Planning Commission Agenda
October 15, 2019

I. Call to Order 5:30
   A. Pledge of Allegiance
   B. Roll Call

II. Public Comment
    Any Commission related item – 3 min. limit

III. Consent Items/Communications
     A. Approval of agenda – Action
     B. Approval of Planning Commission 09.17.2019 minutes – Action

IV. Site Plan Reviews
    A. 181 Uran – New Communications Tower

V. Presentation
    A. Kingdom Geekdom Re-zoning
    B. Wayfinding Signage

VI. Old Business
    Annual Planning Commission Report – Update

VII. New Business
     None

VIII. Master Plan Review
      Joint Meeting

IX. Zoning Ordinance Review

X. Zoning Administrator Report
    A. 2019 Planning Conference

XI. Commissioner’s Comments

XII. Adjournment

Next meeting November 19, 2019 at 5:30 pm
PLANNING COMMISSION MINUTES
HILLSDALE CITY HALL,
97 N. Broad Street
September 17, 2019 at 5:30 PM

I. Call to Order
   A. Chairwoman Amber Yoder called the meeting to order at 5:31 pm
   B. Members present: Secretary Kerry Laycock, Mayor Pro-tem William Morrisey, Commissioners Eric Moore and Ron Scholl
   C. Vice Chairman Samuel Nutter and Commissioner Penny Swan were absent.
   D. Others present: Alan Beeker and Jack McLain.

II. Public Comment
   Jack McLain questioned if backyard fire permits require a burn permit. Mr. Beeker said that they technically do require a permit but this is difficult to enforce. Mr. McLain also enquired about when a use occupancy permit for an apartment must be renewed. He asked a similar question about single family homes where all residents are unrelated. Mr. Beeker indicated that inspections and permit renewals are required every two years for rental properties.

III. Consent Items/Communications
   Commissioner Scholl moved to approve the consent items. Commissioner Moore seconded. All were in favor.

IV. Old business
   Annual Planning Commission Report: Commissioner Nutter was not present to discuss progress on the annual report. The report was due to City Council in July. There was no additional old business.

V. New Business
   There was no new business.

VI. Master Plan review
   There was a lengthy discussion of pages 64 – 75. Several restatements of the problems that the community faces were offered before the Commission agreed to eliminate the section altogether in favor of an update of the goals, objectives and actions steps. There was discussion about including a green goal and looking at ordinance changes to protect heritage trees. Commissioners agreed that the updated plan should list the accomplishments that have been made. All agreed that many action steps had been accomplished but that the goals and objectives remain relevant. Commissioners found it difficult to identify new action steps given that most of the zoning ordinance had been updated. Commissioners concluded that a joint working session with City Council would be useful in identifying new priorities and actions steps, and in strengthening alignment with Council’s objectives and priorities. There was also discussion of creating alignment between the City’s Strategic Plan and its Master Plan. A request for a joint working session will be forthcoming.
VII.  **Zoning Ordinance Review**  
There was no discussion of zoning ordinance.

VIII. **Zoning Administrator’s Report**  
Mr. Beeker did not have anything to report.

IX.  **Commissioner Comments**  
There were no Commissioner comments.

X.  **Adjournment**  
Commissioner Scholl motioned to adjourn. Commissioner Morrisey seconded. All in favor. The meeting adjourned at 6:43 pm.

**Next meeting: October 15, 2019 at 5:30 pm.**
TO:     Planning Commission

FROM:   Zoning Administrator

DATE:   October 8, 2019

RE:     181 Uran St.

**Background:** Tillman Infrastructure has submitted plans for a new communications tower in the Manufacturing Park. The project involves erecting a monopole tower on the property located at 181 Uran St. which is very close to the center of the Manufacturing Park. The plans were submitted to the Planning Office on September 24, 2019. The City Department Heads met for their preliminary review on October 7, 2019. The Staff report is included with the plans.
October 7, 2019

Below is a list of the items cited during the meeting to review the plans of the proposed communications tower to be located at 181 Uran Street. The project comprises a 170’-0” tall monopole tower.

Present: Matt Taylor (City Engineer), Scott Hephner (Police & Fire Chief), Mark Hawkins (Deputy Fire Chief), Jake Hammel (Dept. of Public Services Director), Bill Briggs (Board of Public Utilities Water Dept.), Alan Beeker (Zoning Administrator), Chris McArthur (Board of Public Utilities Director), Chad Culbert (Board of Public Utilities Electric Dept.) and Ben Herrick (Faulk & Foster Real Estate).

Zoning
- Remove razor wire from top of the 8’-0” tall chain link fence.

City Engineer
- No issues.

Public Services
- New Drive Approach to be 16’-0” wide MDOT “M” style with curb tapers.

Public Safety
- Fire Department
  - No issues

- Police Department
  - No issues

Board of Public Utilities (BPU)
- Will require a utility easement for new underground electric supply.

The Planning Commission will review the drawings at the regular meeting which will be held on October 15, 2019 at 5:30 pm. The location will be at City Hall, 97 N. Broad St. in the 2nd Floor Conference Room.
PROJECT: NEW SITE BUILD
SITE NAME: N/A
SITE CASCADE: TI-OPP-13241 (B)
SITE ADDRESS: 181 URAN STREET
HILLSDALE, MI 49242
HILLSDALE COUNTY
PARCEL #: 006-222-151-05
SITE TYPE: 170'-0" SELF-SUPPORT
ZONING DRAWINGS

VICINITY MAP:

PROJECT INFORMATION:
SITE ADDRESS: 181 URAN STREET
HILLSDALE, MI 49242
HILLSDALE COUNTY
SITE COORDINATES:
LATITUDE: 42°17'44" N (8103474')
LONGITUDE: 85°16'54" W (-44160632')
MUNICIPAL ID:
PANCEL ID: 006-222-151-05
ZONE: I-2 LIGHT INDUSTRIAL
PROPERTY OWNER:
HAYES, TIMOTHY W & RONELLE L
13699 HILLSDALE ST
HILLSDALE, MI 49242
A&E FIRM
RAMAKER & ASSOCIATES, INC.
996 COMMUNITY DRIVE
SAUK CITY, WI 53179
CONTACTS: MIKE RIEKE
EMAIL: mrieke@ramaker.com
PHONE: (906) 943-4100
SITE ACQUISITION
FAULKNER & PORTER
NORTHWEST REGIONAL OFFICE
678 FRONT AVENUE NW, SUITE 215
GRAND RAPIDS, MI 49503
PHONE: 616.947.5714
FAX: 616.947.5716
CONTACTS: BEN HENRIC
APPLICANT
TILLMAN INFRASTRUCTURE LLC
141 W. 5TH STREET, 9TH FLOOR
NEW YORK, NY 10013
PHONE: 646.998.8888

APPROVALS:
CONSTRUCTION MANAGER:
SITE ACQUISITION:
LANDLORD:

SHEET INDEX

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<th>SHEET NUMBER</th>
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<tbody>
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<td>Z-1</td>
<td>OVERALL PARCEL LAYOUT</td>
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<td>Z-2</td>
<td>ENLARGED SITE PLAN</td>
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<td>Z-3</td>
<td>TOWER ELEVATION</td>
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CODE COMPLIANCE:
ALL WORK SHALL BE PERFORMED AND MATERIALS INSTALLED IN ACCORDANCE WITH THE CURRENT EDITIONS OF THE FOLLOWING CODES AS ADOPTED BY THE LOCAL GOVERNING AUTHORITIES. NOTHING IN THESE PLANS IS TO BE CONSTRUED TO PERMIT WORK NOT CONFORMING TO THESE CODES.
1. 2015 INTERNATIONAL BUILDING CODE
2. INTERNATIONAL MECHANICAL CODE
3. ANSI A122-2013: NA122-2013 STRUCTURAL STANDARD
4. NFPA 750: LIGHTNING PROTECTION CODE
5. NATIONAL ELECTRICAL CODE
6. UNIFORM PLUMBING CODE

SCALE: NONE
TOWER ELEVATION

SCALE: 1" = 30'

PROPOSED FUTURE CARRIER PANEL, ANTENNAS & EQUIPMENT

PROPOSED FUTURE CARRIER PANEL, ANTENNAS & EQUIPMENT

PROPOSED 16'-0" MONOPOLE

TOWER VENDOR TO PROVIDE UNAUTHORIZED CLIMBER PROTECTION UP TO 12' HIGH @ BASE.
TO: Planning Commission
FROM: Zoning Administrator
DATE: October 8, 2019
RE: Kingdom Geekdom Rezone

Background: The owner of Kingdom Geekdom, a small business downtown, is looking to expand. There are no storefronts downtown that are viable for their needs without extensive repair and renovation. They own property along Wolcott and would like to build a new building custom to their needs. The project would require re-zoning. The owners have included a proposal and are requesting your feedback prior to submitting an official request.
Building a Kingdom

Pruning for better growth
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Executive Summary

Kingdom Geekdom is an event-focused gaming shop located in downtown Hillsdale. We host tabletop role playing games each week as well as trading card events on demand. We’ve seen unexpected growth in the last year and with that, we’ve run into issues with the space that we currently occupy. We cannot hold enough tabletop roleplaying events to accommodate the players who want to take part and the sounds and smells from surrounding buildings coming into our space have turned players off and hurt our business. We have replaced most of those customers, however, we realize that we need to recapture the lost customers and do something to accommodate the growth of players wanting to participate in these events.

Our solution is to create a new location on our own land on the edge of the city of Hillsdale. This location will be mostly undeveloped to mirror the fantasy worlds that most of our tabletop roleplaying games take place in. This will allow us to expand into outdoor events as well. We will have a private gaming room to be able to hold at least two events at once, film for our online channel, and get extra income from renting it out.

Highlights

This shows our past couple years as well as projections for the next ten years following the proposed business plan. We’ve used the average market data for growth in experience entertainment businesses as well as our own growth patterns to determine the projections and expenses. Notice that in 2018 we attempted to follow the traditional path of the local game shop and experienced the same cost increases that shut down thousands of shops in the United States. We also, after the first quarter, saw our biggest sales year yet as we moved into experience entertainment pay-to-play programs. It is by focusing on these and dropping some of the traditional local game shop offerings that we plan to grow our sales while decreasing our costs.
Objectives

- Fall & Winter 2019/2020
  - Obtain a $50,000 business loan
  - Re-zone the two southern lots at 81 S Wolcott St
- Early Spring 2020
  - Get utilities in place
  - Pour Cement
  - Construct pole barn style building
- Mid-Late Spring 2020
  - Open new Kingdom Geekdom location with increased rates for sessions
  - Use our YouTube channel to promote our new location for filming as well as advertise that others can rent the space for the same purpose
- Ongoing
  - Steadily increase the number of tabletop sessions by adding new buildings to the “Kingdom”
  - Introduce premium live-action role-playing experiences
- Long-term
  - Rent our theme location to Michigan Renaissance Faire organizers for small “pop-up” events

Mission Statement

Kingdom Geekdom is dedicated to getting people to step away from the screens and interact with each other.

We use tactile games to engage people, helping them build skills to support them in real life while they also develop positive relationships with people of similar interests (White, 2017).

Keys to Success

We are successful because we are creating something on trend in the growing industry of experience entertainment that cannot be found within our area of influence. Our sessions play on popular themes of fantasy worlds and classic literature while also providing a chance for face-to-face interaction with other people that is lacking in this technological age. (Analysis, 2019), this is the ideal time to expand our operations in an area that has one-time costs for long-term revenue streams.

Description of Business

Kingdom Geekdom will be the premiere location and brand for tabletop role-playing games and live action experiences. We will have private gaming rooms to run our own gaming sessions as well as rent out for private use outside of regular hours. We will hold summer camps for kids as well as outdoor live-action experiences.

Kingdom Geekdom is also the face of our marketing business. We design and print shirts and other marketing materials for local businesses, schools, and groups.
**Company Ownership/Legal Entity**

Kingdom Geekdom is a Limited Liability Company entirely owned by Alison McDowell.

The indicated changes in this business plan will not change the structure or ownership of the business, merely its focus and growth plan.

**Location**

The new location will include the lots of 91 and 87 S Wolcott St within the city of Hillsdale. This location is conveniently located a few blocks from downtown, while being undeveloped enough to suit the purposes of the business. It will be developed at first into one 24x24 building in the center of the more northern lot. This will leave enough space for parking without infringing upon the street for space. Eventually a wall will be put up around the two lots to contain the space and create the illusion of another, more rural world. Additional small buildings will also be added over time to facilitate additional sessions and develop the façade of a medieval town.

**Interior**

The initial building will be 576 square feet and hold an open play/retail space as well as an insulated gaming room, public bathroom, and utility/storage closet. 

The retail space will be 348 square feet and hold retail products on the eastern walls and within the central display counters. The central counters will hold product two display cabinets as well as cashier counter and a consultation space for our marketing clients. There will be open play tables available at any time for casual players to occupy and two windows and a fireplace in the main space. There will also be a snack station near the bathroom.

The event room will be 144 square feet each and be insulated against noise. It will have a one-way mirror so that people can observe the sessions without disrupting the players. It will also have doors to the exterior, bathroom, and retail space of the shop. The room will have speakers ready for use with ambient sound programs, hold our Table of Ultimate Gaming, and have web cameras ready to stream events for our own online channels as well as be available to rent out for other aspiring streamers.

The bathroom will be handicap accessible, 38.5 square feet, and have doors to both the gaming room and the open play space. It will also contain our freshness station for utilization by players who are in need.

Our utility and storage closet will be 41 square feet and contain a utility sink as well as shelving for extra stock and cleaning supplies.
Hours of Operation
Our hours will not be immediately changing from what we hold currently.

Monday through Thursday open from 12pm until 11pm
Friday and Saturday open from 12pm until 12am

With this new building we would, however, be able to rent out the gaming room for events earlier in the day as an additional revenue stream.
Products and Services

Kingdom Geekdom provides gaming products and experiences for all ages and experience levels. At our tabletop role playing campaigns, players receive rewards and a guaranteed level of production and game management. We offer ongoing campaigns that meet weekly as well as shorter events such as winter and summer campaigns and week-long camps for younger players. We also have available for sale all kinds of gaming accessories for trading card games, board games, and tabletop games.

With the growing trend of event entertainment (CWT Meetings and Events, 2019), the service we provide in maintaining these campaigns is well-appreciated, profitable, and a great tool in up-selling our branded products (Hendricks, 2017). Our professional connections with major companies in the tabletop role playing game industry have helped us set up a fantastic launch for our online platform of filming sessions and creating additional revenue streams as well as visibility for our brand within the demographic. This is a growing area of public entertainment (Deville, 2017) and we already have sponsorship offers for product testing from The Rook & The Raven, Drakenstone, Eldritch Foundry, and more.

Kingdom Geekdom also provides skilled design and production of both digital and textile marketing materials at competitive prices. With no minimum orders required and a one-on-one consultation process, we are dedicated to making sure that we bring your concept to life as accurately as possible. We are also currently designing our own line of shirts to sell online and in-store relating to our gaming events and our city.

We’ve seen growth in our marketing materials and packages each year, with 2019 being the largest growth yet. We’ve continued to support our recurring corporate clientele as well as secured several new orders from Hillsdale College which is showing no sign of slowing down. Because we source our shirts from Michigan and Ohio-based companies, we have a fantastic ability to get orders done on a short notice and we are well-known for our design work as well as our quality standards.

Suppliers

We source most of our gaming supplies from small companies located in Michigan and Ohio. Our official line products such as Dungeons & Dragons and Magic: the Gathering, we order from the Chicago warehouse of Southern Hobby Supply. We pay for all our product when ordered so there are no lingering costs or restrictions on sales once it arrives.
Service
At Kingdom Geekdom people of all ages, experience levels, and backgrounds can find friends, foes, and family at our tables. Tabletop gaming is a tactile experience with intra-personal interaction outside of a screen. We encourage everyone to utilize the papers and pencils we provide to further eliminate the need to be plugged in. We work hard to get to know our players so that we can group everyone into play groups that will best match the ways different people enjoy the games. Tabletop gaming develops social skills, mental acuity, and teaches actions and consequences in a gentle way.

While there are other screen-printing services available, we are the only business in the area that offers no minimum orders, an interactive design process with mockups at every step, and one-on-one consultations teaching you how to best use the digital and physical materials we’ve created for you. Our fundraiser programs, with in-shop samples and sizing examples,

Manufacturing
Our screen-printed materials are all made by hand. No part of the process is automated so that there is supervision and quality control at every step. We order our shirts from Michigan and Ohio-based companies and usually see them arrive within one to two days. We check the orders, then start the printing process. Orders take on average two weeks to fulfill, although we do have expedited options available.

Our non-screen-printed materials we outsource to the same factories that Vistaprint and other major production companies use. We make sure that the products are of an acceptable quality level and get them ready for the customer.

Management
Kingdom Geekdom is owned and operated by Alison McDowell. She currently works full-time managing the business and is dedicated to making sure it remains a viable business to fulfill its mission. Having gone to college for business and marketing, her passion for the shop comes from its merging of these things with her hobbies. While in the last year, hundreds of local game shops have closed due to unprecedented cost increases and changes from major companies (GAMA, 2019), Mrs. McDowell has managed to shift the business plan through the changes in the market, and keep Kingdom Geekdom on schedule for profitability in its third year since becoming a gaming shop.

For this new business plan, we will employ one other full-time employee, Robert Barnett. Mr. Barnett has been working at Kingdom Geekdom for over a year running campaigns, as of June 2019 working as a regular employee. He is the Game Master in our online series as well as the very popular podcast based on his “World of Sol’raan” (EuroTwin Games, 2019). He has over 25 years of experience in tabletop role playing games and become something of a celebrity with our young camp players as the “Evil Dungeon Master Bo.”
Financial Management

We will continue to utilize our Clover system for our point of sale and credit card processing. It also tracks our employee scheduling and clocked hours to accurately run payroll. Our funds will continue to be processed to our business account with our local bank.

The immediate changes we will be implementing in our financial management is no longer supporting our smallest margin product lines and moving to a system more focused on having customers commit to orders before we place them with the suppliers than having large amounts of products on the shelf. We will also be employing the services of an accountant to help us manage our taxes and reporting.

To lessen the upkeep we will be eliminating our existing business line of credit in favor of the loan with our local bank which will cover our initial startup costs for the new building as well as have a $10,000 cushion for unexpected operating expenses and inventory needs if immediate demand exceeds our projections.

Marketing

Market Analysis

The company behind Dungeons & Dragons grew their online sales 53% last year (Rowe, 2019). Our sales in this area saw a similar boost. All these people want a place to play out the characters they dream up from these books. Our shop provides that outlet. For our retail and event space, our target market is everyone with an interest in tabletop role playing games in middle school or older. Because our demographic is so large and varied, there are many outlets to reach them. We will be focusing on the top four social media and search platforms that reach the different age ranges within our demographic; Facebook, Instagram, Twitter, and Google. We will use targeted hashtags as well as our professional connections with other tabletop role playing companies to boost our visibility to people with interests in our services.

<table>
<thead>
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<th>LOCAL MARKET GROWTH</th>
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<tbody>
<tr>
<td><img src="image" alt="Graph showing local market growth" /></td>
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(U.S. Census Bureau, 2018)
Competition

While there are other local gaming shops, the closest are in Adrian, Jackson, and Coldwater; a 30-minute drive minimum. None of them provide the tabletop roleplaying experience that we do. There are larger stores further away in Indiana, Ohio, and Lansing, but still none of them are providing the ongoing campaign experiences that we offer daily. Because we have spent so much time building good relationships with the closest store owners, we are able to work collaboratively with them and send customers to each other for the interests that we focus on.

While there are other screen-printing businesses locally, as well as a plethora of options available online, we are unique in offering no minimum orders and a level of personal service that makes sure that our customers not only get quality products, they know how to get the most out of them.

Pricing

All our in-store events are pay-to-play, a concept that is not being well-accepted in most local gaming shops. With the squeeze on margins of traditional gaming products, many shops have tried to institute pay structures to the protests of their player-bases. We have been successful in incorporating it by a balance of providing a non-traditional service and careful customer expectation management. Currently our campaigns cost $2 per hour for each player. With the move and building of a private gaming room, we would increase that cost to $3 per hour for each player, still maintaining our maximum of six players per tabletop role playing event to maintain the same level of personal experience within each session. For our retail products we have left the organized play programs of our most restrictive publisher and will be keystone pricing all our products at a minimum of 50% margins.

For our screen-printing and marketing prices, we have instituted a pricing structure that tiers for larger orders. This is how we can print single item orders and still make our margins. Our logo packages will remain $75 and our marketing asset packages will remain at $150 with our one-hour explanatory consultation included. We will also continue to offer additional educational sessions at $50 per hour. We have found that maintaining pricing and quality has gained and kept more customers who were put off by the unexpected fees and rising costs after an introductory order elsewhere.

Appendix

Start-Up Expenses

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<td><strong>Total Startup Expenses</strong></td>
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Determining Start-Up Capital

We called three of the major construction companies in the area as well as the Hillsdale Board of Utilities to get quotes on the costs to build our planned location. To estimate our sales next year with this new business model we have used these number and conservative growth projections based on current retail and event trends (CWT Meetings and Events, 2019) as well as our own sales patterns from the past four years. With this information we’ve determined our need for a $50,000 five-year loan to cover initial start-up costs. With minimal growth, and without instituting new revenue streams, we will be able to be cash-flow positive by December of 2020 and can handle the loan payment with our current and projected revenue streams. This loan will also have the added benefit of building credit for the business to facilitate any future needs for expansion.

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<td>($4,366.02)</td>
<td>($3,952.42)</td>
<td>($4,350.48)</td>
<td>($3,747.90)</td>
<td>($4,191.93)</td>
<td>($4,715.11)</td>
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<tr>
<td>Total Cash Out</td>
<td>($44,500.00)</td>
<td>($8,745.00)</td>
<td>($6,421.20)</td>
<td>($6,037.08)</td>
<td>($6,716.02)</td>
<td>($6,302.42)</td>
<td>($6,700.48)</td>
<td>($6,097.90)</td>
<td>($6,541.93)</td>
<td>($7,065.11)</td>
</tr>
<tr>
<td>Ending Balance</td>
<td>($34,800.00)</td>
<td>$1,925.00</td>
<td>$3,181.80</td>
<td>$2,605.62</td>
<td>$3,624.03</td>
<td>$6,105.65</td>
<td>$7,034.46</td>
<td>$5,628.44</td>
<td>$6,664.50</td>
<td>$7,885.25</td>
</tr>
<tr>
<td>Change (cash flow)</td>
<td>($32,800.00)</td>
<td>($30,875.00)</td>
<td>($27,693.20)</td>
<td>($25,087.58)</td>
<td>($21,463.55)</td>
<td>($15,357.90)</td>
<td>($8,323.44)</td>
<td>($2,695.00)</td>
<td>$3,969.50</td>
<td>$11,854.75</td>
</tr>
</tbody>
</table>
Cash Flow

This table reflects our projected cash flow after the loan. We have two months budgeted for the building of the new location and then moving into it. We have also allocated funds to do some paid advertising for the two months prior and the month after moving, to promote the new number and quality of events we will be able to hold. After April, we will no longer have rent payments, our utilities will go down, and our labor costs will be lessened as we move to one full-time employee instead of two part-time.

<table>
<thead>
<tr>
<th></th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>Sept.</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starting cash</strong></td>
<td>$55,000.00</td>
<td>$16,240.00</td>
<td>$18,907.00</td>
<td>$22,205.80</td>
<td>$27,505.90</td>
<td>$31,868.90</td>
<td>$39,804.50</td>
<td>$46,669.00</td>
<td>$52,002.90</td>
<td>$58,497.10</td>
<td>$66,211.40</td>
<td>$71,832.84</td>
</tr>
<tr>
<td><strong>Cash In:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash Sales</td>
<td>$9,000.00</td>
<td>$9,900.00</td>
<td>$8,091.00</td>
<td>$8,019.00</td>
<td>$9,623.00</td>
<td>$11,547.00</td>
<td>$12,702.00</td>
<td>$10,797.00</td>
<td>$12,416.00</td>
<td>$14,278.00</td>
<td>$11,422.40</td>
<td>$9,709.04</td>
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<tr>
<td>Receivables</td>
<td>$700.00</td>
<td>$770.00</td>
<td>$693.00</td>
<td>$624.00</td>
<td>$717.00</td>
<td>$861.00</td>
<td>$1,033.00</td>
<td>$930.00</td>
<td>$790.00</td>
<td>$671.00</td>
<td>$536.80</td>
<td>$590.48</td>
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<tr>
<td><strong>Total Cash In</strong></td>
<td>$9,700.00</td>
<td>$10,670.00</td>
<td>$8,784.00</td>
<td>$8,643.00</td>
<td>$10,340.00</td>
<td>$12,408.00</td>
<td>$13,735.00</td>
<td>$11,727.00</td>
<td>$13,206.00</td>
<td>$14,949.00</td>
<td>$11,959.20</td>
<td>$10,299.52</td>
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<tr>
<td><strong>Cash Out (expenses):</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rent</td>
<td>($600.00)</td>
<td>($600.00)</td>
<td>($600.00)</td>
<td>($600.00)</td>
<td>($600.00)</td>
<td>($600.00)</td>
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<td>($600.00)</td>
<td>($600.00)</td>
<td>($600.00)</td>
<td>($600.00)</td>
</tr>
<tr>
<td>Utilities</td>
<td>($160.00)</td>
<td>($160.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
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<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
</tr>
<tr>
<td>Payroll (incl. taxes)</td>
<td>($500.00)</td>
<td>($500.00)</td>
<td>($400.00)</td>
<td>($400.00)</td>
<td>($400.00)</td>
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<td>($400.00)</td>
<td>($400.00)</td>
<td>($400.00)</td>
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<tr>
<td>Loan Payments</td>
<td>($2,000.00)</td>
<td>($2,000.00)</td>
<td>($2,000.00)</td>
<td>($2,000.00)</td>
<td>($2,000.00)</td>
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<td>($2,000.00)</td>
<td>($2,000.00)</td>
<td>($2,000.00)</td>
</tr>
<tr>
<td>Insurance</td>
<td>($60.00)</td>
<td>($60.00)</td>
<td>($60.00)</td>
<td>($60.00)</td>
<td>($60.00)</td>
<td>($60.00)</td>
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<td>($60.00)</td>
<td>($60.00)</td>
<td>($60.00)</td>
<td>($60.00)</td>
</tr>
<tr>
<td>Advertising</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
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<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
</tr>
<tr>
<td>Professional fees</td>
<td>($40,000.00)</td>
<td>($125.00)</td>
<td>($125.00)</td>
<td>($125.00)</td>
<td>($125.00)</td>
<td>($125.00)</td>
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<td>($125.00)</td>
<td>($125.00)</td>
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<tr>
<td>Office supplies</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
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<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
<td>($100.00)</td>
</tr>
<tr>
<td>Internet</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
<td>($90.00)</td>
</tr>
<tr>
<td>Inventory</td>
<td>($4,850.00)</td>
<td>($4,268.00)</td>
<td>($2,635.20)</td>
<td>($2,592.90)</td>
<td>($3,102.00)</td>
<td>($3,722.40)</td>
<td>($4,120.50)</td>
<td>($3,518.10)</td>
<td>($3,961.80)</td>
<td>($4,484.70)</td>
<td>($3,587.76)</td>
<td>($3,089.86)</td>
</tr>
<tr>
<td><strong>Total Cash Outgo</strong></td>
<td>($48,460.00)</td>
<td>($8,003.00)</td>
<td>($5,483.20)</td>
<td>($3,342.90)</td>
<td>($5,977.00)</td>
<td>($4,472.40)</td>
<td>($6,870.50)</td>
<td>($6,393.10)</td>
<td>($6,711.80)</td>
<td>($7,234.70)</td>
<td>($6,337.76)</td>
<td>($4,164.86)</td>
</tr>
<tr>
<td><strong>Ending Balance</strong></td>
<td>$16,240.00</td>
<td>$18,907.00</td>
<td>$22,205.80</td>
<td>$27,505.90</td>
<td>$31,868.90</td>
<td>$39,804.50</td>
<td>$46,669.00</td>
<td>$52,002.90</td>
<td>$58,497.10</td>
<td>$66,211.40</td>
<td>$71,832.84</td>
<td>$77,967.50</td>
</tr>
</tbody>
</table>
## Profit and Loss Statement

**Profit and Loss, Budget vs. Actual: (January 2017—December 2019)**

<table>
<thead>
<tr>
<th></th>
<th>January 2017—December 2019</th>
<th>Budget</th>
<th>Amount over Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>$187,159</td>
<td>$140,000</td>
<td>$47,159</td>
</tr>
<tr>
<td>Other</td>
<td>$10,863</td>
<td>$5,000</td>
<td>$5,863</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$198,022</strong></td>
<td><strong>$145,000</strong></td>
<td><strong>$53,022</strong></td>
</tr>
<tr>
<td><strong>Expenses:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries/Wages</td>
<td>$38,635</td>
<td>$30,000</td>
<td>$8,635</td>
</tr>
<tr>
<td>Advertising</td>
<td>$5,000</td>
<td>$7,000</td>
<td>($2,000)</td>
</tr>
<tr>
<td>Utilities</td>
<td>$9,720</td>
<td>$8,000</td>
<td>$1,720</td>
</tr>
<tr>
<td>Rent</td>
<td>$21,600</td>
<td>$21,600</td>
<td>$0</td>
</tr>
<tr>
<td>Loan Repayments</td>
<td>$12,860</td>
<td>$10,000</td>
<td>$2,860</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$87,815</strong></td>
<td><strong>$76,600</strong></td>
<td><strong>$11,215</strong></td>
</tr>
<tr>
<td><strong>Net Profit/ Loss</strong></td>
<td><strong>$110,207</strong></td>
<td><strong>$68,400</strong></td>
<td><strong>$41,807</strong></td>
</tr>
</tbody>
</table>
Sales Forecast

Projected Sales and Costs

Average TTRPG Interest in the Immediate Area
**Milestones**

*New income sources not included in projections*

<table>
<thead>
<tr>
<th>Fall-Winter 2019</th>
<th>Early Spring 2020</th>
<th>Mid-Spring 2020</th>
<th>Summer 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Obtain $50,000 in funding and secure re-zoning approval from the city</strong></td>
<td><strong>Start construction on new location (estimated three weeks build time)</strong></td>
<td><strong>Hold grand opening of new location</strong></td>
<td><strong>Hold Adventure Camps with outdoor live-action sessions on-site</strong></td>
</tr>
<tr>
<td><strong>Run sale to move products and furniture that will not be moving with us</strong></td>
<td><strong>Increase pricing for sessions</strong></td>
<td><strong>Rent out game room to streamers when not in use</strong></td>
<td><strong>Offer live-action sessions for ongoing campaigns as an add-on</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Start advertising about grand-reopening at new location</strong></td>
<td></td>
<td><strong>Start new show on online channel</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring 2021</th>
<th>Summer 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Build additional building if demand for campaigns is sufficient (continue this as needed)</strong></td>
<td><strong>Pay off original loan</strong></td>
</tr>
<tr>
<td><strong>Rent location to Michigan Renaissance Faire organizers &amp; Knights of Valour (live jousting)</strong></td>
<td><strong>Offer weekend live-action experiences in the summer.</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Have an additional building</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Summer 2022</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pay off new loan</strong></td>
<td><strong>Pay off new loan</strong></td>
</tr>
<tr>
<td><strong>Have three buildings total</strong></td>
<td><strong>Have at least four buildings themed into a &quot;town&quot;</strong></td>
</tr>
<tr>
<td><strong>Have tall fence around &quot;town&quot; area, blocking out the parking area, to create immersion in the rustic &quot;town&quot;</strong></td>
<td><strong>Be holding annual feasts and events in the nearly literal Kingdom of Geekdom we've created</strong></td>
</tr>
</tbody>
</table>

**2025**

- Have at least four buildings themed into a "town"
References


Happy fall neighbor!

We would like to rezone the southern two lots of our property and move our business, Kingdom Geekdom, here from downtown. Our business primarily consists of small (no more than six people) event sessions that will take place inside the insulated building and our screen-printing which we already produce within our home. There is plentiful parking within the property that there should be no regular cause for people to park on our street.

Our clientele ranges from middle-school age children up to well-aged adults. We maintain a family-friendly atmosphere and do not tolerate unruly or inappropriate behavior at our shop. Because of this well-known policy, we don’t attract the more disruptive gamers to our events.

Our reasoning for wanting to move out here to our quiet neighborhood is just that. We run about 13 events each week and the apartment above our location, as well as the pedestrians in the evening, have proven more and more disruptive as we are trying to create a themed atmosphere. We want to build a small building to start with to be able to hold two sessions at a time where they will be insulated from noise from both each other and the rest of the world. Long-term we plan to build a fence around the commercial area and add in other small one-room buildings, creating a themed “village” of Kingdom Geekdom.

If you have any additional concerns, please, give us a call or stop in our shop sometime to see what we do for yourself. If you don’t, we would really appreciate you taking the time to jot down a couple things here so that we can add them to our package as we consult with the city on pursuing this endeavor.

Thank you for taking the time,

Alison & Matthew McDowell  → 517.610.6456
Owner of Kingdom Geekdom

Last Name: Shaffner
Resident of: 90 S. Wolcott St.

I support the rezoning of 87 & 91 S. Wolcott St.  I do not support the rezoning of 87 & 91 S. Wolcott St.

Comments:

________________________________________

________________________________________

________________________________________

________________________________________

________________________________________
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Thank you for taking the time,

Alison & Matthew McDowell
Owner of Kingdom Geekdom

Last Name: Color
Resident of: 88 S. Wolcott St.

I support the rezoning of 87 & 91 S. Wolcott St. I do not support the rezoning of 87 & 91 S. Wolcott St.

Comments: ________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
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Thank you for taking the time,

Alison & Matthew McDowell  
Owner of Kingdom Geekdom

[Signature]

Last Name: M BEARD

Resident of: 97 S WOLCOTT

[ ] I support the rezoning of 87 & 91 S. Wolcott St.  [ ] I do not support the rezoning of 87 & 91 S. Wolcott St.

Comments: 

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
TO: Planning Commission
FROM: Zoning Administrator
DATE: October 8, 2019
RE: Wayfinding signage

Background: The Economic Development Corporation has been wanting to spearhead the installation of wayfinding signage for a number of years. The Chair of EDC has submitted a proposal and is asking for support and feedback on the project from the Commission.
Action Plan: Hillsdale Way Finding Project

2019

Dean Affholter, Chairman Hillsdale EDC
Andrew Gelzer, Hillsdale EDC & TIFA
Objective

The Objective of this project is to provide the Hillsdale City Council with a go-forward Way Finding Sign Execution Plan that has been proposed by the following studies and / or projects:

- 2006 TIFA Request
- 2011 City Project Request
- 2018 Rising Tide
Strategy

Utilize the repeated recommendations for Way Finding Signage to develop an action oriented plan
Enlist support of local businesses
Retain the current design / motif as current “Welcome to Hillsdale” Signs
Identify Locations for Primary, Secondary (Major venues) and Tertiary Signs (Individual Businesses)
Obtain Total Cost Estimates for Project
Recommend Variable Timing for Implementation based on annual budget and total cost constraints
Enlist assistance of State Representative (Leutheuser) to assist with any MDOT issues
Utilize an independent contractor for design and implementation of project
Goals

Standardize on Basic Design ... Q1 2019
ID of Primary, Secondary and Tertiary Locations .... Q2 2019
Project Approval ... Q3 2019
Project Initiation ... Q4 2019
Project Execution Phase I .... Q1-4 2020
Project Execution Phase II .... Q1-2 2021 (If necessary)
Project Completion ...Q2- 2021
Plan (List of Endorsements /Support)

Letter to Hillsdale’s City Council

We believe that the placement of signage along main thoroughfares of the City of Hillsdale would be beneficial to the economy of our City. Newcomers and passers-through often miss the numerous restaurants, retail and service businesses, educational institutions, and recreational centers that make our City so unique and attractive. Prominently visible signs will attract and direct local citizens and newcomers alike to Hillsdale operations. The main entry to our city, M-99, weaves through the city and currently has sparse signage that does little to direct a traveler. Signs should direct people towards the Manufacturing & Technology Park, the Downtown Business District, Hillsdale Hospital, Hillsdale Public Library, Jackson College, Baw Beese Lake, Hillsdale High school, the Senior Center, Hillsdale College and the City Airport. The few signs that are up are not uniform, and easily missed.

We do not propose this as a measure to adopt in preference of road repair or infrastructure maintenance. We do not recommend this if it means taking of funds from any educational, vocational, or local cultural program. However, if there are funds available for the creation of a uniformly themed series of wayfaring signage, we ask that it be done. Economic activity within the City limits will increase with signs that highlight the locations of centers of commerce and service.

This letter is endorsed by the undersigned:
May 6, 2019

Representative Eric Leutheuser
N-992 House Office Building
PO Box 30014
Lansing, MI  48909

Dear Representative Leutheuser:

The City of Hillsdale Economic Development Corporation (EDC) is spearheading and trying to revitalize the Way Finding Sign Project and moving it forward.

In the past there’s been a few challenges when installing signs due to Michigan Department of Transportation (MDOT) rules and regulations for placement which has delayed and in some cases ceased Way Finding projects.

I’m writing on behalf of the City of Hillsdale Economic Development Corporation (EDC), to give you a heads up and ask for your support on this matter as the project proceeds.

Respectfully,

Dean T. Affholter
EDC Board Chair
Plan (Basic Design)

Welcome to Historic Hillsdale
Home of Hillsdale College
Plan (Basic Design)
Secondary / Tertiary
# Plan (Location Recommendations)

## Proposed Sign Locations

<table>
<thead>
<tr>
<th>Phase</th>
<th>Type</th>
<th>Location</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Secondary</td>
<td>Jackson College</td>
<td>M-99, W. Carleton Road</td>
<td></td>
</tr>
<tr>
<td>1 Secondary</td>
<td>Hillsdale College</td>
<td>M-99, W. Carleton Road &amp; Fayette St.</td>
<td></td>
</tr>
<tr>
<td>1 Secondary</td>
<td>Business District</td>
<td>M-99, N. Broad Street &amp; N. Howell St.</td>
<td></td>
</tr>
<tr>
<td>1 Secondary</td>
<td>Hillsdale High School: Senior Center; Hillsdale Public Library</td>
<td>M-99, N. Broad Street &amp; E. Bacon St.</td>
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<td>M-99, N. Broad Street &amp; McCollum</td>
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<td>Welcome</td>
<td>W. Bacon &amp; Spring St.</td>
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<tr>
<td>2 Primary</td>
<td>Welcome</td>
<td>E. Bacon &amp; City Limit</td>
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<td>Oak &amp; State / Oak &amp; E. Carleton Rd.</td>
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<td>M-99, N. Broad Street &amp; E. Bacon St.</td>
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## Plan (Cost Estimate)

### Project Cost Estimates

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<th>Total</th>
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Recommendations

Council to review / study plan
Council approve plan with any revisions or modifications
Provide funding for Wayfinding Signage in 2020 / 2021 budgeting process
Initiate plan in Q4 2019
Monitor / Manage performance based on plan expectations

Following up on Recommendations:
Providing Focus to Hillsdale’s Assets