

Village of Calumet Downtown Development Authority
List of Contracts FY2020

Main Street Calumet, Inc, \$20,000

This contract term is January 1-December 31, 2020. Main Street Calumet will provide promotional events for the DDA district, coordinate and administer volunteer-led activities and events, represent Calumet on social media, develop and distribute community brochures, support local businesses and prospective developers, develop relationships with other economic development organizations, maintain Calumet tourism specific resources on it's website, and participate in Calumet Area Trails planning.

Chelsea Batten, \$5000

This contract will terminate October 31st, 2019. The contract is for photography, design and videography services. Contract was developed to fulfill a marketing grant awarded to the DDA and Main Street Calumet, Inc by the Western Upper Peninsula Planning and Development Region (WUPPDR). Products will be used in a community marketing campaign used to encourage remote workers and area alumni to relocate to Calumet and support our community. Photography and videography will be the shared property of the Village of Calumet DDA and Main Street Calumet, Inc.

Main Street Calumet, Inc, \$700

This contract will terminate October 31st, 2019. Main Street Calumet, Inc will create, schedule and purchase social media advertising on behalf of the Village of Calumet DDA. Main Street Calumet, Inc will purchase \$350 of Facebook advertising and \$350 of Instagram advertising to be used exclusively for the WUPPDR Mini-Marketing Grant promoting Calumet. Main Street Calumet, Inc will receive no administrative or other fees of any kind for this service. All advertising must be purchased prior to October 31st, 2019. Main Street Calumet, Inc will be reimbursed in full for the advertising expenditures upon submission of paid invoices or receipts to the Village Administrator, no later than December 31st, 2019.