



City of Hartford
County of Van Buren, State of Michigan

Downtown Development Authority Meeting Agenda

Wednesday, April 16, 2025 at 10:00 AM

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

PUBLIC COMMENT

APPROVAL OF COMMISSION MINUTES

- [1.](#) DDA - 2025 March

APPROVAL OF REPORTS

GOALS/OBJECTIVES

OLD BUSINESS

- [2.](#) Discuss & Consider - Mckenna Proposal for DDA Plan

NEW BUSINESS

- [3.](#) Discuss & Consider - 2024/2025 Budget
- [4.](#) Discuss & Consider - 2025/2026 Budget
- [5.](#) Discuss & Consider - Investment Options
- [6.](#) Discuss & Consider - 2025 Flower Planting Quote
- [7.](#) Discuss & Consider - Community Events Sponsorship

ADJOURNMENT



City of Hartford
County of Van Buren, State of Michigan
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING

Wednesday, March 26, 2025 10:00am
PROPOSED MINUTES

Members Present: Shayne Darling, Brian Garland, Mark Kellogg (arrived 10:16am) Gurnamaskar Singh, Rick Stevens, Sandra Tavarez

Members Absent: Manuela Blaylock-Villota, Pete Sinclair

Staff Present: Nicol Brown, City Manager, RoxAnn Rodney-Isbrecht, Clerk Rebecca Senard, Deputy Clerk

RoxAnn Rodney-Isbrecht, City Clerk called the DDA meeting to order at 10:00am.

The Clerk administrated the oath of office to the newly appointed board members.

Election of Officers:

Darling nominated Garland for President, seconded by Singh.

Motion carried 3-2

Stevens nominated Stevens for President, seconded by Garland.

Motion failed 2-3

Darling nominated Stevens for Vice President, seconded by Singh.

Motion carried 5-0

Singh nominated Darling for Secretary, seconded by Garland.

Motion carried 5-0

Approval of the Agenda:

Motion by Garland, Second by Darling, to approve the agenda.

Motion Carries 5 – 0

Public Comment:

City Manager Brown invited Tim Dibble from Hartford Speedway to attend the meeting as he may be interested in sitting on the DDA board. Also invited Hillary Taylor from McKenna to answer questions about a proposal to update the By-laws DDA Plan & TIFF.

Approval of the Minutes:

Motion by Darling, seconded by Singh, to accept minutes of the April 26, 2023.

Motion carried 5 – 0

Acceptance of the Finance Report:

Discussion on administrative fees of \$200 per/month charged by the City. The fee is a reduction from \$250 per/month assessed a few years ago. City Treasurer Shultz gave a board overview of the required duties that staff performs such as bank reconciliations, state reporting, board packet preparation and minutes.

Motion by Kellogg, seconded by Singh, to accept 2022-2023 financial reports.
Motion carried 6 – 0

Motion by Kellogg, seconded by Tavarez, to accept the 2023-2024 financial reports.
Motion carried 6 – 0

Motion by Kellogg seconded by Singh, to accept 2024-2025 financial reports.
Motion carried 6 – 0

The Board requested information on the type of accounts DDA funds are held in. DDA funds are held at Honor Credit Union in a municipal account.

Motion by Stevens, seconded by Singh, requesting the City research a higher yield account for the DDA funds and bring back options for the board to consider.
Motion carried 6 – 0

Goals/Objectives:

Discuss & Consider – DDA Ordinance, Boundary Map and By-laws – City Manager Brown introduced Hilary Taylor of Mckenna to go over the proposal of their services to update the ordinance, boundary map and bylaws. It would be a five-step process and take about 8 months to complete. It would help create actionable goals for the next five years. The proposal is not to exceed \$20,000. City Manager Brown is recommending an outside organization to accomplish these goals as she does not have the time to dedicate to the update process. The Board tabled the discussion for a future meeting. The Board has the option to send out an RFP for additional proposals. The plan needs to be updated & assistance will be needed if the ordinance & boundary are to be expanded. Mckenna can negotiate fees based on what the board wants to accomplish.

Old Business:

Discuss & Consider – DDA 2015 Development Plan & Tax Increment Finance Plan (TIFF) are outdated and need to be updated. Board is requesting options to discuss. The DDA Board also wants to know why they are required to update the plan instead of continuing with the old plan. DDA talked about expanding the boundaries, which would require an update of the ordinance, boundary map & TIFF. The current plan and budget are not realistic based on the current boundary.

New Business:

Discuss & Consider – 2023/2024 Budget – the DDA has not had any meetings to adopt the previous budget years.

Motion by Darling, seconded by Singh, to accept the 2023/2024 budget.
Motion carried 6 – 0

Discuss & Consider – 2024/2025 Budget – not available yet, City Manager is currently working on a budget and will bring back to the next meeting.

Discuss & Consider – 2025 DDA Meeting Schedule – The board will be meeting on the 3rd Wednesday of every month at 10:00am.

Motion by Garland, seconded by Singh, to approve the 2025 DDA meeting schedule.
Motion carried 6 - 0

Discuss & Consider – Mckenna DDA & TIFF plan Proposal – the Board tabled the discuss for a future meeting.

Adjournment

Motion by Garland, seconded by Darling, to adjourn the meeting at 10:52am
Motion carried 6-0

Next meeting April 16, 2025 at 10:00am

Respectively submitted by,

Shayne Darling, DDA Secretary

rks/rri



MCKENNA

April 7, 2025

Nicol Brown
City Manager
City of Hartford
19 West Main Street
Hartford, MI, 49057

Subject: City of Hartford DDA Development and Tax Increment Financing (TIF) Plan Update

Dear Ms. Brown:

The City of Hartford's Downtown Development Authority (DDA) met to discuss the budget and other items on March 26, 2025. During the meeting McKenna presented a project scope for the process to update and renew the DDA plan and to update the TIF boundaries. Members of the DDA asked McKenna to tailor the project scope to the community to show the many tasks associated with the proposed renewal. McKenna here presents the tasks that the community can do, and the technical items that McKenna proposes to update the DDA plan and amend the TIF boundary. This proposal includes work not to exceed \$10,000. If this approach is acceptable, a contract will be presented to the DDA board. The tasks are as follows:

Task	Assignment
Pass a resolution of intent to renew or create a DDA, and the governing body finds that it is necessary for the best interests of the public to do the following related to the defined business district: <ul style="list-style-type: none"> • To halt property value deterioration • Increase property tax valuation • Eliminate the causes of deterioration • Promote economic growth • Create and provide for the operation of the DDA 	Hartford City Council
The governing body sets a public hearing, based upon its resolution of intent, to create a DDA.	Hartford City Council McKenna
Notice is given of a public hearing by publication and mail to taxpayers within a proposed district and to the governing body of each taxing jurisdiction levying taxes that would be subject to capture of tax increment revenues. The governing body takes comments at the public hearing.	Hartford City Council McKenna
Not less than 60 days following the hearing, the governing body may adopt proposed ordinance creating the DDA and designating the boundaries of the DDA district.	Hartford City Council

HEADQUARTERS

235 East Main Street
Suite 105
Northville, Michigan 48167

☎ 248.596.0920
☎ 248.596.0930
MCKA.COM

Communities for real life.



The ordinance must be published at least once in a local newspaper and filed with the Secretary of State.	Hartford City Council
Draft Updated DDA and TIF Plan, and revise the boundary of the DDA as determined, create a new map is as prescribed.	McKenna
If the DDA board anticipates the need for capturing tax increments or using revenue bonds to support a project, a development plan and a tax increment financing plan must also be adopted by the DDA board and the municipality.	Hartford City Council DDA Board McKenna

McKenna is well-suited to prepare the City's amended Development and TIF Plan. Our Plan will refine the vision for the future of Downtown Hartford, include compelling visuals and renderings, and provide a roadmap to achieve the vision. It will also include the required elements necessary by the Recodified Tax Increment Financing Act, Public Act 57 of 2018. Collaborating with McKenna means:

1. Tapping into our 45+ year track record of experience in developing dozens of DDA and TIF Plans and strategic economic development plans for downtowns.
2. Producing an authentic and thorough public engagement program that reaches engaged business members, residents and stakeholders --- allowing the DDA and City leaders to tout the inclusive nature of the process.
3. Bringing a technical, deep experience to the downtown with urban designers skilled in the art of placemaking, transportation and urban design and certified public engagement specialists.

It's easy to recognize and appreciate Hartford's strong desire for continued commitment to invest in the downtown area. We are excited about the prospect of working with the City of Hartford in this effort, along with its business community, and its residents to chart the future of downtown for years to come.

Thank you, as always, for considering our team.

Respectfully submitted,

McKenna

Donovan Smith, AICP
Principal Planner

Hillary Taylor
Senior Planner

Cc: John Jackson, AICP, President



Work Plan

Hartford's Downtown Development Authority is aims to foster an attractive Downtown environment that will increase foot traffic flow into the Downtown area and general economic activity for small businesses.

We have designed the following work plan for Hartford to achieve a well-articulated, informative, and progressive Development and Tax Increment Financing (TIF) Strategic Plan, one that builds upon the existing 2015 DDA Ten Year Plan and the 2009 Hartford Downtown Blueprint, as well as the community's existing assets which will position the City for sustainable future downtown success.

The finished product will be a high-quality, comprehensive Development and TIF Strategic Plan founded on community input, supported by stakeholders, graphically attractive, and rooted in realistic implementation with a focus on tomorrow. The following tasks detail a description of the services and processes that we envision for Hartford's Plan update:

- Task 1: Project Initiation and Organization
- Task 2: Hartford 2025 – Identify, Quantify, And Analyze
- Task 3: A Thorough, Inclusive Public Participation Process
- Task 4: Drafting the Plan
- Task 5: Public Review and Adoption

TASK 1: PROJECT INITIATION AND ORGANIZATION

Kick-Off Meeting (Internal)

McKenna will conduct an initial meeting with City Administration to receive input and direction on the work plan, and to finalize a structure for review and management of the plan process. At this first internal meeting McKenna will:

1. Establish a working relationship, answer questions and reach an understanding of expectations (defining basic client desires);
2. Make mutually agreed upon adjustments in the work plan and/or schedule;
3. Identify preferred method of communication (i.e. email, mail, phone, etc.);
4. Assess available maps and data; collect various documents; and
5. Determine key stakeholders.



DDA Board Kick-Off Notice of Intent

McKenna will conduct an introductory meeting with the DDA Board, and any other designated City representatives, and conduct a walking tour of the downtown district. At this first, internal meeting, McKenna will:

1. Pass a resolution of intent to renew or create a DDA.
2. Review the current DDA plan, including goals, and project status updates;
3. The boundary of the DDA is determined and a new map is made.
4. Review and discuss other plans, projects, and documents related to the DDA; and
5. Define specific project objectives to guide the study and plan development moving forward.

TASK 2: HARTFORD 2025 – IDENTIFY, QUANTIFY, AND ANALYZE

McKenna will update the database of information on the Development Area and TIF District, using data from the U.S. Census, ESRI, other available previous work, and collecting new data. Our analysis will be performed and presented through mapping, sketches, and photo reconnaissance. Land uses, physical features, aesthetics, legibility, circulation, and other features will be considered, along with known community needs and desires, plans and potentials. The following is a list of steps that McKenna will take to accomplish this task:

1. **Evaluate Existing Plans, Projects, and Conditions.** We will review relevant previous plans, studies and reports prepared for the DDA or the City as a whole (e.g. TIF and Development Plans, Master Plan, etc.). We will also review what has been accomplished and what remains to be completed, as well as the established vision and direction for the district.
2. **Evaluate Downtown Conditions.** During McKenna's walking tour of the downtown with the DDA, McKenna will document the existing conditions, assets, challenges, and opportunities. McKenna will observe and annotate the DDA's physical environment, a critical factor for envisioning future potentials. We will then map the land use pattern and quantify existing land uses in the district.
3. **Opportunities and Constraints.** As part of the preparation for the project identification and prioritization process, McKenna will prepare a graphic analysis of the district's opportunities and constraints.
4. **TIF Projections.** As required by Public Act 57 of 2018, McKenna will complete projections of future TAX capture and revenues from the TIF to have a basis to budget desired projects and improvements for the DDA.

Our analysis will be performed and presented through mapping, sketches, and photo reconnaissance. Land uses, physical features, aesthetics, legibility, circulation, and other features will be considered, along with known community needs and desires, plans, and potentials.

TASK 3: A THOROUGH, INCLUSIVE PUBLIC PARTICIPATION PROCESS

The McKenna process engages stakeholders and encourages them to envision the future, create excitement, and put priority on the DDA's projects, thereby increasing the likelihood of implementation.

We know the DDA values empowering its residents, and we share that philosophy. McKenna proposes a multi-pronged approach to engaging the business community, key stakeholders, residents, and visitors to the City. In our experience, offering a variety of public engagement methods affords residents and stakeholders the



opportunity to connect. We believe our approach is cost effective but broad enough to engage many different types of users in Hartford. With all the various public engagement options, the Plan will afford business owners, residents, and stakeholders a true opportunity to weigh in on topics that define their community.

A descriptive summary and analysis of public input comments, feedback and preferences will be conducted by McKenna and included as a chapter within the Plan.

We propose the following public engagement program as described below. However, the program can be modified based on Hartford's public engagement preferences:

1. **One (1) Kick-Off Meeting and DDA Meeting.**
2. Up to **(3) Working Meetings with the DDA.** The purpose of these working meetings is to assist with Task 2 and ensure that the final Plan represents the future project and funding desires of the DDA.
3. **Two (2) Public Hearings.** One public hearing with the City of Hartford City Council is required for notice of intent to plan and an additional for final adoption.

TASK 4: DRAFTING THE PLAN

The tasks below generally describe the process for amending the Plan:

Goals and Objectives. Using feedback from the initial kickoff meeting and the community engagement process, McKenna will create goals and objectives that will guide the Plan. These goals and objectives will be at the forefront of the entire deliverable and will transition into an action-based Plan that identifies projects based on each goal.

Development Plan. Based on the prioritized list of projects and goals generated through public engagement, McKenna will create a Downtown Development Authority Development Plan, which will include all the requirements for a Development Plan under Public Act 57 of 2018. These contents include:

- The boundaries of the development area.
- The location, character, and extent of public and private land uses, both existing and proposed.
- A description of existing improvements to be demolished, repaired, or altered and an estimate of the time required for completion of these projects.
- A description, including location and cost, of any new development or rehabilitation and time required for completion.
- A description of any areas to be left as open space and the intended use of the space.
- A description of any areas the DDA desires to sell, donate, exchange or lease to or from the City.
- A description of desired zoning changes and/or changes in infrastructure.
- The Plan will reflect the DDA's current operating budget and realistic recommendations for future budgets, including identification of viable funding sources. The Plan will be portrayed in table form and will include the following information, at a minimum and as necessary:

- Project description and recommendations.
- Project location.
- Budget with cost estimates and method of funding sources.
- Year(s) to be implemented.
- An estimate of the cost of the development, a statement of the proposed method of financing the development, and the ability of the DDA to arrange the financing.
- Designation of the person(s) or entity(s) to whom a development is being leased or sold, if applicable, or a description of the bidding procedures to be established if there is no agreement for purchase.
- Estimates, of the number of persons residing in the development area and the number of families and individuals to be displaced by improvements in the district as well as a plan for the relocation of these persons and provisions for the costs (if applicable).
- Other information as deemed necessary to the plan or for compliance with state laws and for formal presentations to the DDA and City.

TIF Plan. McKenna will update the TIF Plan, including all the information required by Public Act 57 of 2018. These contents include:

- A detailed explanation of the tax increment financing procedure.
- Maximum amount of debt to be incurred, if any; the duration of the program; and estimates of yearly captured assessed valuation.
- A statement of the estimated impact of the tax increment financing on the assessed values of all taxing jurisdictions in which the Development Area is located.
- Plans for the expenditure of captured assessed value to be used by the DDA, including the types of public improvements to be made.
- A description of the planned use of any captured assessed value.
- Other information necessary to the Plan.

TASK 5: PUBLIC REVIEW AND ADOPTION

Present Draft Plan for Review

McKenna will present the draft Plan to the DDA at approximately two-thirds of the way through the planning process for feedback and will incorporate any revisions as necessary.

Prepare and Submit Draft Plan for Adoption

We will prepare for and present the final Plan to the City Council at their respective public hearing and adoption meeting.

The final Plan will be prepared as a bound, written report and will include text and high-quality graphics, maps, charts, and tables explaining the work. In our experience, bringing such clarity to the Plan offers a level of transparency all stakeholders — City leaders, DDA Board members, members of the business community, and residents alike — deeply appreciate. This approach also results in greater ease of viewing on the website.



Proposed Schedule

The following is a proposed eight-month schedule allowing for planning activities, up to (3) meetings (including time for substantial input from the community and stakeholders), and the statutorily required analysis and adoption.

We are happy to adjust the schedule to meet your needs and are prepared to begin the project immediately upon authorization.

TASKS	Month							
	1	2	3	4	5	6	7	8
1. Project Initiation and Kick-Off								
2. Development of District Area Citizen's Council (if needed)								
3. Identify, Quantify, and Analyze								
4. Targeted Public Outreach								
5. Draft the Plan and Review the TIF/Development Plan								
6. Public Review / Adoption								
MEETINGS (shown with an "x" for one meeting)								
Initial Planning Meeting and Walking Tour with the DDA Board	X							
Working Meetings with the DDA Board and Designees		X				X		
Public Hearing with City Council (required)	X							X



Project Fee and Deliverables

McKenna will prepare an amendment to Hartford's Development and TIF Strategic Plan, for a total not-to-exceed fee of \$10,000. Invoicing will be monthly on a percent complete basis. Please note that we are amenable to modifying the scope of our services to best accommodate the DDA's needs and expectations. We appreciate the opportunity to discuss these types of modifications with you.

Significant revisions, expanded/new project tasks, or other additional changes to the proposed work plan not identified in this scope will be billed according to the following hourly fee schedule, with authorization from the DDA prior to completion of any additional services.

PROFESSIONAL FEE SCHEDULE FOR HOURLY RATED SERVICES

Professional Classification	Rate Per Hour*	
President	\$220	<p>* Rates include the following overhead: Accounting, Advertising and Promotion, Books, Publications and Maps, Business Entertainment, Charitable Contributions, Computers, Furniture and Fixtures, Graphics Supplies and General Insurance, Interest, Legal, Licenses, Meals, Memberships and Subscriptions, Office Equipment, Office Space and Parking, Office Supplies, Postage (Except Overnight), Professional Dues, Software, Taxes and Telephone.</p> <p>These rates do not include photography, outside reproduction, document or materials purchases, which are invoiced additionally. Rates also do not include reimbursable costs for travel, courier, overnight mail, etc. Mileage will be invoiced at the Federal mileage rate.</p> <p>These hourly rates are valid through December 31, 2025, after which they may change per classification by a percentage equal to the increase in the Consumer Price Index for the prior 12 months per U.S. Department of Labor, Bureau of Labor Statistics.</p>
Executive or Senior Vice President	\$200	
Vice President	\$190	
Director	\$180	
Senior Principal or Manager	\$175	
Principal	\$145	
Senior	\$130	
Associate	\$110	
Assistant	\$100	
Administrative Assistant	\$75	
Consultation, preparation for, and sitting as expert witness in legal matters.	\$220	



DELIVERABLES

The above Scope of Work describes the products to be developed as part of this Plan; though this may not be an exhaustive list (client satisfaction is our #1 priority – that means we “do what it takes” during a project to deliver the best experience).

Public Engagement Materials. Display boards, handouts, fliers, and other swag prepared for events will be turned over to the City once we have used them for analysis.

Maps and Graphics. The Plan will include the following maps / graphics:

1. DDA Development Area Boundaries Map
2. Existing Land Use Map
3. Proposed Project Locations Map
4. Other maps or graphics as deemed necessary.

At the DDA’s request, large-scale color versions of the above maps or graphics for presentation and display can be provided at McKenna’s documented cost.

Final Development and TIF Strategic Plan Document. The final Plan and all work elements, maps, tables, charts, and products described above, will be compiled in report form. McKenna will provide Hartford with a digital copy on a flash drive for DDA and City use (in .PDF format). Bound copies of the Plan will be provided at McKenna’s documented cost, at the request of the DDA.

CITY OF HARTFORD

2024 - 25 BUDGET SUMMARY DOWNTOWN DEVELOPMENT AUTHORITY

	Actual as of 3/30/2024	2023 -24 ORIGINAL BUDGET	2024-25 PROPOSED BUDGET	COMMENTS
FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Revenues				
DDA CAPTURED TAX	13,770	13,764	20,920	
BANK INTEREST ON ACCOUNTS	25	0	25	
Total FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY	13,795	13,764	20,945	
Expenditures				
DEPT 729 DOWNTOWN DEVELOPMENT AUTHORITY				
ADMINISTRATION FEE	1800	2400	2,400	
CONTRACTURAL SERVICES	0	0	10,000	
LEGAL SERVICES	0	0	5,000	
Total DEPT 729 DOWNTOWN DEVELOPMENT AUTHORITY	1,800	2,400	17,400	
FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
TOTAL REVENUES			20,945	
TOTAL EXPENDITURES			17,400	
NET OF REVENUES & EXPENDITURES			3,545	

CITY OF HARTFORD

2025 - 26 BUDGET SUMMARY DOWNTOWN DEVELOPMENT AUTHORITY

	FYE 06302024	FYE 06302025
Actual as of 03302025	ORIGINAL BUDGET	PROPOSED BUDGET

FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY **COMMENTS**

REVENUES		
DDA CAPTURED TAX	20,920	22,562
BANK INTEREST ON ACCOUNTS	25	75
Total FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY	0	22,637

EXPENDITURES

DEPT 729 DOWNTOWN DEVELOPMENT AUTHORITY		
POSTAGE	0	250
OPERATING SUPPLIES	0	0
ADMINISTRATION FEE	2,400	2,400
CONTRACTURAL SERVICES	10,000	11,250
LEGAL SERVICES	5,000	0
FACADE IMPROVEMENTS	0	
MISCELLANEOUS	0	0
Total DEPT 729 DOWNTOWN DEVELOPMENT AUTHORITY	0	13,650

Contractual Services:		
McKenna for 10 10-year strategic plan	\$10,000	FUND 248 - DOWNTOWN DEVELOPMENT AUTHORITY
Strawberry Festival	\$250	TOTAL REVENUES
Concerts in the park	\$500	TOTAL EXPENDITURES
Lions Club - Christmas Décor	\$500	NET OF REVENUES & EXPENDITURES
	<u>\$11,250</u>	8,987



City of Hartford * County of Van Buren * State of Michigan

FROM: Pam Shultz, City Treasurer
DATE: April 10, 2025
RE: Bank account & Investments

ITEM BEFORE THE DDA:

The item before the DDA is per their request for information on investments.

DISCUSSION:

The answers to the DDA's inquiries are contingent upon the rules of the TIF. I am not 100% familiar with the rules and will need a little extra time to go over them. The following is what I can present to the DDA at this time:

- The DDA funds are being held in a municipal interest bearing checking account under the heading of City of Hartford with a sub account heading of DDA at Honor Credit Union.
- The current interest rate for the checking account as of March 31, 2025 was .25%
- The only other financial institution I have found with a better rate is Consumers Credit Union and they are not located very close by.
- The credit union offers higher interest rates on money market accounts if they are allowed by the TIF.
- The credit union also offers Certificates of Deposits if they are allowed by the TIF.
- The credit union offers different specials throughout the year on accounts and certificates.
- I am willing to work with the DDA on becoming more familiar with the TIF rules and move funds wherever the DDA deems suitable.

RECOMMENDATION:

Revisit this at next month's meeting once we have all had time to go over the TIF rules. At that time we can make a decision on whether or not the funds need to be moved into a different account.



Paulette Rybarski
54435 Territorial Road West
Decatur, MI 49045
ph 269.423.8348

Estimate
City of Hartford - Flower Planting 2025

Quantity	Description	Cost
4	Stone planters @ \$75.00 each	\$300.00
6	Extra-large terracotta pots @ \$110.00 each <ul style="list-style-type: none"> • Planted with mixed flower varieties At pavilion in park	\$660.00
2	Stone planter in park memorial red, white, and blue @ \$45.00 each	\$90.00
16	Black pots @ \$75.00 each	\$1200.00
1	Round stone planter (park)	\$155.00
21	(7) Extra Large pots @ \$185.00 each (7) Large pots @ \$136.00 each (7) Medium pots @ \$89.00 each	\$1,295.00 \$952.00 \$623.00
Total		\$5275.00



Dear Potential Sponsor,

The Strawberry Festival is a long-standing tradition in Hartford, Michigan dating back to 1989. One of the first festivals of the season, this festival offers our community a family friendly event to bring our community together and promote Hartford. The Strawberry Festival provides entertainment, food, rides, parades and more for Hartford and surrounding communities to enjoy. This year's the festival will be a two-day event on June 13 & 14, 2025. As our festival grows, we hope you will consider being a part of this community event.

The Hartford Strawberry Festival is hosted by the Greater Hartford Area Chamber of Commerce which promotes the general welfare and prosperity of the Hartford area businesses and community.

The Greater Hartford Area Chamber of Commerce is now a 501(c)3. This designation allows your company to label your sponsorship as a charitable contribution on your taxes.

Areas Covered by sponsorship:

- Main Stage entertainment for Friday and Saturday
- General expenses (advertising, brochures and poster printing, portable restrooms, security personnel, trash pickup and disposal, after the festival cleanup and other festival expenses.)
- Rides

Each year companies choose to sponsor the Hartford Strawberry Festival to help promote our community and businesses. Please consider being a sponsor:

What you get!	Diamond	Platinum	Gold	Silver	Bronze	Patron
	\$1,000+	\$750	\$500	\$250	\$100	\$50
Recognition on promotional poster during festival	•	•	•	•	•	•
Recognition on website	•	•	•	•	•	•
Recognition in festival brochure	•	•	•	•	•	
Recognition in HACOC E-Newsletter in July	•	•	•	•	•	
Logo on promotional poster during festival	•	•	•	•		
Logo on website and festival brochure	•	•	•	•		
Public announcement recognition during the festival	•	•	•	•	•	
Business name on festival shirt				•	•	
Business logo on festival shirt	•	•	•			
18" x 24" Sign with Business name and Logo displayed in Ely Park during Festival	•	•	•			
Four two-day all you can ride wristbands	•	•				
12' x 12' Display space at festival – Sponsor supplies tent and tables	•					

Please turn page over for more information



2025 Hartford Strawberry Festival Sponsorship Form

Yes, I would like to sponsor the Hartford Strawberry Festival to promote local businesses and community.

Company Name: _____

Contact Name: _____

Company Address: _____

Phone #: _____ Email: _____

Choose a level:

___ Patron Level \$50

___ Bronze Level \$100

___ Silver Level \$250

___ Gold Level \$500

___ Platinum Level \$750

___ Diamond Level \$1,000+

___ Please send me information about being a member of the Hartford Area Chamber of Commerce

Deadline for sponsorship is May 1st.

Please make checks payable to: Greater Hartford Area Chamber of Commerce

Mail to:

Greater Hartford Area Chamber of Commerce

P.O. Box 283

Hartford, MI 49057

Or to pay by Credit Card:

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Total: _____ CVV: _____ Zip Code: _____

Signature: _____

If you have any question, please contact Patty Schroeder at (269)588-5103 ex. 2

Thank you for helping make Hartford a better community!