



**AGENDA**  
**CITY COMMISSION MEETING**  
**WEDNESDAY, JUNE 8, 2022**  
**CITY HALL - WIESLOCH RAUM**  
**130 N. NOTTAWA ST.**

**WORK SESSION 4:30 P.M.**

1. Hydro Dam Tour

**REGULAR MEETING 6:00 P.M.**

1. CALL TO ORDER BY MAYOR
2. PLEDGE OF ALLEGIANCE
3. INVOCATION
4. ROLL CALL
5. PROCLAMATIONS / PRESENTATIONS
  - A. Littman Proclamation – Mayor Mullins
6. VISITORS – (Public comments for items not listed as agenda items)
7. APPROVAL OF AGENDA
8. APPROVAL OF CONSENT AGENDA (agenda below)
9. UNFINISHED BUSINESS
10. NEW BUSINESS
  - A. 105 W. Chicago Obsolete Property Rehabilitation District – Andrew Kuk
  - B. Sturges-Young Center for the Arts Marketing – Sheila Bolda
  - C. Hydro Overhauls – Chris McArthur
  - D. 2022 Streets Repair Design and Bid Task Order – Barry Cox
  - E. Set Public Hearing Millage Rate – Kenneth Rhodes
11. COMMISSIONER / STAFF COMMENTS
12. CLOSED SESSION – Union Negotiations
13. ADJOURN

## **CONSENT AGENDA**

**8A. Action of Minutes of Previous Meetings**

APPROVE the minutes from the May 25, 2022 regular meeting as presented.

APPROVE the minutes from the June 1, 2022 special meeting as presented.

**8B. Pay Bills**

AUTHORIZE the payment of the City bills in the amount of \$637,052.86 as presented.

**8C. Accounts Payable Authorization**

AUTHORIZE the Finance Committee to approve the payment of City bills at their next meeting.

**8D. Transformer Bids**

APPROVE the bid from Powerline Supply for six (6) Howard transformers in an amount not-to-exceed two hundred and ten thousand dollars (\$210,000.00).

**8E. Renewable Operating Permit Stack Testing**

APPROVE a bid waiver for and the proposal of Grace Consulting, Inc. for emissions testing services in the amount of ten thousand, five hundred dollars (\$10,500.00) as presented.

**8F. 2022 Dave Locey Memorial Youth Triathlon**

APPROVE the requests for the 2022 Dave Locey Memorial Youth Triathlon as presented.

**8G. Grace Sturgis Event Request**

APPROVE the requests for the Grace Sturgis Event as presented.

**8H. Walking Along Suicide Prevention 5K Walk**

APPROVE the requests for the Walking Along Suicide Prevention 5K Walk as presented.

**8I. Doyle Women's Locker Room Contingency Budget**

APPROVE a contingency budget for the Doyle women's locker room project in the amount of six thousand, three hundred dollars (\$6,300.00).

# Manager's Report

---

JUNE 8, 2022



CITY OF  
**Sturgis**  
MICHIGAN

Submitted by:

A handwritten signature in black ink, appearing to read "Michael L. Hughes".

Michael L. Hughes  
City Manager

## **Work Session**

### **1. Hydro Dam Tour**

City Electric Department staff will provide the Commission with a tour of the Hydroelectric Dam facilities in Centerville. Commissioners should plan to meet at the Dam for the tour by 4:30. Those wishing to carpool can contact Julie regarding arrangements.

## **5. Proclamation**

### **A. Littman Proclamation**

Mayor Mullins will present a Proclamation for former Commissioner Skip Littman for his long years of service.

## 8. Consent Agenda

### Proposed Motion:

Move that the Sturgis City Commission APPROVE/DENY the Consent Agenda for June 8, 2022 as presented.

### Staff Recommendation:

**APPROVE**

#### **8A. Action of Minutes of Previous Meetings**

##### Consent Agenda Motion:

*APPROVE the minutes from the May 25, 2022 regular meeting as presented.*

##### Consent Agenda Motion:

*APPROVE the minutes from the June 1, 2022 special meeting as presented.*

#### **8B. Pay Bills**

##### Consent Agenda Motion:

*AUTHORIZE the payment of the City bills in the amount of \$637,052.86 as presented.*

#### **8C. Accounts Payable Authorization**

Due to the change to the Commission's second June meeting date, the accounts payable schedule needs to be modified. Rather than prepare bills for the next Commission meeting on June 15<sup>th</sup>, City staff is proposing to have the Commission authorize the Finance Committee to approve bills following their review; this allows for a more regular accounts payable schedule to be maintained. For this meeting, bills would be prepared for June 22<sup>nd</sup>, ensuring we pay our vendors in a timely fashion. The Commission has approved such an authorization in similar situations in the past.

Consent Agenda Motion:

*AUTHORIZE the Finance Committee to approve the payment of City bills at their next meeting.*

**8D. Transformer Bids**

City staff is seeking to purchase six three-phase pad mounted transformers. Staff received bids for the purchase; a bid tab is included in your packet.

The low bid from Powerline Supply for WEG transformers is not being recommended due to the extremely long lead time. Staff is recommending the second low bid, also from Powerline Supply, for Howard transformers in the amount of \$196,932.99. These transformers will be used to replenish stock depleted due to new developments.

The bid from Powerline Supply (as well as all responsive bidders) included a condition that pricing is subject to change due to longer lead time (38-40 weeks) and material cost fluctuations. As a result, City staff is requesting approval of an amount not-to-exceed \$210,000.00 for the purchase to account for potential pricing fluctuations.

Consent Agenda Motion:

*APPROVE the bid from Powerline Supply for six (6) Howard transformers in an amount not-to-exceed two hundred and ten thousand dollars (\$210,000.00).*

Included in your packet:

1. Transformers Bid Tab

**8E. Renewable Operating Permit Stack Testing**

Per the City's Renewable Operating Permit (ROP) issued by the Michigan Department of Environment, Great Lakes, and Energy (EGLE), the City's diesel plant must have the exhaust gases from diesel generator number 6 analyzed every three years. The results will be compared to the limits stated in the ROP to certify compliance with the permit.

SSOE, Toledo, Ohio has been the City's consultant for all permit compliance required to operate this generator and Grace Consulting, Wellington, Ohio, has been the testing company selected to perform all testing since 2003. They file the pretest notifications and protocols with the EGLE, perform the required testing.

Included in your packet is a proposal from Grace Consulting, Inc. for emissions testing and preparation of EGLE protocols. The total cost of the proposal is \$10,500.00. City staff is requesting a bid waiver to contract with Grace Consulting for these services.

*Consent Agenda Motion:*

*APPROVE a bid waiver for and the proposal of Grace Consulting, Inc. for emissions testing services in the amount of ten thousand, five hundred dollars (\$10,500.00) as presented.*

Included in your packet:

1. Grace Consulting Proposal

**8F. 2022 Dave Locey Memorial Youth Triathlon**

Organizers of the Dave Locey Memorial Sturgis Youth Triathlon submitted a request for their event again this year. The event is put on by volunteers with the cooperation of The Sturgis Elks Lodge and Sturgis Community Pool and is scheduled for Saturday, June 18<sup>th</sup>.

Organizers are requesting closure of Ivanhoe Street from 7:00 a.m. until 1:00 p.m., as well as the use of City barricades. The event will also require the closure of Franks Avenue from the Sturgis High School drive entrances to Fawn River Road. This stretch of road, while within the City limits, is the jurisdiction of the County Road Commission. Event organizers will have to secure permission of the County Road Commission, but as with previous years, City barricades would be used to complete the closure.



The Sturgis Elks Lodge is handling all funds associated with the event and is a 501c Organization. Funds raised by the event will cover expenses and be used for youth activities later in the year.

*Consent Agenda Motion:*

*APPROVE the requests for the 2022 Dave Locey Memorial Youth Triathlon as presented.*

**8G. Grace Sturgis Event Request**

Grace Sturgis is looking to hold a multi-site community event in Langrick Park and Thurston Woods Park on July 17<sup>th</sup> from 10:30 am to 12:30 pm. The event would open to the public and include yard games, bounce houses, free food, and music. As part of the event, they would be requesting use of both parks from 9:30 am to 1:30 pm (allowing for setup and teardown) and use of shelters at Thurston Woods Park. Grace Sturgis is registered non-profit.

*Consent Agenda Motion:*

*APPROVE the requests for the Grace Sturgis Event as presented.*

**8H. Walking Along Suicide Prevention 5K Walk**

Included in your packet is an event summary for the “Walking Along Suicide Prevention 5K Walk”. The event is scheduled to take place on Saturday, September 10<sup>th</sup>.

The event is looking for several approvals, including:

- Use of Oaklawn Terrace Park
- Completion of a 5K walk along the stated route; event would take place on sidewalks with participants following normal rules of pedestrian usage and crossing.
- Permission to hold a “car smash” fundraiser as part of the event.

The St. Joseph County United Way has agreed to act as a fiduciary for the event, handing all funds associated with the event.

Staff will work with the event to ensure the car smash is completed in a safe area and adequate cleanup of the park is completed following the event.

*Consent Agenda Motion:*

*APPROVE the requests for the Walking Along Suicide Prevention 5K Walk as presented.*

Included in your packet:

1. Event Summary

**8I. Doyle Women's Locker Room Contingency Budget**

Refurbishment of the Doyle women's locker room was approved in January 2022 with a contingency budget of \$2,515.00, roughly two percent of the overall project. The approved contingency was used for additional lockers and the installation of isolation valves.

Recently it was discovered that the original design did not include a vanity counter with mirrors and outlets for hair dryers/curling irons etc., which is needed for the women's renovation. Staff is requesting the contingency budget be increased from \$2,515.00 to \$6,300.00 (roughly five percent of the total project). At this time, a budget amendment is not being requested pending the completion of other budgeted projects.

*Consent Agenda Motion:*

*APPROVE a contingency budget for the Doyle women's locker room project in the amount of six thousand, three hundred dollars (\$6,300.00).*

## **10. New Business**

### **A. 105 W. Chicago Obsolete Property Rehabilitation District**

**Staff: Andrew Kuk**

#### **OPEN PUBLIC HEARING**

The Obsolete Property Rehabilitation Act (OPRA), Public Act 146 of 2000, provides for a tax incentive designed to assist in the redevelopment of older buildings in which a facility is contaminated, blighted or functionally obsolete. The goal is to rehabilitate older buildings into vibrant commercial and mixed-use projects. The tax incentives under OPRA essentially freeze the local property taxes for up to 12 years, exempting the property from local property tax on all real property improvements. Additional information on the OPRA is included in your packet.

Local governments can establish one or more Obsolete Property Rehabilitation Districts (OPRDs) within the community. A developer can then apply for an OPRA certificate for a specific project. The City of Sturgis has used OPRA incentives for past projects, as well as similar tax abatement tools.

Harrison Investment Properties (HIP) has purchased 105 W. Chicago Road with the intent to redevelop the property. The first-floor retail space has been vacant for several years and second- and third-floor residential spaces in the building are in need of renovation. HIP plans to white box the first floor retail space for a retail/commercial/restaurant tenant, create two one-bedroom apartments on the second floor, and one two-bedroom apartment on the third floor. Additional improvements will include cleanup of the front façade, new roof and new windows for the building.

HIP is interested in applying for an OPRA certificate for the property. The first step for this process would be the establishment of an OPRD for 105 W. Chicago Rd. Included in your packet is a draft resolution establishing the OPRD. If approved, HIP would need to submit an application for a OPRA certificate that would be brought to the Commission at a future date.

## CLOSE PUBLIC HEARING

### **Proposed Motion:**

**Move that the Sturgis City Commission ADOPT/NOT ADOPT the 105 W. Chicago Rd. Obsolete Property Rehabilitation District resolution as presented.**

### **Staff Recommendation:**

**ADOPT**

### **Included in your packet:**

1. OPRA Information
2. 105 W. Chicago OPRD Resolution

## **10. New Business**

### **B. Sturges-Young Center for the Arts Marketing**

**Staff: Sheila Bolda**

In March the City Commission approved the issuance of a request for proposals (RFP) for third-party marketing services for the Sturges-Young Center for the Arts (SYCA) to develop and present more unified branding, messaging and community outreach. The intent in working with an outside firm is to increase patronage, ticket sales and rentals.

The proposed scope of work included several different potential areas of work, including a target market analysis, marketing plan, brand development process, event marketing campaigns, website management, social media management, and miscellaneous materials. Several of these tasks were one-time projects while others would be completed on an on-going basis.

The SYCA received five proposals in response to the RFP. A summary comparison of the marketing proposals is included in your packet.

Proposals were reviewed by the SYCA marketing committee and staff. The Committee first narrowed the proposal to two firms: Agency 102 of Towson, MD and Focal Point of Fishers, IN. The committee then asked the two firms detailed questions and selected the recommended proposal from Focal Point. The full Focal Point proposal is included in your packet and access to all proposals can be provided upon request.

The SYCA Marketing Committee felt that Focal Point provided a professional and detailed presentation. Reference checks into other work they performed were viewed favorably by the Committee, particularly logo and branding work.

Focal Point submitted an alternate proposal for pricing of \$5,000.00 per month for one year. This cost would include all one-time deliverables as well as on-going general marketing services. The SYCA Marketing Committee is recommending this alternate.

If approved, a one-year contract would be paid partially in FY 2021-2022 and partially in FY 2022-2023. Expenses in FY 2021-2022 should be offset by the vacant marketing/box office position, while the expense for FY 2022-2023 has been included staff's budget proposal.

Currently staff is proposing to pay for this new expense by decreasing fund balance for the SYCA. There should also be a direct positive effect on revenue from these services that would offset the additional cost.

**Proposed Motion:**

**Move that the Sturgis City Commission APPROVE/DENY the alternate proposal of Focal Point for marketing services for the Sturges-Young Center for the Arts in the total amount of \$60,000.00 as presented.**

**Staff Recommendation:**

**APPROVE**

**Included in your packet:**

1. Marketing Proposal Comparison
2. Focal Point Proposal

## 10. New Business

### C. Hydro Overhauls

**Staff: Chris McArthur**

Back in 2020, Hydro Consulting and Maintenance Services (HCMS) was contracted by the City of Sturgis to perform an overall review of the City's hydroelectric plant operation. The purpose of the review was to evaluate the equipment condition and current repair/maintenance practices, identify and document current risks, and recommend actions the City should take to reduce such risks. Following their review it has been recommended that hydro generating units #3 and #4 be overhauled.

A complete overhaul of the units will include system controls, overhauled hydraulic control equipment, and overhauled hydro generating units to bring the system back to running condition. Operation of the hydro plant will provide benefits in three ways:

- Reduced wholesale energy purchased
- Reduced capacity required to be purchased
- Reduced transmission required to be purchased

Based on assumptions regarding the future pricing of purchased power, transmission, and capacity as well as other operating assumptions, staff estimates savings to the City from this work to be approximately \$7 million dollars over the next five years.

Staff released the first part of this project, overhaul of the hydro generating units, for bid on March 23, 2022 with a bid opening held on May 13, 2022. Included in your packet is a report from the City's consultant, Hydro Partners, which includes a review of the bids and recommendation.

Staff and Hydro Partners are recommending award to the second low bidder, Thompson/HCMS in the amount of \$979,843.25. While Gracon was the as-read low bidder, following review of the bids, a portion of the requested work was listed on a time and materials basis. Hydro Partners estimates the cost of the

Gracon bid slightly higher than Thompson/HCMS when considering the time and materials expense.

Also included in your packet is a proposal from Hydro Partners for management services related to the overhaul of units #3 and #4. This includes oversight activities of the project contractors as well as assisting in on-site commissioning of the units and training of City personnel on new systems. Staff is requesting a bid waiver to contract with Hydro Partners, given their experience with this project to date. Cost of the proposal is \$23,102.00.

Staff is currently in the process of bidding the other elements of the refurbishment, including new control systems and overhaul of the hydraulic control equipment. These bids will be brought back to the Commission at a future meeting.

Staff is recommending a contingency budget for the project in the amount of 10% of the total estimated project cost. Factoring in the recommended overhaul bid plus estimates for system controls and hydraulic control overhaul, the total estimated project cost is approximately \$1,300,000.00, for a recommended contingency of \$130,000.00.

Staff is programming \$1,500,000.00 in the FY 2022-2023 budget for completion of this project. It is anticipated that some of the work will be underway prior to the end of FY 2021-2022, but staff is not recommending a budget amendment at this time. A project budget and cost spreadsheet using the anticipated \$1,500,00.00 budget is included in your packet.

**Proposed Motion:**

**Move that the Sturgis City Commission APPROVE/DENY the bid of Thompson/HCMS for overhaul of hydro generating units #3 and #4 in the amount of nine hundred and seventy-nine thousand, eight hundred and forty-three dollars and twenty-five cents (\$979,843.25).**



**Proposed Motion:**

**Move that the Sturgis City Commission APPROVE/DENY a bid waiver for and the proposal of Hydro Partners for project management services in the amount of \$23,102.00.**

**Proposed Motion:**

**Move that the Sturgis City Commission APPROVE/DENY a contingency budget for the hydro overhaul project in the amount of one hundred and thirty thousand dollars (\$130,000.00).**

**Staff Recommendation:**

**APPROVE, APPROVE, and APPROVE**

**Included in your packet:**

1. Hydro Partners Report
2. Hydro Overhaul Budget and Cost Spreadsheet

## **10. New Business**

### **D. 2022 Streets Repair Design and Bid Task Order**

**Staff: Barry Cox**

The City is moving forward with the process of designing street repairs for 2022. The project list is a mix of major and local streets. The primary treatment method will be milling the existing asphalt surface and replacing it. There are a couple of segments where the entire asphalt cross-section will be milled or pulverized and new base and surface material placed. Finally, N. Lakeview will have the surface milled, base asphalt patches removed and replaced prior to placing the new surface. Attached is a map of the proposed road segments to be completed in late summer/early fall. The simple mill and resurface nature of the program is expected to facilitate project completion as no curb or sidewalk work is planned.

Enclosed in your packet is design task order #06 from Fleis and VandenBrink, Inc. The design task order is for preliminary design phase, final design phase, and bidding phase services for the project. The task order includes a rapid timeline for completion of services so the project can be put out to bid this month.

The current budget for street improvements is \$750,000.00, with \$300,000.00 from the Major Street fund and \$450,000.00 from the Local Street fund.

#### **Proposed Motion:**

**Move that the Sturgis City Commission APPROVE/DENY**

#### **Staff Recommendation:**

**APPROVE**

#### **Included in your packet:**

1. Task Order #06
2. Repair Map
3. 2022 Streets Improvement Project Budget and Cost Spreadsheet

## **10. New Business**

### **E. Set Public Hearing for Millage Rate**

**Staff: Kenneth Rhodes**

In order to include the City's millages on 2022 summer tax bills, the City Commission needs to set the City Operating property tax rate by the end of June. A public hearing is required and provides residents with the opportunity to comment on the millage proposed for this year. The City also needs to set the rate for the Streets/Sidewalks Improvement Millage, which was approved by voters in 2013 for 3.0 mils. This is the last year for the 2013 voted millage and the recently approved millage will begin in 2023.

In addition, as typically approved by the City Commission, a 1% tax administration fee is scheduled to be collected on all City tax bills this year. This fee is authorized and recommended by the State to allow communities to recover the costs of tax collection.

As explained in the recent budget work session, a proposed tax rate must be included in the required notice for the Public Hearing. The advertised tax rate is the maximum rate that the City Commission can set after the Public Hearing.

Because of the Headlee rollback rule, the highest millage rate the City may consider this year is 11.6818, without a vote of the electorate. This would generate approximately an additional \$320,000 in revenue over the 2021 tax rate of 10.4623. This additional revenue could offset the increase in expenditures throughout City departments as well as the newly added ambulance service.

The City Commission is not obligated to set the tax rate at the maximum allowable millage but the inclusion of that rate in the Public Hearing notice allows for consideration of a tax rate up to that amount.

**Proposed Motion:**

**Move that the Sturgis City Commission SET the 2022 millage rate Public Hearing for the June 15, 2022 regular meeting and DIRECT City Staff to include 11.6818 mils for Operating Millage and 2.9476 mils for Streets/Sidewalk Improvement Millage as part of the Public Hearing notice.**

**Staff Recommendation:**

**SET**

## Noteworthy Meetings / Events

- United Way RadioThon | WBET | 8:00am-9:00am | May 26<sup>th</sup>
- St. Joseph County Brownfield Redevelopment Authority Board | May 26<sup>th</sup>
- DDA Board Meeting | June 1<sup>st</sup>
- Budget Work Session | June 1<sup>st</sup>

## Upcoming Events

- Movies in the Park | North St. | 7:00pm | June 10<sup>th</sup>
- Budget Work Session | June 14<sup>th</sup>
- NOTE: City Commission Meeting | June 15<sup>th</sup>
- Southern Michigan Bank & Trust Grand Opening & Ribbon Cutting | 200 John St. | 4:00pm-7:00pm | June 16<sup>th</sup>
- Sturgis Fest Dinner | June 21<sup>st</sup>
- Sturgis Fest Family Night and Wine Night | June 22<sup>nd</sup>
- Sturgis Fest Bike Night | June 23<sup>rd</sup>
- Sturgis Fest Parade | June 24<sup>th</sup>
- Fireworks | June 25<sup>th</sup>

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 8A**



**REGULAR MEETING - STURGIS CITY COMMISSION**  
**WEDNESDAY, MAY 25, 2022**  
**WIESLOCH RAUM – CITY HALL**

Mayor Mullins called the meeting to order at 6:00 p.m.

The Pledge of Allegiance was said by all present.

The Invocation was given by Mayor Mullins.

Commissioners present: Bir, Kinsey, Malone, Smith, Hile, Perez, Vice-Mayor Miller, Mayor Mullins

Commissioners absent: Klinger

Also present: City Attorney, Assistant to the City Attorney, City Manager, Assistant City Manager, City Engineer, Community Development Director, Facilities Manager, SYCA Director, Electric Department Superintendent, City Clerk

Moved by Comm. Hile and seconded by Comm. Smith to approve the agenda as presented.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

Moved by Comm. Hile and seconded by Comm. Kinsey to approve the Consent Agenda of May 25, 2022 as presented.

**8A. Action of Minutes of Previous Meetings**

APPROVE the minutes from May 11, 2022 regular meeting as presented.

**8B. Pay Bills**

AUTHORIZE the payment of the City bills in the amount of \$1,830,083.93 as presented.

**8C. Bourbon, Bacon & Blues Requests**

APPROVE the requests for Bourbon, Bacon, and Blues 2022 as presented.

**8D. Ambulance Financing**

APPROVE the internal loan from the Capital Reserve Fund to the Ambulance Fund as presented.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

Community Development Director Will Prichard provided details on the permit extension for 618 N. Centerville Road. Discussion followed.

Moved by Comm. Smith and seconded by Comm. Malone to approve a six-month medical marihuana permit extension for Stash Ventures, LLC, located at 618 N, Centerville Rd., expiring on December 15, 2022.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**



Facilities Manager Dan Root provided details on the bids for a backup generator for the PSUB facility. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Smith to approve the bid from Shouldice Electric in the amount of two hundred thirty-seven thousand eight hundred and sixty-four dollars (\$237,864.00) to supply and install the backup generator at the Public Service Utility Building.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

Facilities Manager Dan Root provided details on the bids related to the demolition of five structures on City properties. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Kinsey to approve the bid from Handy Excavating for demolition of the structures located at 300 E. South St., 401 W. Chicago Rd., 71386 M 66, 21062 Schweitzer Rd., and 20984 Schweitzer Rd. in the total amount of forty-nine thousand five hundred and fifty dollars (\$49,550.00).

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

City Manager Michael Hughes provided details on the amendments to the lease with the Enrichment Center related to a sidewalk and parking. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Malone to approve the Second Addendum to Lease Agreement between the City of Sturgis and the St. Joseph County Building Authority as presented.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

City Manager Michael Hughes provided information on the increased costs related to sewer back ups. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Kinsey to approve the increase of the sewer back up “Good-Faith Payment” to ten thousand dollars (\$10,000.00) as presented.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

SYCA Director Sheila Bolda provided details on planned improvements at the facility and the costs for design and bidding. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Kinsey to approve Phase One Design and Civil Engineering proposal from BYCE & Associates in the amount of (\$28,000.00) Twenty-Eight Thousand dollars and Phase two Construction Administration, contingent on the project proceeding, in the amount of (\$7,500.00) Seven Thousand Five Hundred Dollars.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

Moved by Comm. Hile and seconded by Comm. Kinsey to adopt the request for a grant resolution to pursue capital funding through the Michigan Arts and Culture Council project grant for the purpose of upgrading ADA access to the Sturges-Young Center for the Arts.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

Electric Department Superintendent Chris McArthur provided details on the need for certain pieces of equipment to provide for future development. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Bir to approve the purchase of four (4) S&C distribution switchgear with fiberglass basements from Irby Utilities in the amount of seventy-six thousand, one hundred and thirty-seven dollars (\$76,137.00) as presented.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

City Engineer Barry Cox provided information on the additional costs and delays with the roundabout project. Discussion followed.

Moved by Comm. Hile and seconded by Comm. Kinsey to approve the request to increase the contingency funding for the E. Lafayette Road & N. Franks Avenue Utility Extension project by \$22,000 to complete the project and open to traffic.

**Voting yea: Seven      Voting nay: Smith      Absent: Klinger      MOTION CARRIED**

Assistant City Manager Andrew Kuk provided details on a 5K run in the City scheduled for June 3<sup>rd</sup>.

Moved by Comm. Hile and seconded by Comm. Kinsey to approve the Rooted of St. Joseph County 5K as presented.

**Voting yea: Eight      Voting nay: None      Absent: Klinger      MOTION CARRIED**

City Clerk/Treasurer Kenneth Rhodes provided details on the annual boards and committees appointments.

**The City Commission had consensus to reappoint all board members requesting reappointment.**

**The City Commission had consensus to appoint Eric Wynes to the EDC/BRA/LDFA Boards of Directors and Pattie Miller to the SYCA Board.**

Moved by Comm. Hile and seconded by Comm. Hile to go into Closed Session to discuss the purchase of property and an attorney-client opinion.

**Voting yea: Bir, Kinsey, Malone, Smith, Hile, Perez, Miller, Mullins**

**Voting nay: None**

**Absent: Klinger**

**MOTION CARRIED**

Meeting recessed at 7:45 p.m.

Meeting reconvened at 9:15 p.m.

The meeting was adjourned at 9:15 p.m.

***Kenneth D. Rhodes, City of Sturgis Clerk/Treasurer***

**SPECIAL MEETING - STURGIS CITY COMMISSION  
WEDNESDAY, JUNE 1, 2022  
CONFERENCE ROOM – CITY HALL**

Mayor Mullins called the meeting to order at 5:30 p.m.

Commissioners present: Bir, Klinger, Malone, Smith, Hile, Perez, Vice-Mayor Miller, Mayor Mullins

Commissioners absent: Kinsey

Also present: City Manager, City Controller, DPS Supervisor, Public Safety Director, City Clerk

City Manager Michael Hughes provided information on the reconstruction of the downtown parking lots and a related grant.

Moved by Comm. Hile and seconded by Comm. to approve the commitment of a match of City funds in the amount of \$1,601,211.60 for improvement of downtown parking lots and apply for a RAP program grant with the MEDC.

**Voting Yea: Eight    Voting Nay: None    Absent: Kinsey    MOTION CARRIED**

City Staff provided details on the vehicle and equipment purchases, capital expenditures, fund balances, and the tax rate as part of the proposed 2022-2023 budget. The City Commission had discussion on the proposed budget.

The meeting was adjourned at 10:00 p.m.

***Kenneth D. Rhodes, City of Sturgis Clerk/Treasurer***

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 8B**



Date	Check#	Vendor	Vendor Name	Amount
Manual Checks				
05-22-2022	T14773M	03858	FARMERS STATE BANK	7,781.90
05-23-2022	T14774M	04197	MI PUBLIC POWER AGENCY	213,212.23
05-24-2022	T14775M	05903	WEST SIDE BEER DISTRIBUTING	256.40
05-26-2022	T14776M	05892	PAYCOR	382.06
06-02-2022	T14777M	03770	MICHIGAN GAS UTILITIES	45.27
06-02-2022	T14778M	03770	MICHIGAN GAS UTILITIES	148.14
06-03-2022	T14779M	03770	MICHIGAN GAS UTILITIES	38.12
06-04-2022	T14780M	00197	CITY OF STURGIS UTILITIES	14,454.29
06-12-2022	T14781M	00197	CITY OF STURGIS UTILITIES	13,196.11
06-04-2022	T14782M	06121	GB SOLAR TE 2020 HOLDINGS LLC	98,097.14
06-01-2022	T14783M	04088	BLUE CROSS BLUE SHIELD OF MI	26,176.26
06-01-2022	T14784M	03951	SOUTHERN MICHIGAN BANK & TRUST	1,658.42
06-01-2022	T14785M	03951	SOUTHERN MICHIGAN BANK & TRUST	5,277.77
06-09-2022	T14786M	03770	MICHIGAN GAS UTILITIES	98.95
06-09-2022	T14787M	03770	MICHIGAN GAS UTILITIES	827.81
06-01-2022	T14788M	04291	HUNTINGTON NATIONAL BANK	3,064.69
06-13-2022	T14789M	04389	FRONTIER COMMUNICATIONS A	26.18
06-13-2022	T14790M	04389	FRONTIER COMMUNICATIONS A	52.23
06-13-2022	T14791M	04389	FRONTIER COMMUNICATIONS A	54.53
06-13-2022	T14792M	04389	FRONTIER COMMUNICATIONS A	190.40
06-13-2022	T14793M	04389	FRONTIER COMMUNICATIONS A	77.00
06-13-2022	T14794M	04389	FRONTIER COMMUNICATIONS A	161.93
06-20-2022	T14795M	00197	CITY OF STURGIS UTILITIES	11,813.15
06-20-2022	T14796M	00197	CITY OF STURGIS UTILITIES	6,235.91
06-13-2022	T14797M	04389	FRONTIER COMMUNICATIONS A	53.01
06-13-2022	T14798M	04389	FRONTIER COMMUNICATIONS A	211.20
06-10-2022	T14799M	04421	AT&T MOBILITY	705.04
06-15-2022	T14800M	04389	FRONTIER COMMUNICATIONS A	606.34
06-21-2022	T14801M	04389	FRONTIER COMMUNICATIONS A	220.60
06-21-2022	T14802M	04389	FRONTIER COMMUNICATIONS A	208.14
Automatic Checks				
06-08-2022	243024	00275	A B'S GLOVE & ABRASIVES INC	115.50
06-08-2022	243025	04266	ABONMARCHE CONSULTANTS INC	1,670.95
06-08-2022	243026	00332	ALEXANDER CHEMICAL CORP	218.00
06-08-2022	243027	00002	ALL-PHASE ELECTRIC SUPPLY	27,819.76
06-08-2022	243028	06119	AMAZON.COM SALES INC	5,482.01
06-08-2022	243029	05952	AMK SERVICES LLC	1,761.50
06-08-2022	243030	05634	ANA GARCIA	50.00
06-08-2022	243031	06152	APEX SOFTWARE	235.00
06-08-2022	243032	06273	ARROW INDUSTRIAL SALES, LLC	2,662.60
06-08-2022	243033	00296	ASHLEY M BOONE	24.29
06-08-2022	243034	02292	ASPLUNDH TREE EXPERT CO	10,749.62
06-08-2022	243035	04776	BARONE HARDWARE & AUTO	362.06
06-08-2022	243036	05640	BECKETT & RAEDER	1,987.50
06-08-2022	243037	06117	BENITA ANN LEWIS	60.00
06-08-2022	243038	00072	BIRD, SCHESKE, REED & BEEMER,	10,423.32
06-08-2022	243039	00743	BLACKBURN MANUFACTURING CO	666.72
06-08-2022	243040	02749	HARLAN BLOOD	20.00
06-08-2022	243041	00006	BOLAND TIRE INC	514.76
06-08-2022	243042	04271	GREG BROOKS	240.00
06-08-2022	243043	00296	BRUCE A AND KRISTEN E BARKER	33.91

Date	Check#	Vendor	Vendor Name	Amount
06-08-2022	243044	00691	CENTRAL MEAT MARKET	204.29
06-08-2022	243045	00691	CENTRAL MEAT MARKET	307.68
06-08-2022	243046	00041	CHELSEY BALLARD	39.00
06-08-2022	243047	06065	COOPER'S TRENCHING INC	3,900.00
06-08-2022	243048	05108	CORRIGAN OIL CO	1,820.64
06-08-2022	243049	05863	COTTINS DO IT BEST HARDWARE	710.34
06-08-2022	243050	06158	CULLIGAN WATER OF STURGIS	11.00
06-08-2022	243051	05898	COLE D'HAESE	48.00
06-08-2022	243052	05909	TONY D'HAESE	48.00
06-08-2022	243053	00041	DARCY CRITES	39.00
06-08-2022	243054	01119	DAVID W LUDDERS	173.40
06-08-2022	243055	05486	DIAMOND DRILLING & SUPPLY CO	510.80
06-08-2022	243056	05165	DR LAB SERVICES LLC	900.00
06-08-2022	243057	00160	DURY OIL CO	111.76
06-08-2022	243058	00364	CAROL DUSTIN	230.00
06-08-2022	243059	03929	EMERGENCY MEDICAL PRODUCTS INC	148.64
06-08-2022	243060	00574	ETNA SUPPLY COMPANY	4,929.40
06-08-2022	243061	04225	FARWEST LINE SPECIALTIES LLC	476.07
06-08-2022	243062	00169	FASTENAL COMPANY	283.73
06-08-2022	243063	05151	FAWN RIVER MECHANICAL LLC	90.00
06-08-2022	243064	05490	FERGUSON WATERWORKS #3386	1,929.60
06-08-2022	243065	00013	FISHBECK	13,484.24
06-08-2022	243066	00776	FLEIS & VANDENBRINK	20,826.89
06-08-2022	243067	04389	FRONTIER COMMUNICATIONS A	3,419.47
06-08-2022	243068	02082	GECKO SECURITY LLC	184.00
06-08-2022	243069	00183	W W GRAINGER INC	912.85
06-08-2022	243070	05949	DUSTIN JASPER	1,071.84
06-08-2022	243071	05634	GREEN PROJECTS GROUP	7,260.00
06-08-2022	243072	04469	JASON HARPER	48.00
06-08-2022	243073	00296	HAYLEY J BAKER	8.06
06-08-2022	243074	04081	HOMETOWN HEATING & PLUMBING	4,350.00
06-08-2022	243075	02626	HUDDLESTON LUMBER COMPANY	525.09
06-08-2022	243076	04922	HUTSON ASSESSING INC	4,769.33
06-08-2022	243077	00825	IACP	425.00
06-08-2022	243078	05522	INTERSTATE BATTERIES-GREAT LKS	235.21
06-08-2022	243079	05171	STUART C IRBY CO	4,710.00
06-08-2022	243080	04543	J & B MEDICAL SUPPLY INC	283.73
06-08-2022	243081	06199	JANSEN PLUMBING, HEATING &	2,701.60
06-08-2022	243082	00296	JEROME T LESURE	20.74
06-08-2022	243083	05842	JOHN DEERE FINANCIAL	751.06
06-08-2022	243084	06217	JOHN J FLOWERS	60.00
06-08-2022	243085	04523	JOHN SCHURING JR GREENHOUSES	2,483.30
06-08-2022	243086	00041	JULIA LALONE	40.00
06-08-2022	243087	00020	KENDRICK STATIONERS INC	589.84
06-08-2022	243088	02685	KERR PUMP AND SUPPLY	398.00
06-08-2022	243089	04666	PAUL KRICK	50.00
06-08-2022	243090	00212	KSS ENTERPRISES	1,010.32
06-08-2022	243091	04039	LAKELAND ASPHALT CORP	572.77
06-08-2022	243092	05977	LAKELAND INTERNET LLC	106.94
06-08-2022	243093	00220	LITHO PRINTERS INC	91.30
06-08-2022	243094	00635	MCMASTER-CARR SUPPLY COMPANY	209.22
06-08-2022	243095	05945	MED SAFETY PLUS LLC	74.14
06-08-2022	243096	04817	MICHIANA RECYCLING AND	1,106.71



Date	Check#	Vendor	Vendor Name	Amount
06-08-2022	243097	03774	STATE OF MICHIGAN	60.00
06-08-2022	243098	00505	STATE OF MICHIGAN	97.00
06-08-2022	243099	01078	STATE OF MICHIGAN	104.00
06-08-2022	243100	05121	MICKEY'S LINEN	114.46
06-08-2022	243101	01596	MOTION INDUSTRIES INC	1,524.89
06-08-2022	243102	06069	NAPA AUTO PARTS	149.94
06-08-2022	243103	00255	NIBLOCK EXCAVATING INC	548.69
06-08-2022	243104	06279	O-SUN COMPANY	1,170.00
06-08-2022	243105	03935	PARAGON LABORATORIES INC	339.00
06-08-2022	243106	05042	PLANT GROWTH MANAGEMENT SYSTEM	4,568.90
06-08-2022	243107	04236	PLANTE & MORAN PLLC	309.00
06-08-2022	243108	00485	POWER LINE SUPPLY	8,249.09
06-08-2022	243109	06085	PRESIDIO NETWORKED SOLUTIONS	922.82
06-08-2022	243110	01656	KOORSEN FIRE & SECURITY INC	3,791.44
06-08-2022	243111	06099	R&R FIRE TRUCK REPAIR INC	1,725.20
06-08-2022	243112	04251	RAI JETS LLC	1,260.00
06-08-2022	243113	04909	REHMANN ROBSON LLC	125.00
06-08-2022	243114	00035	RESCO	2,716.40
06-08-2022	243115	06038	REVOLUTION HEALTH, P.C.	90.00
06-08-2022	243116	06257	SCOTT KLABUNDE	750.00
06-08-2022	243117	00296	SHELLPOINT	58.18
06-08-2022	243118	05395	SITEONE LANDSCAPE SUPPLY LLC	768.46
06-08-2022	243119	05518	SNAP-ON INDUSTRIAL	173.92
06-08-2022	243120	01537	ST JOSEPH CO UNITED WAY	100.00
06-08-2022	243121	00488	STATE SYSTEMS RADIO INC	195.00
06-08-2022	243122	01458	STURGIS AREA CHAMBER	5,000.00
06-08-2022	243123	00101	STURGIS NEIGHBORHOOD PROGRAM	5,033.33
06-08-2022	243124	00507	STURGIS OVERHEAD DOOR & LADDER	1,155.00
06-08-2022	243125	05989	SURVALENT TECHNOLOGY INC	16,375.00
06-08-2022	243126	04140	SWICK BROADCASTING COMPANY	200.00
06-08-2022	243127	05682	ROBERT TAYLOR	25.00
06-08-2022	243128	00046	TELE-RAD INC	155.75
06-08-2022	243129	03656	TERRY'S SEPTIC SERVICE	1,310.00
06-08-2022	243130	00047	CITY OF THREE RIVERS	340.00
06-08-2022	243131	05777	TRACE ANALYTICAL LABORATORIES	243.00
06-08-2022	243132	01238	UNITED PARCEL SERVICE	84.03
06-08-2022	243133	04326	USA BLUEBOOK	839.28
06-08-2022	243134	04503	VANCE OUTDOORS INC	1,524.70
06-08-2022	243135	05745	ERICA VARGAS SARCO	100.00
06-08-2022	243136	05659	WARNER OIL COMPANY	167.82
06-08-2022	243137	03511	WASTE MANAGEMENT	24.23
06-08-2022	243138	06147	WAYNE DUCHARME	192.00
06-08-2022	243139	06107	YEOMAN, TALIA	270.00
06-08-2022	D01832	04066	BORDEN WASTE-AWAY SERVICE INC	6,398.43
06-08-2022	D01833	02983	CINTAS LOCATION #351	1,444.02
06-08-2022	D01834	00157	JACK DOHENY COMPANIES INC	172.03
06-08-2022	D01835	00019	KENDALL ELECTRIC INC	945.31
06-08-2022	D01836	03944	LINDE GAS & EQUIPMENT INC	69.19
06-08-2022	D01837	06250	MARANA GROUP	4,349.14
06-08-2022	D01838	01080	NYE UNIFORM CO	604.49

Manual Total	\$405,331.22
Automatic Total	\$231,721.64

Grand Total	\$637,052.86
-------------	--------------

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 8D**



## Bid tab for assorted 3-phase pad mounted transformers

Vendor	Item	Manufacturer	Qty.	Cost Each	Extended Cost	Lead time
Anixter	150kva 120/208 pad mount transformer		3		\$0.00	No returned bid
	300kva 120/208 pad mount transformer		3		\$0.00	
	Total				\$0.00	

Vendor	Item	Manufacturer	Qty.	Cost Each	Extended Cost	Lead time
Irby Utilities	150kva 120/208 pad mount transformer		3		\$0.00	No returned bid
	300kva 120/208 pad mount transformer		3		\$0.00	
	Total				\$0.00	

Vendor	Item	Manufacturer	Qty.	Cost Each	Extended Cost	Lead time
Power Line Supply	150kva 120/208 pad mount transformer	Howard	3	\$26,987.63	\$80,962.89	38 - 40 weeks
	300kva 120/208 pad mount transformer	Howard	3	\$38,656.70	\$115,970.10	38 - 40 weeks
	Total				\$196,932.99	Pricing subject to change at time of shipment

Vendor	Item	Manufacturer	Qty.	Cost Each	Extended Cost	Lead time
Power Line Supply	150kva 120/208 pad mount transformer	WEG	3	\$22,670.10	\$68,010.30	84 - 86 weeks
	300kva 120/208 pad mount transformer	WEG	3	\$28,587.63	\$85,762.89	84 - 86 weeks
	Total				\$153,773.19	Pricing subject to change at time of shipment

Vendor	Item	Manufacturer	Qty.	Cost Each	Extended Cost	Lead time
RESCO	150kva 120/208 pad mount transformer	Howard	3	\$29,687.00	\$89,061.00	40 - 45 weeks
	300kva 120/208 pad mount transformer	Howard	3	\$41,664.00	\$124,992.00	40 - 45 weeks
	Total				\$214,053.00	Pricing subject to change at time of shipment

Vendor	Item	Manufacturer	Qty.	Cost Each	Extended Cost	Lead time
WESCO	150kva 120/208 pad mount transformer		3		\$0.00	No returned bid
	300kva 120/208 pad mount transformer		3		\$0.00	
	Total				\$0.00	

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 8E**



June 2, 2022  
**GCI Proposal No. 22-1132.2**

Chris McArthur  
Electric Superintendent  
City of Sturgis Electric  
206 E. West Street  
Sturgis, MI 49091  
Main (269)659-7287  
Direct (269)659-7298  
[cmcarthur@sturgismi.gov](mailto:cmcarthur@sturgismi.gov)



Dear Chris:

Please review the enclosed quote for the emissions test program at your facility. **Grace Consulting, Inc. (GCI)** operates in compliance with the ASTM D 7036-04 Standard Practice for Competence of Air Emissions Testing Bodies and has received full accreditation from A2LA in partnership with the Stack Testing Accreditation Council (STAC). We appreciate this opportunity and look forward to working together on this importance compliance demonstration.

**Project Description:**

**GCI** plans to conduct the following compliance testing. The schedule below is for estimating purposes only and is subject to change.

**Table 1: NOx/CO Compliance Testing:**

Day	Location	Tests; Methods	Pollutant
0	Unit 6 Inlet and Outlet	Mobilization, Safety Orientation, Setup Equipment	n/a
1	Unit 6 <u>Firing Diesel</u> Outlet	1, 60-min run; RM3A, 7E, 10	NOx, CO
	Inlet	1, 60-min run; RM10	CO

	<u>Firing Gas/Diesel</u> Outlet	2, 60-min runs; RM3A, 7E, 10	NOx, CO
	Inlet	2, 60-min runs; RM10	CO
		Demobilize	

Preliminary results will be provided onsite as they are made available.

#### TEST PROTOCOL AND REPORTS

**GCI** will prepare a pre-test protocol suitable for submission to MDEQ at least 40 days in advance of the test date. Copies of the final test reports will be supplied in the manner and schedule requested. Each test report is reviewed and signed by a registered Professional Engineer.

#### CLIENT SERVICES REQUESTED

Owner would be responsible for providing safe access to the testing locations. **GCI** can bring ladders but for safety reasons prefers to use a facility manlift (if available) in the event there are no sturdy platforms, to access the testing locations. Owner will provide any plant data to be incorporated into the test results (catalyst temperatures/pressures, load, fuel consumption, etc.). **GCI** would require that at least one (1) 60-cycle, 110-volt, 15-amp grounded electrical service be provided within fifty feet of each emissions test location. **GCI** will need 220V, 30-amp single phase power for the mobile laboratory/CEMS brought onsite. If required **GCI** can provide the connector and transformer to connect the mobile laboratory/CEMS to an existing 440V power connection or **GCI** can configure the mobile laboratory/CEMS to run on 110V.

#### Fee Proposal: Testing as Described Above

<i>Mobilization/Demobilization</i>	<i>\$2,200</i>
<i>Protocol, Testing, Report</i>	<i><u>\$8,300</u></i>
<b>Total Estimated Fee</b>	<b><i>\$10,500</i></b>

The fee(s) shown above includes preparation of MDEQ protocol, mobilization/demobilization, setup, testing, and the test report in electronic and hardcopy (as many copies as are required). If supplemental test report(s) in different formats are requested, an additional fee of \$250-900 per report may be



charged, depending on the complexity of the supplemental report(s). The fee(s) do not include any allowance for delays due to others or extra work, and represents the entire project being performed within the timeframe(s) shown above. Standby time and additional work will be billed at a rate of \$150/manhour. If additional days are required, the standby charges would be billed at the hourly rate quoted above for eight (8) hours, plus \$950/day for equipment and vehicle usage, and \$200 per diem per crew member (if hotel stay is required). Holiday and weekend work will result in a 20% premium (1.2 multiplier). Work completed between 6pm Friday and 6am Monday will be considered weekend work.

Cancellation/Postponement Fee Policy

Less than 7 Calendar Days' Notice Before Proposed Test Date	10% of Project Estimate
Less than 3 Calendar Days' Notice Before Proposed Test Date	15% of Project Estimate

If you need additional information, please contact me at 317-838-7101 or [darrylchristy@gcitest.com](mailto:darrylchristy@gcitest.com). Thanks again for the opportunity to provide testing services.

Sincerely,  
Darryl Christy, PE, QI  
Technical Sales  
**Grace Consulting, Inc.**



**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 8H**



**W.A.S.P.**  
**Walking Along Suicide Prevention**  
**5k Walk**

**EVENT DATE:**

Saturday, September 10, 2022

**EVENT LOCATION:**

Oaklawn Terrace Park, Sturgis MI

**EVENT ROUTE:**

Starting at Oaklawn Park to E.South st, E.South st to S.Lakeview, head North on S.Lakeview to Chicago St, West on Chicago St. to S.Jefferson St., S.Jefferson St. heading south to Magnolia St, East on Magnolia and finish back at Oaklawn Park. (We will be using sidewalks for event)

**EVENT GOAL:**

Have about 300 register for the W.A.S.P. event. Bringing together a community and making everyone aware of Suicide and mental health problems. We want to give people courage to talk about mental health and raise awareness to what suicide does to those left behind. Since suicide and mental health has affected Millions, together we can walk along side each other and walk in memory of those we have lost.

**PARTICIPATION:**

\$15 for students (cover T-shirt cost)

\$-- For adults

Free for volunteers (free t-shirt)

Sponsored businesses – Tents throughout the walk and in park; supplying water halfway on 5k route. (Tent/tables for Beads, color faces for kids, Memorial tent to make a sign to walk with)

Walking for them – signs through out walk.

Having uptown stores decorate through out month of September in fighting suicide prevention.

**REGISTRATION:**

- T-shirts
- Goodie bags
- Snacks
- Solicited for suicide prevention and walk.
- Suicide information
- Sponsored swag

**VOLUNTEERS:**

- Required at each cross area (5 cross areas w/2 at Chicago st)
- Registration table (2-3 tables)

**MARKETING:**

- Graphics – brochures with route
- Include porta bathrooms
- Water stations
- Social media – event page, community groups, calendar, graphics (share your story), radio, mail (United Way Mail?), News paper (press release), T-shirts (black and white for participants/teal for volunteers)

**EVENT SET UP:**

Tables and chairs

Bathrooms

Sound system

Car smash fundraiser

**FOCUSED BUSINESSES:**

Sara – Abbot, BOTI, Franks Foundation, Morgan Olson, Sturgis Bank and Trust, Meijers

Ramon – International Paper, Frank Perez Agency, Huntington Bank, 5 Lakes, Clark and Clark Logics.

**ACTION ITEMS:**

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 10A**



## OBSOLETE PROPERTY REHABILITATION ACT (OPRA)

The Obsolete Property Rehabilitation Act (OPRA), [Public Act 146 of 2000](#), provides for a tax incentive to encourage the redevelopment of obsolete buildings. A new exemption will not be granted after December 31, 2026, but an exemption then in effect will continue until the certificate expires. The tax incentive is designed to assist in the redevelopment of older buildings in which a facility is contaminated, blighted or functionally obsolete. The goal is to rehabilitate older buildings into vibrant commercial and mixed-use projects.

*Note: This document is offered as a general guide only and the legislation should be reviewed by local officials.*

### WHO IS ELIGIBLE?

OPRA tax abatements may be given for those eligible projects that take place on an obsolete property and result in a commercial or mixed-use building project located in only the [qualified local units of government](#).

### HOW DOES IT WORK?

A community essentially freezes the existing taxable value on a designated facility for up to 12 years. Additionally, the state treasurer may approve reductions of half of the school operating and state education taxes for a period not to exceed six years for 25 applications annually for rehabilitated facilities. By freezing the taxable value, it provides an incentive for the developer to make significant improvements to a building without increasing the property taxes on the building.

### WHAT IS THE PROCESS?

#### Local government process to designate an Obsolete Property Rehabilitation District (OPRD)

1. The governing body of a qualified local unit of government, by resolution, may designate one or more OPRDs within that local governmental unit. The OPRD may consist of one or more parcels or tracts of land that is characterized by obsolete commercial or obsolete commercial housing property.
2. The qualified local unit of government may establish an OPRD on its own initiative or upon a written request by at least 50 percent of the owners of the property within the proposed OPRD.
3. Written notice of a public hearing is provided by certified mail to all owners of all real property within the proposed district.
4. The governing body holds a public hearing with a public
5. The governing body adopts a resolution establishing the district and the determination that it meets the requirements under the legislation.

#### Owner/developer process for obtaining an OPRA certificate

1. An owner of an obsolete property within the district files an application for an OPRA certificate with the clerk of the local government that includes the details of the project.
2. Once a completed application is received, the clerk must notify the assessor and each taxing unit that levies property taxes (e.g., county, community college, library, etc.).
3. The governing body holds a public hearing prior to acting on the resolution regarding the certificate.
4. Within 60 days of receipt of application, the local unit of government shall by resolution approve or disapprove the application for the certification for up to 12 years. The public hearings for the district and the exemption certificate may be held on the same day, but with individual public hearings.
5. Once approved locally, the application and resolution must be sent to the State Tax Commission (STC). The STC has 60 days to approve or disapprove the request. To apply for the abatement of school millage, the developer must make note of this on the application form. The STC is responsible for final approval and issuance of all OPRA certificates.

### WHY WOULD A COMMUNITY WANT TO OFFER AN OBSOLETE PROPERTY TAX REHABILITATION TAX ABATEMENT?

The OPRA incentive is used to encourage the redevelopment of blighted buildings. In many cases, this could be an abandoned, multi-story industrial building that is now more suited for commercial or residential rental units. To the developer, the advantage is savings on property taxes. The tax incentives essentially freeze the local property taxes for up to 12 years, exempting from local property tax all real property improvements. In addition, the state treasurer has the ability to exempt one-half of the school millage for up to six years on 25 projects per year.

### SUPPORTING STATUTE

[PA 146 of 2000: Obsolete Property Rehabilitation Act](#)

### CONTACT INFORMATION

For more information, contact the [Community Assistance Team \(CAT\) specialist](#) assigned to your territory or visit [www.miplace.org](http://www.miplace.org).



## **RESOLUTION**

### **105 W. CHICAGO RD. OBSOLETE PROPERTY REHABILITATION DISTRICT**

**WHEREAS**, Public Act 146 of 2000 provides an exemption from ad valorem property taxes to commercial property and commercial housing property provided they are located in a qualified local governmental unit and certain other conditions are met, and

**WHEREAS**, the City of Sturgis, County of St. Joseph, State of Michigan, has been declared a qualified governmental unit under PA 146 of 2000, and

**WHEREAS**, the City of Sturgis has determined that the area of the proposed district is qualified under the Obsolete Property Rehabilitation Act, and

**WHEREAS**, a hearing was held by the Sturgis City Commission providing all property owners the opportunity to be heard as required by the statute, and

**WHEREAS**, comments on creating the Obsolete Property Rehabilitation District have been heard and considered, and

**WHEREAS**, it is hereby found and determined by the Sturgis City Commission that the creating of this Obsolete Property Rehabilitation Act District, shall not have the effect of substantially impeding the operation of the City of Sturgis, or of impairing the financial soundness of a taxing unit which levies an ad valorem property tax in the City of Sturgis.

**NOW, THEREFORE BE IT RESOLVED**, that the Sturgis City Commission does hereby create an “Obsolete Property Rehabilitation Act District” on the parcel’s known as 75-052-040-248-00.

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 10B**



## SYCA Marketing Proposal Comparison

Name	Location	Target Mrk Analysis	Marketing Plan	Brand Development	Gen. mkt	Misc	Alternate Pricing Proposals	Committee Consensus
Agency 102	Towson, MD	\$14,300	\$25,800	\$66,000	\$150/hr	\$150/hr		Great proposal, Most of creative is outsourced to third party collaborator. Most expensive. No visuals included in packet. 2nd choice
Focal Point	Fishers, IN	\$5,000	\$15,000	\$4,500	\$100/hr Alt: \$5,000 per month, negotiable based on need	\$100/hr ('22-'23) \$125/hr ('23-'24)	Retainer Option including all one-time deliverables: \$5,000 per month, annual contract	Solid proposal. Impressive art direction. Flexible and available. Proposal is a standard fillable form, only certain parts customized to SYCA. Solid Demonstration of improvements for clients/direct impact. Top Choice
HYPE Brand Mgmt	Sturgis, MI						Pkg 1: \$30k Pk 2: \$80k	Talented crew capable of marketers. Not able to meet all the specific needs requested.
JRB	Berwyn, IL					\$80/hr	2,080-hr. 24-month, project: \$166,400	Didn't demonstrate clear and concise art direction, committee was less than enthusiastic about company's abilities.
Speak Creative	Memphis, TN	\$6,400/40 hrs	\$8,000/50 hrs	\$30,000.00	\$6,400/40 hrs mo	\$160/hr		Seemed overly expensive, though previous work was well done, committee did not feel the company a good fit for SYCA needs.

☐ Recommend



FocalPoint

## PUTTING BUSINESS IN THE BEST LIGHT.

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a digital brand agency that helps you build strong relationships with your customers by honing in on the essence of your business.



**STURGES-YOUNG  
CENTER FOR THE ARTS**

### STURGES -YOUNG CENTER FOR THE ARTS MARKETING PLAN & BRANDING REDESIGN REQUEST FOR PROPOSAL RESPONSE

**PROPOSAL DUE DATE:** April 25, 2022, at 4:00 PM Local Time

**LOCATION:** Sturges-Young Center for the Arts

201 N. Nottawa St.

Sturgis, MI 49091

**Contact:** Sheila Bolda, Executive Director

E-mail: [sbolda@sturgismi.gov](mailto:sbolda@sturgismi.gov)



FocalPoint

TOC IS INTERACTIVE  
CLICK TO VISIT DESIRED PAGE  
LINKS ARE ONLY AVAILABLE IN INTERACTIVE (.IA) VERSION

# TABLE OF CONTENTS

Section 1: <a href="#">Introduction Letter</a>	3
Section 2 : <a href="#">Work History</a>	4
a. <a href="#">Muti-Media Work</a>	5 - 6
b. <a href="#">All In One Painting Case Study</a>	7 - 9
c. <a href="#">Dickinson Fleet Services Case Study</a>	10 - 15
d. <a href="#">Extrude Hone Case Study</a>	16 - 18
e. <a href="#">Automann Brochure</a>	19
f. <a href="#">Enroll Indy Banners</a>	20 -21
g. <a href="#">Heffner Plumbing Brand Development</a>	22 -23
Section 3: <a href="#">Work Plan</a>	
a. <a href="#">RFP SOW</a>	24
b. <a href="#">Creative &amp; Branding Approach</a>	25 - 26
c. <a href="#">Customer Service</a>	27
d. <a href="#">Our Process</a>	28
e. <a href="#">Design Philosophy</a>	29 -30
f. <a href="#">Digital Marketing</a>	32-34
e. <a href="#">Video Approach</a>	35
g. <a href="#">Animation Option</a>	36
h. <a href="#">Ideas</a>	37
Section 4: <a href="#">Firm Qualifications</a>	38
a. <a href="#">Our Company</a>	39
Section 5: <a href="#">Personnel Qualifications</a>	40 -43
Section 6: <a href="#">Price</a>	44 -47
Section 7: <a href="#">References</a>	48



# FocalPoint

Sturges-Young Center for the Arts  
Attn:Sheila Bolda  
Executive Director  
201 North Nottawa Street  
Sturgis, MI 49091  
sbolda@sturgismi.gov

Dear Sheila,

Please accept this Letter of Transmittal as authorization for Focal Point Marketing to perform the services under the SYCA Marketing Plan & Brand Redesign RFP.

Focal Point is honored for the opportunity to partner with the Sturges-Young Center for the Arts for development of your strategic marketing and branding campaign along with the execution of defined marketing objectives and initiatives. We look forward to playing an instrumental role in the design and development of creative assets for this historic and iconic venue. Our goal will be to design creative to promote overall SYCA awareness, loyalty, customer retention, community relevance, and community engagement.

Enclosed is a proposal with all the elements requested in the RFP. Included in the proposal are: Work History, Work Plan, Firm Qualifications, Personnel Qualifications, Price and References.

My goal is to convey our passion for delivering excellence at every level. We take great pride in our work, and we look forward to the opportunity to work with you and your team. Please do not hesitate to call me if you have any questions regarding the proposal.

Thank you for considering Focal Point for this important project. We look forward to the opportunity to partner with the Sturges-Young Center for the Arts and helping you achieve your marketing and branding goals.

Sincerely,

Brien Richmond  
Focal Point  
brien@focalpoint.co  
317.710.6454 direct





FocalPoint

## PUTTING BUSINESS IN THE BEST LIGHT.

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a digital brand agency that helps you build strong relationships with your customers by honing in on the essence of your business.

# WORK HISTORY





FocalPoint

page 5

# MULTI-MEDIA WORK.



[Video Production Demo](#)  
[Click Here to view](#)

[Full Video Production Portfolio](#)



FocalPoint

page 6

# MULTI-MEDIA WORK.



[2D Animation Demo](#)  
[Click Here to view](#)



FocalPoint

# CASE STUDY.

## ALL IN ONE PAINTING

[www.goallinpainting.com](http://www.goallinpainting.com)

### Project Goals

We engaged with ALL IN Painting in March 2020, just as the pandemic was beginning—when everyone else started cutting their marketing budgets, ALL IN Painting decided to go ALL IN with the introduction of their new brand. As we all know, when all our competitors are cutting their advertising budgets, that is the BEST time to stand out from them, by advertising when no one else is. And it worked out beautifully for them, as they were able to hire 15 new painters to help get all the new projects done.

We had a Marketing Strategy Consultation with the owner of ALL IN Painting, who agreed that it was time to update their old logo. At first, the new logo was to be our only assignment. But it turned into a complete rebrand of all marketing pieces.

### Solution

We created a new logo for ALL IN Painting, which they absolutely loved. Once the new logo was created, we needed to update the vehicle wraps on their entire fleet of 18 vehicles. At first, they were reluctant to change all wraps at the same time, but when they saw what the wraps would look like, they didn't hesitate to rewrap all their vehicles at the same time. They were very excited with their new brand.

We created a new mascot “Allen” to represent the values of ALL IN Painting. “Allen” represents everything that ALL IN Painting stands for: reliability, cleanliness, perfectionism, professionalism, incredible customer service and never hiring subcontractors to complete a job. And with that— “Allen” was born.

When people see the van pulling the trailer with the brilliant graphics, it is a real head turner! People noticed their brand in a big way. No one had ever heard of ALL IN Painting before, and suddenly their new vehicle wraps were the talk of the town! They were asked to stop for photos, and even requested to be in community parades.

We then incorporated the new brand into everything: print ads, yard signs, door hangers, flyers, and a new website. We also created a massive social media presence for them, which they had never had before. We created a series of PPC ads, blogs, Facebook Live video posts. This along with SEO coding and pushing content out over the internet via social media and via email campaigns allow us to raise the SERP rankings of ALL IN Painting. We also recommended and created a Reputation Management program to help ALL IN Painting grow their Google reviews. In less than a year, they grew their Google reviews from only 5 reviews to 211, with an incredible rating of 4.9/5.0!

### Results

Since the new brand was introduced, we have seen continued growth in the number of customers choosing ALL IN Painting to give their homes a fresh new look. Within just the first year of introducing the new brand, the owner reported that ALL IN Painting “had their best year in company history in regard to both revenue and profits” and credits it all to their new brand. ALL IN Painting has doubled in size, having to hire an additional 15 painters to handle the workload. They have enjoyed having a visible and well-loved brand presence in Indianapolis and the surrounding communities that they serve.



FocalPoint

# OUR WORK.

## ALL IN PAINTING WEBSITE







FocalPoint

# OUR WORK.

## ALL IN PAINTING Graphic Pkg





FocalPoint

# CASE STUDY.

## Dickinson Fleet Services

[www.dickinsonfleet.com](http://www.dickinsonfleet.com)

### Project Goals

Focal Point engaged with Dickinson Fleet Services in April of 2013. We were tasked with developing a strategy to improve Search Engine Results Page (SERP) rankings, create higher internet visibility and create overall brand awareness. Focal Point conducted research and developed a content marketing campaign around targeted keyword research. The strategy revolved around developing journalist style blog post with industry related topics mixed with company news blog post. This along with SEO coding and pushing content out over the internet via social media and via email campaigns allow us to raise the SERP rankings of Dickinson Fleet Services. The next stage was to design and develop a new and improved website providing more robust blogging functionality as well and clear and defined marketing message and design.

### Solution

Market Research, Brand Management, Development of a Strategic Marketing Plan to improve SERP rankings, Keyword Research, Design and Development of a new responsive website, Develop of content marketing campaign, Social Media integration, Design and Development of Sales and Marketing Collateral, Email Marketing Campaigns, Production of Marketing Videos, Development of Quarterly Magazine, The Hub Podcast (A conversation with company Executives).

### Results

Focal Point was able to improve the existing brand by reviewing and upgrading the company logo, providing a branding guide and incorporating these elements into a new and dynamic website focused on both navigational and aesthetic design to engage the visitors to the site. We introduced new robust content to the site designed to direct clients and prospect to the desired information quickly and easily. The original site had limited content and did not effectively illustrate what the services Dickinson Fleet Services provided. The new website was now mobile friendly and has targeted and robust content organized for easy navigation. The site has a clean design and puts the visitor in control of their experience and allow them to find the information they are most interested in within 3 clicks.

Since the completion of the site we have seen continued growth in the number of visitors and we are seeing a high level of engagement for those visitors. The content marketing campaign continues to provide consistent and relevant content to be indexed by search engines and driving new visitors to the DFS website. Dickinson has grown 20% year over year and the company has developed from a regional company of 400 employees to establishing a national presence with over one-thousand employees in the last 4 years.



FocalPoint

# OUR WORK.

## Magazine Ad

### Meet Our Team

**Dispatch Coordinator**  
I am your One-Call, One-Source expert. When you call, I will be there and we will get your service request handled immediately.

**Service Management Professional**  
I make sure my team of expert technicians, carefully see what is most important, ensuring that you have a safe and reliable fleet. I am here for whatever they need to support our customers.

**Corporate Team**  
Over 200 dedicated professionals support our customers, making sure we can support you in any way we can. From equipment fleet management to training, we are here for you.

**Dickinson-Certified Technician**  
As a service technician, I am here to support you. With an industry-leading support team behind me, I am able to focus on what's best - providing our customers with maintenance solutions - a technical communication to quality, safety, and communication.

**Dedicated Fleet Account Manager**  
I am dedicated exclusively to our customers, ensuring they are getting the best service possible. Anything you need, I am here for you.

**Dickinson Training Expert**  
It is my mission to ensure our technicians are meeting all of the standards and growing our team up to the next level. We keep our team up to date on the latest technologies and maintenance standards, ensuring the highest quality service for our customers.

**Parts Coordinator**  
Our technicians need the best quality of different parts to make sure I make sure they get the parts that they need when they need it.

**DICKINSON FLEET SERVICES**



FocalPoint

# OUR WORK.

## Tri-fold Design







FocalPoint

# OUR WORK.

## Top Tech Magazine Ad

The Road to **SuperTech** Starts Here.  
Dickinson Fleet Services Top Techs Ready for TMC SuperTech 2016.

Mobile Trucks  
Mobile App  
WebWrench®  
TRAIT®

400 competitors. 28 semi-finalists. 10 finalists. And then there were 2.  
Cincinnati's Jeff Brinkman and Orlando's Jose Feliciano took the titles of Top Tech and 1st Runner Up in the Dickinson Fleet Services "Top Tech" competition. Both were selected to represent the company at the national TMC (Technology and Maintenance Council) SuperTech competition in Raleigh, North Carolina, September 18-21.

**DICKINSON FLEET SERVICES** 855-DFS-4111 • dickinsonfleet.com



FocalPoint

# OUR WORK.

## Indy Card Poster





FocalPoint

# OUR WORK.

## DFS Super Tech Ad

A creative approach to promote how DFS is keeping America moving during the pandemic.





FocalPoint

# CASE STUDY.

## Extrude Hone

[www.extrudehone.com](http://www.extrudehone.com)

### Project Goals

Focal Point engaged with Extrude Hone when they were known as Precision Surface Solutions, a division of Kennametal. The original project was to design and build a new responsive website designed to improve the divisions Search Engine Results Page (SERP) rankings in the USA. While in the design stages of the project Precision Surface Solutions was acquired by Madison Industries. At this point, the project shifted to a total rebranding of the company and Extrude Hone became the new brand identity. Our SERP goals had not changed, however the branding element opened up some new and exciting opportunities.

### Solution

Market Research, Brand Development, Development of a Strategic Marketing Plan to improve SERP rankings, Keyword Research, Design and Development of a new responsive website with robust and strategic content, Development of content marketing campaign, Social Media integration

### Results

Focal Point was able to implement the new brand into a new and dynamic website focused on both navigational and aesthetic design to engage the visitors to the site. We introduced new robust and strategic content to the site designed to direct clients and prospects to the desired information quickly and easily. The original site was comprised of 4-5 pages of limited content and did not effectively illustrate the products or services the company provided. The new website was now mobile friendly and has over 24 pages of content organized for easy navigation. The site has a clean design and puts the visitor in control of their experience and allows them to find the information they are most interested in within 3 clicks.

Since the completion of the site, we have seen continued growth in the number of visitors and we are seeing a high level of engagement for those visitors. The content marketing campaign continues to provide consistent and relevant content to be indexed by search engines and driving new visitors to the Extrude Hone website. Since completing the English version of the site, we have created foreign language versions of the site in 9 other languages. Currently we are in the process of creating an independent subdomain site in German, Japanese and Chinese designed to improve the SERP rankings in these countries.



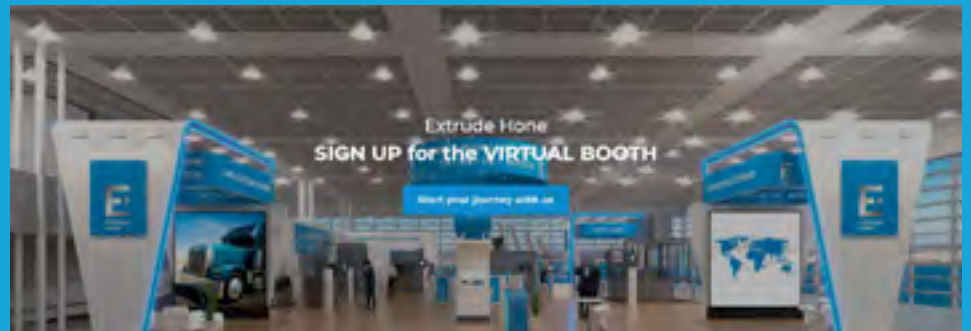


FocalPoint

# OUR WORK.



Extrude Hone Logo



Extrude Hone  
Website  
[Click Here to view](#)



Extrude Hone  
White Paper Design



Extrude Hone  
Appreciation Campaign



Extrude Hone  
Animated Video  
[Click to View](#)



FocalPoint

# OUR WORK.

## Extrude Hone Holiday Cards





FocalPoint

# OUR WORK.

## Automann Brochure



**THE PARTS YOU NEED ARE  
AUTOMANN INSURED**

AUTOMANN DELIVERS THE TRUCK & TRAILER PRODUCTS  
YOU NEED WITH EXCEPTIONAL QUALITY AND SERVICE

- > Over 25,000 Truck & Trailer Parts
- > Strategic warehousing in the US & Canada
- > Nationwide network of Authorized Distributors
- > ISO-9001 Quality System Certified
- > Easy Parts Identification and Ordering
- > Rapid Order Turnaround
- > Knowledgeable Sales and Customer Service

**AUTOMANN**  
888.AUTOMANN • AUTOMANN.COM

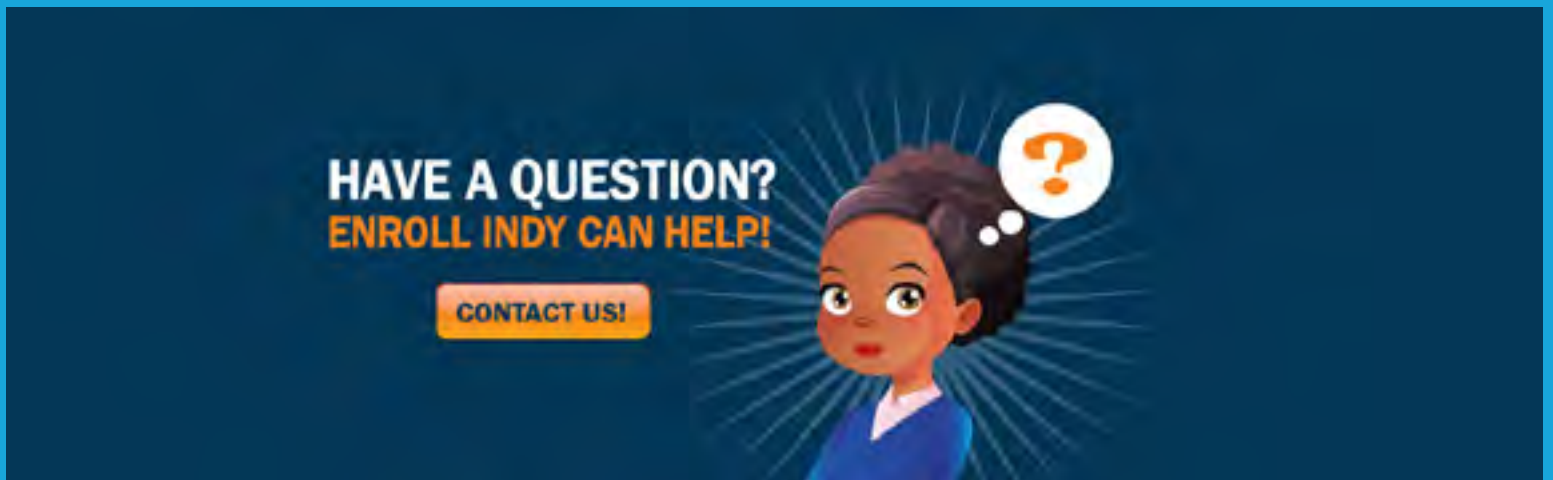
**TOM**



FocalPoint

# OUR WORK.

## ENROLL INDY Website Banners







FocalPoint

# OUR WORK.

## ENROLL INDY





FocalPoint

# OUR WORK.

## HEFFNER Plumbing Graphic Pkg





FocalPoint

# OUR WORK.

## FACE Capital Campaign







FocalPoint

**PUTTING BUSINESS  
IN THE BEST LIGHT.**

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a digital brand agency that helps you build strong relationships with your customers by honing in on the essence of your business.

Many of the marketing strategies will be determined once we have completed our market research and discovery and developed a Strategic Marketing Plan.

While we anticipate much of our efforts to be delivered via digital avenues, market research may suggest the use of traditional print and outdoor advertising opportunities as well.

**WORK PLAN**

## 5.0 - SCOPE OF WORK

- 5.1 BACKGROUND:** The Sturges-Young Center for the Arts (formerly the Sturges-Young Auditorium & Civic Center) has struggled to update its branding and marketing strategies over the years and lost considerable momentum during the pandemic in terms of community engagement and outreach. The SYCA Director and Advisory Board have deemed it necessary to collaborate with an outside marketing firm for the express purpose of creating a compelling story brand to increase facility usage, patron traffic, and awareness of all events and services offered to the greater Sturgis Community by the SYCA.
- 5.2 WORK ELEMENTS:** Each work element defined below is either a defined deliverable or ongoing provision of services; expected duration is identified with the element. Elements will be reviewed separately and may be awarded in combination or individually. Firms may submit proposal and cost information for all, some, or one of the elements.
- A. TARGET MARKET ANALYSIS (one-time). Using information provided regarding the SYCA business model and provide metrics, analysis, and recommendations regarding community preferences and target market segments for the facility. Analysis and final deliverable to include:
1. Discovery of community preferences through surveys and other metrics.
  2. Comprehensive Usage Demographics.
  3. Analysis and recommendations for performance offerings based on market preferences.
  4. Analysis and recommendations for targeted market segments of various facility offerings.
- B. MARKETING PLAN (one-time). Develop a comprehensive marketing plan for the SYCA using information from the Target Market Analysis and operations plans from the SYCA. Plan to include:
1. Strategies for content marketing; developing and promoting overall SYCA awareness, loyalty, customer retention, community relevance, and community engagement.
  2. Methods for directing customers/prospective customers directly to the relevant information and/or ticket sales.
  3. Strategies for use of various marketing channels and recommend content. Including but not limited to:
    - Social media
    - Internet
    - Print
    - Direct Mail (including email and hard copy)
    - Video (including online)
    - Radio/Audio
    - Outdoor marketing (digital and static)
  4. Development of a social media management plan.
  5. Strategies for developing SEO & SEM.
  6. Strategies for lead generation and tracking, including email subscriptions, mailing lists, and social media likes, shares, and follows.

- C. BRAND DEVELOPMENT (one-time). Development of a comprehensive brand for the SYCA with integration of that brand into all marketing materials. Includes but is not limited to:
  - 1. Logo/theme-line concept and development.
  - 2. Design templates for print & digital materials; includes posters, Facebook posts, flyers, handbills, event space marketing materials, advertisements, email communications, letterhead, etc.
  - 3. Integration of brand into SYCA website design; includes collaboration with existing third-party website designer.
- D. GENERAL MARKETING SERVICES (ongoing/annual renewal). Provide ongoing implementation of the Marketing Plan and a resource for the SYCA for marketing-related activities. Includes general creative development of marketing campaigns and creation of marketing materials (Including but not limited to promotional materials, digital advertising, video, audio scripts, etc.) as well as website and social media content creation, scheduling, and analysis/feedback. Final scope of work to be negotiated after selection.
- E. MISCELLANEOUS MATERIALS AND DELIVERABLES (as needed). Provide development and delivery of miscellaneous marketing materials on an as-needed basis. Including but not limited to promotional materials, digital advertising, video, audio scripts, etc. Work to be outside of any other Work Element entered into.



FocalPoint

# CREATIVE.

At Focal Point, we understand the power of your message.



It's your message and we're not here to tell you what to say. We simply will help you say it best. We believe our Points of Difference set us aside from our competitors.

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a brand agency that helps you build strong relationships with your customers by honing in on the essence of your business. We develop innovative creative solutions by offering a comprehensive array of services, including advertising and marketing, video production, website development and specialized elements like custom animation, photography and 3-D graphics that can bring an added dimension of originality to your marketing efforts.

# BRANDING.

You have a brand. It is the essence of who you are and what you do as a company. But it's not always easy to convey that brand to your customers. It takes an understanding of what your brand means, or could mean, to people. It takes insight, interest and a sharp, strategic focus on what makes you different.

We have that focus.

We take the time to completely understand your business. We recognize you are the subject matter expert with regard to your specific business. Our process focuses on listening to our clients so we are able to develop the appropriate identity and provide focus and clarity to your message. By learning all we can about your products and services, and then communicating your message to customers in a voice that is yours, and yours alone.



FocalPoint

Our goal is to deliver the WOW factor for our clients!  
There is no greater satisfaction than hearing  
and/or seeing the reaction from a delighted client.  
This is the ultimate reward for our hard work.

## CUSTOMER SERVICE.

Our approach to your business is a little bit different. A little more specialized. At Focal Point, you'll benefit from the expertise of our team of seasoned professionals with proven talents in the creative field. A team created specifically for you. With strengths suited to your industry, minds focused on your clients, and fresh ideas aimed at achieving your objectives. And yes, different IS better. After all, our team members are doing what they're great at, every day. And that's working for you.



### EVERYONE'S NEEDS ARE DIFFERENT

There's no "one size fits all" approach for marketing. So, we begin our process by forging a true partnership – taking the time to get to know you, your business and your marketing challenges helps us identify and create products that will best help you reach your goals.



### IT'S ALL ABOUT BALANCE

We believe that marketing is as much scientific as it is creative and we pride ourselves in striking the right balance. Our knowledge of the most up-to-date marketing and sales applications in today's digital world – coupled with our commitment to listen to you helps us create an effective multi-media strategy.



### PERSONAL TOUCH

We pride ourselves on the relationships we develop with our clients. We strive to build a level of openness and trust as close as possible to the friendships we formed in our younger years. You know, your best friend you could share your ideas and dreams with and you knew they would always embrace them, but steer you in the right direction. We want to establish this kind of trust and free exchange of ideas with you. That's how much we value the relationship.





FocalPoint

# OUR PROCESS.

## BRANDING & MARKETING

Marketing is often a confusing word. To everyone it means something different. When most people think about marketing, they think about marketing tactics – like email marketing, their website, social media, advertising, etc. To us, marketing is about creating awareness or a brand. You have a brand. It is the essence of who you are and what you do as a company. But it's not always easy to convey that brand to your customers. It takes an understanding of what your brand means, or could mean, to people. It takes insight, interest and a sharp, strategic focus on what makes you different. We have that focus.

## DISCOVERY

Understanding your industry and market is key. We understand you, as subject matter experts, will bring valuable information to the table during this process. In addition, we will collect your information and expand on it with market research so we are better able to understand the marketplace and your competitors.

We take our client on a journey through a series of exercises designed to bring out your true points of difference. You will be amazed what you will learn about your company. This is where the fun begins! You will begin to see new and exciting ways your brand message can be delivered.



FocalPoint

# OUR PROCESS.

## MARKET RESEARCH

Understanding your industry and market is key. We understand you, as subject matter experts, will bring valuable information to the table during this process. In addition, we will collect your information and expand on it with market research so we are better able to understand the marketplace and your competitors.

We take our client on a journey through a series of exercises designed to bring out your true points of difference. You will be amazed what you will learn about your company. This is where the fun begins! You will begin to see new and exciting ways your brand message can be delivered.

## SET YOUR VISION OF SUCCESS

Realistically what are your goals? Do you want to increase attendance by 2%, 3% or 10%? Or are your goal focused on a certain aspect of the SYCA. We help you fine tune your goals into realistic, achievable results.

## CREATE YOUR UNIQUE SELLING PROPOSITION (USP)

Understanding WHAT we should be marketing as it relates to your USP is our first goal. Next we determine HOW your USP relates to our brand message and image. Once we have successfully connected these elements the creativity can begin to flow. This allows us to focus our marketing efforts directly toward the target market to ensure we drive the desired results. We find your sweet spot and that is where we focus your marketing efforts.

## IDENTIFY YOUR TARGET PROSPECT

Understanding WHO your customer is and what drives them to attend events at the Fairgrounds is key. During our discovery process we will provide a series of exercises to help us identify characteristics and similarities of your key demographics and determine the best way to reach them. Where do we need to direct our marketing efforts to generate the most exposure to your target market. Understanding your customer and how they make purchase decisions is key to success. We then develop your marketing message to educate them why they need visit the Fairgrounds.

## DOCUMENT OUR PROCESS FOR SUCCESS

And from this, we generate our marketing strategies and activities that educate the prospects about Unique Selling Proposition. The tools needed to do that become our marketing activities we must build and utilize to meet our goals. Activities are laid out on a calendar and assigned a manager. We manage to the plan. It's what keeps our clients focused, and assures us the greatest opportunities for success. This plan brings clarity and provides focus to all involved.



FocalPoint

# DESIGN PHILOSOPHY.

## CREATIVE DIRECTION

Recognizing that there are a variety of stakeholders with input into the creative and functional direction of your brand image, Focal Point will work with you to develop an open and creative relationship by which the best and most appropriate media will be selected to communicate your brand and tell your story.

Committed to listening to our clients and understanding the brand for which we are developing, Focal Point designers are able to create functional, relevant and appropriate branding elements which oftentimes require only minimal design changes from our clients prior to final design approval. This gives us the freedom to remain passionate about maintaining an open and creative relationship with our client at all times, while also retaining the ability to meet or exceed our deadlines and your expectations.

## BRAND INTEGRITY

When designing for clients with a firmly rooted brand image, we understand the importance of maintaining brand integrity. Having worked with many well branded clients, we pride ourselves in our ability to communicate the

message of an established brand in a pertinent manner when delivering a message across several media platforms. Putting Business in the Best Light, our approach to resolve your need is not driven by a desire to create a “nice & pretty graphic” but rather, we are compelled to develop extraordinary ideas while applying strategic thinking to

address your current branding needs as it applies to the whole of your marketing initiatives.

## GRAPHICAL ELEMENTS AND COLOR SCHEMES

Design is largely subjective to each and every person. There is not one design that appeals to everyone. Our goal is to deliver a design that speaks to your brand message and allows your voice to be heard by your customers. Successful design originates with designers who have a strong background in art and a passion for typography. Combining these skills to deliver a dynamic and impactful visual with one purpose – to drive your brand forward.



FocalPoint

# DIGITAL MARKETING.

## WEBSITE CONTENT

A complete web site review and analysis will be done to determine the different ways in which people are searching for events and entertain within your community as well as keywords relating to SYCA events, ticket sales and value proposition to the community. The content will be evaluated and adjusted based on analytic data and market behavior. This may result in content revisions and/or a navigational and aesthetic redesign of your website property. Based on initial observations of the current website, we believe a review of your current content is in order. We will review and evaluate your current copy and apply market research along with strategic keywords to insure page content if relevant to page and site SEO elements. Copy that communicates the unique venue of SYCA and promotes events, shows and acts will greatly benefit the overall brand and Search Engine Results Page (SERP) ranking. We recommend adding additional pages of content under each section to achieve a more all-encompassing approach to content marketing such as, show reviews and attendee testimonials of events, shows and acts.

Please keep in mind these recommendations are based on our initial evaluation of your web properties. These recommendations most likely will change once we have completed our market research, discovery and evaluation of the website.

## SEARCH ENGINE OPTIMIZATION (SEO)

Using key word research, Focal Point will be able to uncover popular search terms for the entertainment and event industry as it relates to the SYCA community and events. This will include keyword terms and variations that are commonly searched in Google and may drive more traffic back to your website. These keywords and topics will be reviewed and analyzed monthly and basic SEO elements and structure of the web pages will determine recommendations for improvements to the site based on analytic and marketing data. This will call for evaluation and updating of title tags, headings, meta descriptions and more as necessary.

Focal Point will monitor the traffic to find ways to continue fine-tuning our search marketing strategy. This will be done primarily through the use of Analytics to access the “behind the scenes” information in regard to how visitors are being attracted to the website and what content is of interest. This is an ongoing process and something that will continue to evolve over time as traffic behavior is monitored.



FocalPoint

# DIGITAL MARKETING.

## CONTENT MARKETING/DEVELOPMENT

Along with developing blogs from research, trade journals, show or event preview and reviews along with other content provided by SYCA. We will be able to reach your target market through journalist style blog writing and using industry key words. The journalist approach will allow us to broaden the reach by writing about subject matter within your industry that relates back to SYCA. This could be a blog about the an upcoming show, event or SYCA in general or a subject that relates to other SYCA services offered and will allow us to make a relevant connection back to the appropriate SYCA website/landing page. When distributed via social media we will post the headline and link back to your blog. This will bring the viewer back to your web site to read the entire content. Also, this exposes the content to search engines across the internet allowing the content to be found through searches for keywords within the content. We will also incorporate Call To Action buttons and links within the blog where appropriate to drive visitors toward a desired action determined by our marketing objectives.

## ACTION ITEMS

- Review current website design, navigational layout, page content and SEO elements
- Address all SEO or Website content.
- Determine clear marketing objectives.
- Determine clear marketing strategy to steer customers or prospective customers directly to the information they are looking for quickly and easily (*3-5 seconds to engage*).
- Development of SEO & SEM, Content Marketing and Social Media Strategy
- Incorporate a blog with consistent, relevant and journalist content.
- Measure analytics of web site usage and adjust as necessary.

## SOCIAL MEDIA STRATEGY

- Develop key word strategy
- Develop content marketing strategy
- Develop content
- Weekly blog post
- Consistent branding across all platforms



FocalPoint

# DIGITAL MARKETING.

## EMAIL MARKETING

We recommend developing an email marketing strategy to include promotional material as well as a brand awareness campaign. The promotional email campaign will be designed to promote the venue along with specific events/shows with the objective of engaging the community and driving ticket sales. This will be accomplished by incorporating Call To Action buttons and links within the content where appropriate to drive visitors to the box office web page or to call to request more information.

We also recommend developing an email drip campaign in conjunction with the content marketing campaign to drive brand awareness. This campaign is designed to raise brand awareness and keep potential audience members engaged in the show /event offerings by providing useful blog articles related to upcoming events/shows/artist and keeping the SYCA brand top of mind. We will incorporate Call To Action buttons in this application where appropriate.





FocalPoint

## VIDEO APPROACH.



### ENGAGE, ENTERTAIN AND EDUCATE

Video and Animation are the perfect communication vehicle to Engage, Entertain and Educate your audience. Storytelling is an art and combining it with your message takes real expertise. We understand the importance of telling a good engaging story while ensuring your message is delivered. Video offers you the opportunity to engage your audience on several levels. You have an opportunity to reach them both intellectually and emotionally. Finding the right mix of intellectual and emotional appeal is a delicate balance and difficult to see or explain with words on paper. The magic happens in the edit suite when all the elements come together; music, natural sound and narration timed perfectly with proper visuals. This is where the presentation comes to life.





FocalPoint

# ANIMATION OPTION.

## 2D ANIMATION

2D illustrated style animation is quite popular in both marketing and educational applications. The medium allows for simple and/or complex messages to be delivered and absorbed by the viewer. This is a quite effective production style and maybe a good option to allow us to introduce some new and creative concepts and ideas to drive attendance to the Sturges-Young Center for the Arts.

### **Design & Layout**

The use of 2D animation with illustrations, icons, photographic elements and kinetic text will add to the level of engagement for the viewer. This process features animated characters that will bring personality and fun to the brand message and allows us the opportunity to create any environment to deliver the right message.

### **Editing & Post Production**

Once scripts are approved we would work with the Indiana State Fair Commission team to determine any visual direction for the animation. We will storyboard the animation for review, once approved we will move to the post-production process and deliver a first pass for review. Focal Point will provide 3 revisions if necessary.

### **Delivery**

Upon final approval of each animated video we will deliver each completed video in HD quality QuickTime movie files encoded for the the select delivery medium.

Services Included: Project Management, Consultation, Scriptwriting, Creative Direction, Illustration, Graphic Design, Layout, Coordination, Professional Narration, 2D Animation, Music Selection/Licensing, Video Editing and Post Production.





FocalPoint

# IDEAS.

## ADDITIONAL SUGGESTIONS AND POSSIBILITIES

### MARKETING VIDEOS

- Artist Feature video promotion
- Customer/Attendee testimonial videos
- Video Feature of Venue

### ADVERTISING PLACEMENTS

- Google ad words campaign
- Facebook/Instagram/Twitter Ad Campaign
- LinkedIn ads (Business Events)
- Promotional Flyers
- Direct Mail
- Live DJ Promotions (Local Radio Stations)
- Radio Ads
- Social Media Video Promotional Post/Ads

### MARKETING WITHIN EVENTS/SHOWS

- Live Promotion & Flyers during Business Events
- Lunch and Learn Events
- Live or Video Preview Promotion for Future Events
- Free Events to Promote the Venue and Preview Future Events and Shows.  
(This could be done once a quarter to promote the upcoming events and shows and this will promote excitement along with community involvement.)





FocalPoint

**PUTTING BUSINESS  
IN THE BEST LIGHT.**

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a digital brand agency that helps you build strong relationships with your customers by honing in on the essence of your business.

**FIRM QUALIFICATIONS**





FocalPoint

Brien Richmond  
Focal Point Marketing  
8500 E.116th St.  
Suite 225  
Fishers, IN 46038  
brien@focalpoint.co  
www.focalpoint.co  
(317) 710-6454 direct

## OUR COMPANY

Founded in 2009, Focal Point is headquartered in Fishers, Indiana.

Focal Point is a creative services agency that helps you build strong relationships with your customers by honing in on the essence of your business or organization. We develop innovative creative solutions by offering a comprehensive array of services to deliver results driven marketing / communications for our clients.

Strategic thinking, Brand development and Customer insight are at the core of our business. These are the areas of expertise our team has honed through their long career as strategic marketing professionals. Our team is made up of seasoned professionals interested in developing effective and creative marketing ideas to drive your business forward.

Focal Point has won several awards for their work including: multiple Addy and Telly Awards, National Press Association, Indiana Press Association, and the Associated Press.

Focal Point has had the privilege of partnering with clients across a diverse array of fields, including Anthem, WellPoint, Indianapolis Chamber, Indiana Chamber, Fishers Chamber, Extrude Hone, Wiley Publishing, Shiel Sexton, Intel, Orbitz, The Taco Bell Foundation and the The Clorox Company.

With Brien in the lead, each client is assured of a completely thorough, professional and detailed approach to their marketing, from inception through completion.

The Sturges-Young Center for the Arts is unique, exciting, and fun. Your brand voice needs to relay that. Your brand voice should be just as distinctive. Focal Point ensures that your message will be brought to life in the right way, using the right tone.

Digital. Web. Art direction. Design. Storyboarding. Video. Animation. Photography. There are so many areas of visual expertise that go into creating a great campaign, teamwork is essential. That's why Focal Point is built on collaboration between talented individuals who specialize in their craft. You'll see the results in our work.



FocalPoint

**PUTTING BUSINESS  
IN THE BEST LIGHT.**

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a digital brand agency that helps you build strong relationships with your customers by honing in on the essence of your business.

# PERSONNEL QUALIFICATIONS



FocalPoint

# PERSONNEL.

## BRIEN

### *PRESIDENT/CEO*

Brien is the President and CEO of Focal Point, a branding agency based in Indianapolis, Indiana. With more than two decades of creative, marketing and management experience to draw on, Brien founded the company in 2009. Born out of his passion to be directly involved in the creative process, Brien envisioned and built a firm that is focused on bringing a unique blend of strategic insight, standout ideas, and superior service to clients.

Prior to starting his own company, Brien honed his marketing and creative skills with over 15 years of broadcast television experience and 8 years as the General Manager of a creative services firm in Indianapolis.

Brien has won several awards for his work including: multiple Addy and Telly Awards, National Press Association, Indiana Press Association, and the Associated Press.

As the Founder and Owner of Focal Point, Brien has had the privilege of partnering with clients across a diverse array of fields, including Anthem, WellPoint, Indianapolis Chamber, Indiana Chamber, Extrude Hone, Wiley Publishing, Shiel Sexton, Intel, Orbitz, The Taco Bell Foundation and the The Clorox Company.

With Brien in the lead, each client is assured of a completely thorough, professional and detailed approach to their marketing, from inception through completion.



FocalPoint

# PERSONNEL.

## MARGIE

CREATIVE DIRECTOR/COPYWRITER

Margie brings more than 25 years of experience in copywriting and broadcast production for a wide array of clients to Focal Point. Through her extensive advertising agency experience as a writer, producer and creative director, she has produced numerous advertising campaigns, television commercials and video presentations designed to persuade, entertain, inform and enlighten in areas ranging from healthcare to fast food to service organizations. Her portfolio of work includes integrated marketing campaigns for such diverse clients as Jenn-Air, Purdue University, Forum Credit Union, St. Francis Hospital, Hardee's restaurants, TAFT Cablesystems, the Indianapolis Zoo, the YMCA and the Salvation Army.

Margie's campaigns have received numerous creative awards including regional and local Addys, the Addy Best of Show, recognition in Print's Regional Design Annual and the Mead 60, as well as multiple Silver Microphone and International ARC (Annual Report Competition) awards.

## SHERYL

ASSOCIATE ART DIRECTOR / DESIGNER

Sheryl is a graduate of Ball State University, with a Bachelor of Science degree in graphic design and marketing. Sheryl brings more than 30 years of experience in award-winning art direction and design. She has extensive advertising agency experience, as well as founding her own successful design firm. Sheryl has won numerous creative awards including regional and local Addys, the Addy's Judges Award, as well as several Telly awards for her work in television campaigns.

Sheryl has created many highly successful campaigns for major local, national and international companies. She has produced innovative work for a variety of clients across the country such as: Coca Cola, Hoosier Lottery, Indiana State Fair, IndyGo, United Way, St. Vincent Hospital, Roche Diagnostics, Eli Lilly and Co, Bryant Heating and Cooling and Resort Condominiums International.

Sheryl is fanatical about her work and her clients. She loves what she does for a living and has a contagious enthusiasm about creating the best possible solution for each of her clients!



FocalPoint

# PERSONNEL.

## MARK

DESIGNER

Mark is an experienced, award-winning graphic designer for print and web and an accomplished illustrator (digital and traditional). Mark's expertise includes visual design and art direction for web/interactive, corporate collateral, corporate ID, trade magazines, direct mail, catalogs, packaging, outdoor advertising, plus art direction for video and TV spots.

## LARS

ARTIST/DESIGNER

Lars has been recognized consistently for design excellence and creativity. His broad range of work includes identity design, photography, illustration, writing & interior commercial space. Lars has personally received over a hundred Gold Addy Awards across all levels, including three Gold National awards and two local Best of Show. His work has been featured in national design annuals & publications including LogoLounge, How, Print and Communication Arts. He has served on various local & district AAF boards for over 6 years.

## JOEL

PRODUCER/ANIMATION ARTIST

For more than ten years Joel has worked as an actor, voiceover talent, animator, artist, and all around "creative guy". He loves creating everything from explainer animation videos and commercials, to producing large scale video/animation productions. Joel is passionate about delivering professional quality and personal service.

## JEFF

DIRECTOR OF INTERNET MARKETING

Jeff has extensive experience in Internet technologies and analytics. He brings years of experience developing web sites and Internet marketing strategies to the Focal Point team. His experience ranges from managing Web and Technology projects to creating/executing online marketing and social media strategies.





FocalPoint

**PUTTING BUSINESS  
IN THE BEST LIGHT.**

The center of attention. That's the focal point. And making your brand the focal point of our business is what we are all about. Focal Point is a digital brand agency that helps you build strong relationships with your customers by honing in on the essence of your business.

PRICE



6.0 - PRICE SHEET

<b>One-Time Deliverables.</b> For each of the following deliverables, provide an all-inclusive*, not-to-exceed price for your services. You may list out deliverables as progress payments.		
A. Target Market Analysis (Estimated delivery time is 30-60 days)	\$5000.00 (One Time Cost)	
B. Marketing Plan (Estimated delivery time is 30-45 days)	\$15,000.00 (One Time Cost)	
C. Brand Development (Estimated delivery time 30 days)	\$4,500.00 (One Time Cost)	
<b>Retainer Option ( Includes all services listed above as well as on going marketing services based on annual agreement.</b> <i>Services will be managed within the budget. We understand some months will require more work-load than other months, however services will be managed on an annual basis to insure marketing objectives are achieved and delivered on time.</i>	<b>\$5,000.00 per month</b>	
<b>Ongoing Deliverable.</b> For the following deliverable, provide an all-inclusive*, hourly price for your services. Services planned to be billed monthly. If awarded, City will have the option to terminate services at the beginning of each year or at any time with 30 days written notice. Contractor may submit an alternate, annual cost for service provision; please include limitations to scope of work with alternate pricing.		
D. General Marketing Services	\$100.00 per hr	
Alternative Pricing	\$5,000.00 per month (Negotiable, based on actual need)	
<b>As-Needed Deliverable.</b> For the following deliverable, provide an all-inclusive*, hourly price for your services over the next two years. Services to be used on an as-needed basis.		
E.Miscellaneous Materials and Deliverables	2022 - 2023	\$100.00 per hr
	2023 - 2024	\$125.00 per hr
<b>Recommended Media Placement Budget</b> <b>COMPLETELY OPTIONAL</b> <i>Based on local radio ads rates this budget would give 800 radio spots (\$25 per spot) to use throughout the year. This could be spread-out over key shows or prioritized for a marquee event or events.</i>	<b>\$20,000.00 per year</b>	
<b>Recommended Print &amp; Outdoor Budget</b> <b>COMPLETELY OPTIONAL</b> <i>This budget would provide for print and postage cost for any direct mail campaign or other print projects and outdoor placement cost.</i>	<b>\$50,000.00 per year</b>	
*All-inclusive of everything, including, but not limited to: travel, meals, time and materials, subcontractors, overhead. No other charges will be allowed beyond this amount unless there is an agreed-upon and pre-approved change in the scope of work.		

## 7.0 - OFFER AND ACCEPTANCE FORM

**TO THE SYCA:** We propose to furnish all labor, materials, equipment, tools, transportation and services required to complete the work in accordance with the specifications and conditions contained herein in consideration of the sum or sums stated on the price sheet and agree that this document will constitute the contract if accepted by the SYCA. The City reserves the right to discuss final modifications and contract terms with the selected proposer before a final contract is signed.

We hereby offer and agree to furnish the material or service in compliance with all terms, conditions, specifications, and amendments in the Invitation for Bid and any written exceptions in the offer. We understand that the items in this Invitation to Bid, including, but not limited to, all required certificates are fully incorporated herein as a material and necessary part of the contract.

We agree to complete the contract within the times specified in this Invitation for Bid.

We acknowledge receipt of the following addendum(s): \_\_\_\_\_.

I certify, under penalty of perjury, that I have the legal authorization to bind the firm hereunder, and that our firm is not debarred from doing business under the Federal Excluded Parties List System (epls.gov).

### Focal Point Marketing

Company Name

8500 E. 116th St. Suite 225

Address

Fishers IN 46038

City State Zip



Signature of Person Authorized to Sign

Brien Richmond

Printed Name

President

Title

For clarification of this offer, contact:

Name: Brien Richmond

Phone: 317-710-6454

Fax: NA

Email: brien@focalpoint.co

**ACCEPTANCE OF OFFER:**

The Offer is hereby accepted for item(s): \_\_\_\_\_

The Contractor is now bound to sell the materials or services listed by the attached contract and based upon the Request for Proposal, including all terms, conditions, specification, amendments, etc. and the Contractor's Offer as accepted by the SYCA.

The Contractor has been cautioned not to commence any billable work or to provide any material or service under this contract until Contractor receives purchase order and/or a notice to proceed from the SYCA Executive Director's Office.

**COUNTERSIGNED:**

**APPROVED AS TO FORM BY:**

\_\_\_\_\_  
SYCA Executive Director      Date

\_\_\_\_\_  
SYCA Attorney

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Date



FocalPoint

# REFERENCES.

Steve Ginn  
Vice President  
Dickinson Fleet Services  
(317) 333-8568

Bobbi Munholland  
Director of Marketing  
Frost Brown Todd  
(317)714-5274

Bruno Boutantin  
Marketing Manager Global  
Extrude Hone  
+49 151 72749947

# MOVING FORWARD.

We develop innovative creative solutions  
by offering a comprehensive array of services:

STRATEGIC PLANNING • BRANDING • MEDIA BUYING AND PLACEMENT  
COPYWRITING • GRAPHIC DESIGN • WEB SITE DESIGN/DEVELOPMENT  
SOCIAL MEDIA STRATEGY • BLOG CONTENT DEVELOPMENT • EMAIL MARKETING  
AUDIO AND VIDEO PRODUCTION • PHOTOGRAPHY

PUTTING BUSINESS  
IN THE BEST LIGHT.



FocalPoint

317.572.5534  
info@focalpoint.co  
focalpoint.co

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 10C**



May 30, 2022

**Mr. Chris McArthur**  
Electric Superintendent  
City of Sturgis Electric  
206 E. West Street  
Sturgis, MI 49091  
**Main (269)659-7287**  
**Direct (269)659-7298**  
[cmcarthur@sturgismi.gov](mailto:cmcarthur@sturgismi.gov)

Re: City of Sturgis Hydroelectric Plant  
Units 3&4 Overhauls – Management Services

Dear Mr. McArthur,

**HYDRO** Partners is pleased to provide this proposal to the City of Sturgis (City) to assist the City in managing the proposed overhaul work related to hydro unit's 3&4. The City is planning to invest significant effort to restore the units to OEM condition for producing energy revenue and to provide the auto water level regulation they were originally intended for.

**HYDRO** partners proposes to assist the City with managing the refurbishment process by offering the following tasks for the City's consideration,

- 1) Review weekly contractor's progress reports, all refurbishment documents and data, approve all project RFP "owner review/approve prior to proceeding" points, track project schedule, (includes coordinating and conducting a bi-weekly (MS TEAMS) project status call with contractors and City personnel, review the as-found inspection reports and recommendations from contractors, and comparison of contractor submitted invoices to work accomplished)
- 2) Refurbishment shop site hours and travel and personal subsistence expenses for a total of five (5) trips. Three (3) refurbishment shop trips; (gear box, generator, runners) to confirm inspection results and recommendations, plus two (2) trips to the City hydro site (once upon disassembly and recording of as-found data, and once for commissioning)
- 3) Participate/assist with the on-site commissioning of both units (includes coordination of contractors, training of City personnel on auto-regulating operation)

Pricing schedule with estimated hours and expenses for above items #1-3 is depicted below,



Expenses					
Item #	(lump sum)	Hours	Rate per/hr	Labor Cost	TOTAL
1	incl.	48	\$125	\$6,000.00	\$6,000.00
2	\$3,602.00	44	\$125	\$5,500.00	\$9,102.00
3	Incl.	64	\$125	\$8,000.00	\$8,000.00
					\$23,102.00 *

\*price is not-to-exceed (hours and expenses are estimated and include all related expenses and subsistence for work scope)

Thank you for this opportunity to assist the City with the upcoming hydro overhaul work. We are confident that the proposed overhaul management work will help ensure that the hydroelectric plant unit refurbishment work will be carried out most successfully. Please do not hesitate to contact me with any questions at (920) 570-2156 or by email at [sklabunde@hydropartners.onmicrosoft.com](mailto:sklabunde@hydropartners.onmicrosoft.com)

Sincerely,



Scott R. Klabunde

## Sturgis Hydroelectric Dam Overhaul

		582 Electric	TOTAL PROJECT As Approved
<b>BUDGETED FUNDS</b>	<b>FY 2022-2023</b>	\$ 1,500,000.00	\$ 1,500,000.00
<b>PROJECT COSTS</b>			
Turbine and Generator Overhaul	Recommended	\$ 979,843.25	\$ 979,843.25
Project Management Services	Recommended	\$ 23,102.00	\$ 23,102.00
Total Project Contingency	Recommended	\$ 130,000.00	\$ 130,000.00
System Controls	Estimated	\$ 160,000.00	\$ 160,000.00
Hydraulic Control Overhaul	Estimated	\$ 170,000.00	\$ 170,000.00
<b>TOTAL PROJECT COST</b>		<b>\$ 1,462,945.25</b>	<b>\$ 1,462,945.25</b>
<b>OVER (UNDER) BUDGET</b>			\$ (37,054.75)

Notes
Upstream FERC Improvements, IDF Fuse plug and drain
Notes
Thompson/HCMS
Hydro Services
10% of total estimated project costs (not including Project Management)

**City of Sturgis  
City Commission  
Regular Meeting**

**Agenda Item 10D**



## **Task Order**

In accordance with paragraph 1.01 of the Standard Form of Agreement Between Owner and Engineer for Professional Services – Task Order Edition, dated February 27, 2014 (“Agreement”), Owner and Engineer agree as follows:

### **1. Specific Project Data**

A. Title: 2022 Street Resurfacing

B. Background/Description: The City of Sturgis is planning to cold mill, crush & shape and resurface streets throughout the city as part of their annual street maintenance program.

The City is requesting assistance with bid package preparation including specifications, bid items and estimating. The project is to be bid as a log project with details for construction included in the specification package, no plans are required.

The City is proposing to mill and HMA overlay most segments with crush, shape and HMA paving on one segment. No curb and gutter or sidewalk replacement work planned.

Storm or Sanitary Sewer covers and castings will be replaced on a case by case basis as determined by the City.

The City has identified the following streets as part of this year’s project:

<b><u>Street Segment Name</u></b>	<b><u>From</u></b>	<b><u>To</u></b>
Clinton Avenue	E. Madison	Myrtle
E. Madison Avenue	S. Madison	Dead End
Eastland Drive	Grand	Cul-de-sac
Grand Avenue	S. Lakeview	Eastland
Independence Ave.	Grand	Myrtle
Parkside Circle	Parkside Drive	Cul-de-sac
Parkside Drive	Myrtle	Walker
S. Fourth Street	E. Chicago	E. Congress
S. Madison Avenue	Grand	E. Madison
Walker Street	S. Lakeview	Haral
Walker Street	Haral	Parkside Drive
Haral Avenue	Ivanhoe	Walker
Maplecrest	Lockwood	Walker
Pioneer	Lockwood	E. Congress
Pioneer	E. Congress	Walker
Farwell Avenue	US-12	Lockwood
Farwell Avenue	Lockwood	E. Congress
N. Lakeview Ave.	Railroad Tracks	E. Lafayette
N. Jefferson	US-12	St. Joseph

The City provided to F&V the required milling depth and resurface depth of each section.

- C. Number of Construction Contracts:  
The project is anticipated to be constructed under one (1) construction contract.
- D. Work Scope:

#### **FINAL DESIGN PHASE**

1. Complete design and prepare final log job plans, specifications, and probable construction costs.

#### **BIDDING PHASE**

1. Assist the City with writing the project bid advertisement.
2. Prepare and distribute bid documents.
3. Answer questions during bid period and issue addenda, if necessary
4. Receive bids from City, tabulate and review, and prepare recommendations of award to the City.

This task order is for design and bidding phase services. We can provide a supplemental task order for construction phase services at a later date.

### **2. Services of Engineer**

The work scope is to provide Final Design and Bidding Phase Professional Services. The following paragraphs from Exhibit A of the Standard Form of Agreement Between Owner and Engineer for Professional Services – Task Order Edition, are incorporated by reference, along with a brief summary:

A1.03 – Final Design, include paragraphs:

A.1 Specifications and written log of job, construction details in 8.5x11 log proposal format, no plans are to be prepared.

A.2  
A.3  
A.4  
A.5

A.1.04 – Bidding or Negotiating Phase:

A.1  
A.2  
A.3  
A.6

### **3. Owner's Responsibilities**

Owner shall have those responsibilities set forth in Article 2 and in Exhibit B.

#### 4. Times for Rendering Services

The times for rendering services are as follows assuming a June 8, 2022 authorization.

<u>Phase</u>	<u>Proposed Completion Date</u>
<u>Final Design Services</u>	<u>June 20<sup>th</sup> 2022 (Advertise for Bid)</u>
<u>Bidding Design Services</u>	<u>July 27, 2022 (Award Contract)</u>

#### 5. Payments to Engineer

A. Owner shall pay Engineer for Services rendered as follows:

<b>Category of Services</b>	<b>Compensation Method</b>	<b><i>Estimate of Compensation for Services</i></b>
<i>Final Design Services</i>	<i>Standard Hourly Rates</i>	<i>\$10,900.00</i>
<i>Bidding Phase Services</i>	<i>Standard Hourly Rates</i>	<i>\$3,000.00</i>
<b>TOTAL FEES =</b>		<b>\$13,900.00</b>

B. The terms of payment are set forth in Article 4 of the Agreement and in Exhibit C.

6. **Consultants:**  
None.

7. **Other Modifications to Master Agreement:**  
None.

8. **Attachments:**  
None

9. **Documents Incorporated by Reference:**  
None.

**10. Terms and Conditions:**

Execution of this Task Order by Owner and Engineer shall make it subject to the terms and conditions of the Agreement (as modified above), which Agreement is incorporated by this reference. Engineer is authorized to begin performance upon its receipt of a copy of this Task Order signed by Owner.

The Effective Date of this Task Order is June 9, 2022

**OWNER**  
**City of Sturgis**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Michael Hughes  
Name

City Manager  
Title

DESIGNATED REPRESENTATIVE FOR TASK ORDER:

Barry Cox, P.E.  
Name

City Engineer  
Title

130 N. Nottawa

Address


bcox@sturgismi.gov  
E-Mail Address

(269) 659-7249  
Phone

(269) 659-7295  
Fax

Sturgis Purchase Order No.: \_\_\_\_\_

**ENGINEER**  
**Fleis & VandenBrink Engineering, Inc.**

  
Signature \_\_\_\_\_ Date 6-1-2022

Matt Johnson, P.E.  
Name

Regional Manager  
Title

DESIGNATED REPRESENTATIVE FOR TASK ORDER:

Larry Hummel, P. E.  
Name

Project Manager  
Title

2960 Lucerne Drive SE, Suite 100

Grand Rapids, MI 49546  
Address

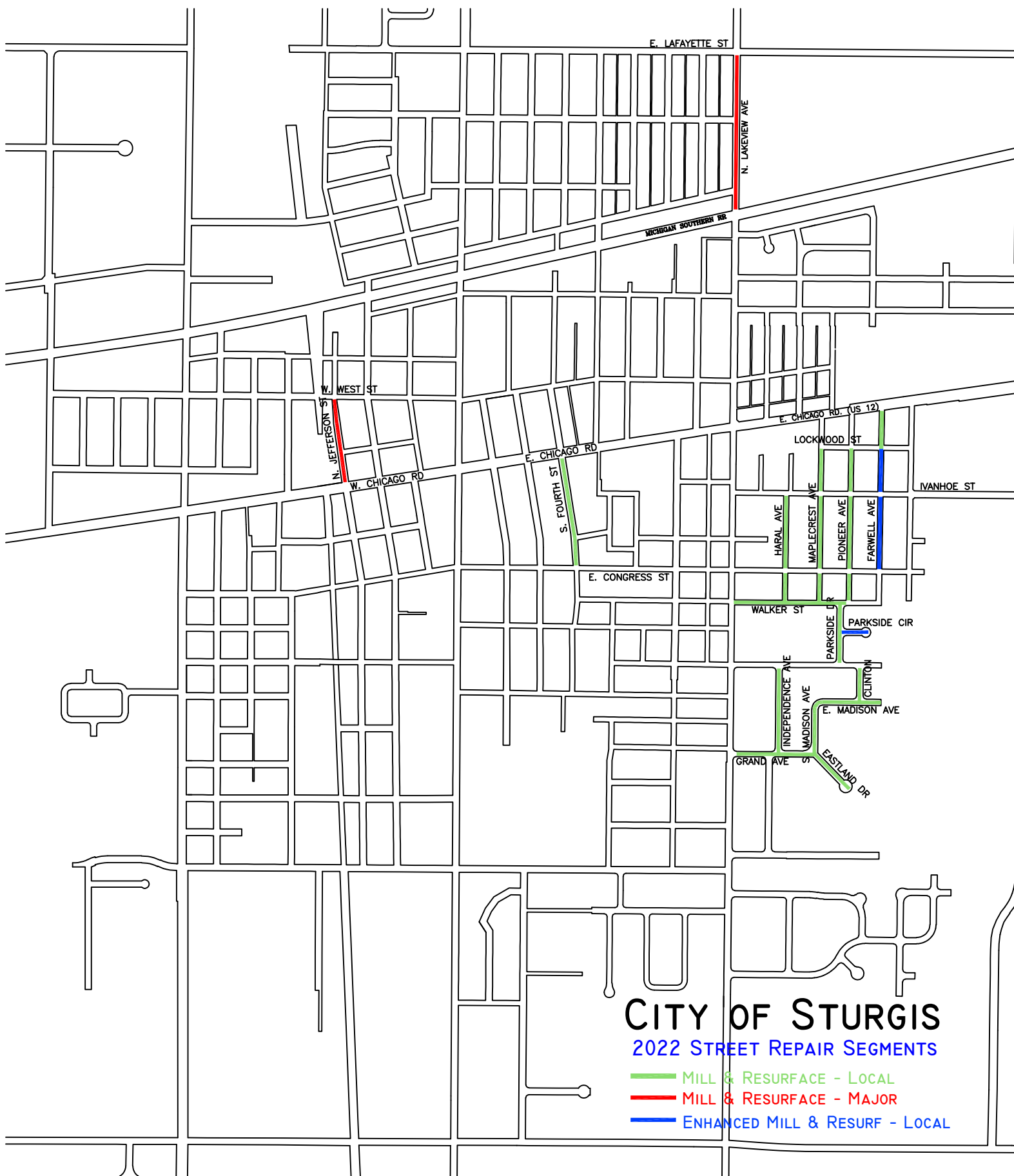
lhummel@fveng.com  
E-Mail Address

(616) 369-8160  
Phone

(616) 977-1005  
Fax

F&V Vendor No.: 00776





## 2022 Street Improvements Project

		202 Major Street	203 Local Street	TOTAL PROJECT	Notes
		Street Improvements Resurfacing			
BUDGETED FUNDS	FY 2021-2022	\$ 300,000.00	\$ 450,000.00	\$ 750,000.00	
PROJECT COSTS					Notes
		40% of Total	60% of Total		
Design and Bid Phase Engineering	Recommended	\$ 15,600.00	\$ 23,400.00	\$ 39,000.00	Task Order #06
Construction Award	Upcoming				
Construction Phase Engineering	Upcoming				
TOTAL PROJECT COST		\$ 15,600.00	\$ 23,400.00	\$ 39,000.00	
OVER (UNDER) BUDGET		\$ (284,400.00)	\$ (426,600.00)	\$ (711,000.00)	