YEAR COMPLETED: 75.00

REVENUE SUMMARY	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY REVENUE	YEAR-TO-DATE REVENUE	BUDGET REMAINING	BUDGET REMAININ
REVENUE SUMMARY						
W CROSS OPERATING	11,658	11,658	473.89	2,654.73	9,003.27	77.23
W CROSS TIF	130,830	130,830	112,777.81	121,663.79	9,166.21	7.01
TOTAL REVENUES	142,488	142,488	113,251.70	124,318.52	18,169.48	12.75

EXPENDITURE SUMMARY	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
W CROSS OPERATING	7,148	7,148	130.20	343.63	6,804.37	95.19
W CROSS TIF	80,205	80,205	19,773.56	40,632.20	39,572.80	49.34
TOTAL EXPENDITURES	87,353	87,353	19,903.76	40,975.83	46,377.17	53.09
REVENUES OVER/(UNDER) EXPENDITURES	55,135	55,135	93,347.94	83,342.69	(28,207.69)	51.16

248-DTDA W CROSS

% OF YEAR COMPLETED: 75.00

REVENUES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY REVENUE	YEAR-TO-DATE REVENUE	BUDGET REMAINING	BUDGET REMAINI
W CROSS OPERATING						
REVENUES						
248-4-7270-402-00 CURRENT PROPERTY TAXES	11,433	11,433	34.65	346.51	11,086.49	96.97
248-4-7270-402-05 PERSONAL PROP TAX REIMBURSE	20	20	0.00	0.00	20.00	100.00
248-4-7270-420-01 DELINQUENT PROPERTY TAXES	20	20	0.00	0.00	20.00	100.00
248-4-7270-445-02 INTEREST ON CURRNET TAXES	0	0	0.88	8.80	(8.80)	0.00
248-4-7270-664-00 INTEREST EARNINGS	185	185	438.36	2,299.42	(2,114.42)	1,142.93
TOTAL REVENUES	11,658	11,658	473.89	2,654.73	9,003.27	77.23
TOTAL W CROSS OPERATING	11,658	11,658	473.89	2,654.73	9,003.27	77.23
W CROSS TIF						
REVENUES						
248-4-7271-410-00 TIFA REIMBURSEMENT PA86 SECT17	4,500	4,500	0.00	6,944.28	(2,444.28)	54.32
248-4-7271-439-02 CURRENT TIFA TAXES-WEST CROSS	120,080	120,080	112,777.81	112,777.81	7,302.19	6.08
248-4-7271-699-01 TRANSFER FROM GEN.FUND	6,250	6,250	0.00	1,941.70	4,308.30	68.93
TOTAL REVENUES	130,830	130,830	112,777.81	121,663.79	9,166.21	7.01
TOTAL W CROSS TIF	130,830	130,830	112,777.81	121,663.79	9,166.21	7.01
TOTAL REVENUES	142,488	142,488	113,251.70	124,318.52	18,169.48	12.75

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

248-DTDA W CROSS

% OF YEAR COMPLETED: 75.00

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
W CROSS OPERATING						
EXPENDITURES						
248-7-7270-728-00 OFFICE SUPPLIES	210	210	0.00	0.00	210.00	100.00
248-7-7270-730-00 POSTAGE	105	105	0.00	0.00	105.00	100.00
248-7-7270-757-00 OPERATING SUPPLIES	105	105	0.00	30.66	74.34	70.80
248-7-7270-807-00 AUDIT FEES	155	155	0.00	0.00	155.00	100.00
248-7-7270-818-00 CONTRACTUAL SERVICES	3,792	3,792	130.20	130.20	3,661.80	96.57
248-7-7270-822-10 GENERAL LIABILITY	891	891	0.00	0.00	891.00	100.00
248-7-7270-826-10 LEGAL SERVICES	630	630	0.00	0.00	630.00	100.00
248-7-7270-853-00 TELEPHONE & INTERNET	105	105	0.00	0.00	105.00	100.00
248-7-7270-864-01 CONFERENCE AND WORKSHOPS	210	210	0.00	109.27	100.73	47.97
248-7-7270-900-00 PRINTING AND PUBLISHING	840	840	0.00	73.50	766.50	91.25
248-7-7270-958-00 MEMBERSHIPS AND DUES	105	105	0.00	0.00	105.00	100.00
TOTAL EXPENDITURES	7,148	7,148	130.20	343.63	6,804.37	95.19
TOTAL W CROSS OPERATING	7,148	7,148	130.20	343.63	6,804.37	95.19
W CROSS TIF						
EXPENDITURES						
248-7-7271-818-01 CONTRACT WITH CITY 35%	24,016	24,016	93.41	93.41	23,922.59	99.61
248-7-7271-818-02 ADMIN CONTRACT-CITY	14,500	14,500	0.00	0.00	14,500.00	100.00
248-7-7271-820-00 TIF-WEST CROSS DEV AREA	15,000	15,000	0.00	14,762.19	237.81	1.59
248-7-7271-820-02 STREETSCAPE MAINTENANCE	6,689	6,689	1,019.29	6,115.74	573.26	8.57
248-7-7271-820-06 HOLIDAY LIGHTING & MAINTENANCE	5,000	5,000	0.00	1,000.00	4,000.00	80.00
248-7-7271-965-05 SPECIAL EVENT CONTRIBUTION	5,000	5,000	0.00	0.00	5,000.00	100.00
248-7-7271-965-06 FACADE PROG.CONT TO BLD-TIF	5,000	5,000	18,660.86	18,660.86	(13,660.86)	273.22
248-7-7271-971-27 BUILDING REHAB	5,000	5,000	0.00	0.00	5,000.00	100.00
TOTAL EXPENDITURES	80,205	80,205	19,773.56	40,632.20	39,572.80	49.34
TOTAL W CROSS TIF	80,205	80,205	19,773.56	40,632.20	39,572.80	49.34
TOTAL EXPENDITURES	87,353	87,353	19,903.76	40,975.83	46,377.17	53.09
REVENUES OVER/(UNDER) EXPENDITURES	55,135	55,135	93,347.94	83,342.69	(28,207.69)	51.16

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

275-DEPOT TOWN DDA
FINANCIAL SUMMARY % OF YEAR COMPLETED: 75.00

REVENUE SUMMARY	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY REVENUE	YEAR-TO-DATE REVENUE	BUDGET REMAINING	BUDGET REMAININ
REVENUE SUMMARY						
DTDA W CROSS OPER - 18%	19	19	1,538.83	14,486.89	(14,467.89)	6,146.79
DTDA E CROSS OPER. - 16%	7,922	7,922	796.10	5,876.84	2,045.16	25.82
DTDA E CROSS TIF - 26%	119,984	119,984	108,349.70	108,349.70	11,634.30	9.70
TOTAL REVENUES	127,925	127,925	110,684.63	128,713.43	(788.43)	0.62

EXPENDITURE SUMMARY	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
DTDA W CROSS OPER - 18%	0	0	4.29	223.60	(223.60)	0.00
DTDA W CROSS TIF - 5%	0	0	0.00	6,339.14	(6,339.14)	0.00
DTDA E CROSS OPER. - 16%	9,529	9,529	414.72	1,181.15	8,347.85	87.60
DTDA E CROSS TIF - 26%	78,639	78,639	1,103.05	46,526.84	32,111.96	40.83
TOTAL EXPENDITURES	88,168	88,168	1,522.06	54,270.73	33,897.07	38.45
REVENUES OVER/(UNDER) EXPENDITURES	39,757	39,757	109,162.57	74,442.70	(34,685.50)	87.24

275-DEPOT TOWN DDA

% OF YEAR COMPLETED: 75.00

REVENUES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY REVENUE	YEAR-TO-DATE REVENUE	BUDGET REMAINING	BUDGET REMAINI
FINANCE						
REVENUES						
DTDA W CROSS OPER - 18%						
REVENUES						
275-4-7270-402-00 CURRENT PROPERTY TAXES	0	0	1,531.83	14,467.39	(14,467.39)	0.00
275-4-7270-420-01 DELINQUENT PROPERTY TAXES	0	0	6.56	17.95	(17.95)	0.00
275-4-7270-445-02 INTEREST ON CURRENT TAXES	0	0	0.05	0.48	(0.48)	0.00
275-4-7270-445-05 INTEREST ON DELINQUENT TAXES	0	0	0.39	1.07	(1.07)	0.00
275-4-7270-664-00 INTEREST EARNINGS	19	19	0.00	0.00	19.00	100.00
TOTAL REVENUES	19	19	1,538.83	14,486.89	(14,467.89)	6,146.79
TOTAL DTDA W CROSS OPER - 18%	19	19	1,538.83	14,486.89	(14,467.89)	6,146.79
DTDA W CROSS TIF - 5%						
REVENUES						
DTDA E CROSS OPER. - 16%						
REVENUES						
275-4-7290-402-00 CURRENT PROPERTY TAXES	7,720	7,720	357.74	3,577.42	4,142.58	53.66
275-4-7290-664-00 INTEREST EARNINGS	202	202	438.36	2,299.42	(2,097.42)	1,038.33
TOTAL REVENUES	7,922	7,922	796.10	5,876.84	2,045.16	25.82
TOTAL DTDA E CROSS OPER. - 16%	7,922	7,922	796.10	5,876.84	2,045.16	25.82
DTDA E CROSS TIF - 26%						
REVENUES						
275-4-7291-439-01 CURRENT TIFA TAXES	113,984	113,984	108,349.70	108,349.70	5,634.30	4.94
275-4-7291-699-01 TRANSFER FROM GEN FUND	6,000	6,000	0.00	0.00	6,000.00	100.00
TOTAL REVENUES	119,984	119,984	108,349.70	108,349.70	11,634.30	9.70
TOTAL DTDA E CROSS TIF - 26%	119,984	119,984	108,349.70	108,349.70	11,634.30	9.70
TOTAL REVENUES	127,925	127,925	110,684.63	128,713.43	(788.43)	0.62

275-DEPOT TOWN DDA

% OF YEAR COMPLETED: 75.00

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
DTDA W CROSS OPER - 18%						
EXPENDITURES						
275-7-7270-728-00 OFFICE SUPPLIES	0	0	0.00	55.20	(55.20)	0.00
275-7-7270-807-00 AUDIT FEES	0	0	0.00	130.00	(130.00)	0.00
275-7-7270-853-00 TELEPHONE & INTERNET	0	0	4.29	38.40	(38.40)	0.00
TOTAL EXPENDITURES	0	0	4.29	223.60	(223.60)	0.00
TOTAL DTDA W CROSS OPER - 18%	0	0	4.29	223.60	(223.60)	0.00
DTDA W CROSS TIF - 5%						
EXPENDITURES						
275-7-7271-965-06 FACADE PROG. CONT TO BLD-TIF	0	0	0.00	6,339.14	(6,339.14)	0.00
TOTAL EXPENDITURES	0	0	0.00	6,339.14	(6,339.14)	0.00
TOTAL DTDA W CROSS TIF - 5%	0	0	0.00	6,339.14	(6,339.14)	0.00
DTDA E CROSS OPER. - 16%						
EXPENDITURES						
275-7-7290-728-00 OFFICE SUPPLIES	280	280	18.00	88.80	191.20	68.29
275-7-7290-730-00 POSTAGE	140	140	0.00	0.00	140.00	100.00
275-7-7290-757-00 OPERATING SUPPLIES	140	140	0.00	40.89	99.11	70.79
275-7-7290-807-00 AUDIT FEES	207	207	0.00	260.00	(53.00)	25.60
275-7-7290-818-00 CONTRACTUAL SERVICES	5,055	5,055	176.60	176.60	4,878.40	96.51
275-7-7290-822-10 GENERAL LIABILITY	1,187	1,187	0.00	0.00	1,187.00	100.00
275-7-7290-826-10 LEGAL SERVICES	840	840	198.00	198.00	642.00	76.43
275-7-7290-853-00 TELEPHONE & INTERNET	140	140	22.12	198.12	(58.12)	41.51
275-7-7290-864-01 CONFERENCES AND WORKSHOPS	280	280	0.00	120.74	159.26	56.88
275-7-7290-900-00 PRINTING AND PUBLISHING	1,120	1,120	0.00	98.00	1,022.00	91.25
275-7-7290-958-00 MEMBERSHIPS AND DUES	140	140	0.00	0.00	140.00	100.00
TOTAL EXPENDITURES	9,529	9,529	414.72	1,181.15	8,347.85	87.60
TOTAL DTDA E CROSS OPER. - 16%	9,529	9,529	414.72	1,181.15	8,347.85	87.60
DTDA E CROSS TIF - 26%						
EXPENDITURES						
275-7-7291-707-00 TEMPORARY WAGES	4,000	4,000	0.00	0.00	4,000.00	100.00
275-7-7291-818-00 CONTRACTUAL SERVICES	0	0	124.54	124.54	(124.54)	0.00

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

275-DEPOT TOWN DDA

% OF YEAR COMPLETED: 75.00

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
275-7-7291-818-01 CONTRACT WITH CITY 35%	22,797	22,797	0.00	0.00	22,796.80	100.00
275-7-7291-818-02 ADMIN CONTRACT-CITY	13,920	13,920	0.00	0.00	13,920.00	100.00
275-7-7291-820-02 STREETSCAPE MAINTENANCE	6,422	6,422	978.51	5,881.06	540.94	8.42
275-7-7291-820-06 HOLIDAY LIGHTING & MAINTENANCE	3,000	3,000	0.00	1,016.24	1,983.76	66.13
275-7-7291-820-07 PUBLIC RELATIONS CAMPAIGN	7,500	7,500	0.00	0.00	7,500.00	100.00
275-7-7291-955-00 MISCELLANEOUS EXPENSE	6,000	6,000	0.00	0.00	6,000.00	100.00
275-7-7291-965-05 SPECIAL EVENT CONTRIBUTION	0	0	0.00	6,300.00	(6,300.00)	0.00
275-7-7291-974-01 TIF PROJECTS	15,000	15,000	0.00	33,205.00	(18,205.00)	121.37
TOTAL EXPENDITURES	78,639	78,639	1,103.05	46,526.84	32,111.96	40.83
TOTAL DTDA E CROSS TIF - 26%	78,639	78,639	1,103.05	46,526.84	32,111.96	40.83
TOTAL EXPENDITURES	88,168	88,168	1,522.06	54,270.73	33,897.07	38.45
REVENUES OVER/(UNDER) EXPENDITURES	39,757	39,757	109,162.57	74,442.70	(34,685.50)	87.24

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

413-DOWNTOWN DEV AUTH
FINANCIAL SUMMARY % OF YEAR COMPLETED: 75.00

REVENUE SUMMARY	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY REVENUE	YEAR-TO-DATE REVENUE	BUDGET REMAINING	BUDGET REMAININ
REVENUE SUMMARY						
DOWNTOWN DDA OPER. 66%	45,443	45,443	3,711.39	28,172.71	17,270.29	38.00
DOWNTOWN DA TIF 69%	366,548	366,548	292,389.89	354,989.48	11,558.52	3.15
TOTAL REVENUES	411,991	411,991	296,101.28	383,162.19	28,828.81	7.00

EXPENDITURE SUMMARY	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
DOWNTOWN DDA OPER. 66%	17,355	17,355	476.53	2,773.36	14,581.64	84.02
DOWNTOWN DA TIF 69%	294,272	439,022	4,757.97	280,889.46	158,132.94	36.02
TOTAL EXPENDITURES	311,627	456,377	5,234.50	283,662.82	172,714.58	37.84
REVENUES OVER/(UNDER) EXPENDITURES	100,364	(44,386)	290,866.78	99,499.37	(143,885.77)	324.17

413-DOWNTOWN DEV AUTH

% OF YEAR COMPLETED: 75.00

REVENUES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY REVENUE	YEAR-TO-DATE REVENUE	BUDGET REMAINING	BUDGET REMAINI
FINANCE						
REVENUES						
DOWNTOWN DDA OPER. 66%						
REVENUES						
413-4-7230-402-00 CURRENT PROPERTY TAXES	43,089	43,089	2,922.49	24,666.52	18,422.48	42.75
413-4-7230-420-01 DELINQUENT PROPERTY TAXES	238	238	0.36	2.08	235.92	99.13
413-4-7230-445-02 INTEREST ON CURRENT TAXES	50	50	1.87	18.73	31.27	62.54
413-4-7230-445-05 INTEREST ON DELINQUENT TAXES	5	5	0.02	0.12	4.88	97.60
413-4-7230-664-00 INTEREST EARNINGS	61	61	786.65	3,485.26	(3,424.26)	5,613.54
413-4-7230-694-01 MISCELLANEOUS REVENUE	2,000	2,000	0.00	0.00	2,000.00	100.00
TOTAL REVENUES	45,443	45,443	3,711.39	28,172.71	17,270.29	38.00
TOTAL DOWNTOWN DDA OPER. 66%	45,443	45,443	3,711.39	28,172.71	17,270.29	38.00
DOWNTOWN DA TIF 69%						
REVENUES						
413-4-7231-410-00 TIFA REIMBURSMNT PA86 SECT 17	14,486	14,486	0.00	18,732.02	(4,246.02)	29.31
413-4-7231-439-01 CURRENT TIFA TAXES	314,812	314,812	292,293.09	292,293.09	22,518.91	7.15
413-4-7231-607-01 DOWNTOWN GARBAGE COLL FEE	24,000	24,000	96.80	13,559.37	10,440.63	43.50
413-4-7231-694-01 MISCELLANEOUS REVENUE	500	500	0.00	30,405.00	(29,905.00)	5,981.00
413-4-7231-699-92 APPROPRIATION FUND BALANCE-TIF	12,750	12,750	0.00	0.00	12,750.00	100.00
TOTAL REVENUES	366,548	366,548	292,389.89	354,989.48	11,558.52	3.15
TOTAL DOWNTOWN DA TIF 69%	366,548	366,548	292,389.89	354,989.48	11,558.52	3.15
FEASIBILITY						
REVENUES						
TOTAL REVENUES	411,991	411,991	296,101.28	383,162.19	28,828.81	7.00

413-DOWNTOWN DEV AUTH

% OF YEAR COMPLETED: 75.00

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
DOWNTOWN DDA OPER. 66%						
EXPENDITURES						
413-7-7230-728-00 OFFICE SUPPLIES	510	510	104.70	494.25	15.75	3.09
413-7-7230-730-00 POSTAGE	255	255	0.00	0.00	255.00	100.00
413-7-7230-757-00 OPERATING SUPPLIES	255	255	0.00	78.87	176.13	69.07
413-7-7230-807-00 AUDIT FEES	375	375	0.00	508.00	(133.00)	35.47
413-7-7230-818-00 CONTRACTURAL SERVICES	9,208	9,208	313.20	313.20	8,894.80	96.60
413-7-7230-822-10 GENERAL LIABILITY	2,162	2,162	0.00	0.00	2,162.00	100.00
413-7-7230-826-10 LEGAL SERVICES	1,530	1,530	0.00	412.50	1,117.50	73.04
413-7-7230-853-00 TELEPHONE & INTERNET	255	255	58.63	525.14	(270.14)	105.94
413-7-7230-864-01 CONFERENCES AND WORKSHOPS	510	510	0.00	262.90	247.10	48.45
413-7-7230-900-00 PRINTING AND PUBLISHING	2,040	2,040	0.00	178.50	1,861.50	91.25
413-7-7230-958-00 MEMBERSHIPS AND DUES	255	255	0.00	0.00	255.00	100.00
TOTAL EXPENDITURES	17,355	17,355	476.53	2,773.36	14,581.64	84.02
TOTAL DOWNTOWN DDA OPER. 66%	17,355	17,355	476.53	2,773.36	14,581.64	84.02
DOWNTOWN DA TIF 69%						
EXPENDITURES						
413-7-7231-707-00 TEMPORARY WAGES	8,000	8,000	0.00	0.00	8,000.00	100.00
413-7-7231-818-00 CONTRACTUAL SERVICES	0	0	226.85	226.85	(226.85)	0.00
413-7-7231-818-01 CONTRACT WITH CITY 35%	62,962	62,962	0.00	0.00	62,962.40	100.00
413-7-7231-818-02 ADMIN CONTRACT-CITY	29,580	29,580	0.00	0.00	29,580.00	100.00
413-7-7231-820-00 TIF PROJECTS	24,000	24,000	0.00	29,235.22	(5,235.22)	21.81
413-7-7231-820-01 IRRIGATION SYSTEM	120	120	0.00	198.80	(78.80)	65.67
413-7-7231-820-02 STREETSCAPE MAINTENANCE	15,000	15,000	2,079.34	12,506.03	2,493.97	16.63
413-7-7231-820-03 WASTE MANAGEMENT	22,000	22,000	2,436.45	24,484.59	(2,484.59)	11.29
413-7-7231-820-06 HOLIDAY LIGHTING & MAINTENANCE	5,000	5,000	0.00	4,516.24	483.76	9.68
413-7-7231-820-07 COMMUNITY HEALTH INITIATIVE	12,750	50,000	0.00	10.61	49,989.39	99.98
413-7-7231-920-00 DTE ELECTRIC BILL	0	0	15.33	121.01	(121.01)	0.00
413-7-7231-965-05 SPECIAL EVENTS CONTRIBUTIONS	7,500	15,000	0.00	9,500.00	5,500.00	36.67
413-7-7231-965-06 FACADE PROG. CONT TO BLD-TIF	10,000	10,000	0.00	38,000.00	(28,000.00)	280.00
413-7-7231-965-11 SOLAR GRANT PROGRAM	0	100,000	0.00	0.00	100,000.00	100.00
413-7-7231-971-27 MSHDA ELG FACADE PROG.	10,000	10,000	0.00	0.00	10,000.00	100.00
413-7-7231-999-20 TRANSFER OUT(473)2004A	87,360	87,360	0.00	162,090.11	(74,730.11)	85.54
TOTAL EXPENDITURES	294,272	439,022	4,757.97	280,889.46	158,132.94	36.02
TOTAL DOWNTOWN DA TIF 69%	294,272	439,022	4,757.97	280,889.46	158,132.94	36.02

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: MARCH 31ST, 2023

413-DOWNTOWN DEV AUTH

% OF YEAR COMPLETED: 75.00

DEPARTMENTAL EXPENDITURES	ORIGINAL BUDGET	AMENDED BUDGET	MONTHLY EXPENDITURES	YEAR-TO-DATE EXPENDITURES	BUDGET REMAINING	BUDGET REMAININ
FEASIBILITY						
EXPENDITURES						
TOTAL EXPENDITURES	311,627	456,377	5,234.50	283,662.82	172,714.58	37.84
REVENUES OVER/(UNDER) EXPENDITURES	100,364	(44,386)	290,866.78	99,499.37	(143,885.77)	324.17

NAROOZ PAINTS

ESTIMATE

Narooz Soliman
904-707-4595
naroozsoliman@gmail.com
284 s. Wallace blvd.
Ypsilanti MI 48197

May 5, 2023

City of Ypsilanti
1 South Huron st. Ypsilanti MI
Elize Jackobson

Project Description:
Reproduce the iconic signage in depot town. My duties include priming, projecting, and repainting the sign that hangs on the corner of Rice St. and E Cross St. on aluminum panel. I can deliver Them when needed for installation.

Project Budget:
$3000. will cover all materials and time required for a production of this size. (12x12 Ft)

Logistics:
TBD as the grand process may be unpredictable, but I'm hoping for mid September as that fits my schedule nicely.

Booking this work:

To accept this estimate please sign and date below.

Name: _____ Signature: _____

Date: _____

Thank you for your interest!

Narooz Soliman

JOHNSON SIGN CO.
JACKSON • 2240 Lansing Ave, Jackson, MI 49202
LANSING • 2900 Alpha Access St, Lansing, MI 48910
YPSILANTI • 663 S. Mansfield St, Ypsilanti, MI 48197
MANISTEE • 1965 Pine Creek Rd, Manistee, MI 49660

PROPOSAL

231005-01
Date: 04/11/2023
Expires: 04/26/2023
Drawing Numbers:

Project: DDA, City of Ypsilanti
19 E Cross St
Ypsilanti, MI 48198

Client: DDA, City of Ypsilanti
1 S Huron St
Ypsilanti, MI 48197

Contact: Elize Hakbson 734 355 0509 elize@ypsilantidda.org

We are pleased to offer this proposal for the following services at the above location.

Project Description:	**Item Total:**
1. Fabricate and Install:	
A. Fabricate a new blank aluminum frame	$3,550.00
B. Installation labor	$875.00

Deposit Rate: 50%
Deposit: $2,319.00

Subtotal: **$4,425.00**
Tax: **$213.00**
Total: **$4,638.00**

THIS PRICE DOES NOT INCLUDE ELECTRICAL RAN TO SIGN LOCATION, PERMITS & PROCUREMENT, OR TAX UNLESS SPECIFICALLY STATED.

WARRANTY: ONE YEAR FULL COVERAGE WARRANTY FOR PARTS AND LABOR FROM DATE OF INSTALLATION.

NOTE: WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED. ANY ALTERATION FROM THE ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS, WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE TO BE PAID BY THE CUSTOMER.

TERMS AND CONDITIONS

1. UPON DEFAULT IN THE PAYMENT OF ANY SUMS HEREIN AGREED, JOHNSON SIGN COMPANY MAY, AT ITS OPTION, DECLARE THE ENTIRE BALANCE PRICE FULLY DUE AND PAYABLE WITHOUT FURTHER NOTICE TO CUSTOMER; AND WHEN DECLARED, CUSTOMER AGREES TO PAY INTEREST ON SAID BALANCE, WHEN DECLARED DUE AT THE RATE OF 1.5% PER MONTH. CUSTOMER FURTHER AGREES TO PAY ALL REASONABLE COSTS OF COLLECTION OF SAID BALANCE INCURRED BY JOHNSON SIGN COMPANY, INCLUDING ATTORNEY'S FEES.

2. THE CUSTOMER IS RESPONSIBLE FOR SECURING NECESSARY PERMITS AND APPROVAL OF SIGN AND ATTACHMENT METHOD FROM BUILDING

Salesperson: Kevin Short

Buyer_____Seller_____

JOHNSON SIGN CO.
JACKSON • 2240 Lansing Ave, Jackson, MI 49202
LANSING • 2900 Alpha Access St, Lansing, MI 48910
YPSILANTI • 663 S. Mansfield St, Ypsilanti, MI 48197
MANISTEE • 1965 Pine Creek Rd, Manistee, MI 49660

PROPOSAL

231005-01
Date: 04/11/2023
Expires: 04/26/2023
Drawing Numbers:

Project: DDA, City of Ypsilanti
19 E Cross St
Ypsilanti, MI 48198

Client: DDA, City of Ypsilanti
1 S Huron St
Ypsilanti, MI 48197

Contact: Elize Hakbson 734 355 0509 elize@ypsilantidda.org

OWNER AND/OR LANDLORD WHOSE ACCEPTANCE/AGREEMENT IS REQUIRED IN ORDER TO INSTALL SAID SIGN(S). IF JOHNSON SIGN COMPANY IS HIRED TO PULL PERMITS, A PERMIT PROCUREMENT FEE & PERMIT FEES FROM LOCAL MUNICIPALITY WILL BE ADDED TO FINAL INVOICE.

3. BOTH PARTIES HERETO AGREE THAT THE TITLE TO SAID SIGN SHALL REMAIN WITH JOHNSON SIGN COMPANY UNTIL PAID FOR IN FULL BY CUSTOMER. IF CUSTOMER FAILS TO PAY REMAINING BALANCE WITHIN TERMS, JOHNSON SIGN COMPANY IS AUTHORIZED TO REMOVE SIGNS AND KEEP IN POSSESSION UNTIL CUSTOMER PAYS FULL BALANCE.

4. ALL TERMS AND CONDITIONS OF THIS CONTRACT SHALL BE BINDING UPON ANY SUCCESSORS, ASSIGNEES OR OTHER LEGAL REPRESENTATIVES OF THE RESPECTIVE PARTIES BUT NO ASSIGNMENT SHALL BE MADE BY THE CUSTOMER WITHOUT THE CONSENT IN WRITING OF THE COMPANY UNLESS FULL PAYMENT OF THE TOTAL CONSIDERATION HAS BEEN MADE.

5. WHEN EXCAVATION IS NECESSARY, JOHNSON SIGN COMPANY WILL CONTACT APPROPRIATE AGENCY TO LOCATE PUBLIC UTILITIES. LOCATION OF PRIVATE UTILITIES IS SOLE RESPONSIBILITY OF THE CUSTOMER. IN THE EVENT ROCK OR UNFORESEEN OBJECTS ARE ENCOUNTERED IN THE EXCAVATION PROCESS, TO THE POINT WHERE SPECIAL EQUIPMENT IS REQUIRED OR MOVING EXCAVATION LOCATION, ADDITIONAL MONIES MAY BE REQUIRED BY JOHNSON SIGN COMPANY.

6. JOHNSON SIGN COMPANY IS NOT RESPONSIBLE FOR UNFORESEEN STRUCTURE OR SUITABLE ACCESS BEHIND WALL. IT IS THE RESPONSIBILITY OF THE CUSTOMER TO PROVIDE ADEQUATE ACCESS BEHIND WALL AND LOCATE STRUCTURE SUCH STEEL BEAMS, ETC. IN THE EVENT THAT UNFORESEEN STRUCTURES ARE LOCATED BEHIND WALL OR INSUFFICIENT ACCESS IS SUPPLIED, ADDITIONAL MONIES MAY BE REQUIRED BY JOHNSON SIGN COMPANY.

7. JOHNSON SIGN COMPANY IS NOT RESPONSIBLE FOR DAMAGE OF SIGN CAUSED FROM NATURAL DISASTER, SEVERE WEATHER, VANDALISM, OR ACCIDENTS.

8. DUE TO UNAVAILABLE MATERIALS, JOHNSON SIGN COMPANY HAS THE RIGHT TO SUBSTITUTE MATERIALS WITH SIMILAR MATERIALS BASED ON AVAILABILITY.

9. SIGNS THAT WE REMOVE ARE EITHER SCRAPPED OR RECYCLED UNLESS SPECIFIED IN WRITING OR A STORAGE AGREEMENT HAS BEEN AGREED UPON BETWEEN JOHNSON SIGN COMPANY AND CUSTOMER.

Salesperson: Kevin Short

Buyer's Acceptance _____ Title _____ Date _____

Seller's Acceptance _____ Title _____ Date _____

JOHNSON SIGN CO.
JACKSON • 2240 Lansing Ave, Jackson, MI 49202
LANSING • 2900 Alpha Access St, Lansing, MI 48910
YPSILANTI • 663 S. Mansfield St, Ypsilanti, MI 48197
MANISTEE • 1965 Pine Creek Rd, Manistee, MI 49660

PROPOSAL

231005-02
Date: 04/11/2023
Expires: 04/26/2023
Drawing Numbers:

Project: DDA, City of Ypsilanti
19 E Cross St
Ypsilanti, MI 48198

Client: DDA, City of Ypsilanti
1 S Huron St
Ypsilanti, MI 48197

Contact: Elize Hakbson 734 355 0509 elize@ypsilantidda.org

We are pleased to offer this proposal for the following services at the above location.

Project Description:	**Item Total:**
1. Fabricate and install:	
A. Fabricate a new aluminum frame with digitally printed graphics	$5,075.00
B. Installation labor	$875.00

Deposit Rate: 50%
Deposit: $3,127.25

Subtotal: **$5,950.00**
Tax: **$304.50**
Total: **$6,254.50**

THIS PRICE DOES NOT INCLUDE ELECTRICAL RAN TO SIGN LOCATION, PERMITS & PROCUREMENT, OR TAX UNLESS SPECIFICALLY STATED.

WARRANTY: ONE YEAR FULL COVERAGE WARRANTY FOR PARTS AND LABOR FROM DATE OF INSTALLATION.

NOTE: WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED. ANY ALTERATION FROM THE ABOVE SPECIFICATIONS INVOLVING EXTRA COSTS, WILL BE EXECUTED ONLY UPON WRITTEN ORDERS, AND WILL BECOME AN EXTRA CHARGE OVER AND ABOVE THE ESTIMATE TO BE PAID BY THE CUSTOMER.

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Salesperson: Kevin Short

Buyer_____Seller_____

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PROPOSAL

231005-02
Date: 04/11/2023
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Project: DDA, City of Ypsilanti
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Salesperson: Kevin Short

Buyer's Acceptance _____ Title _____ Date _____

Seller's Acceptance _____ Title _____ Date _____

YPSILANTI
DDA
Downtown
Development
Authority
228 W Michigan Ave
Ypsilanti MI, 48197
734-483-1727

Quid rides? De te
fabula narratur

ESTIMATE

Holiday Light Exresss

7548 Garrison Rd.
Durand, MI 48429
(248) 756-8915

To:
City of Ypsilanti
1 S Huron St
Ypsilanti, MI 48197

Estimate #	1258
Estimate Date	12/13/2022
Total Amount	**$4,000.00**

Item	Quantity	Price	Tax1	Tax2	Line Total
ally bistro lighting, Lights, guide wire and installation	1.0	$4,000.00			$4,000.00

Subtotal:	$4,000.00
Tax:	$0.00
Past Due Amount:	$0.00
Total Amount:	**$4,000.00**

Notes

View Online: https://www.yardbook.com/76891/pay_now

Community Cards

Pandemic recovery and beyond!

yiftee™

Keep local dollars local

Shopping Local Benefits Community

Jobs, donations, taxes, services, suppliers stay local

Powered by yiftee

Small Businesses Need Help

Small businesses = 99% of US businesses, 60M US jobs

- ½ of the private sector workforce

Hard hit by pandemic

- 200k more than usual permanently closed in 2020 (src: WSJ, April 2021)
- 1 in 3 were closed during the pandemic (src: Harvard University, Economic Tracker, June 2021)

Recovery will take time

- It took 6 yrs. to recover from 2008-09 recession (src: McKinsey and Co.)
- Lasting effects in supply chain disruption hit small business hardest

Trend: Enlisting communities in the recovery

Via public-private partnerships

Powered by yiftee

Community Cards Bring New Revenue to Local Businesses

A digital gift card that unites business, consumers and local merchants

How it works

- Multi-use paper or digital gift card, lives on your phone, any value >$5
- Works at any number of different merchants in a community
- Merchants opt-in to the program at no cost
- Consumers give them as gifts to family and friends via email or text
- Businesses give them as employee rewards, marketing programs, survey incentives, contests, customer appreciation/recovery, etc.
- Cards do not expire. Yiftee provides customer support and security

"Gives back" to local communities

Powered by yiftee

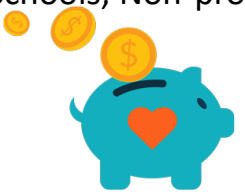
Community Card Buyers

Employee Rewards, Customer Appreciation

Consumer Deals, Offers, Loyalty

Gifting

Fund Raising Schools, Non-profits



Bulk Purchase

Available to companies & individuals via web page, web links, enterprise app, Facebook

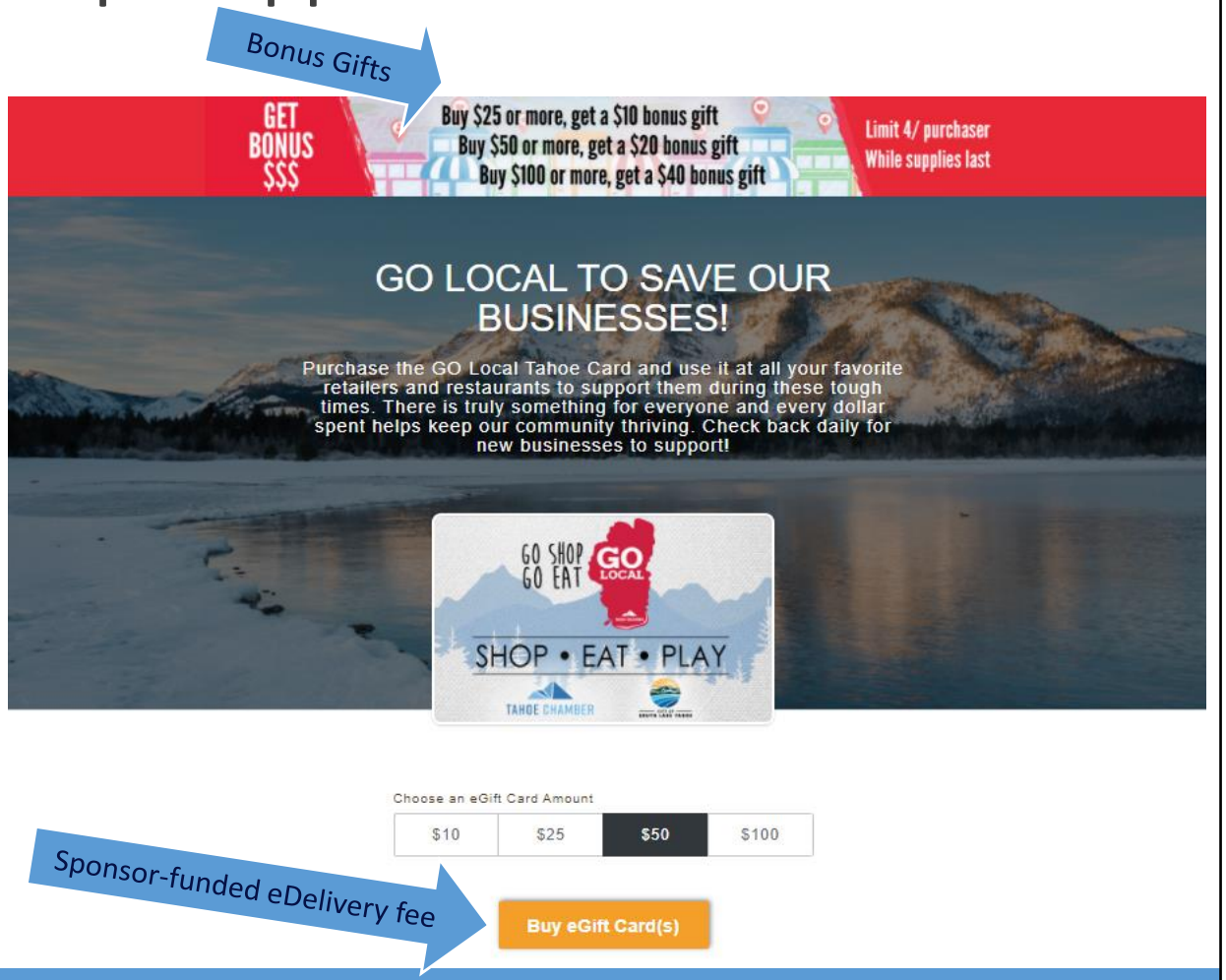
Yiftee Confidential

Sponsorships Support Local Businesses

Local employers, city, state & federal funding, professionals, community groups and others can give gifts and/or sponsor a bonus gift program.

Impact to local business is multiplied by consumers purchasing cards.

eDelivery fee discounts available for bulk purchases.



Recognizing Community Sponsors

Sponsor Recognition

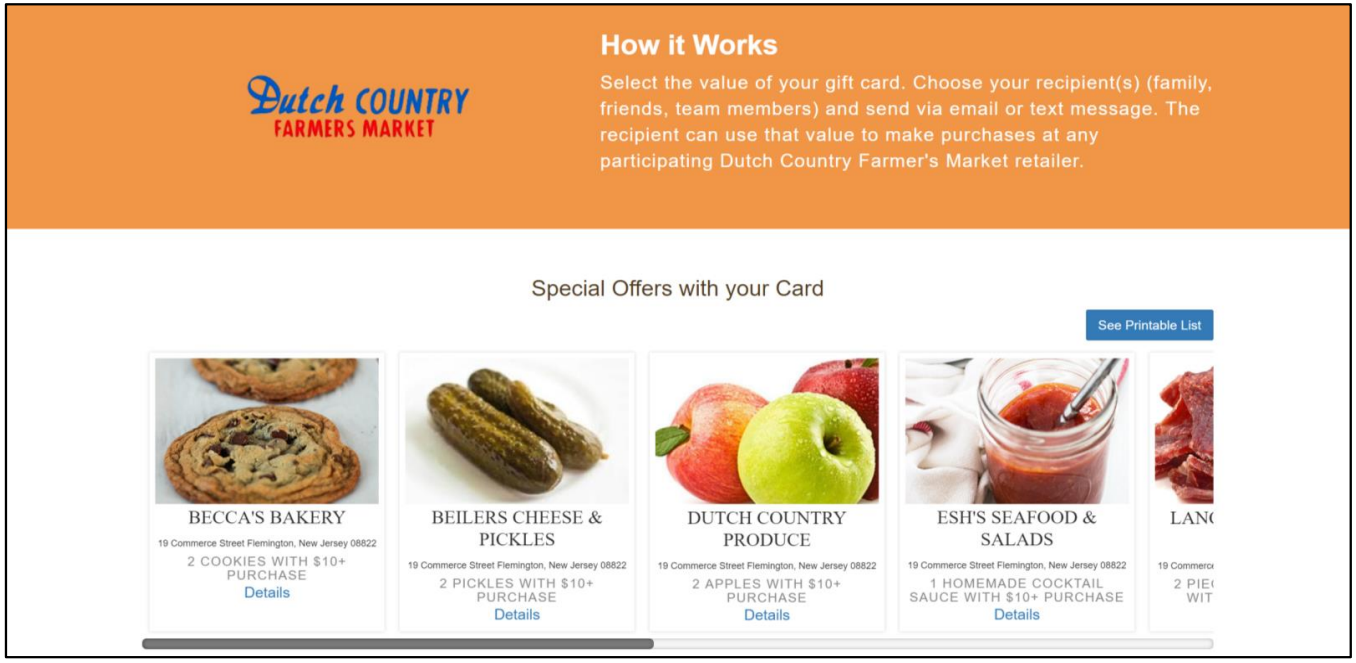
Sponsors may cover eDelivery fees, bonus gifts, gift purchases, marketing costs, etc.

Recognized on eGift page, PR, social media, website, etc.

Powered by giftee

Bonus Offers Sweeten the Pot (Optional)

Participating merchants can make Bonus Offers for people to use their Cards in their stores. This attracts people to buy the cards for self-use.



Redeeming Your eGift Community Cards

Powered by yiftee

Multi-use, unique-to-this-gift digital MasterCard, redeemable only at participating merchants

MasterCard validates transaction

Any merchant that takes MasterCard can participate. Key in codes to redeem (like a phone order)

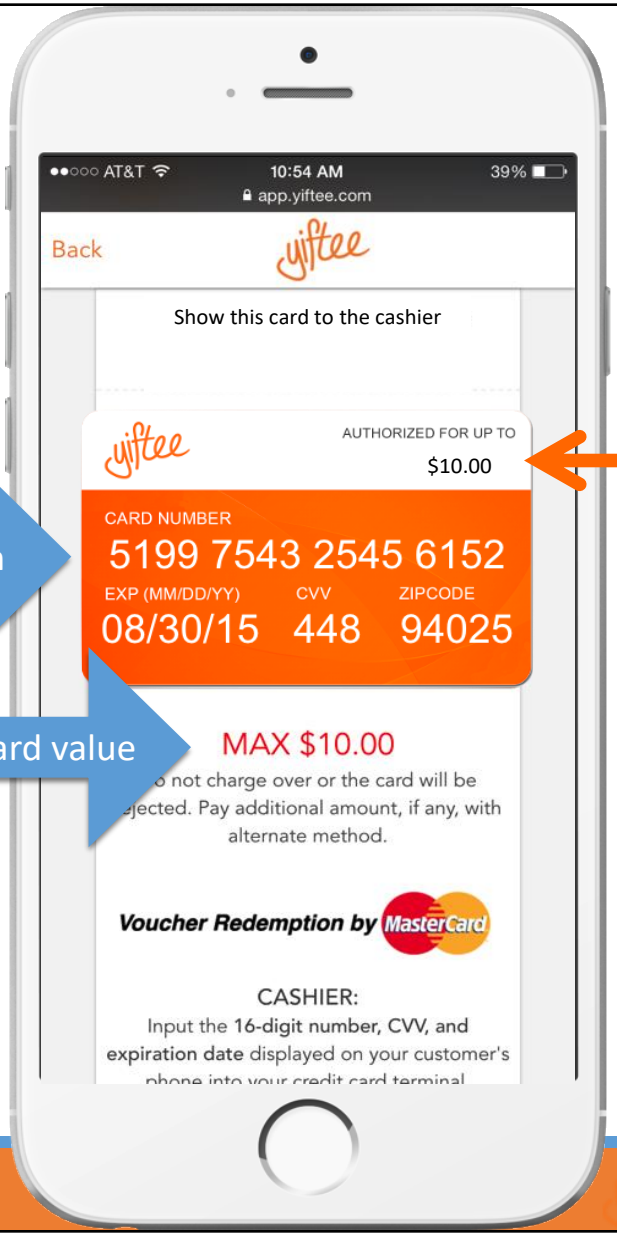
Do not exceed card value

Reconciled by normal MC bank. CNP interchange fees apply on redemption

No App required on phone to redeem, Yiftee sends monthly reminders. Gifts can be printed

eGift Card DEMO

Text the word "smitten" to: (855) 890-2028



Refreshes to current balance

Powered by yiftee

Simple to Deploy:
No external hardware, terminals or integration

Buyer

Buys online eGC at face value of card

Recipient

Uses eGC at Merchant

Merchant

Process eGC as any other MC transaction

yiftee™

Takes payment, holds payment in escrow

Customer presents digital or printed voucher in store, Merchant processes as CNP transaction

mastercard

MasterCard pays Merchant, Yiftee pays MasterCard

Normal funds settlement for merchants; no funds transfer or liability for organizer; no fraud risk for merchants or organizer

Powered by yiftee

How to Get Your Own Community Card

Custom branded to your community

1) Secure interest from residents, companies, realtors, schools, non-profits, etc. to use for gifting, fund raising, visitors, customer appreciation, employee rewards, etc.

2) Secure interest from merchants to participate – no cost other than credit card (CNP) processing fees paid on redemption

Optional: secure interest from sponsors to fund marketing programs

3) Yiftee will set up account then you upload list of participating merchants. They simply run “Activation card” which is a $0.10 Mastercard on their PoS to opt-in

4) Cost summary: $1+5% of gift value "eDelivery fee" paid by gift sender at time of purchase. Periodic reminders to use will be sent when possible to gift recipient. Subject to local laws, Yiftee may apply inactivity fees after 12 months of no redemption activity. Gifts do not expire unless sent by a business as a promotion or award in which case an expiration date up to a year from time of issuance may be applied. If gifts expire, Yiftee retains 10% of gift value and the remaining balance is rebated to sender.

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Summary:
Community Cards Strengthen Communities

Simple to deploy, no hardware or integration, zero fraud risk

- Anyone that takes Mastercard can participate
- No backoffice administration needed
- Always available to consumers on their phones or printed

Large employers and organizations jumpstart gift sales

- Employee rewards, holiday gifts, welcome gifts, surveys, marketing, wellness…
- Fund raising campaigns with specific merchants who offer discounts
- Bulk card purchases made easy

No set-up costs, no monthly costs, $1+5% eDelivery fee per card

You can get “sponsors” for the card like a local bank to cover eDelivery fee, Buy-One-Get-One bonus gifts, marketing costs and/or charitable contributions

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Who is Yiftee?

What we do: Community eGift cards and promotions bringing new revenue to small businesses in cities, towns, downtowns and main streets. Employers, professionals and consumers buy them to keep local dollars local.

Customers: 350+ communities, 20,000 merchants. Key partnerships with Mastercard, city gvmts, chambers of commerce, downtowns, main streets.

Business model: Service is free to organizers and merchants. Yiftee is paid by card buyers who purchase cards to support their local businesses.

Launch date: December 2012

Location: Menlo Park, CA, customers nationwide

Services: Community cards, eGift cards, digital promotions, payment processing, security and end user customer and merchant support.

Powered by yiftee

Case Studies

"Yiftee is the best thing we've experienced!"
- Alexis@Bedrock Development, Detroit

	Com-munity	Launch Date	$ Sold	# Merchants	# Cards (as of 11/30/21)
	Detroit, MI Pop: 673k	11/2017	$3.1M	100	37,100
	Dayton, OH Pop: 141k	12/2020	$203k	81	6,200
	North Bay Village, FL Pop: 8k	11/2020	$79k	10	800

Powered by yiftee

Thank You!

Donna Novitsky, Yiftee CEO

donna@yiftee.com

Appendix: Merchant FAQ's

Q: Is there a deadline to participate?
A: We are planning a launch on ??? to introduce the Card to the community. Sign up before then so that you are a part of the launch program and get this incremental business.

Q: How do I process the eGift Card?
A: Process it as a credit card (not debit or gift card) and key in the transaction like a phone order. Mastercard will validate. Do not go over the value of the card or the transaction will be declined. If this happens, start over and charge equal or less than the card value.

Q: What if the purchase is for more than the eGift Card value?
A: Run the eGift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the eGift Card is 'declined'?
A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?
A: No. It can be redeemed for the full value. We do not recommend allowing tipping on the card because it is a prepaid card.

Q: Since the eGift Card is like a Mastercard, can it be redeemed anywhere?
A: No. They can only be redeemed at participating locations.

Q: Is there a fee to purchase the eGift Card?
A: The gift sender pays $1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present Mastercard fee.

Q: Can the eGift Card be used more than once?
A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem.

Q: Can I apply a refund to the eGift Card?
A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

Community Card Customer Agreement

THIS AGREEMENT (the "Agreement") is made effective as of _____, 2023 (the "Effective Date") by and between Yiftee Inc., a Delaware corporation, with an address at 325 Sharon Park Drive #215, Menlo Park, CA 94025 ("Yiftee") and _____ with an address at _____ _____("Customer"). The parties agree a follows:

1. Definitions.

1.1 "Merchant" means a merchant, prospect or other contact that may be using or desire to use Yiftee Services to redeem eGifts.

1.2 "Participant" means a Merchant who has opted to participate in a Community Card by running an Activation Card and agreeing to the Merchant Agreement.

1.3 "Yiftee Services" means Yiftee's gift-giving platform. It is the technology foundation for Community Cards.

1.4 "Purchaser" means a person or entity that purchases or redeems eGifts.

1.5 "eGift" means a digital virtual gift voucher used as payment for goods or services at a Participant.

1.6 "Offer" or "Offers" mean specific benefits that Participants provide to consumers who use their Community Cards in their store, as determined by the Participants and posted on their eGift Card web page.

1.7 "Chargeback" means a purchase that has been disputed by the person who owns the credit card used to purchase an eGift. Chargebacks cause the amount of the purchase to be refunded to the cardholder out of Yiftee's bank account and often also include an associated fee.

2. Merchant Enrollment.

2.1 Merchant Enrollment Obligations

(a) Customer will collect a set of Merchants who have elected to participate in the Yiftee Services. Merchants must all be located in the same state in the USA, due to varying gift card laws by state. Each Merchant must agree to the Yiftee Merchant Agreement located on the Yiftee.com website. Merchants who have not agreed to the Merchant Agreement will not be able to utilize the Yiftee Services to redeem eGifts. Customer will upload into the Yiftee Services or provide the names of the Merchants who intend to participate to Yiftee. Upon the agreed upon launch date, the billing for the Yiftee Services will begin ("Commencement Date"). This billing will include the agreed-upon cost for each Participant or group thereof as defined in Appendix A.

(b) Yiftee will provide to Customer or directly to Merchants, upon receipt of the set of Merchant names in 2.1a, a set of unique Activation Cards to be run by each Merchant. Customer will inform Merchants of their individual Activation Card and provide instructions on its use. Additionally, Customer will inform Merchants that running the Activation Card implies consent to the Merchant Agreement located on the Yiftee.com website.

(c) As Merchants run the Activation Cards, they will be included in the set of Merchants enabled to participate in the Yiftee Services, i.e. the Participants. Participant may also post their Offers to be available for eGift Card holders who redeem gifts in their stores.

(d) Yiftee will bill Customer or Merchants as described in Appendix A. Customer can add or remove Participants and fees will be adjusted accordingly, if applicable. There will be no retroactive adjustments allowed by Yiftee (that is, a cancelled Participant's billing obligation will result in that Participant's cost to Customer, as defined in Appendix A, to be eliminated beginning only on the next annual billing cycle). A Participant may be added to the list of Participants at any time ("Enrollment Time"), with billing adjustment for said Participant to begin immediately and to be included in the current month's billing.

(e) Each party shall comply with good, ethical and moral business practices and all applicable laws and regulations in engaging in any activities here under.

(f) Fees and payment terms applicable to the subject matter here under shall be as set forth in Appendix A. Customer is not entitled to compensation other than what is described in Appendix A.

(g) Customer is responsible and liable for any disputes or liability arising out of its relationships with Merchants and Participants, except with respect to any liability of Yiftee under this agreement.

2.2 Yiftee Materials.

Yiftee may provide Customer with certain materials for use in conjunction with promoting the Yiftee Services here under ("Yiftee Materials"). No rights or licenses, express or implied, are granted in those Yiftee Materials or otherwise, except as expressly and unambiguously set forth in this Agreement.

2.3 Limited Licenses.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants to Customer, a non-exclusive, non-transferable, non-assignable, non-sublicensable right and license to access and use the Yiftee Services and Yiftee Materials solely for the purposes of Customer's performance of this Agreement.

2.4 Trademark License.

Subject to the terms and conditions of this Agreement, Yiftee hereby grants Customer and Customer hereby grants Yiftee a non-exclusive, non-transferable, non-assignable, non-sublicensable, royalty-free license to use Yiftee's or Customer's name, trade names, trademarks, service marks, and logos (collectively, a party's "Marks") solely in connection with Customer's and Yiftee's promotion and marketing of the Yiftee Services, subject to written usage guidelines, if any, made mutually available.

3. Chargebacks. When purchasing eGifts using Purchasers' credit cards or other forms of payment using the Yiftee "Order Desk" functionality, or any purchase using Customer's Community Card account with a third party credit card that is not Customer's, Customer is responsible for verifying that the Purchaser owns the payment instrument and has authority to use it for said purchase. Should Yiftee receive a Chargeback, Yiftee will attempt to cancel any outstanding value on the eGift purchased and Customer will be liable for any remaining balance and fees incurred by Yiftee. Customer is not liable for Chargebacks for gifts purchased through the normal Yiftee eGift process where Customer is not party to the gift purchase.

4. **Ownership**. As between the parties, Yiftee owns all right, title and interest in and to the Yiftee Services, Yiftee's Marks and the Yiftee Materials. Customer owns all right, title and interest in and to Customer's Marks.

5. **Warranties Disclaimer**. YIFTEE AND ITS LICENSORS MAKE NO WARRANTIES TO CUSTOMER, EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIM ALL IMPLIED WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE, AND ALL WARRANTIES ARISING OUT OF USAGE OR TRADE, COURSE OF DEALING AND COURSE OF PERFORMANCE.

6. **Liability Limitation**. EXCEPT FOR LIABILITY ARISING UNDER SECTION 8, NEITHER PARTY (NOR ITS LICENSORS) WILL BE LIABLE OR OBLIGATED WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT OR UNDER ANY CONTRACT, TORT, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY, WHETHER OR NOT ADVISED OF THE POSSIBILITY OF SUCH DAMAGES WHATSOEVER, FOR ANY SPECIAL, INDIRECT, INCIDENTAL, EXEMPLARY, PUNITIVE, RELIANCE OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS, REVENUE, DATA OR USE AND IN NO EVENT SHALL EITHER PARTY'S LIABILITY EXCEED THE GREATER OF $500 OR THE AMOUNTS PAID AND/OR PAYABLE BY YIFTEE TO CUSTOMER (AND/OR BY CUSTOMER TO YIFTEE, IF PAYMENTS ARE PAYABLE BY CUSTOMER TO YIFTEE IN ACCORDANCE WITH PROPOSAL) HEREUNDER IN THE TWELVE (12) MONTH PERIOD PRECEDING THE APPLICABLE CLAIM.

7. **Term and Termination.**

7.1 Term. This Agreement shall be effective as of the Effective Date and shall continue in full force on an annual period from the Effective Date, and thereafter shall automatically renew annually, unless and until either party terminates this Agreement pursuant to Section 7.2.

7.2 Termination.

(a) Either party may, at its option, terminate this Agreement upon thirty (30) days written notice to the other party for any reason or for no reason whatsoever.

(b) Either party may terminate this Agreement if the other party materially breaches a term of this Agreement and fails to cure such breach within fifteen (15) days after receipt of written notice of such breach from the non-breaching party.

(c) Participants are obligated to honor all outstanding eGifts issued by Yiftee for the entire duration of those eGift's validity periods. Termination does not relieve Participants from honoring conditions outlined in the Merchant Agreement.

7.3 Effect of Termination. Upon any termination: (a) Customer shall immediately cease all promotion of the Yiftee Services and shall immediately return to Yiftee, or at the option of Yiftee, destroy, all Confidential Information (as defined below) of Yiftee disclosed to Customer, Yiftee Materials, and any Yiftee Services, hardware and software provided to Customer here under, (b) Yiftee shall immediately return to Customer, or at the option of Customer, destroy, all Confidential Information of Customer disclosed to Yiftee here under, and (c) all licenses granted under this Agreement shall immediately cease. The following Sections shall survive termination and remain in effect 1, 4, 5, 6, 7.3, 8 and 9. Any termination of this Agreement shall be without prejudice to any other rights or remedies available under this Agreement or at law.

8. **Confidentiality.** Because of this Agreement, the parties may have access to information that is confidential to the disclosing party ("Confidential Information"). Confidential Information shall include,

without limitation, Purchaser lists and information relating to the parties' products and pricing and all information designated as confidential by the disclosing party at the time of disclosure. A party's Confidential Information shall not include any information which (i) becomes generally publicly available through no wrongful act or omission of the receiving party; (ii) is lawfully acquired by the receiving party from a third party without any breach of a confidentiality obligation; or (iii) is independently developed without use of or reference to the disclosing party's Confidential Information. Each party agrees to maintain the confidentiality of the other party's Confidential Information using the same degree of care that it uses with regard to its confidential information of like nature, but in no event less than reasonable care, and to protect as a trade secret any portion of the other party's Confidential Information by preventing any unauthorized copying, use, distribution, installation or transfer of possession of such information. If required by law, the receiving party may disclose Confidential Information of the disclosing party, but will give adequate prior notice of such disclosure to the disclosing party to permit the disclosing party to intervene and to request protective orders or other confidential treatment therefor. The parties acknowledge that money damages will not be an adequate remedy if this Section 8 is breached and, therefore, either party may, in addition to any other legal or equitable remedies, seek an injunction or other equitable relief against such breach or threatened breach without the necessity of posting any bond or surety.

9. Non-solicitation

During the term of this Agreement, neither party will (on behalf of itself or any other person or entity) solicit any Purchaser or Merchant of the other party to restrict, limit, or terminate such Purchaser's or Merchant's participation in the other party's products and services.

10. Miscellaneous

10.1 Notices. Any notice or other communication required or permitted in this Agreement shall be in writing and shall be deemed to have been duly given on the day of service if served personally or by facsimile transmission with confirmation, or three (3) days after mailing if mailed by First Class mail, registered or certified, postage prepaid, and addressed to the respective parties at the addresses set forth above, or at such other addresses as may be specified by either party pursuant to the terms and provisions of this section.

10.2 Assignment. Customer may not assign or otherwise transfer, without the prior written consent of Yiftee, its rights, duties or obligations under this Agreement to any person or entity, in whole or in part. Yiftee may freely assign or otherwise transfer this Agreement in connection with the sale of all or substantially all of its business or assets. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns.

10.3 Severability. Any provision of this Agreement that is determined to be unenforceable or unlawful shall not affect the remainder of the Agreement and shall be severable therefrom, and the unenforceable or unlawful provision shall be limited or eliminated to the minimum extent necessary to that this Agreement shall otherwise remain in full force and effect and enforceable.

10.4 Entire Agreement. This Agreement constitutes the entire agreement between the parties and supersedes any and all prior agreements between them, whether written or oral, with respect to the subject matter hereof, and may not be amended, modified or provision hereof waived, except in a writing signed by the parties hereto. No waiver by either party, whether express or implied, of any provision of this Agreement, or of any breach thereof, shall constitute a continuing waiver of such provision or a breach or waiver of any other provision of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Customer's organization (Print):	YIFTEE, INC.
Authorized signature:	Authorized signature:
Name, Title:	Name, Title: Donna Novitsky, Yiftee CEO

Community Card Customer Agreement

APPENDIX A - Pricing

Customer and Participants are not required to pay Yiftee a subscription fee or a revenue share.

Purchasers pay the face value of the card plus a $1+5% of the eGift Card value eDelivery fee at the time of purchase. Bulk purchases of one thousand dollars ($1000) or more, and enterprise accounts may, at Yiftee's sole discretion, qualify for a reduced eDelivery fee by depositing funds into their Yiftee eGifting accounts by check or ACH and disabling credit cards. The ability for Customer or a sponsor to pay the eDelivery fee is available.

Participants receive full value of redemptions less credit card processing fees for a card-not-present (CNP) transaction upon redemption. Yiftee does not control these fees; they are set by the Merchant Acquirer who is their credit card processor.

Where permitted by law, Yiftee will implement a monthly maintenance fee on eGift Cards that have been inactive (i.e. no spending on the Card) for periods of greater than 12 consecutive months.

Yiftee eGift Cards do not generally expire. Subject to applicable laws, in some cases eGift Cards given by corporations or merchants as promotions, rewards and awards may have expiration dates. In the case of eGift Cards expiring, Yiftee retains 10% of the original eGift Card value not to exceed the remaining unspent funds and refunds the balance to the purchaser's Yiftee eGift Card account. eDelivery fees are not refunded. Expiring eGift Cards do not incur maintenance fees.

Participants may choose, at their discretion, to post Offers to encourage Purchasers to use their Community Cards in their stores.

Participants may choose, at their discretion, to offer rebates as fund raisers to local groups such as schools, churches and other non-profits. Such programs are an incentive for the local groups to sell Community Cards to their members, and for the Purchasers to use them in specific stores who are offering rebates. Yiftee will work with the Participants and Purchasers to execute such programs.

No tipping is allowed on Yiftee eGift Cards.

The maximum and minimum prices of gifts are determined by Yiftee in its sole discretion.

2023-2024 Application
Community Tourism Action Plan

Program Description
CTAP is a community-oriented tourism marketing and development investment program with the goal of creating economic growth by promoting our destination to day and overnight visitors.

Grant Amount and Timing
$10,000 will be allocated to each community July 2023 and must be used within a 12-month period.
The following guidelines must be met:

- Funds must be used to support new and/or enhanced visitor-based programming.
- A minimum 20% match (either cash or in-kind) for each program is required.
- Program status reports must be submitted on:
  - November 3, 2023
  - March 1, 2024
  - June 28, 2024

Examples of Programs to Avoid
The $10,000 grant should be used on programs that support tourism and hospitality in your communities. The following are examples of programs that will not be supported:

- Salary for staff
- Needs which are part of normal operational budget
- Events for strictly local audiences, or are not available to the public
- Maintenance
- Annual plantings or décor
- Farmers markets
- Reprints of regularly produced publications

Important Dates
Application and supporting documents are to be emailed to Amy Karbo akarbo@annarbor.org no later than June 14, 2023.

What's Needed
In addition to the information required in this application, you will also need to provide the following:

- Narrative description of project(s) to be funded.
- Name all matching, in-kind and additional partners for project(s).
- How will Destination Ann Arbor be recognized?
- Supporting documents, diagrams, photos, letters of support/permissions, etc. (if applicable)

Budget

PROJECTS/PROGRAMS TO BE FUNDED	TOTAL PROJECT INVESTMENT (INCLUDING IN-KIND)	DESTINATION AA CONTRIBUTION (UP TO $5,000)	PROPONENT MATCH (MIN. 20%)	IN-KIND SERVICES & CONTRIBUTING PARTNERS (IF APPLICABLE, INCLUDING AMOUNT)
1. John F Lawrence ~~After Glow~~	$ 7,020	$ 5,850	$ 1,170	$
2.	$	$	$	$
3.	$	$	$	$
4.	$	$	$	$
TOTAL				

Signed Agreement

We agree to the terms and conditions of the CTAP funding process and required documentation as noted.

Authorized Signature _____ Dated 5/9/2023

Print Name Christopher Jacobs

CTAP Application Approval

Destination Ann Arbor Signature _____ Dated _____

Please email form to: Amy Karbo akarbo@annarbor.org
Destination Ann Arbor 315 W. Huron St. Suite 340 Ann Arbor, MI 48103