

OFFICIALS

Theodore H. Galeski
CITY ASSESSOR

Lawrence S. Stec
CITY CLERK

Todd M. Browning
CITY TREASURER



MAYOR
Robert A. DeSana

COUNCIL
Robert Alderman
Chris Calvin
Adriana Cerulla
Todd Hanna
Kelly M. Stec
Patrick J. Sutka

**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA**

5:30 PM, Tuesday, February 10th, 2026

Meeting in-person at Wyandotte City Council Chambers, 3200 Biddle Avenue

- ROLL CALL OF MEMBERS: Mayor Robert A. DeSana, Scott Jordan, Anne Majlinger, Andy Morsello, Jerad Rushlow, Patt Slack, Leah Stefanski, Leo Stevenson, Ron Thomas
- OTHERS PRESENT: Joe Gruber, DDA Director
- PERSONS IN THE AUDIENCE, PUBLIC COMMENT
- APPROVAL OF MINUTES & AGENDA: Minutes from the January 13th, 2026 regular meeting. Includes the DDA 2021-2025 DIP Financial Report
- INFORMATION TO RECEIVE & PLACE ON FILE: None
- MONTHLY REVENUE/EXPENDITURE REPORT: Period Ending January 31st, 2026
- ONGOING PROJECTS & BUSINESS
 - Sunday Socials and Downtown Movie Nights 2026
- NEW PROJECTS & BUSINESS:
 - Shop the Dotte 2026
- NEXT REGULAR MEETING: 5:30 PM, March 10th, 2026
- ADJOURNMENT:

Motion by _____, supported by _____ to adjourn the DDA meeting at _____.

**Downtown Development Authority
Regular Meeting Minutes**

5:30 PM, Tuesday, January 13th, 2026

Meeting Held In-Person at City Council Chambers, 3200 Biddle Avenue

MEMBERS PRESENT: Mayor Rob DeSena, Scott Jordan, Anne Inger, Andy Morsello, Jerad Rushlow, Patt Slack, Leah Stefanski

MEMBERS EXCUSED: Leo Stevenson, Ron Thomas

OTHERS PRESENT: Joe Gruber, DDA Director

PUBLIC COMMENT: None

INTRODUCTION OF NEW MEMBER: Mayor DeSena introduced Jerad Rushlow, owner of Jerad Anthony Salon, as the newest member of the DDA Board. Jerad expressed enthusiasm for continuing his family business and supporting downtown growth.

APPROVAL OF MINUTES & AGENDA: Minutes from the December 9, 2025 meeting (with minor corrections to spelling error) and the agenda for January 13, 2026.

Motion by S. Jordan, Supported by A. Majlinger to approve the Minutes and Agenda. All in favor, motion carried.

INFORMATION TO RECEIVE & PLACE ON FILE: None

MONTHLY REVENUE/EXPENDITURE REPORT: Period Ending December 31, 2025.

Motion by A. Morsello, Supported by L. Stefanski to approve the report. Roll Call: All in Favor. Motion carried.

ONGOING PROJECTS & BUSINESS:

Downtown Infrastructure Project (DIP) & WalkSafe Wyandotte Update:

Director Gruber presented a nearly conclusive financial summary of the Downtown Infrastructure Project and WalkSafe Wyandotte sidewalk improvements. The report is attached hereto and incorporated into the meeting minutes. The Next Steps are to resume WalkSafe Wyandotte construction (west side of Biddle & side streets) in early spring 2026. Board members praised the financial stewardship, successful grant acquisition, and transformative impact of the project on downtown Wyandotte.

NEW PROJECTS & BUSINESS: None

DISCUSSION ITEMS:

Lobbyist Engagement Review: P. Slack asked if there were plans to rehire the Lobbyists that the DDA hired in 2024. Director Gruber and Mayor DeSana explained that past lobbying efforts provided exposure but limited direct funding impact. Current strategy relies on strong local/state relationships and Michigan Downtown Association membership for legislative advocacy. No active lobbyist engagement planned unless tied to a future major project.

Wayfinding Signage Initiative: A. Morsello emphasized urgency for implementing a comprehensive wayfinding system (parking, social district, downtown navigation) by spring 2026. Promotions & Design Committee will convene to finalize plans and leverage in-house city sign shop for cost efficiency.

Downtown Business Updates: Abundant Living Gallery: Owner Pam Riley retiring after 12 years; recognized for contributions to downtown.
Mothra Tattoo: Relocated and expanded; former space now home to Sour Mama Sourdough Bakery.
Franks Pizza: Closed; replaced by TRU Pizza, a gluten-free pizzeria with strong early success.
Overall: Downtown business ecosystem remains strong with minimal vacancies and rapid replacement upon few businesses vacating/closing.

Marketing & Publications: Continued participation in Wyandotte Today magazine; copies available at City Hall. Increased emphasis on digital guides and QR code integration for social district and wayfinding.

NEXT REGULAR MEETING:
5:30 PM, Tuesday, February 10, 2026

Motion by L. Stefanski, Supported by P. Slack to adjourn the meeting. All in favor, motion carried.

ADJOURNMENT:
6:17 PM

Respectfully Submitted,
Joseph K. Gruber
Executive Director and Secretary

2021-2025 FINANCIAL REPORT

Downtown Infrastructure Project (DIP)

WalkSafe Wyandotte Sidewalk Project

SOFT COSTS: design, architecture, construction engineering, etc.

Wade Trim FY21-23	\$	70,798.07
Spalding DeDecker DIP FY22-25	\$	1,574,773.50
Spalding DeDecker WalkSafe FY23-25	\$	113,654.50
Spalding DeDecker FY25-26 projected remaining	\$	\$199,094.71

TOTAL SOFT COSTS = \$1,958,320.78

HARD COSTS: construction, equipment, supplies, bond issuance, etc.

Anglin Civil FY23-25	\$	8,836,774.05
Electrical Expenses FY23-25	\$	658,857.87
Bonding FY23-25	\$	119,713.05
WalkSafe FY24-25	\$	110,580.00
Anglin Civil FY25-26 projected remaining	\$	325,314.26
WalkSafe FY25-26 projected remaining	\$	401,543.11

TOTAL HARD COSTS = \$10,452,782.34

TOTAL COSTS = \$12,411,103.12 *

SOURCES	REVENUES
SEMCOG Planning Grant	\$ 26,192.00
CFSEM: RWJF Grant	\$ 50,000.00
MEDC RAP 1.0 Grant	\$ 1,000,000.00
Wayne County ARPA Grant	\$ 3,950,000.00
DDA Bond	\$ 6,500,000.00
Reimbursements	\$ 537,232.66

TOTAL REVENUES = \$12,063,424.66 *

***NOTES:**

- Neither the total WalkSafe Sidewalk project contract expenses (~\$1.33M), nor the SEMCOG TAP grant award revenues (~\$1.24M) are listed, as these numbers will not be reflected on our actual accounts and
- Reimbursement revenues are not immediate, and may be subject to change.
- The DDA has not received final anticipated reimbursement requests from the Wyandotte Municipal Services Electric Department for electrical components and final hard costs. We do not have accurate projections for this (*rough estimate provided is \$500,000*).
- We have a punch-list of misc. items need to be finished, generally minor, will impact final total costs.
- Increased Tax Increment Revenues, Increased interest earnings on investments, and prudent annual DDA spending over the DIP project lifetime has sustained a healthy fund balance overtime.
- FY 20-21 Actual Starting DDA Fund Balance = \$919,639.50
- FY 25-26 Projected Estimated Ending DDA Fund Balance = \$1,200,000.00

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 01/31/2026	ACTIVITY FOR MONTH 01/31/2026	AVAILABLE BALANCE	% BDGT USED
Fund 499 - DDA tax increment Finance Fund						
Revenues						
Dept 000 - Non-Departmental						
499-000-411-060	Taxes-TIFA Capture	1,025,698.00	0.00	0.00	1,025,698.00	0.00
499-000-411-062	TAXES-SMALL TAXPAYER LOSS	35,000.00	46,666.81	0.00	(11,666.81)	133.33
499-000-655-010	Interest Earnings	30,000.00	21,227.56	0.00	8,772.44	70.76
499-000-655-036	Misc Receipts-Fort Street Sign	500.00	570.00	30.00	(70.00)	114.00
499-000-655-040	Misc Revenue	15,000.00	401,918.89	401,668.89	(386,918.89)	2,679.46
Total Dept 000 - Non-Departmental		1,106,198.00	470,383.26	401,698.89	635,814.74	42.52
TOTAL REVENUES		1,106,198.00	470,383.26	401,698.89	635,814.74	42.52
Expenditures						
Dept 200 - General Government Administration						
499-200-725-110	Salary	75,692.81	25,770.32	5,839.92	49,922.49	34.05
499-200-725-115	Seasonal Salary-PT	40,540.00	2,338.00	0.00	38,202.00	5.77
499-200-725-140	Retirement contribution-DC	8,195.36	2,577.03	583.99	5,618.33	31.44
499-200-725-150	F.I.C.A.	7,415.42	1,841.68	370.52	5,573.74	24.84
499-200-725-160	Medical Insurance	30,578.65	8,756.68	2,219.64	21,821.97	28.64
499-200-725-165	Prescription Drug Coverage	3,167.62	0.00	0.00	3,167.62	0.00
499-200-725-166	Prescription Drug-Derived Premium	0.00	1,119.70	282.06	(1,119.70)	100.00
499-200-725-167	Retiree Health Care (RHS Plan)	1,300.00	450.00	100.00	850.00	34.62
499-200-725-170	Life Insurance	168.00	56.00	14.00	112.00	33.33
499-200-725-175	L.T.D.	213.08	66.83	15.03	146.25	31.36
499-200-850-520	Viaduct Maintenance	38,000.00	5,328.57	0.00	32,671.43	14.02
499-200-850-522	Christmas	44,379.72	46,241.75	0.00	(1,862.03)	104.20
499-200-850-533	Millennium Plaza	695.00	695.00	0.00	0.00	100.00
499-200-850-538	Streetscape Project	2,167.97	0.00	0.00	2,167.97	0.00
499-200-850-539	Beautification Commission	15,000.00	6,301.40	0.00	8,698.60	42.01
499-200-850-542	Fort St Sign/Fountain/Purple Heart	7,000.00	2,131.21	266.23	4,868.79	30.45
499-200-850-575	Downtown Infrastructure Project	570,000.00	196,614.42	42,285.00	373,385.58	34.49
499-200-925-801	Business Assistance Program	50,000.00	0.00	0.00	50,000.00	0.00
499-200-925-802	Farmers Market	36,000.00	0.00	0.00	36,000.00	0.00
499-200-925-804	Marketing	50,000.00	8,225.80	2,793.45	41,774.20	16.45
499-200-925-807	EXISTING BUSINESS STIMULUS	16,000.00	0.00	0.00	16,000.00	0.00
499-200-926-110	Administrative Reimbursement (101)	85,000.00	85,000.00	0.00	0.00	100.00
499-200-926-114	Operating Expenses	6,670.00	952.52	459.00	5,717.48	14.28
499-200-926-610	Streetscape Maintenance	60,000.00	5,657.12	800.00	54,342.88	9.43
499-200-926-611	Bond Principal Payments	0.00	240,000.00	0.00	(240,000.00)	100.00
499-200-926-612	Bond Interest Payments	517,350.00	141,675.00	0.00	375,675.00	27.38
499-200-926-790	Miscellaneous	2,000.00	405.00	350.00	1,595.00	20.25
Total Dept 200 - General Government Administration		1,667,533.63	782,204.03	56,378.84	885,329.60	46.91
TOTAL EXPENDITURES		1,667,533.63	782,204.03	56,378.84	885,329.60	46.91
Fund 499 - DDA tax increment Finance Fund:						
TOTAL REVENUES		1,106,198.00	470,383.26	401,698.89	635,814.74	42.52
TOTAL EXPENDITURES		1,667,533.63	782,204.03	56,378.84	885,329.60	46.91
NET OF REVENUES & EXPENDITURES		(561,335.63)	(311,820.77)	345,320.05	(249,514.86)	55.55



Downtown Wyandotte Summer Entertainment Series 2026

Overview

Audial Entertainment, in partnership with the Downtown Wyandotte Development Authority (DDA), is proud to present a combined Summer Entertainment Series for 2026, Sunday Socials and Downtown Movie Nights. Together, these programs create consistent, high-quality entertainment that activates downtown Wyandotte throughout the summer and early fall, supports local businesses, and offers free, family-friendly experiences for residents and visitors.

This combined proposal outlines both event series under a single annual sponsorship agreement.

1. Sunday Socials – Live Music Series

Event Description

Sunday Socials is a weekly summer celebration of music, community, and downtown energy. Each event features live local music, family-friendly entertainment, games, vendors, and participation from downtown businesses within Wyandotte's Social District.

Schedule & Location

- **Dates:** Every Sunday, May 31 – September 13, 2026
(Rain Dates: September 21 & September 28, 2026)
- **Time:** 2:00 PM – 6:00 PM
- **Location:** Old Theatre Lot, 1st & Elm St, Downtown Wyandotte

Event Highlights

- Family-friendly DJ music between bands and announcements
- Local acoustic opener and Featured headliner band or act every week
- Children's entertainment (balloons, variety performers, etc.)
- Lawn games for all ages (Cornhole, Giant Jenga, Connect 4, etc.)
- Local vendors
- Social District beverages from downtown bars and restaurants

Typical Event Timeline

- 2:00 PM – Background music & announcements
- 2:10 PM – Local acoustic performance (~30 min)
- 3:00 PM – Headliner performance
- 6:00 PM – Event conclusion

Sunday Socials Sponsorship Investment

\$1,307 per event | Total: \$19,605

Dates included:

- May 31, 2026
 - June 7, 14, 21, 28
 - July 5, 19, 26 (Break July 12 – Street Fair)
 - August 2, 9, 16, 25, 30
 - September 6, 13
-

2. Downtown Movie Nights – Outdoor Film Series

Event Description

Downtown Movie Nights offer magical evenings under the stars, featuring blockbuster films and classic favorites in the heart of downtown Wyandotte. These free community events encourage residents to gather, relax, and support downtown businesses before and after the movie.

Schedule & Location

- **Dates:** Select Friday nights, May – October 2026
- **Time:** Event begins 1 hour before dusk; movie starts at dusk
- **Location:** Old Theatre Lot, 1st & Elm St, Downtown Wyandotte

Event Highlights

- Pre-show DJ music and announcements
- Large outdoor inflatable movie screen
- High-output outdoor projector
- Professional sound system
- On-site technical and event staff

- Movie licensing secured and managed by Audial Entertainment
- Social District beverage allowance
- Invitations to nearby businesses for themed food, concessions, and specials

Movie Night Sponsorship Investment

\$825 per movie | Total: \$6,595

Dates included:

- May 15 (\$825), June 19 (\$825), July 17 (\$825), August 21 (\$825),
- September 18 (\$825), October 2 (\$825), October 16(Double Feature \$1,645)

Rain dates: October 9 & October 23, 2026

3. Sponsorship Benefits (Both Series)

The Downtown Wyandotte DDA will receive:

- Name and logo inclusion across all marketing and promotional materials
 - Recognition on digital flyers, social media, and event signage
-

4. Total 2026 Investment Summary

Event Series	Investment
Sunday Socials	\$19,605
Downtown Movie Nights	\$6,595

Total Annual Investment \$26,200

This proposal represents a 1-year presenting sponsorship agreement for the 2026 season, encompassing both event series under a unified partnership with Audial Entertainment.

Approval

Joe Gruber, Director
Downtown Wyandotte DDA

Date

Shop The Dotte

Inaugural Year Summary (April–December 2025)

Overview

Shop The Dotte was launched in April 2025 through a partnership with the Wyandotte Downtown Development Authority (DDA) to support, promote, and strengthen the local business community. In just nine months, Shop The Dotte successfully transformed a \$12,000 DDA investment into impactful programming, meaningful business engagement, and sustainable infrastructure that continues to benefit downtown Wyandotte.

Investment & Stewardship

- DDA Funding: \$12,000
- Contract Start: April 2025
- Impact Period: 9 months

Funds were used responsibly and strategically to balance immediate economic impact with long-term capacity building.

Business Engagement & Events

- Total Events Hosted: 10 throughout 2025
- Average Participation: 18 businesses per event

Events encouraged residents to shop local, increased foot traffic into locally owned Wyandotte businesses, and provided collaborative marketing opportunities for small businesses throughout the year.

Infrastructure & Capacity Building

DDA funding supported several foundational initiatives beyond event execution:

- Website Launch: Established the Shop The Dotte website, secured for a two-year duration, serving as a centralized hub for business promotion, events, and community engagement.
- Insurance & Compliance: Maintained all required liability insurance, ensuring safe, compliant, and professionally executed public programming.
- Business Education: Hosted SCORE workshops at no cost to business owners, providing access to expert guidance, tools, and resources.

- Community Connection: Launched Monthly Community Connection Meetings, creating a consistent forum for business owners to network, share feedback, collaborate, and learn about one another's businesses.
 - Social Media Contracting Effort: Engaged an external contractor to support social media management. While this partnership did not deliver the results anticipated, allocated funds were used to compensate services rendered. Lessons learned from this experience have informed a more strategic and effective approach to marketing efforts moving forward.
-

Key Outcomes

- Established Shop The Dotte as a trusted convener and advocate for locally owned Wyandotte businesses
 - Strengthened collaboration and cross-promotion among businesses
 - Offer education, networking, and professional development
 - Built a sustainable operational foundation to support future growth
-

Summary & Forward Momentum

In its inaugural year, Shop The Dotte demonstrated strong stewardship of public funds while delivering measurable value to Wyandotte's business community. The results achieved in just nine months highlight the organization's ability to execute and adapt.

Renewing the partnership with the Wyandotte DDA will allow Shop The Dotte to build on this foundation, expand programming, and continue driving economic vitality and community connection in downtown Wyandotte.

Spill The Tea (event sold out)	February Corks & Cocoa
Glow Fish	Biddle Hall
Love it Again Vintage Décor	Knock On Wood
Cheryl Zemke Boutique	Upndown
Traffic Jam	Gizzmos
Poppy Beauty Design	JByrd
Rivers Edge Gallery	Abundant Living
Loom	Rivers Edge
Sweet Arrangements	Poppy Beauty
Upndown	Ivy and Vine
Skinsational	Love It Again
Biddle Hall	Glow Fish
Kekoa Brew	The Bling Thing
Healthier You Massage and Wellness	Pottery Creations
	Sweet Arrangements
	La Vie En Rose

March - Get a Clue	April - Color the Dotte
Biddle Hall	Upndown
Brooks Books	JBIRD
The Dotte Pub	Glow Fish Studios
Gizzmo's	Brooks Books
Glow Fish Studios	Poppy Beauty Design
Healthier You Wellness	Sweet Arrangements
Ivy & Vines Boutique	Community Choice Credit Union
Jbird Wine Bar	The Biddle Hall
Knock On Wood	Abundant Living Gallery & Gifts
La Vie En Rose	Skinsational
Loom	Pottery Creations
Love It Again Vintage Décor	La Vie En Rose
Lunch Wyandotte	Love It Again Vintage Décor
Poppy Beauty	Cheryl Zemke Boutique
Pottery Creations	The Bling Thing
Skinsational	Knock on Wood
Sour Mama	Sour Mama
Sweet Arrangements	Detroit Greens Market
Upndown	Regina Andrews
White Furniture	Healthier You
	Shop The Loom
	White Furniture

May - 2nd Annual Retail Road Rally	May - The Dotte in Bloom
ZI Bloom	Brooks Books
Upndown	Moozies
Sweet Arrangements	Glow Fish
Skinsational	La Vie En Rose
River Edge Gallery	Knock on Wood
Poppy Beauty Design	Loom
La Vie En Rose	Community Choice Credit Union
Knock On Wood	Great Lakes Health & Wellness
Loom	Studio One Photography
Great Lakes Health and Wellness	The Coffee Lounge
GOTOX	Upndown
Glow Fish	ZI Bloom
Cecilia Melody's	The Fighting Fit
Brooks Books	Healthier You Wellness Spa
Ivy and Vines Boutique	
Cheryl Zemke Boutique	

August Bad Moms	September Swiftie Swap
Wyandotte Rage Room	**Upndown
Cecilia Melody's	**Glow Fish Studios
Brooks Books	**ZI Bloom
Glow Fish	**Brooks Books
ZI Bloom	Abundant Living
Biddle Hall	Sour Mama
Poppy Beauty Design	Great Lakes Health, Wellness & Aesthetics
Healthier You	The Bling Thing
Wyandotte Nutrition	Rivers Edge Gallery
La Vie En Rose	Sweet Arrangements
Ivy and Vines	Pottery Creations
Knock On Wood	James Oliver Coffee
Tilted Willow	The Willow Tree
Pottery Creations	Rage Room
The Auburn Taverna	Jerad Anthony Spa
Abundant Living Gallery & Gifts	Kinergy Center
Verve and Vigor	Knock On Wood
Winifreds Garden	Healthier You
Sweet Arrangements	Mittens and Lakes
GOTOX Aesthics	GOTOX
Skinsational	La Vie en Rose
White Furniture	
The Dotte Beauty Boutique	
Only Odds and Herbz	
Moozie's Cake Studio	
Great Lakes Health and Wellness	
R & R Permanent Jewelery	

Small Business Saturday	Midnight Madness
La Vie En Rose	Sour Mama
Brooks Books	UpnDown
Glow Fish Studios	Glowfish
Upndown	The Auburn Taverna
Winifred's Garden	Jerad Anthony Salon & Spa
Biddle Hall	River's Edge Gallery
Total Health Food	Cheryl Zemke Boutique
Cheryl Zemke	
Ceclia Melody	
Willow Tree	
Kekoa Brew	
GOTOX	
The Dotte Beauty	
The Bling Thing	
Odds & Herbz	
White Furniture	
Traffic Jam	
Sweet Arrangements	
Abundant Living	
Tilted Willow / Mitten and Lakes	
Community Choice Credit Union	

SHOP THE DOTTE LLC PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement is made on the date herein, by and between Shop the Dotte LLC, a Michigan Limited Liability Company, located at 1475 23rd Street, Wyandotte, MI. 48192 and the Downtown Development Authority of the City of Wyandotte (DDA) whose government offices is located at 3200 Biddle Avenue, Wyandotte, MI 48192. This agreement shall be effective on the date of its execution by both Parties.

Whereas, the Mission of the City of Wyandotte is to provide the finest services and quality of life; to advocate for economic development; to encourage and respect citizen participation; and

Whereas, the Mission of the DDA is to initiate and coordinate downtown development through design, business recruitment, promotion, and the effective use of private and public space for an attractive, festive downtown atmosphere; and Whereas, Shop the Dotte LLC is a new entity formed through a community-driven initiative led by local business owners dedicated to enhancing visitor experiences in Wyandotte. Through collaborative events, joint marketing efforts, and a shared commitment to supporting each other, Shop the Dotte LLC, its ambassadors, members and affiliates aim to create an environment where both residents and visitors can enjoy a unique and engaging experience. Our mission is to foster local growth, build stronger connections, and celebrate the spirit of small businesses in Wyandotte.

Whereas, the City of Wyandotte, DDA and Shop the Dotte LLC desire to enter into an agreement for Shop the Dotte LLC to provide professional marketing, advertising, communication, business development, and promotional/event-related services to the City of Wyandotte and the DDA.

The terms and conditions of the agreement are as follows.

1. All rights to the names and monikers associated with Downtown Wyandotte and its existing or future promotional activities, including but not limited to Third Fridays, Visit Wyandotte, Markets of Downtown Wyandotte, Wyandotte Farmer's Market, Sunday Socials, etc. shall be retained by the City of Wyandotte and DDA as permitted under the law and Shop the Dotte LLC shall indemnify, defend, and hold the City of Wyandotte harmless from any claim of infringement of intellectual property rights by third parties with respect to said name.
2. The Parties acknowledge and agree that: (i) the other Party's Marks, copyrights or other Intellectual Property Rights will remain the sole property of the other Party; and (ii) nothing in this agreement will confer in the Party any title to, right of

ownership, or interest in the other Party's Marks, copyrights or other Intellectual Property, except to the extent provided for herein.

3. Shop the Dotte LLC shall provide professional marketing, advertising, communication, business development, and promotional/event-related services in accordance with the terms and conditions outlined in Exhibit A which is hereto attached and incorporated into the agreement. Any event or activity that includes the temporary closing, reserving, or using city property or public right-of-way requires permission and approvals granted by the City of Wyandotte City Council, Mayor, or City Administrator in accordance with the City Charter and Ordinances.
4. Any Activities or special events planned by Shop the Dotte LLC outside the scope of this Professional Services Agreement shall require the completion of a City of Wyandotte Special Events Application to be completed and submitted to the City of Wyandotte Special Events Office via email hthiede@wyandottemi.gov.
5. This professional services agreement shall be effective from the date of execution through December 31st, 2026 and shall not be automatically renewed.
6. Shop the Dotte LLC shall add the City of Wyandotte and Downtown Development Authority (DDA) as an additional insured on their insurance policy and maintain a current and valid policy throughout the duration of the professional services contract. Shop the Dotte LLC is to maintain liability insurance with a minimum of \$1,000,000. Coverage to be reviewed by City's Insurance Consultant to determine compliance. A certificate of the policy shall be emailed to the DDA Director and Special Events Office to be placed on file with the City Clerk upon execution of this agreement. In the event of cancellation of the insurance policy, the City of Wyandotte and the DDA must be given advance notice no less than 10 days prior to the policy's cancellation.
7. Shop the Dotte LLC agrees to defend, indemnify and hold the City of Wyandotte harmless from any and all liability that arises out of their activities unless such liability arises out of the intentional or grossly negligent conduct of the City of Wyandotte. In such case, the City of Wyandotte agrees to defend, indemnify and hold Shop the Dotte LLC harmless for said liability.
8. If a party fails to perform the duties and provide the services in a timely manner as promised by the other party as set forth herein, said party shall be in breach of this agreement and the nonbreaching party may pursue any and all remedies available in law or equity against the breaching party including injunctive relief and the right to

terminate this agreement. Force Majeure. Neither party will be responsible for fires, strikes, civil disorders, severe inclement weather, acts of threats of terrorism, acts of war or other casualties or events beyond its reasonable control. Upon the occurrence of such an event, the Parties will have the right to cancel or reschedule the event.

9. In no event shall either party be liable to the other party, its agents, employees or any third party for any incidental, indirect, special or consequential damages arising out of, or in connection with, this contract, whether or not such party was advised of the possibility of such damages.

10. The undersigned represent and warrant that he/she has full authority to bind the Parties to all of the terms and conditions of this Agreement.

11. the services to be rendered under this agreement are exclusive to the City of Wyandotte and DDA and during the term of this agreement, Shop the Dotte LLC shall not perform any of the services described herein for any other person, business or entity.

12. This agreement is the entire understanding of the Parties. There are no promises, terms, conditions, or obligations other than those contained in this Agreement, and this Agreement supersedes all previous communications or agreements, either oral or written between the Parties. This Agreement may be amended only by written instruments signed by the Parties.

13. This Agreement will be interpreted and its provisions enforced in accordance with the laws of the State of Michigan.

14. Any waiver of any term, requirement or condition imposed under this agreement shall be deemed a limited and specific waiver and shall not be deemed to be continuing in nature or effect any other term of this Agreement.

SIGNATURES ON FOLLOWING PAGE

IN WITNESS WHEREOF the parties have executed this Agreement by their properly authorized signatories.

Shop the Dotte LLC

By: _____

Its:

Dated: _____

City of Wyandotte

By: _____

Its: Mayor

Dated: _____

City of Wyandotte

By: _____

Its: City Clerk

Dated: _____

Downtown Development Authority

By: _____

Its: Chairperson

Dated: _____

EXHIBIT A

The sum of \$16,000 shall be paid by the DDA to Shop the Dotte LLC in 2 installments of \$8,000 in the first part of the year or \$8,000 mid-year in July.

Shop the Dotte LLC shall be responsible for the effective marketing and promoting of Wyandotte's businesses, industry sectors, and commercial districts for the purpose of business development, economic growth, increasing the number of visitors and awareness.

Shop the Dotte LLC shall be responsible for all aspects of project design and implementation; planning, execution, of all activities listed herein. The City of Wyandotte and DDA may aid Shop the Dotte in its marketing and event services upon request of Shop the Dotte's Manager to the DDA Director.

Marketing:

- Create and distribute attractive and professional content across multiple media platforms (i.e. print, radio, television, social, billboards, in-store signage, branded items etc.).
- Maintain a strong presence on Social Media platforms, collaborating, tagging and activating followers across the network of related accounts (i.e. Shop the Dotte, Downtown Wyandotte, Wyandotte City of Festivals, Sunday Socials, Markets of Downtown Wyandotte, etc.)
- Data collection and analytics, identify key indicators of success (i.e. engagement, economic activity, financial prosperity, tourism, etc.)

Communication:

- Engage clearly and concisely with a broad and diverse audiences (i.e. Wyandotte business owners, community stakeholders, organizational leaders, residents, elected officials, visitors from near and far, etc.)
- Maintain regular communication with internal and external groups (i.e. newsletters, e-blasts, message boards, blogs, etc.)

Development:

- Serve as business development ambassadors for the community.
- Fundraising, membership drives, and sponsorship sales to build funding support for new and enhanced activities and augment organizational reach.
- Host educational experiences and targeted classes for entrepreneurs and small business owners (i.e. workshops, webinars, retreats, group sessions, etc.)
- Technical Assistance for Wyandotte business owners and entrepreneurs (i.e. tax, finance, accounting, sales, marketing, etc.)

Promotional/Event-related services

- Small Business event support, with special focus on retail and service providers
- Support more community and family-friendly events, Entertainment, Art performers, Musical artists etc.

No funds will be allocated for individual compensation for any efforts or services provided by those involved with Shop The Dotte. The organization is committed to being supported by dedicated and equally valued Ambassadors.

Currently, the Shop The Dotte Ambassadors include:

Emily Greene – Detroit Greens Market

Jenny Senior – Upndown

Joanna Brookshire – Brooks Books

Krystle Dorobek – ZI Bloom

Leah Stefanski – The Biddle Hall

Nicole Baker – Community Choice Credit Union

Vanessa Morse – Glow Fish Studios