

Marshalltown Central Business District CITY COUNCIL REPORT



MCBD, “A Main Street Community” April 2019

Update Report Prepared by: Jenny Etter, Executive Director

Agenda

- **MCBD 2019 Strategic Planning- hand out**
- **City Incentive Grant Update, applications pending**
- **Tornado Relief Fund Update- hand out**

2019 MCBBD Board Goals

Develop plan for fiscal stabilization. Develop “Friends of MCBBD” campaign. Determine appropriate membership drive and review sponsor levels or other sources of funding.

<p>Economic Restructuring Activities <i>Recruit 5 volunteers and talk with 10-12 building owners as needed to develop relationships.</i></p> <ul style="list-style-type: none"> • Business Expansion/Recruitment- Assist in talking with Business owners from other communities. • Building inventory- Assist with updating information • Develop Building Owner Group- Provide information and make contacts with building owners when needed • Board President and Director will attend City Development meetings to address Upper story Development- Merchant relationship building- Business Retention/Recruitment • Assist in developing a Building Owner Group by June 2019. • Economic Development- partner with City whenever possible 	<p>Design Activities <i>Recruit Design Committee Chair, assist with recruiting 15 volunteers for activities, volunteer your time for at least 1-2 activities:</i></p> <ul style="list-style-type: none"> • Banners • Berms • Floral Basket Program • Clean and beautification of downtown • Façade improvement- signage, paint • Improving vacant spaces • Pedestrian Walkway • City- Downtown Master Plan, Hwy 14 corridor, Incentive Grant program
<p>Organization Activities <i>Help recruit 5 volunteers. Assist with 2-5 down town visitations.</i></p> <ul style="list-style-type: none"> • Volunteer Recruitment/Recognition- Increase volunteerism and involvement • Develop “Friends of MCBBD” campaign • Increase Committee/ Board members • Increase social media community communication, Tell Our Story, website development) • Assist in visitation schedule 	<p>Promotion Activities <i>Help recruit 10-20 volunteers for promotional events. ATTEND 75% of planned events.</i></p> <ul style="list-style-type: none"> • Increase social media coverage of events • Additional retail activities, with more merchant involvement • Fundraising events: Holiday Stroll/ Tree Festival Adopt A Vet Xmas Party Block Party/Treasures Tour Restaurant Week

2019 MAIN STREET COMMITTEE GOALS- Overview

<p>Economic Restructuring Activities</p> <p>Meet with City to establish “Developers Packet’ and new business recruitment materials. Create a plan to target potential new businesses and or entrepreneurs.</p> <ul style="list-style-type: none"> • Business Expansion/Recruitment- Filling vacant space, attract wider variety of businesses • Develop Building Owner Group • Merchant relationship building- Business Retention/Recruitment • Establish Building Owner Group • Economic Development- partner with City, develop incentive survey 	<p>Design Activities</p> <p>Develop downtown clean-up plan with existing Cleaniac Group</p> <ul style="list-style-type: none"> • Recruit spearhead to lead project • Seek grant opportunities to purchase new trash receptacles • Organize Spring/Fall clean-up activities <p>Other Activities</p> <ul style="list-style-type: none"> • Banners • Berms • Floral Basket Program • Façade improvement- signage, paint • Pedestrian Walkway • City- Downtown Master Plan, Hwy 14 corridor, Incentive Grant program
<p>Organization Activities</p> <p>Engagement strategy of the downtown businesses and building owners is created and includes visitations, follow up, and an active building owners group.</p> <ul style="list-style-type: none"> • Develop visitation checklist. • Develop video with Vision Marshalltown related to what downtown has to offer. • Develop Downtown Block Party events, find to lead project. <p>Other Activities:</p> <ul style="list-style-type: none"> • Volunteer Recruitment/Recognition • Increase volunteerism and involvement • Newsletter 	<p>Promotion Activities</p> <p>Expand downtown events, collaborate with other agencies to promote events and activities.</p> <ul style="list-style-type: none"> • Increase social media coverage of events • Develop additional retail activities, with more merchant involvement • Fundraising events: Holiday Stroll/ Tree Festival Adopt A Vet Xmas Party Block Party/Treasures Tour Restaurant Week

**Marshalltown Central Business District
Financial Data/Projections
Actual 2018/Projection 2019**

	MCBD Year To Date	MMSP Year To Date	Total Year To Date	Budget 2018	Projected Budget 2019
Ordinary Income					
General Operating					
Membership Dues	1,025.00	2,925.00	3,950.00	10,000.00	12,000.00
Transfer from MMSP	15,000.00	-	15,000.00	-	-
Interest Income	9.57	-	9.57	10.00	10.00
Total General Operating	16,034.57	2,925.00	18,959.57	10,010.00	12,010.00
Direct Public Support					
Non-member	-	-	-	600.00	-
Friends of MCBD/Gifts	250.00	173.60	423.60	25,000.00	23,000.00
Tornado Relief Fund	(404.00)	42,635.54	42,231.54	-	-
City	58,000.00	-	58,000.00	26,000.00	30,000.00
Members Pledges	-	-	-	5,000.00	-
Total Direct Public Support	57,846.00	42,809.14	100,655.14	56,600.00	53,000.00
Total Ordinary Income	73,880.57	45,734.14	119,614.71	66,610.00	65,010.00
Business Improvement Income					
Grant Income	85,000.00	-	85,000.00	-	5,000.00
Total Business Improvement Income	85,000.00	-	85,000.00	-	-
Design Committee Income					
Floral Baskets/Donations	8,355.00	125.00	8,480.00	12,000.00	12,000.00
Alleyway-Walkway	-	-	-	-	-
Banners/Historical Signage	-	-	-	-	-
Total Design Committee Income	8,355.00	125.00	8,480.00	12,000.00	12,000.00
Organizational Committee Income					
MSI Spring Workshop	-	-	-	120.00	-
Other	60.00	-	60.00	950.00	-
Total Organizational Committee Income	60.00	-	60.00	1,070.00	-
Promotion Committee Income					
Adopt A Vet - Net	50.00	-	50.00	2,500.00	-
Holiday Stroll	4,260.12	-	4,260.12	10,000.00	10,000.00
Tiny Tim Tree Festival	-	-	-	1,500.00	-
Total Promotion Committee Income	4,310.12	-	4,310.12	14,000.00	10,000.00
Total Income	171,605.69	45,859.14	217,464.83	93,680.00	87,010.00
Expense					
Administration Expense					
Payroll Expense					
Director	42,399.96	-	42,399.96	42,400.00	42,400.00
Admin Asst Salary	-	-	-	-	-
Payroll Tax Expense	3,314.05	-	3,314.05	3,250.00	3,250.00
Payroll Expense - Other	21.00	-	21.00	50.00	50.00
Total Payroll Expense	45,735.01	-	45,735.01	45,700.00	45,700.00
Other Admin Expense					
Web Page Maintenance	165.32	-	165.32	500.00	200.00

Internet & Phone	1,937.64	-	1,937.64	2,100.00	2,000.00
Miscellaneous	(361.64)	-	(361.64)	50.00	50.00
Bank Charges	-	64.20	64.20	65.00	65.00
Premier Office/Copier	1,511.19	-	1,511.19	1,450.00	1,500.00
Meals & Entertainment	-	-	-	-	-
Repair & Maintenance/Computer	204.38	-	204.38	200.00	200.00
Office Supplies/Misc Supplies	359.22	(20.56)	338.66	200.00	350.00
Insurance Expense	2,053.00	-	2,053.00	2,150.00	2,100.00
Mileage	688.40	-	688.40	250.00	700.00
MSI Annual Program Visit	-	-	-	-	-
Training/Conferences/Workshops	2,202.68	-	2,202.68	425.00	1,000.00
Iowa Downtown Summit	-	-	-	360.00	-
Printing Costs	121.82	-	121.82	420.00	120.00
Rent	3,483.87	-	3,483.87	3,600.00	3,600.00
Postage	374.48	225.00	599.48	450.00	400.00
Utilities	-	-	-	-	-
Subscriptions	68.71	-	68.71	-	120.00
National MS Center	-	-	-	350.00	350.00
Transfer to MCBD Operating	-	15,000.00	15,000.00	-	-
Dues & Memberships	-	-	-	150.00	-
Total Other Admin Expense	12,809.07	15,268.64	28,077.71	12,720.00	12,755.00
Total Administration Expense	58,544.08	15,268.64	73,812.72	58,420.00	58,455.00
Business Improvement Expense					
Grant Expense	75,000.00	-	75,000.00	-	-
Total Business Improvement Expense	75,000.00	-	75,000.00	-	-
Design Committee Expense					
Floral Baskets	10,231.24	-	10,231.24	12,000.00	12,000.00
Alleyway-Walkway	340.52	-	340.52	570.00	350.00
Banners/Historic Signage	-	-	-	-	-
Total Design Committee Expense	10,571.76	-	10,571.76	12,570.00	12,350.00
Organization Committee Expense					
Pledges/Fundraising Expense	324.56	-	324.56	800.00	1,000.00
Keeper Awards	-	-	-	60.00	60.00
Volunteer Recruit/Retent/Training	-	-	-	200.00	-
Member Recruit/Retent/Training	-	-	-	100.00	-
MSI Awards Banquet - DM	250.00	-	250.00	60.00	250.00
Total Organizaton Committee Expense	574.56	-	574.56	1,220.00	1,310.00
Promotions Committee Expense					
Holiday Stroll	1,860.50	-	1,860.50	8,500.00	8,500.00
Tiny Tim Tree Festival	-	-	-	300.00	-
Total Promotions Committee Expense	1,860.50	-	1,860.50	8,800.00	8,500.00
Total Expense	146,550.90	15,268.64	161,819.54	81,010.00	80,615.00
Net Profit (Loss)	25,054.79	30,590.50	55,645.29	12,670.00	6,395.00

Vision Marshalltown					
Income - Vision Marshalltown Repayment	83,159.51	-	83,159.51	-	-
Expense					
Vision Marshalltown Salary	77,249.90	-	77,249.90	-	-
Vision Marshalltown Payroll Tax Expense	5,955.11	-	5,955.11	-	-
Total Expense	83,205.01	-	83,205.01	-	-
Vision Marshalltown Net Profit (Loss)	(45.50)	-	(45.50)	-	-
Combined Net Profit (Loss)	25,009.29	30,590.50	55,599.79	12,670.00	6,395.00

Tornado Relief Donation- Allocation Summary

Allocations

Total Funding Amount: \$78,602.40. (4-4-2019)

10/9/2018

1. Willard's	2000.00		
2. Stepping Stones	2000.00		
3. Graphic Impressions		deferred	need specific estimates
4. Create A Keepsake		deferred	need specific estimates
5. 3rd Generation Upholstery	2000.00		
6. Lara's Bakery		declined	due to uncertain future of building
7. Angel Store		declined	due to uncertain future of building

Reimbursed		Total Reimbursed	\$6,000.00
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10/15/2018

8. Marla's Headliner	2000.00		
9. Sub City	2000.00		
10. KFJB	2000.00		
11. Create A Keepsake	2000.00		
12. Stepping Stones (2nd App)		deferred	
13. Jack Pho	2000.00		

Reimbursed	-	Total Reimbursed	\$10,000.00
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10/22/2018

14. Optical Center	2000.00		
15. Smokin G's	2000.00		
16. Black Tire Bike	2000.00		

Reimbursed	-	Total Reimbursed	\$6,000.00
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11/2/2018

17. 7 Rayos		deferred	need estimates
18. La Salud	2000.00		
19. State St. Trading Co.	2000.00		

Reimbursed		Total Reimbursed	\$4,000.00
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11/12/2018

20. Doo Dah's Diner	2000.00		
21. Gallery Garden	1845.00		

Reimbursed		Total Reimbursed	\$3,845.00
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11/20/2018

22. Labor City Cuts	2000.00		
23. Hagstrand- 19-21 2nd Ave.		deferred	2nd application
24. Chris Perkins QPS	2000.00		
25. Zamora's	2000.00		
26. 7 Rayos	2000.00		

Reimbursed		Total Reimbursed	\$8,000.00
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1/25/2019

27. McGregors	2000.00
28. CGA	2000.00
29. Clappsaddle Garber	2000.00
30. Foster Hawkins	2000.00
31. Deb Hippler	2000.00
32. WaxXtatic	1926.04

Total Reimbursed	\$11,926.40
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4/5/2015

33. Tim Hoffman	2000.00 deferred	due to uncertain future of building
34. Sue Clark	2000.00 pending	
35. Sign Creations	2000.00 pending	
36. Vaughn's Pub	2000.00 pending	
37. Struebbing	2000.00 pending	

Total allocated as of 4/5/2019:	\$49,771.40
Total remaining:	<u>\$22,831</u>