

AGREEMENT FOR SERVICES

BETWEEN MAIN STREET CALUMET, INC. (MSC) AND THE VILLAGE OF CALUMET DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

This Agreement for Services supports the mission of **Main Street Calumet, Inc. (MSC)**, to *promote, develop, and preserve downtown Calumet*, and supports the purpose of the **Village of Calumet Downtown Development Authority (DDA)**, to *promote economic growth in the DDA District in the Village of Calumet*.

MSC provides the Village of Calumet with a variety of events, programs, and initiatives that benefit the whole community but especially impact the health of the downtown district. The services outlined in this document fulfill and are in line with the goals laid out by the **Village of Calumet Master Plan (2018)** and the **Village of Calumet Development Plan & Tax Increment Financing Plan (July 2021)**.

PROMOTION

MSC shall:

- Coordinate and administer volunteer-led activities and events, including but not limited to **Pasty Fest, Ladies Day Out, Christmas in Calumet, and Trunk-or-Treat**.
- Present a public face for the Village of Calumet downtown district on social media (Facebook, Instagram, MSC website) to promote a positive image of the community and increase avenues of communication between area residents, visitors, and the Village of Calumet DDA.
 - When requested, MSC will post material specifically requested by the Village or the DDA, such as job postings, community clean-up dates, or other notices.
- Develop and distribute advertising materials to increase awareness of downtown and regional assets. These materials could be printed or digital in nature and may include downtown/area brochures, promotional video content, radio advertising and other forms of communication.
- Maintain the **tourism and relocation sections** of its website to provide information for visitors and potential new residents.

- Publish an **e-newsletter** featuring local events, news items, and updates from businesses and property owners.
 - Support **business district advertising** initiatives in collaboration with the DDA.
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DESIGN

MSC shall:

- Advocate for the **Calumet Area Trails Planning effort** and work with local and regional partners to improve connectivity, wayfinding signage, and related infrastructure.
 - Coordinate with businesses, volunteers, and Village employees to plan and implement **seasonal décor** (flower baskets, plantings, Christmas decorations, etc.).
 - **Provide administration to the community gardens**, subject to continuation of the community garden program by the Village.
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ECONOMIC DEVELOPMENT

MSC shall:

- Build relationships with local, state, and federal agencies on behalf of the downtown district, including but not limited to: **KEDA, WUPPDR, MEDC, Team Peninsula, HCLBA, and KNHP/KNHPAC.**
- Connect prospective property and business owners with information on **real estate opportunities, redevelopment incentives, and business assistance tools.**
- Host **quarterly business networking events** to strengthen relationships and facilitate communication between business owners and Village boards/commissions.
- Engage with **new business owners**, providing orientation and connection to local resources and Village requirements.
- Conduct a **Cost/Benefit Analysis for participation in the Michigan Main Street Program**, including overlap with Redevelopment Ready Communities (RRC)

certification.

- Assist the DDA with a potential **Downtown Parking Study**, including coordination, research, and reporting.
 - Cooperate with the DDA and Village in efforts to clarify roles and improve collaboration across the multiple entities in the Calumet community.
 - The Executive Director shall act as a **community connector**, fostering communication and coordination among the Village of Calumet, Village of Laurium, Calumet Township, Main Street Calumet, and the Keweenaw National Historical Park.
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REPORTING & COMMUNICATION

- The **Executive Director of MSC** or, if unavailable, a designated **MSC Board Member**, shall attend all regular DDA meetings.
 - At each meeting, MSC shall provide a monthly report including:
 - Downtown business activity and meetings with potential or new business owners.
 - Updates on events, promotions, and initiatives.
 - General updates on issues, opportunities, and challenges affecting downtown.
 - MSC, the DDA, and the Village will participate jointly in **two public informational meetings per year** to showcase collaboration and ensure the DDA receives public recognition for its support.
 - MSC will provide the DDA with written updates on services delivered:
 - No later than **October 30, 2025** for the period March 1 – August 31, 2025.
 - No later than **March 31, 2026** for the period September 1, 2025 – February 28, 2026.
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RECOGNITION OF SUPPORT

To ensure the DDA's investments in the downtown via this contract are recognized, MSC will include mention of DDA support on the MSC website and on the Calumet Explorer Map and all posters associated with Ladies Day Out, Truck-or-Treat, Christmas in Calumet, Pasty Fest, and Network Calumet events.

DELIVERABLES & PERFORMANCE REVIEW

To ensure accountability and transparency, MSC will provide the following measurable deliverables as part of the semi-annual reports:

- **Social Media:** Provide metrics showing reach across social media channels in semi-annual reports.
- **Events:** Delivery of the four major events (Pasty Fest, Ladies Day Out, Christmas in Calumet, Trunk-or-Treat) with documented attendance/participation metrics.
- **Business Engagement:** Document **direct engagements** with established, new or prospective business owners.
- **Networking:** Host **quarterly business networking events** with a summary report of attendance and outcomes.
- **Brochure & Advertising:** Provide documentation of advertising efforts.
- **Community Engagement:** Documentation of participation in public informational meetings and cross-community collaborations.

Performance Review:

- The DDA and MSC shall conduct an **annual review meeting** no later than March 31, 2026, to evaluate outcomes, identify challenges, and establish goals for the following contract year.

TERM

The term of this Agreement shall be **March 1, 2025 – February 28, 2026.**

PAYMENT FOR SERVICES

The DDA will pay MSC **\$10,000** for the contract term. Payment for MSC's services shall be payable in advance, but must be paid in full no later than **October 31, 2025**.

INSURANCE

Prior to payment under this Agreement, MSC shall furnish the Village of Calumet proof of insurance. Policy(ies) shall require **30 days' notice of cancellation** to the Village while this Agreement is in effect.

AGREED AND ACCEPTED BY:

Main Street Calumet, Inc.

Date: _____

By: _____

Name:

Title:

Village of Calumet Downtown Development Authority

Date: _____

By: _____

Nicole L'Esperance, Chairperson