



LIBRARY BOARD OF TRUSTEES
MEETING AGENDA
Meetings: 4th Monday of the month

Elizabeth Keller, Chair
Neil Hivala, Vice-Chair
Janice Hallett, Trustee
Kathy Mason, Trustee
Tammy Wiles, Trustee
Peggy Schumann, Council Liaison
Carolyn Stacey, Library Director

City Hall 400 Ludington, Rm. 101 - Escanaba, MI 49829

Library Board of Trustees
January 28, 2019

CALL TO ORDER
ROLL CALL
PUBLIC COMMENT
APPROVAL/CORRECTION(S) TO MINUTES
APPROVAL/ADJUSTMENTS TO THE AGENDA

DIRECTOR'S REPORT

The director updates the Board on monthly use measures, financials, administration projects, library services and activities.

CORRESPONDENCE

UNFINISHED BUSINESS

NEW BUSINESS

A) Library Budget – FY 2019-20

Director will review the City budget calendar and preliminary details on library budgetary conditions for FY 2019-20.

B) Capital Improvements

Director will update the Board on facility upgrades and the potential renovation project. Identifying future projects to include in the City's Capital Improvement Plan will also be discussed.

ANNOUNCEMENTS

ADJOURNMENT

The City of Escanaba will provide all necessary, reasonable aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon five days notice to the City of Escanaba. Individuals with disabilities requiring auxiliary aids or services should contact the City of Escanaba by writing or calling at (906) 786-9402.

Respectfully Submitted,

Carolyn Stacey, Library Director

**CITY OF ESCANABA
LIBRARY BOARD OF TRUSTEES
MINUTES**

November 26, 2018

A meeting of the Escanaba Public Library Board of Trustees was held November 26, 2018 at 5:00 p.m. in Room C102 of the Escanaba City Hall/Library Complex, Escanaba, MI 49829.

PRESENT: Elizabeth Keller, Janice Hallett, Tammy Wiles, Neil Hivala, Carolyn Stacey, Library Director, Members of the public (5).

ABSENT: Kathy Mason, Peggy Schumann

PUBLIC COMMENT: Members of the public in attendance introduced themselves as students of Bay College.

APPROVAL/CORRECTIONS(S) TO MINUTES: The minutes of October 22, 2018 were accepted on consensus.

APPROVAL/ADJUSTMENTS TO THE AGENDA: The agenda was accepted on consensus.

DIRECTOR'S REPORT:

Use Measures: Reviewed.

Financials: Reports current through September were reviewed.

Administration: Priority projects for the next 3 -6 months include newspaper digitization project, facility upgrades and a potential fundraising campaign.

Library Programs/Services: *The Songs & Wisdom of Mr. Rogers* will be presented on December 4th at 6:30, featuring local talent Phil Lynch and Rebecca Bender. Sponsored by the Friends.

Youth programs for December include Lego Club (12/8), Storytime with Santa (12/15) and the EHS Student Book Club (12/15). Staff is planning to submit a grant to the Michigan Humanities Council Performer's Touring program. This grant funds 40% of the costs for arts/cultural programs and is a great opportunity to bring in outside talent. Library staff is preparing a new trivia night contest for January, based on Tolkein's *Lord of the Rings*. The event is scheduled for Thursday, January 24th at 6:30.

Library staff is planning a "Stitch in Time" crafting group that will meet twice per month. This is an informal evening for knitters, crochet, and needle-point enthusiasts to share projects, tips and ideas. National Novel Writing Month has been going well and may evolve into an ongoing writer's group. The final event in the series will take place on Thursday, November 29th.

A series of consumer education programs targeted at seniors will continue in January and February with sessions on identity theft and online safety.

UNFINISHED BUSINESS:

NEW BUSINESS:

A) **Library Renovations:** Director reviewed a draft facility improvement work plan to address some interior improvements as the library building approaches 25 years. Flooring, electrical and lighting upgrades were noted as necessities. Collaborative learning space, more comfortable seating, a well-defined teen area and re-purposing the existing reference desk were also discussed as possibilities. Funding for renovations would need to come through grants and donations. Director has identified some potential funding mechanisms including a crowd funding initiative through the MEDC. The need for some technical assistance in space planning and design as well as the anticipated need for architect's renderings for the MEDC program were discussed. The Board indicated general support of an "interior refreshment" of the library and the necessary technical assistance. Director will return at next meeting with additional information and recommendations, including plans for staff and public input.

ANNOUNCEMENTS: The next meeting will be Monday, December 17 at 5:00 p.m.

ADJOURNMENT: The meeting was adjourned at 5:45p.m.

Respectfully Submitted,

Approved

Carolyn Stacey, Library Director

Elizabeth Keller, Chair

CITY OF ESCANABA - ESCANABA PUBLIC LIBRARY

Comparison of Budget to Actual-Fiscal Year 2018-19

As Of 11/30/18

UNAUDITED

| ACCOUNT DESCRIPTION | 2018/19 BUDGET | UNAUDITED THRU 11/30/2018 | COMPARISON TO BUDGET | ACTUAL THRU 11/30/2017 |
|--|--------------------|---------------------------|----------------------|------------------------|
| Revenues | | | | |
| 437 -002 Renaissance Zone Reimb | 0 | 292.91 | 292.91 | 590.96 |
| 528 Federal Grant Revenue | 0 | 0.00 | 0.00 | 0.00 |
| 566 -100 State of MI Library Funding | 17,000 | 0.00 | (17,000.00) | 0.00 |
| 569 -XXX Misc. Grants | 0 | 0.00 | 0.00 | 0.00 |
| 589 -212 Superforland | 0 | 760.00 | 760.00 | 750.00 |
| 656 Ordinance/Penal Fines - County Allocation | 100,000 | 0.10 | (99,999.90) | 0.00 |
| 658 Fines and Fees | 18,000 | 8,604.32 | (9,395.68) | 7,043.03 |
| 665 Interest Earnings | 1,750 | 0.00 | (1,750.00) | 517.26 |
| 675 Contributions from Private Sources | 0 | 1,724.81 | 1,724.81 | 1,774.53 |
| 694 Miscellaneous | 0 | 0.00 | 0.00 | 31.86 |
| 698 Gain/(Loss) on Investments | 0 | 1,224.33 | 1,224.33 | 0.00 |
| 899 -101 Contribution from General Fund | <u>400,000</u> | <u>0.00</u> | <u>(400,000.00)</u> | <u>0.00</u> |
| TOTAL REVENUES | 536,750 | 12,596.47 | (524,153.53) | 10,707.64 |
| Expenditures | | | | |
| 702 Salaries and Wages | 292,254 | 120,400.28 | 171,853.72 | 120,254.89 |
| 712 Overhead on Salaries and Wages | 78,271 | 36,958.80 | 41,312.20 | 31,523.26 |
| 713 Life & Hospital Insurance | 73,268 | 27,214.24 | 46,053.76 | 31,465.72 |
| 726 Supples(Misc) | 600 | 996.55 | (396.55) | 408.25 |
| 727 Office Overhead/Supplies | 6,500 | 3,494.10 | 3,005.90 | 2,234.86 |
| 801 Professional Services | 32,121 | 13,692.10 | 18,428.90 | 13,494.73 |
| 850 Telephones | 3,300 | 942.08 | 2,357.92 | 763.50 |
| 860 Travel Expenses, Auto Allow | 500 | 0.00 | 500.00 | 70.62 |
| 900 Printing and Publishing | 0 | 0.00 | 0.00 | 0.00 |
| 910 Insurance & Bonds | 225 | 301.84 | (76.84) | 307.53 |
| 932 Repairs/Maintenance of Equipment | 0 | 116.94 | (116.94) | 0.00 |
| 942 Rental of Building or Offices | 51,996 | 21,665.00 | 30,331.00 | 21,665.00 |
| 943 Rental of Equipment | 1,176 | 490.00 | 686.00 | 490.00 |
| 958 Membership and Dues | 250 | 213.00 | 37.00 | 210.00 |
| 960 Education and Training | 200 | 268.00 | (68.00) | 35.00 |
| 977 Capital Outlay-Equipment | 5,000 | 926.37 | 4,073.63 | 575.74 |
| 979 Books, Magazines & Periodicals | <u>40,000</u> | <u>14,272.22</u> | <u>25,727.78</u> | <u>14,441.15</u> |
| TOTAL EXPENDITURES | 585,661.00 | 241,951.52 | 343,709.48 | 237,940.25 |
| EXCESS(DEFICIT) OF REVENUES OVER EXPENDITURES | (48,911.00) | (229,355.05) | (180,444.05) | (227,232.61) |
| BEGINNING FUND BALANCE-7/1/18 | | 215,413.07 | | |
| FUND BALANCE 11/30/18 | | (13,941.98) | | |
| Balance Sheet Balances | | | | |
| Cash-Investments | | 77,880.36 | | |
| Accrued Interest | | 383.69 | | |
| Due to/Due from/Deferred | | (92,206.03) | | |
| A/P at YE and Prepaids | | 0.00 | | |
| Net Assets | | <u>(13,941.98)</u> | | |

CITY OF ESCANABA
DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2018

FUND 268 - LIBRARY FUND

| | --- PREVIOUS YEAR --- | | | --- CURRENT YEAR --- | | | |
|-----------------------|--------------------------------|-------------------|-------------------|----------------------|-------------------|-------------------|--------------------|
| | AMENDED BUDGET | YTD ACTUAL | MONTH ACTUAL | AMENDED BUDGET | YTD ACTUAL | MONTH ACTUAL | |
| REVENUE | | | | | | | |
| 268-000-437-002 | RENAISSANCE ZONE REIMBURSEME | .00 | 590.98 | .00 | .00 | 292.91 | .00 |
| 268-000-586-100 | ST OF MICHIGAN LIBRARY FUNDING | 15,500.00 | .00 | .00 | 17,000.00 | .00 | .00 |
| 268-000-569-212 | SUPERIORLAND | .00 | 750.00 | .00 | .00 | 750.00 | .00 |
| 268-000-856-000 | ORDINANCE/PENAL FINES-CO ALLO | 100,000.00 | .00 | .00 | 100,000.00 | .10 | .00 |
| 268-000-858-000 | FINES AND FEES | 18,000.00 | 7,043.03 | 1,814.78 | 18,000.00 | 8,604.32 | 1,879.31 |
| 268-000-665-000 | INTEREST EARNINGS | 1,750.00 | 517.28 | 23.72 | 1,750.00 | .00 | .00 |
| 268-000-673-000 | SALE OF PROPERTY | .00 | 31.88 | 31.88 | .00 | .00 | .00 |
| 268-000-676-000 | CONTRIB FROM PRIVATE SOURCES | .00 | 139.57 | 99.57 | .00 | 243.41 | (9,907.58) |
| 268-000-675-001 | CONTRIBUTIONS-FRIENDS | .00 | 1,000.00 | .00 | .00 | 1,481.40 | .00 |
| 268-000-675-002 | CONTRIBUTIONS- COMMUNITY FUND | .00 | 634.96 | .00 | .00 | .00 | .00 |
| 268-000-688-000 | GAIN ON SALE OF INVESTMENTS | .00 | .00 | .00 | .00 | 1,224.33 | .00 |
| 268-000-689-101 | CONTRIBUTION FR GENERAL FUND | 400,000.00 | .00 | .00 | 400,000.00 | .00 | .00 |
| | TOTAL REVENUE | 535,250.00 | 10,707.64 | 1,989.91 | 536,750.00 | 12,596.47 | (8,028.25) |
| | TOTAL FUND REVENUE | 535,250.00 | 10,707.64 | 1,989.91 | 536,750.00 | 12,596.47 | (8,028.25) |
| EXPENDITURES | | | | | | | |
| DEPARTMENT 000 | | | | | | | |
| 268-000-702-000 | SALARIES AND WAGES | 286,531.00 | 101,377.77 | 19,698.16 | 292,254.00 | 103,690.31 | 20,584.92 |
| 268-000-703-000 | SICK, HOLIDAY, VACATION | .00 | 18,877.12 | 7,165.35 | .00 | 16,709.97 | 5,882.38 |
| 268-000-712-000 | OVERHEAD ON SALARIES & WAGES | 74,453.00 | 31,523.28 | 6,655.87 | 78,271.00 | 36,958.80 | 7,747.36 |
| 268-000-713-000 | LIFE & HOSPITAL INSURANCE | 73,920.00 | 31,465.72 | 5,881.24 | 73,268.00 | 27,214.24 | 5,078.52 |
| 268-000-726-000 | SUPPLIES-MISCELLANEOUS | 800.00 | 408.25 | 119.97 | 800.00 | 998.55 | 339.75 |
| 268-000-727-000 | OFFICE SUPPLIES | 6,500.00 | 2,234.86 | 478.18 | 6,500.00 | 3,494.10 | 422.98 |
| 268-000-801-000 | PROFESSIONAL SERVICES | 30,465.00 | 13,494.73 | 5,564.21 | 32,121.00 | 13,692.10 | 437.65 |
| 268-000-850-000 | TELEPHONES | 3,250.00 | 763.50 | 256.80 | 3,300.00 | 942.08 | 325.83 |
| 268-000-860-000 | TRAVEL EXPENSES, AUTO ALLOW. | 500.00 | 70.62 | .00 | 500.00 | .00 | .00 |
| 268-000-910-000 | INSURANCE AND BONDS | 225.00 | 307.69 | .00 | 225.00 | 301.84 | .00 |
| 268-000-932-000 | REPAIRS/MAINT TO EQUIPMENT | 1,344.00 | .00 | .00 | .00 | 116.94 | 5.94 |
| 268-000-942-000 | RENTAL OF BUILDING OR OFFICES | 51,996.00 | 21,665.00 | 4,333.00 | 51,996.00 | 21,866.00 | 4,333.00 |
| 268-000-943-000 | RENTAL OF EQUIPMENT | 1,900.00 | 490.00 | 98.00 | 1,176.00 | 490.00 | 98.00 |
| 268-000-958-000 | MEMBERSHIP AND DUES | 245.00 | 210.00 | .00 | 250.00 | 213.00 | .00 |
| 268-000-960-000 | EDUCATION AND TRAINING | 200.00 | 35.00 | .00 | 200.00 | 268.00 | 98.00 |
| 268-000-977-000 | CAPITAL OUTLAY-EQUIPMENT | 1,000.00 | 575.74 | .00 | 5,000.00 | 926.37 | 848.38 |
| 268-000-979-000 | BOOKS, MAGAZINES, PERIODICALS | 40,000.00 | 14,441.15 | 5,927.18 | 40,000.00 | 14,272.22 | 5,964.98 |
| | TOTAL DEPARTMENT 000 | 573,129.00 | 237,940.25 | 55,874.75 | 585,661.00 | 241,951.52 | 51,967.67 |
| | TOTAL FUND EXPENDITURES | 573,129.00 | 237,940.25 | 55,874.75 | 585,661.00 | 241,951.52 | 51,967.67 |

CITY OF ESCANABA
DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2018

FUND 268 - LIBRARY FUND

| | --- PREVIOUS YEAR --- | | | --- CURRENT YEAR --- | | |
|-------------------------------|-----------------------|---------------|-----------------|----------------------|---------------|-----------------|
| | AMENDED BUDGET | YTD ACTUAL | MONTH ACTUAL | AMENDED BUDGET | YTD ACTUAL | MONTH ACTUAL |
| NET REVENUES OVER EXPENDITURE | (37,879.00) | (227,232.81) | (53,904.84) | (48,911.00) | (229,355.05) | (58,995.92) |

CITY OF ESCANABA
DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2018

FUND 703 - BEZOLD TRUST FUND

| | | --- PREVIOUS YEAR --- | | | --- CURRENT YEAR --- | | |
|---------------------------|--------------------------------------|-----------------------|-----------------|-----------------|----------------------|-----------------|--------------------|
| | | AMENDED BUDGET | YTD ACTUAL | MONTH ACTUAL | AMENDED BUDGET | YTD ACTUAL | MONTH ACTUAL |
| <u>REVENUE</u> | | | | | | | |
| 703-000-685-000 | INTEREST EARNINGS | 4,500.00 | 1,305.10 | 266.27 | 4,500.00 | .00 | .00 |
| 703-000-698-000 | GAIN ON SALE OF INVESTMENTS | .00 | .00 | .00 | .00 | 2,047.38 | .00 |
| | TOTAL REVENUE | 4,500.00 | 1,305.10 | 266.27 | 4,500.00 | 2,047.38 | .00 |
| TOTAL FUND REVENUE | | 4,500.00 | 1,305.10 | 266.27 | 4,500.00 | 2,047.38 | .00 |
| <u>EXPENDITURES</u> | | | | | | | |
| 703-000-979-000 | BOOKS, MAGAZINES, PERIODICALS | 10,000.00 | 174.39 | 67.94 | 10,000.00 | 1,788.05 | 1,554.09 |
| | | 10,000.00 | 174.39 | 67.94 | 10,000.00 | 1,788.05 | 1,554.09 |
| | TOTAL FUND EXPENDITURES | 10,000.00 | 174.39 | 67.94 | 10,000.00 | 1,788.05 | 1,554.09 |
| | NET REVENUES OVER EXPENDITURE | (5,500.00) | 1,130.71 | 198.33 | (5,600.00) | 281.33 | (1,554.09) |

CITY OF ESCANABA
2019-20 Budget Calendar

| | |
|--|--|
| <u>December 27th (Thur)-</u> | Budget papers to department heads; operating budgets due 1/21/19. |
| <u>January 4th (Fri)-</u> | Publish notice of first Public Hearing for the 2019-20 City budgets at the 1/17/19 regular Council meeting. |
| <u>January 9th (Wed)-</u> | City Council Budget Work Session 10:00 a.m. |
| <u>January 17th (Thur)-</u> | (Regular Council Meeting) First Public Hearing for citizen input into the 2019-20 City budgets. |
| <u>January 21st (Mon)-</u> | Departmental operating budgets due. |
| <u>February 8th (Fri)-</u> | Publish notice of second Public Hearing for the 2019-20 City budgets at the 2/14/19 regular Council meeting. |
| <u>February 11th (Mon)-</u> | First draft of budget requests to City Manager. |
| <u>February 14th (Thur)-</u> | (Regular Council Meeting) Second Public Hearing for citizen input into the 2019-20 City budgets. |
| <u>March 8th (Fri)-</u> | Publish notice of third Public Hearing for the 2019-20 City budgets at the 3/14/19 regular Council meeting. |
| <u>March 14th (Thur)-</u> | (Regular Council Meeting) Third Public Hearing for citizen input into the 2019-20 City budgets. |
| <u>March 22rd (Fri)-</u> | Council receives tentative copy of the City budgets. |
| <u>April 8th (Mon)-</u> | Budget work session open to the public. |
| <u>April 9th (Tues)-</u> | Budget work session open to the public. |
| <u>April 10th (Wed)-</u> | Budget work session, if required, open to the public. |
| <u>April 18th (Thur)-</u> | (Regular Council Meeting) Council passes resolution to set May 2 nd as the fourth Public Hearing on the 2019-20 City budgets. |
| <u>April 19th (Fri)-</u> | Budgets are revised, based on the work sessions, and are made available to the public. |
| <u>April 22nd (Mon)-</u> | Publish notice of Public Hearings on budgets. |
| <u>May 2nd (Thur)-</u> | (Regular Council Meeting) Public Hearing on 2019-20 City budgets. |

May 6th (Mon)-

Publish notice of final hearing and adoption of 2019-20 City budgets. This notice must be at least 6 days prior to the budget adoption and must contain language to the effect that the tax rate will be a subject at this meeting, assuming that the City does **not** intend to roll back the millage by the base tax reduction fraction.

May 16th (Thur)-

Public Hearing and adoption of City budgets. First reading of the Appropriations Ordinance, including the millage rate, and first reading of the Tax Levy Ordinance, with second reading and adoption set for the May 23rd special meeting. First reading of Utility Ordinances, with second reading and adoption set for the Monday, June 3rd special meeting.

May 23rd (Thur)-

(Special Council Meeting) Second reading and adoption of the Tax Levy Ordinance and the Appropriations Ordinance.

June 3rd (Mon)-

(Special Council Meeting) Second reading and adoption of the Utility Ordinances.

**DRAFT BUDGET STATEMENT
LIBRARY – FY 2019-20**

The Escanaba Public Library is a community hub, offering essential early literacy programs for children and families, cultural enrichment and lifelong learning opportunities for all ages and serving as a conduit to the technological resources and expertise citizens need to function in a digital world.

In FY 2019-20, the library will continue progress on implementing the partnerships and initiatives outlined in its strategic plan, with priority placed on technology instruction, digitization of local history resources and marketing. Fundraising and grant efforts will focus on capital improvements as the library facility approaches its 25th year.

The General Fund continues to be the primary funding source for the operational costs of the Escanaba Public Library. Funding for enhanced programs and services is provided by the Friends of the Escanaba Public Library and further developed through grants and partnerships with local and regional partners.



**PUBLIC SPACES
COMMUNITY PLACES**

Application Guide
2018

Program Description

The Michigan Economic Development Corporation in conjunction with the Detroit-based Patronicity and in partnership Michigan Municipal League, has developed "Public Spaces and Community Places", a creative funding mechanism.

Donation crowdfunding, a simple and innovative way to generate public interest and raise donations to revitalize or create public spaces, has recently become popular amongst groups looking to make local improvements. Because it utilizes web-based donations, projects are accessible to anyone willing to make a donation. Further, this tool engages the public as each person plays a part in achieving community improvements, and instills community pride as residents become invested in their surroundings.

Patronicity uses donation crowdfunding exclusively within Michigan's vibrant communities. Projects in our traditional downtowns are aided by Public Spaces and Community Places, which assists the fundraising efforts of patrons. With the incentive of a funding match from the MEDC if the financial goal is reached, the creative funding mechanism mobilizes community members to make individual contributions. Potential projects must focus on the "activation of public spaces and community places." Michigan's ability to attract and retain young, knowledge based talent—is greatly increased by taking advantage of unique, downtown placemaking assets in each of our communities, making this funding mechanism even more valuable.

As these projects affect the lives and well-being of entire communities, it is important that they have established public awareness, local momentum and hopefully, the support of Patronicity.

Eligible Applicants

The creative funding mechanism is available to projects located in Michigan communities which contain a traditional downtown. Only local communities and non-profit entities are eligible to apply. Non-profit entities must have 501c3 status in place before project launch. Applicant communities must be engaged in the Redevelopment Ready Communities program in order to be eligible for funding.

A traditional downtown is defined as follows:

- 1) A grouping of 20 or more contiguous commercial parcels containing buildings of historical or architectural significance.
- 2) The area must have been zoned, planned or used for commercial development for more than 50 years.
- 3) The area consists of primarily zero lot-line development.
- 4) The area has a pedestrian-friendly infrastructure.

Types of Activities Allowed

Applications may be submitted for project activities directly related to the description above. It is important these projects have established public awareness and local momentum.

Projects that fit this description would include but are not limited to:

- Streetscape Beautification & Walkability
- Public Plaza Development
- Access to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
- Farmer's Markets, Community Kitchens, Pop-Up Retail/Incubator Space (community or non-profit)
- Alley Rehabilitation
- Park Enhancements
- Bike Paths & Non-Motorized Infrastructure
- Bandshells & Amphitheaters
- Community Theater Rehabilitation (community or non-profit)
- Public Wi-Fi
- Place Branding & Event Implementation
- Any other project that activates public space or a community place

**Any event-based activation of public space will be limited to a \$7500 grant amount. Event-based projects

must be taking place over at least a 3-month period. Projects activating multiple spaces are preferred. Established festivals and entertainment series are not eligible.

Grant Dollars

Eligible projects must have a minimum total development cost of \$10,000, where the recipient will receive \$5,000 in MEDC matching funds if the fundraising goal is met. MEDC matching grant funds will be available up to \$50,000 per project.

101,000
"Prior committed funding" constitutes funds provided by a project stakeholder: the local unit of government, a non-profit entity, private source, or other state or federal agencies, which are committed to the project scope of work before and at the time of application. All projects are encouraged to have prior committed funding before participating in the PSCP program, however, this is not a requirement for projects under \$100,000 in total development cost. Projects must be able to complete development from previously committed funding and crowdfunded dollars along with PSCP match. Projects over \$100,000 in total development costs must have all other prior committed funding sources in place and will use the PSCP program to fill the remaining gap in development costs needed, up to \$100,000. See funding scenarios below.

Scenario 1:

Total project development cost: \$120,000

Prior Committed Funding: \$70,000

Financial Gap: \$50,000

- Patronicity Campaign Goal: \$25,000
- MEDC Match, if Patronicity Campaign Goal is achieved: \$25,000

Scenario 2:

Total project development cost: \$30,000

- Patronicity Campaign Goal: \$15,000
- MEDC Match, if Patronicity Campaign Goal is achieved: \$15,000

Evaluation Criteria

Projects will be evaluated on a variety of factors, including, but not limited to:

- a defined and focused project
- overall impact of the project on the community and placemaking efforts
- local financial commitment and documented plan of how to attain the necessary match needed
- current fundraising and marketing campaigns
- project location (preference given to projects connecting to or located in a traditional downtown)
- project start and completion date

Preference will be given to projects that are able to initiate the project by the deadline (up to 60 days) of agreement and which have funding sources that allow the project to begin in that time period. Projects with multiple funding sources will need to demonstrate that they will be able to begin the project in a timely manner. A higher preference will be given to projects with an initial cash match.

Other Details

- Projects must demonstrate the activation of a new or distressed public space or community place.
- This program is to be used for investments in permanent improvements, unless event-based as previously described.
- Projects must hit crowdfunding target by the 60 day deadline or else they will not receive the grant money.
- **Project Videos:** Project creators are responsible for producing their own pitch video for their project page. MEDC Videography staff has produced a helpful 'How To' video to assist those making a video for their PSCP campaign. The 'How To' video can be found here: <https://youtu.be/fXxO7XbDTmM>
- Patronicity will provide crowdfunding support to those awarded through technical and marketing assistance.
- Any one donor can donate a maximum of \$10,000 or 35% of the goal to the raise.
- Grant disbursements will be negotiated on an individual basis depending on the needs of the project and community.

- It is not required that the projects are competitively bid, but it is highly recommended.
- Grants will only be made to an applicant deemed eligible by the MEDC
- **Projects must complete project construction within one (1) year of receiving MEDC match funds**

Project Process Flow

- **STEP 1- Tell Us About Your Project**
Applicants will utilize the Patronicity website to build out a basic profile for their project. This profile acts as the initial application. Once a project page is started, Patronicity will make contact with the applicant. Applicants may be required to acquire a solicitation license.
- **STEP 2- Patronicity Review**
Patronicity will perform an initial screening of the project and profile. Patronicity staff may request additional information to determine the project's appropriateness for crowdfunding.
- **STEP 3- MEDC/MML Review**
If project passes initial Patronicity review, projects will be forwarded to the review team and evaluated on the criteria noted in this document. MEDC/MML staff may contact the applicant for more information.
- **STEP 4- Patronicity Polish & Video Production**
If approved by the review team, Patronicity will then engage fully with the applicant to polish off the project page, talk marketing, and build out the crowdfunding campaign. Project creators are responsible for producing their own pitch video for their project page. MEDC Videography staff has produced a helpful 'How To' video to assist those making a video for their PSCP campaign. The 'How To' video can be found at the link here: <https://youtu.be/fXxO7XbDTmM>.
- **STEP 5- Project Goes Live!**
Start crowdfunding! Patronicity will provide technical assistance throughout the raise period.
- **STEP 6- Implementation**
If the crowdfunding campaign is successful, MEDC will match the funds raised and implementation can soon follow.

Join us at the Library for an evening of fun and relaxation as we learn how to make our own natural skin care products.



DIY Spa Night

02.14.19 | 6:30 PM | THURSDAY

Limited space available. Call
906.789.7323 to register. Open
to ages 13+

Sponsored by the Friends of the Escanaba
Public Library



ESCANABA
PUBLIC LIBRARY



400 Ludington St., Escanaba



ESCANABA
PUBLIC LIBRARY

Younce Guitar Duo



FEBRUARY 21 | 6:30 PM | THURSDAY

Join us at the Escanaba Public Library for a night of music and fun with renowned father- and-son guitar duo! No registration required for this FREE event.

Sponsored by Friends of the Escanaba Public Library,
Michigan Humanities, and Michigan Council for Arts &
Cultural Affairs

Escanaba Public Library | 400 Ludington St. Escanaba



Lego Club

Presented by



- **Who** – Parents and Children who like to imagine, create and build with Legos.
- **What** – Lego Club is a monthly theme based hour-long creative adventure designed to encourage parent/child constructive building and interaction.
- **When** – 10:30 AM on the 2nd Saturday of each month.



February 9th – Pets and Furry Friends
March 9th – Castles, Knights, Medieval
April 13th – Food – Things that Taste Good
May 11th – Wild Wild West
June 8th – Toys / BLOCK PARTY
July 13th – Robots
August 10th – City Life
September 14th – Monsters and Villains

- **Where** – Escanaba Public Library/City Council Chambers.
400 Ludington Street, Escanaba.
- **Why** – To support and encourage imagination, sharing and building.

- * At the end of each Lego Club there will be a drawing for Lego prizes.
- * Please bring one box of Legos per child or one, one-gallon zip lock bag of Legos per child. A small sample of Legos will be available if needed.
- * For more information contact the Escanaba Public Library at **906.789.7328** or visit www.escanabalibrary.org.

Generously Sponsored by:



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Youth Advisory Committee

Rotary

Escanaba MI - Club 2642



Escanaba Kiwanis