



BIRMINGHAM
SHOPPING DISTRICT

Birmingham Shopping District Agenda
Thursday, April 16, 2026, 8:30 a.m.

The Community House
380 S Bates Street, Birmingham, MI 48009

For your convenience, you may join via the following Zoom link:
<https://bhamgov-org.zoom.us/j/82955112653>
as long as technology is available at the meeting location.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Receive and File Finance Reports (pg. 4-7)
3. Consent Agenda
 - a. Approval of BSD Board Minutes – March 12, 2026 (pg. 8-12)
 - b. Approval of Vouchers – March 2026 (pg. 13-14)
 - c. Absence Waivers – McKenzie, Sharrak
4. New Business
 - a. Pegasus Video/Audio Agreement (pg. 15-40)
 - b. Party Dreams Wedding & Event Rental Tent Supplier Agreement (pg. 41-74)
5. Presentations
 - a. 2025 Visitor Profile Report (pg. 75-83)
6. Old Business
7. Reports
 - a. Committee Reports: (pg. 84-102)
 - i. Special Events – Kay
 - ii. Marketing and Advertising – Lundberg
 - iii. Maintenance and Capital Improvements – Lipari
 - iv. Business Development – Surnow
 - v. Executive Board – Pohlod
 - b. Wayfinding Committee – Fehan
 - c. Advisory Parking Committee – Taddei
 - d. Executive Director Report – Bassett (pg. 1-3)
8. Information: Other Announcements, Attendance, & Monthly Meeting Schedule (pg. 103-104)
9. Board Member Comments
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

The BSD plans, promotes and supports a vibrant Downtown Birmingham experience for the community and visitors by engaging and leading a convergence of thriving businesses, property owners and residents.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-3405 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.



BIRMINGHAM

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BOARD AGENDA OVERVIEW

April 16, 2026

TO: BSD Board of Directors
FROM: BSD Executive Director, Erika Bassett

Finance Reports

File and receive the financial reports for the period ending February 28, 2026.

Consent Agenda Items

Motion: To approve the consent agenda for April 16, 2026, as presented.

- a. Minutes
Minutes from the March 12, 2026, BSD Board of Directors meeting are attached for your review and approval.
- b. Approval of Payable Vouchers
Attached are the payable vouchers for your review and approval for March 2026.

New Business

- a. Pegasus Video/Audio Agreement
- b. Party Dreams Wedding & Event Rental Tent Supplier Agreement

Presentations

- a. 2025 Visitor Profile Report

Old Business

Executive Director Report

Budget:

The proposed fiscal year 2027 budget will be reviewed by City Commission at the April 25, 2026 City Commission budget hearing.

Special Events:

BSD staff is preparing for a busy calendar of events this spring and summer, including the Farmers Market, which opens for the season on May 3, 2026, Outdoor Movie Nights, Day On The Town and many more. A full list of events can be found on our website at downtownbirmingham.com/events.

Sponsorships

BSD events are made possible by the generous financial contributions of our sponsors. To date, sponsorship totals for the Farmers Market and Movie Nights are as follows and



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anticipated to meet upcoming fiscal year sponsorship goals. We thank our sponsors for their generosity and dedication to the local community.

- Farmers Market: \$13,900
- Movie Nights: \$16,500

Community Partnerships and Volunteer Support

The BSD team greatly values our partnerships with local organizations and volunteers to support our community events throughout the year. This Farmers Market season, we're partnering with over 20 local organizations to offer free children's activities at the weekly Kids' Zone, free monthly fitness/wellness activities, and volunteers to support market operations. Those interested in volunteering at the Farmers Market or other events throughout the year, should visit downtownbirmingham.com/volunteer for more information. We thank and appreciate all of our community partners and volunteers.

Marketing:

This year, the BSD contracted Saturday Social for social media management and content creation services. Since the start of the agreement on January 1, 2026, the BSD and Saturday Social have collaborated to:

- Develop and implement social media marketing strategy, defining audience personas and content diction, tone and rhythm
- Improve account and content aesthetic and visuals
- Complete a brainstorming workshop to identify content pillars and 2026 content mapping
- Complete four content video/photo shoots
- Complete a variety of account management functions including account verification, the implementation of new workflow elements and more
- Recognize over 35 businesses
- Reach nearly 1,000,000 views on Facebook and Instagram (combined)
- Launch a LinkedIn account

Progress on our 3-Month SMART goals (January 1, 2026 – March 31, 2026):

- **Reach**
Goal: Increase monthly unique accounts reached by 15% (targeting new visitors)
Actual: 395,332 (new metric for Facebook, +382% on Instagram)
- **Shares**
Goal: Average 15-20 shares per month (primary driver of destination discovery)
Actual: 1,970 shares (656 shares/month)
- **Audience Size**
Goal: Achieve a 2% net growth in followers
Actual: 833 (3.0% growth)
- **Comments**
Goal: Averaging 10-12 comments per post
Actual: 529 comments total (approximately 15/post)
- **Direct Messages and Link Clicks**



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Goal: Average 50 website clicks per month

Actual: 2,394 (798 direct messages and link clicks/month)

- **Average Engagements per Post**

Goal: Target 1.5-2.0% (industry average for government is 1.6%)

Actual: 3.5%

Fund 235.0 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
235.0-000.000-005.0000	CASH AND INVESTMENTS	1,630,343.87
235.0-000.000-036.0000	MISCELLANEOUS	4,280.00
235.0-000.000-036.9999	ALLOWANCE FOR BAD DEBT - MISCELLAN	1,457.45
235.0-000.000-045.0903	A/R PSD SAD 2025-2026	1,138,750.53
235.0-000.000-047.0902	PSD 2024-2025 DELQ SAD	51,534.35
Total Assets		2,826,366.20
*** Liabilities ***		
235.0-000.000-200.0000	SUSPENSE ACCOUNT	1.00
235.0-000.000-202.0000	ACCOUNTS PAYABLE	142.05
235.0-000.000-255.0001	GIFT CERTIFICATES	600.00
235.0-000.000-362.0300	DEFERRED INFLOWS - MISCELLANEOUS I	5,737.45
235.0-000.000-362.0700	DEFERRED INFLOWS - SPECIAL ASSESSM	1,138,750.53
235.0-000.000-362.0800	DEFERRED INFLOWS - DELQ SPECIAL AS	51,534.35
Total Liabilities		1,196,765.38
*** Fund Balance ***		
235.0-000.000-390.0000	RETAINED EARNINGS	1,836,578.04
Total Fund Balance		1,836,578.04
Beginning Fund Balance		1,836,578.04
Net of Revenues VS Expenditures		(206,977.22)
Ending Fund Balance		1,629,600.82
Total Liabilities And Fund Balance		2,826,366.20

PERIOD ENDING 02/28/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR						
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 02/28/26	YTD BALANCE 02/28/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Revenues								
Dept 000.000								
USE OF FUND BALANCE								
235.0-000.000-400.0000	APPROP FUND BAL/RET EARN	62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00
USE OF FUND BALANCE		62,619.17	0.00	123,770.01	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS								
235.0-000.000-452.0901	PSD 2023-2024	59,550.00	63,730.60	0.00	0.00	0.00	0.00	0.00
235.0-000.000-452.0902	PSD 2024-2025	1,143,160.00	1,163,811.88	69,720.00	0.00	13,309.17	19.09	0.00
235.0-000.000-452.0903	PSD 2025-2026	0.00	0.00	1,184,350.00	355,198.92	456,125.23	38.51	0.00
235.0-000.000-474.0000	SPECIAL ASSESSMENT INTEREST	0.00	116.13	0.00	0.00	0.00	0.00	0.00
SPECIAL ASSESSMENTS		1,202,710.00	1,227,658.61	1,254,070.00	355,198.92	469,434.40	37.43	0.00
LOCAL CONTRIBUTIONS								
235.0-000.000-583.0005	OAKLAND COUNTY	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00
LOCAL CONTRIBUTIONS		0.00	5,000.00	0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES								
235.0-000.000-640.5141	CHARGES TO AUTO PARKING SYSTEM	25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00
CHARGES FOR SERVICES		25,000.00	25,000.00	25,000.00	0.00	25,000.00	100.00	0.00
INTEREST AND RENT								
235.0-000.000-665.0001	INVESTMENT INCOME	36,000.00	79,611.17	46,900.00	0.00	33,061.53	70.49	0.00
INTEREST AND RENT		36,000.00	79,611.17	46,900.00	0.00	33,061.53	70.49	0.00
OTHER REVENUE								
235.0-000.000-676.0001	CONTR FROM PRIVATE SOURCE	230,000.00	267,202.87	230,000.00	22,500.00	175,495.00	76.30	0.00
235.0-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	138.40	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		230,000.00	267,341.27	230,000.00	22,500.00	175,495.00	76.30	0.00
Total Dept 000.000		1,556,329.17	1,604,611.05	1,679,740.01	377,698.92	702,990.93	41.85	0.00
TOTAL REVENUES		1,556,329.17	1,604,611.05	1,679,740.01	377,698.92	702,990.93	41.85	0.00
Expenditures								
Dept 441.005 - DOWNTOWN MAINTENANCE								
PERSONNEL SERVICES								
235.0-441.005-702.0001	SALARIES & WAGES DIRECT	39,370.00	69,060.01	60,300.00	3,272.28	37,232.76	61.75	0.00
235.0-441.005-702.0002	OVERTIME PAY	24,730.00	26,718.32	30,180.00	661.00	15,816.57	52.41	0.00
235.0-441.005-702.0003	LONGEVITY	170.00	187.50	200.00	0.00	36.00	18.00	0.00
235.0-441.005-711.0001	FICA	4,920.00	7,106.51	6,940.00	288.27	3,940.44	56.78	0.00
235.0-441.005-711.0002	HOSPITALIZATION	10,740.00	23,105.38	19,250.00	597.98	9,596.46	49.85	0.00
235.0-441.005-711.0003	LIFE INSURANCE	170.00	349.82	250.00	15.05	175.22	70.09	0.00
235.0-441.005-711.0004	RETIREE HEALTH CARE CONTRIBUTI	4,230.00	4,218.71	540.00	43.08	344.64	63.82	0.00
235.0-441.005-711.0005	DENTAL/OPTICAL	610.00	1,406.65	1,360.00	46.72	369.06	27.14	0.00
235.0-441.005-711.0006	ST/LT DISABILITY INSURANCE	600.00	828.20	850.00	35.30	464.40	54.64	0.00
235.0-441.005-711.0007	WORKER'S COMPENSATION	1,160.00	1,733.88	1,790.00	78.76	996.98	55.70	0.00
235.0-441.005-711.0010	RETIREMENT (DB) ER CNTB	7,700.00	7,691.04	8,560.00	713.25	5,706.00	66.66	0.00
235.0-441.005-711.0011	HRA CONTRIBUTIONS	70.00	69.00	70.00	0.00	0.00	0.00	0.00
235.0-441.005-711.0012	RETIREMENT DEFINED CONTRIBUTIC	5,400.00	8,269.16	7,980.00	385.94	5,070.34	63.54	0.00
235.0-441.005-711.0013	RET HLTH SVGS CONTR EMPLR	670.00	2,622.58	1,480.00	115.79	1,439.41	97.26	0.00

PERIOD ENDING 02/28/2026

GL NUMBER	DESCRIPTION	ACTIVITY FOR				YTD BALANCE 02/28/2026	% BDGT USED	ENCUMBERED YEAR-TO-DATE
		2024-25 AMENDED BUDGET	END BALANCE 06/30/2025	2025-26 AMENDED BUDGET	MONTH 02/28/26			
Expenditures								
PERSONNEL SERVICES		100,540.00	153,366.76	139,750.00	6,253.42	81,188.28	58.10	0.00
OTHER CHARGES								
235.0-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	36,190.00	39,802.76	37,100.00	2,901.10	32,915.48	88.72	0.00
OTHER CHARGES		36,190.00	39,802.76	37,100.00	2,901.10	32,915.48	88.72	0.00
Total Dept 441.005 - DOWNTOWN MAINTENANCE		136,730.00	193,169.52	176,850.00	9,154.52	114,103.76	64.52	0.00
Dept 720.000 - PRINCIPAL SHOPPING DISTRICT								
PERSONNEL SERVICES								
235.0-720.000-702.0001	SALARIES & WAGES DIRECT	321,420.00	330,582.66	347,040.00	26,853.09	225,667.60	65.03	0.00
235.0-720.000-702.0002	OVERTIME PAY	1,500.00	414.43	1,600.00	0.00	1,046.59	65.41	0.00
235.0-720.000-711.0001	FICA	24,590.00	24,592.56	26,680.00	1,896.63	16,841.57	63.12	0.00
235.0-720.000-711.0002	HOSPITALIZATION	70,710.00	45,853.30	57,140.00	3,442.00	27,395.20	47.94	0.00
235.0-720.000-711.0003	LIFE INSURANCE	580.00	944.03	610.00	72.34	593.19	97.24	0.00
235.0-720.000-711.0004	RETIREE HEALTH CARE CONTRIBUTI	6,540.00	6,423.00	0.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0005	DENTAL/OPTICAL	1,470.00	0.00	1,680.00	0.00	0.00	0.00	0.00
235.0-720.000-711.0006	ST/LT DISABILITY INSURANCE	1,050.00	1,039.74	1,100.00	87.24	715.40	65.04	0.00
235.0-720.000-711.0007	WORKER'S COMPENSATION	1,190.00	1,058.23	1,290.00	81.00	735.69	57.03	0.00
235.0-720.000-711.0010	RETIREMENT (DB) ER CNTB	8,860.00	8,853.96	11,240.00	936.25	7,490.00	66.64	0.00
235.0-720.000-711.0012	RETIREMENT DEFINED CONTRIBUTIC	10,460.00	(1,042.68)	10,940.00	920.90	7,551.34	69.03	0.00
235.0-720.000-711.0013	RET HLTH SVGS CONTR EMPLR	1,830.00	(2,045.73)	1,820.00	140.00	1,148.00	63.08	0.00
PERSONNEL SERVICES		450,200.00	416,673.50	461,140.00	34,429.45	289,184.58	62.71	0.00
OTHER CHARGES								
235.0-720.000-801.0200	LEGAL SERVICES	3,000.00	2,215.00	4,500.00	49.50	1,656.00	36.80	0.00
235.0-720.000-802.0100	AUDIT	740.00	750.00	800.00	0.00	760.00	95.00	0.00
235.0-720.000-811.0000	OTHER CONTRACTUAL SERVICE	50,000.00	2,122.01	10,000.00	0.00	4,444.81	100.00	5,555.19
235.0-720.000-813.0000	ADMINISTRATIVE SERVICES	0.00	0.00	30,930.00	2,577.50	20,620.00	66.67	0.00
235.0-720.000-829.0100	SNOW REMOVAL CONTRACT	80,000.00	64,200.00	83,000.00	0.00	32,100.00	77.35	32,100.00
235.0-720.000-829.0200	WEB SITE MAINTENANCE	30,100.00	35,809.99	10,000.00	0.00	6,400.00	64.00	0.00
235.0-720.000-851.0000	TELEPHONE	1,750.00	1,975.05	1,750.00	0.00	898.89	51.37	0.00
235.0-720.000-881.0000	MARKETING & ADVERTISING	191,597.01	163,313.64	201,750.01	250.00	120,066.25	78.79	38,900.35
235.0-720.000-882.0000	PUBLIC RELATIONS	13,500.00	4,174.10	11,000.00	0.00	0.00	0.00	0.00
235.0-720.000-883.0000	TENANT RECRUITMENT	101,357.51	30,942.67	69,200.00	1,500.00	15,784.04	28.32	3,810.00
235.0-720.000-888.0000	SPECIAL EVENTS	259,050.00	263,998.97	301,250.00	41,294.36	215,787.92	79.00	22,187.18
235.0-720.000-901.0000	PRINTING & PUBLISHING	67,500.00	25,519.98	61,000.00	0.00	15,060.66	40.41	9,590.00
235.0-720.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	1,273.55	1,500.00	313.07	648.64	43.24	0.00
235.0-720.000-935.0200	MAINTENANCE SHOPPING DIST	87,574.65	63,881.31	165,740.00	423.38	20,074.77	21.85	16,135.50
235.0-720.000-942.0000	COMPUTER EQUIPMENT RENTAL	44,630.00	44,630.04	49,650.00	4,137.50	33,100.00	66.67	0.00
235.0-720.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	12,000.00	12,000.00	1,000.00	8,000.00	66.67	0.00
235.0-720.000-957.0100	TRAINING	3,000.00	2,500.00	3,000.00	0.00	0.00	0.00	0.00
235.0-720.000-957.0300	MEMBERSHIPS AND DUES	3,000.00	1,980.00	3,000.00	0.00	1,546.00	51.53	0.00
235.0-720.000-957.0400	CONFERENCES & WORKSHOPS	5,000.00	2,145.87	5,000.00	0.00	0.00	0.00	0.00
235.0-720.000-958.0200	EMPLOYEE PARKING	4,730.00	5,820.00	6,000.00	600.00	3,820.00	63.67	0.00
235.0-720.000-960.0400	LIABILITY INSURANCE	5,170.00	5,169.96	5,380.00	448.33	3,586.64	66.67	0.00
OTHER CHARGES		964,899.17	734,422.14	1,036,450.01	52,593.64	504,354.62	61.04	128,278.22
SUPPLIES								
235.0-720.000-727.0000	POSTAGE	1,000.00	489.93	1,800.00	0.00	0.00	0.00	0.00
235.0-720.000-729.0000	OPERATING SUPPLIES	3,500.00	3,568.26	3,500.00	0.00	359.72	79.61	2,426.50
SUPPLIES		4,500.00	4,058.19	5,300.00	0.00	359.72	52.57	006 2,426.50

PERIOD ENDING 02/28/2026

GL NUMBER	DESCRIPTION	2024-25	END BALANCE	2025-26	ACTIVITY FOR	YTD BALANCE	% BDGT	ENCUMBERED
		AMENDED BUDGET	06/30/2025	AMENDED BUDGET	MONTH	02/28/2026	USED	YEAR-TO-DATE
Expenditures								
Total Dept 720.000 - PRINCIPAL SHOPPING DISTRICT		<u>1,419,599.17</u>	<u>1,155,153.83</u>	<u>1,502,890.01</u>	<u>87,023.09</u>	<u>793,898.92</u>	<u>61.52</u>	<u>130,704.72</u>
TOTAL EXPENDITURES		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>96,177.61</u>	<u>908,002.68</u>	<u>61.84</u>	<u>130,704.72</u>
TOTAL REVENUES - FUND 235.0		<u>1,556,329.17</u>	<u>1,604,611.05</u>	<u>1,679,740.01</u>	<u>377,698.92</u>	<u>702,990.93</u>	<u>41.85</u>	<u>0.00</u>
TOTAL EXPENDITURES - FUND 235.0		<u>1,556,329.17</u>	<u>1,348,323.35</u>	<u>1,679,740.01</u>	<u>96,177.61</u>	<u>908,002.68</u>	<u>61.84</u>	<u>130,704.72</u>
NET OF REVENUES & EXPENDITURES		<u>0.00</u>	<u>256,287.70</u>	<u>0.00</u>	<u>281,521.31</u>	<u>(205,011.75)</u>	<u>100.00</u>	<u>(130,704.72)</u>

City of Birmingham
Birmingham Shopping District Meeting Minutes
Thursday, March 12, 2026 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held on Thursday, March 12, 2026, at 8:35 a.m. at The Community House.

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei, Director Emeritus Fehan, Secretary Lipari

ABSENT: McKenzie, Sharrak, Wolf

ADMINISTRATION: Bassett, Brook, Hunter, Leavy

GUEST(S): None

2. RECOGNITION OF VISITORS

3. FINANCE REPORT – BASSETT

Bassett reported that it is approximately 58% of the way through the budget year. Over \$100,000 of the special assessment has been collected as of the end of January. Payments are continuing and are due at the end of March. Sponsorships and fees may look like they are low compared to the budgeted amount expected at this time, but that is a timing issue as events are just starting for the year.

4. APPROVAL OF CONSENT AGENDA

Consent agenda consisted of the:

- a. Approval of the BSD Board minutes from February 5, 2026
- b. Approval of vouchers – February 2026

MOTION: Motion by Ecker, seconded by Kay, to approve the BSD Board minutes from February 5, 2026, vouchers from February 2026.

VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei,
Nays: none
Absent: McKenzie, Sharrak, Wolf

Motion passed.

5. NEW BUSINESS

a. iHeartMedia Advertising Services Agreement

Bassett shared that the BSD has been working with iHeartMedia for several years and things have gone well. The Marketing and Advertising Committee would like to continue working with them with a slight reduction in funds. The proposal in the packet is for \$27,720.

MOTION: Motion by Hussey, seconded by Lundberg, to approve the marketing package with iHeartMedia for FYE2027 totaling \$27,720.00.

**VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei,
Nays: none
Absent: McKenzie, Sharrak, Wolf**

Motion passed.

b. Beasley Media Group Advertising Services Agreement

The Marketing and Advertising Committee would also like to continue to work with Beasley Media Group for FYE 2027. They are recommending the same package as last year for a total of \$30,500.00.

MOTION: Motion by Kay, seconded by Lundberg, to approve the marketing package with Beasley Media Group for FYE 2027 totaling \$30,500.00

**VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei,
Nays: none
Absent: McKenzie, Sharrak, Wolf**

Motion passed.

MOTION: Motion by Ecker, seconded by Kay, to add discussion of purchasing a new holiday tree to the current agenda.

**VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei,
Nays: none
Absent: McKenzie, Sharrak, Wolf**

Motion passed.

Pohlod shared that the Maintenance and Capital Improvements Committee and the Birmingham Department of Public Services recently discussed moving forward with the shared purchase of a new holiday tree.

Lipari explained that the committee looked at several companies and worked with DPS to determine the best size for the new tree as well as the best vendor from which to purchase.

The committee recommends a 58' tree from Winter Green. The approximately \$145,000 expense will be split with DPS.

MOTION: Motion by Surnow, seconded by Taddei, to approve the purchase of a 58' artificial tree from Winter Green with the cost of \$145,333.22 split with the Birmingham Department of Public Services.

**VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei,
Nays: none
Absent: McKenzie, Sharrak, Wolf**

Motion passed.

c. Sponsorship Requests

Bassett reviewed a submission from the Birmingham Junior League for assistance with their March 7, 2026 event requesting an item for their silent auction. Due to the timing of their event, the Executive Committee approved the donation of a basket valued at approximately \$250.

Bassett also reviewed a request from Rainbow Connection for their Dream Makers Ball which will be held on May 2, 2026. She suggested donating a basket that is centered on an experience like a Movie Night event that could include a gift card for dinner and front row seats at one of our Movie Nights.

MOTION: Motion by Lundberg, seconded by Hussey, to approve the donation of a silent auction item valued at approximately \$250 to Rainbow Connection for their Dream Maker Ball.

**VOTE: Yeas: Ecker, Hussey, Kay, Lundberg, Pohlod, Roberts, Surnow, Taddei,
Nays: none
Absent: McKenzie, Sharrak, Wolf**

Motion passed.

DRAFT

6. PRESENTATIONS

a. 2025 Year End Marketing Report

Hunter shared an overview of the 2025 Year End Marketing Report. She pointed out that the majority of the budget went to social media and digital advertising. She highlighted the fact that there were over 14 million impressions made.

Pohlod noted that website traffic has changed. She shared that Restaurant Week used to be the most visited page on the BSD website and that event is no longer happening. She also noted that more information is available with a simple search of the web. So, it is not as necessary for people to actually click through to a specific website to get the information they need.

7. OLD BUSINESS

8. REPORTS

a. COMMITTEE REPORTS

SPECIAL EVENTS - KAY

No Meeting

MARKETING & ADVERTISING - LUNDBERG

Lundberg reported that the committee reviewed the 2025 marketing report. They also met with SEEN Magazine to discuss the use of influencers, what worked and did not work last year, and a strategy for the coming year.

Pohlod added that the new social media content creator has given the BSD social posts a different feel. She is pleased with the direction they are going.

MAINTENANCE/CAPITAL IMPROVEMENTS - LIPARI

Lipari shared that, in February, the committee discussed options for the holiday tree. At the March meeting, the committee concluded the tree discussion and decided on the recommendation that was presented to the board earlier in today's meeting.

The committee continues to work on the Willits Alley project. They are looking at lighting and working with the Public Arts Board.

Light pole banners will be switched to Farmers Market banners. Pohlod shared that DTE gave approval for large banners to go back on the light poles on N. Old Woodward. The Marketing & Advertising Committee is working on a design for new banners.

BUSINESS DEVELOPMENT - SURNOW

Surnow reported that the committee is working with Dupuis on the presentation for the upcoming property owner and broker round table. The event is scheduled for Wednesday, March 25. Surnow said that the committee would like feedback from brokers to help them form priorities for the coming year.

EXECUTIVE COMMITTEE REPORT – POHLOD

No report given.

b. WAYFINDING - FEHAN

No meeting. Fehan hopes to see progress by late spring.

c. ADVISORY PARKING COMMITTEE

Taddei shared that discussions continue regarding possible rate increases. Bassett reported that she read a statement on behalf of the BSD at the last meeting. Board members expressed concern about rate increases. They would like to prepare a statement to be presented to City Commission. Bassett encouraged board members and business owners to attend the Commission meeting when they discuss parking rates.

d. EXECUTIVE DIRECTOR REPORT

Bassett reviewed the calendar of upcoming events and encouraged board members to attend the broker roundtable. She also reported that BSD staff recently attended active shooter training and CPR certification training.

9. UNFINISHED BUSINESS

None.

10. INFORMATION

a. Retail Activity – provided in packet

b. Announcements – no new announcements

c. Letters, Board Attendance & Monthly Meeting Schedule – provided in packet

11. PUBLIC COMMENTS

12. ADJOURNMENT – 9:53 A.M.

Respectfully submitted,
Jaimi Brook (back-up notes on file)

Amy Pohlod, BSD Board Chair

Date

DRAFT

Birmingham Principal Shopping District Board**Voucher List For:** 04/16/2026

Early Release Vendor	Description	Account	Amount
ALLEGRA MARKETING, PRINT, MAIL	SUMMER EVENTS POSTER	MARKETING & ADVERTISING	210.34
AMAZON CAPITAL SERVICES INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	220.09
APPLE.COM	AI VIDEO REELS EDITOR SUBSCRIPTION	MARKETING & ADVERTISING	74.19
ART/DESIGN GROUP LTD	ARTWORK FOR GENERAL AND FARMERS MARKET	MARKETING & ADVERTISING	702.25
BAKEHOUSE 46	SUPPLIES FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	251.54
BEIER HOWLETT P.C.	MISC LEGAL SERVICES	LEGAL SERVICES	1,366.50
C & N PARTY RENTALS	SUPPLIES FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	444.54
CANTU-MILLER VENTURES LLC	SOCIAL MEDIA MANAGEMENT AND CONTENT CREATION	SOCIAL MEDIA MANAGEMENT - APRIL	7,400.00
CHAT GPT	MONTHLY SUBSCRIPTION	MARKETING & ADVERTISING	20.00
DETROIT REGIONAL	CONFERENCE	MARKETING & ADVERTISING	97.85
DOLLAR TREE	SUPPLIES FOR SPRING STROLL	SPECIAL EVENTS	487.28
DORNBOS SIGN & SAFETY INC	FARMERS MARKET SIGNS	SPECIAL EVENTS	224.60
GRAMMARLY	SUBSCRIPTION	MARKETING & ADVERTISING	144.00
HOUR MEDIA LLC	ADVERTISING FOR GENERAL	GENERAL ADVERTISING	2,295.00
JAIMI BROOK	SUPPLIES FOR WINTER MARKT	SPECIAL EVENTS	21.76
JOHN PETERS	PERFORMANCE AT BFM 5/3/26	SPECIAL EVENTS	200.00
KROGER COMPANY	SUPPLIES FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	57.35
LIFESTYLE PUBLICATIONS LLC	PRINTING AND PUBLISHING	PRINTING AND PUBLISHING	1,250.00
LIL RASCALS	SPONSORSHIP FOR RAINBOW CONNECTION	MARKETING & ADVERTISING	50.00
MANYCHAT	MONTHLY SOCIAL MEDIA SUBSCRIPTION	MARKETING & ADVERTISING	15.00
MARROW	SUPPLIES FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	344.50
META/ FACEBOOK	BOOSTED POSTS SPRING STROLL	MARKETING & ADVERTISING	279.93
NICK'S MAINTENANCE	SNOW REMOVAL	SNOW REMOVAL	10,700.00
OAKLAND THRIVE	CONFERENCE	MARKETING & ADVERTISING	85.00
PENS.COM	FARMERS MARKET BAGS	SPECIAL EVENTS	1,161.35
SAL'S	SPONSORSHIP FOR RAINBOW CONNECTION	MARKETING & ADVERTISING	200.00
SHEILA C. LANDIS	PERFORMANCE AT BFM 5/10/26	SPECIAL EVENTS	200.00

Birmingham Principal Shopping District Board

Voucher List For: 04/16/2026

Early Release Vendor	Description	Account	Amount
SIGNS-N-DESIGNS INC	SIGNS FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	130.00
TARGET	MISC SUPPLIES	SPECIAL EVENTS	12.99
VERIZON WIRELESS	CELL PHONE FOR ERIKA, JAIMI AND SHERI	TELEPHONE	149.85
WHOLE FOODS	MISC SUPPLIES FOR BROKER ROUNDTABLE	TENANT RECRUITMENT	70.71
Total:			\$ 28,866.62
 <u>Journal Entries</u>			
City of Birmingham - Employee parking			\$ 500.00
City of Birmingham - Postage			9.46
Total Journal Entries			\$ 509.46
TOTAL VOUCHERS AND JOURNAL ENTRIES			\$ 29,376.08

*Items marked with an asterisk were submitted in advance and prior to board approval

Board Chair _____ **Date** _____



BIRMINGHAM
SHOPPING DISTRICT

MEMORANDUM

DATE: April 16, 2026
TO: Birmingham Shopping District Board of Directors
FROM: Erika Bassett
SUBJECT: Pegasus Video/Audio Services Agreement

The Birmingham Shopping District (BSD) partners with a variety of contractors to provide services for its annual special events. For several years, the BSD has contracted Pegasus Entertainment to offer video and audio services for its outdoor Movie Nights, Day On The Town, Winter Markt and BRRmingham Blast events. Pegasus has continuously delivered unique high quality services and equipment, including the large LED screen for Movie Nights and stage management services for Winter Markt, in addition to competitive pricing. Included, please find the full proposed agreement for video and audio services for the 2027 and 2028 fiscal years, totaling \$53,540.00.

SUGGESTED MOTION:

Motion to approve the Pegasus Entertainment Video/Audio Agreement totaling \$53,540.00 for fiscal years 2027 and 2028, to begin on July 1, 2026 and end on June 30, 2028.

AGREEMENT FOR VIDEO/AUDIO

THIS AGREEMENT is entered into this 1st day of July 2026, by and between the **BIRMINGHAM SHOPPING DISTRICT**, whose address is 151 Martin Street, Birmingham, MI 48009 (hereinafter referred to as the BSD) and Pegasus Entertainment (hereafter referred to as Pegasus Entertainment) a Michigan company whose address is 22008 West Eight Mile Road, Southfield, MI 48033 and the foregoing shall collectively be referred to as the parties.

WHEREAS, the BSD desires Pegasus Entertainment for the BSD's video and audio needs, and in connection therewith has requested quotes for video/audio services; and

WHEREAS, the BSD has heretofore solicited and received three competitive quotes for the procurement and performance of services required to perform video/audio services; and

WHEREAS, Pegasus Entertainment has qualifications that meet the project requirements and has provided a response and cost proposal to perform video/audio services.

NOW, THEREFORE, in consideration of the foregoing preambles, the adequacy of which is acknowledged by and between the parties to this Agreement, the parties agree as follows:

1. MUTUALLY AGREE: It is mutually agreed by and between the parties that Pegasus Entertainment's quote for video/audio services dated February 25, 2026 shall be fully incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (attached hereto as Attachment "A" and Attachment "B").

2. TERM: This Agreement shall have a term of two years from July 1, 2026, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Pegasus Entertainment shall receive compensation for services to the date the termination takes effect. If the BSD no longer requires Pegasus Entertainment's services for an event, the BSD will inform Pegasus Entertainment at least seven (7) days prior to event to cancel with no financial obligation.

3. TERMS OF PAYMENT: Pegasus Entertainment will invoice after each event is complete. Total compensation not to exceed \$53,540.00. In no event shall invoices be submitted more than 45 days after completion of services. Submitted invoices shall include the following detailed information: the type of work performed. The BSD may, at its sole discretion demand review and the right to request at any time further detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. Payment terms will be net 30 days unless otherwise specified by the BSD.

4. Pegasus Entertainment shall be of good moral character and fitness in performing all services under this Agreement.

5. INSURANCE SUBMISSION REQUIREMENTS: Pegasus Entertainment has submitted proof to the BSD that it meets all BSD insurance requirements. Insurance, with coverage amounts at no less than the BSD's minimum requirements, must be held Pegasus Entertainment throughout the term of this Agreement. Certificates of insurance as stated below will be required no later than five (5) business days from the date of Pegasus Entertainment acceptance of the terms of this Agreement.

6. CONFIDENTIAL AND OR PROPRIETARY INFORMATION: Pegasus Entertainment acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. Pegasus Entertainment recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the BSD. Therefore, Pegasus Entertainment agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. Pegasus Entertainment further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.

7. INDEPENDENT CONTRACTOR: Pegasus Entertainment and the BSD agree that Pegasus Entertainment is acting as an independent contractor with respect to the company's role in providing services to the BSD pursuant to this Agreement, and as such, shall be liable for its own actions and neither Pegasus Entertainment will not be construed as employees of the BSD. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the BSD nor Pegasus Entertainment shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. Pegasus Entertainment shall not be considered entitled or eligible to participate in any benefits or privileges given or extended by the BSD, or be deemed an employee of the BSD for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the BSD.

8. COMPLIANCE WITH LAWS: Pegasus Entertainment agrees to fully and faithfully carry out the duties of set forth herein using its best efforts in accomplishing all assignments from the BSD, and further, in addition to upholding all federal, and state laws and applicable codes of professional conduct to which Pegasus Entertainment is subject, Pegasus Entertainment hereby agrees to be bound by all Federal, State, or Birmingham Shopping District or City of Birmingham ordinances, rules, regulations and policies as are amended from time to time, and including without limitation the Fair Labor Standards Act, the Equal Employment Opportunity rules and regulations, the Transportation Safety Act and the Occupational Safety and Health Acts.

9. NON-COMPLIANCE WITH INSURANCE REQUIREMENTS: Failure to deliver and maintain insurance in accordance with the terms of this Agreement will be cause for the BSD, by and through its Executive Director, to terminate this Agreement, or at the BSD's option, the BSD may purchase on the open market such required insurance and shall be entitled to charge any additional cost to Pegasus Entertainment, either by offset to any amounts due and Pegasus

Entertainment for services provided to the BSD, or, by separate bill and demand for payment. Nothing in this paragraph shall be deemed to create or be interpreted as establishing a "for cause" termination; Pegasus Entertainment agrees and understands that its engagement is at will and may be terminated by the Executive Director for any cause or no cause.

10. INDEMNIFICATION: To the fullest extent permitted by law, Pegasus Entertainment and any entity or person for whom Pegasus Entertainment is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the Birmingham Shopping District, its elected and appointed officials, employees and volunteers and others working on their behalf against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the BSD, its elected and appointed officials, employees, volunteers or others working on their behalf, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arise out of the acts, errors or omissions of Pegasus Entertainment in the performance of this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.

11. STANDARD INSURANCE REQUIREMENTS:

Pegasus Entertainment shall maintain during the life of this Agreement the applicable types of insurance coverage and minimum limits as set forth below:

A. Commercial General Liability Insurance: Pegasus Entertainment shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$1,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Pegasus Entertainment Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.

B. *Motor Vehicle Liability: Pegasus Entertainment shall procure and maintain during the life of this Agreement, Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.

C. Additional Insured: Commercial General Liability Insurance, as described above, shall include an endorsement stating the following **Additional Insureds: The Birmingham Shopping District and the City of Birmingham, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof.** This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.

D. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Pegasus Entertainment shall deliver renewal certificates and/or policies to the BSD at least (10) days prior to the expiration date.

E. Proof of Insurance Coverage: Pegasus Entertainment shall provide the Birmingham Shopping District at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the Birmingham Shopping District, as listed below.

- 1) Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
- 2) Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
- 3) If so requested, Certified Copies of all policies mentioned above will be furnished.

F. Maintaining Insurance: Upon failure of Pegasus Entertainment to obtain or maintain such insurance coverage for the term of the Agreement, the Birmingham Shopping District may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the Birmingham Shopping District shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.

12. WRITTEN NOTICES: Written notices regarding this Agreement shall be addressed to the following:

BSD: Birmingham Shopping District
151 Martin Street
Birmingham, Michigan 48009
Attn: Erika Bassett

Pegasus Entertainment
22008 West Eight Mile Road
Southfield, MI 48033
Attn: Kevin Webb

13. AMENDMENTS: No amendment, modification or supplement to this Agreement shall be binding unless it is in writing and signed by authorized representatives of the parties.

14. WAIVER OF BREACH: No waiver by either party of any breach of any of the terms, covenants or conditions herein contained by the other party shall be construed as a waiver of any succeeding breach of this same or of any other term, covenant or condition.

15. COMPLETE AGREEMENT: The parties agree that the conditions set forth in this Agreement sets forth all terms and conditions of Pegasus Entertainment agreement with the Birmingham Shopping District. This Agreement supersedes all prior agreements or understandings between the parties. There are no promises, conditions or understandings other than those stated herein, and, that any prior negotiations, terms or conditions discussed between the BSD and Pegasus Entertainment shall not constitute a part of this Agreement. The term "agreement" as used in this clause shall include any future written amendments, modifications, or supplements made in accordance herewith.

16. DIRECT OR INDIRECT INTEREST: If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Pegasus Entertainment, the BSD shall have the right to terminate this Agreement without further liability to Pegasus Entertainment if the disqualification has not been removed within thirty (30) days after the BSD has given Pegasus Entertainment notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

17. FAILURE TO PERFORM. If Pegasus Entertainment fails to perform its obligations hereunder, the BSD may take any and all remedial actions provided by the general specifications or otherwise permitted by law.

18. LEGAL PROCEEDINGS: Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL §600.5001 et seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in a federal or state court with jurisdiction over Oakland County, Michigan.

IN WITNESS WHEREOF, the parties hereto agree to be bound by the above terms and conditions, and Pegasus Entertainment, by its authorized signature below, expressly accepts this Agreement upon the above provided terms and conditions contained in this Agreement as of the date first above written.

PEGASUS ENTERTAINMENT

By: _____

Its: _____

Date: _____

STATE OF MICHIGAN)
) ss:
COUNTY OF OAKLAND)

On this _____ day of _____, 2026, before me personally appeared Kevin Webb, who acknowledged that with authority on behalf of Pegasus Entertainment to do so he/she signed this Agreement.

Notary Public

County, Michigan
Acting in _____ County, Michigan
My commission expires: _____

APPROVED:

Erika Bassett, Executive Director
(Approved as to substance)

Date

Mary M. Kucharek, City Attorney
(Approved as to form)

Date

Jana Ecker, City Manager
(Approved as to substance)

Date

ATTACHMENT A

FYE2027

- Movie Nights – July 10, 2026, August 7, 2026 and September 4, 2026 \$10,800.00
- Day On The Town – July 25, 2026 \$3,800.00
- Winter Markt – December 4-6, 2026 \$5,400.00
- Brrmingham Blast – January 23, 2027 \$3,170.00
- Movie Night – June 4, 2027 \$3,600.00

**Rain dates for Movie Nights will be on Saturday following Friday scheduled date*

Movie Nights	\$14,400.00
Day On The Town	3,800.00
Winter Markt	5,400.00
Brrmingham Blast	3,170.00

FYE2027 Total \$26,770.00

FYE2028 (tentative dates - will confirm dates by November 2026)

- Movie Nights – July 9, 2027 August 6, 2027 and September 3, 2027 \$10,800.00
- Day On The Town – July 31, 2027 \$3,800.00
- Winter Markt – December 3-5, 2027 \$5,400.00
- Brrmingham Blast – January 22, 2028 \$3,170.00
- Movie Night – June 2028 \$3,600.00

**Rain dates for Movie Nights will be on Saturday following Friday scheduled date*

Movie Nights	\$14,400.00
Day On The Town	3,800.00
Winter Markt	5,400.00
Brrmingham Blast	3,170.00

FYE2028 Total \$26,770.00

THIS IS A CONTRACT

person who signs this contract is obligated under its terms. Pegasus makes no warranties, expressed or implied as to the equipment's merchantability or fitness for any particular purpose. Pegasus shall not be responsible for any loss, damage or injury to renter or renter's property, including incidental, special or consequential damages, in any way connected with the proper or improper operation, use or defect in or failure of the equipment. Renter expressly indemnifies and holds Pegasus harmless of, from and against any and all claims, lost costs, damages, attorney's fees and liability in connection with the rental and/or use of the equipment regardless of whether a suit is filed by Pegasus to recover possession of said equipment. Renter acknowledges receipt of equipment and that renter has examined the equipment and it is in good condition and declares that renter fully understands its proper operation and use. Renter shall not permit any person who is not qualified and familiar with the safe operation of the equipment to operate said equipment. Renter is to return the equipment on the expiration and the due date in certain circumstances will be considered a theft, resulting in criminal prosecution.

Initials _____



ENTERTAINMENT
 22008 W. Eight Mile Road
 Southfield, Michigan 48033
248-353-6130
 www.pegasusentertainment.com

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P.O. Jaimi
 Operator: Derek Fabry
 Saved Wed, Feb 25, 2026 1:40 pm
 Deliver Fri, Jun 04, 2027 3:00 pm
 Out Fri, Jun 04, 2027 6:00 pm
 Due Fri, Jun 04, 2027 11:00 pm
 Pickup Fri, Jun 04, 2027 11:00 pm

Jaimi Brook
 Birmingham Shopping District
 151 Martin St
 Birmingham, MI 48009

Use at: Chene Park
 Birmingham, MI 48009

Tel: 248-530-1254
 Cell: 248-530-1254

Customer ID 17618

Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup

MOVIE NIGHTS 2026

DATES:

July 10
 August 7
 September 4
 June 4 2027

Rain dates are the following night on all 4 dates

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	VIDEO PACKAGE 15' wide HD video wall for movie viewing Super Bright day or night Rain or shine this is an outdoor video wall Macbook for clients DVD or thumb drive playback Can also add a blueray player if requested OR 10' x 20' wide video truck that raises up NOTE: must be parked on road so the vicwing woud be slightly different.		2,600.00	0.00	2,600.00
1 Ea	AUDIO PACKAGE 2 - tops 2- subs small mixer w/eq for movie sound Rain covers just in case 1- wireless Hand held mic for client pre-show		200.00	0.00	200.00

Summary	
Rental	2,800.00
Deliveries	300.00
Labor	500.00
Subtotal	3,600.00
Total Charges	3,600.00

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
 Renter further acknowledges that he has read and fully understands the within equipment rental contract and agrees to be bound by all the terms, conditions and provisions hereof. Renter acknowledges that he has received a true and correct copy of this agreement at the time of execution hereof.

RETURN EQUIPMENT BY:

X _____
 SIGNATURE OF RESPONSIBLE PARTY

THIS IS YOUR CONTRACT. READ AND INITIAL ALL AREAS BEFORE SIGNING.

THIS IS A CONTRACT

Person who signs this contract is obligated under its terms. Pegasus makes no warranties, expressed or implied as to the equipment's merchantability or fitness for any particular purpose. Renter shall not be responsible for any loss, damage or injury to renter or renter's property, including incidental, special or consequential damages, in any way connected with the proper or improper operation, use or defect in or failure of the equipment. Renter expressly indemnifies and holds Pegasus harmless of, from and against any and all claims, loss, costs, damages, attorney's fees or liability in connection with the rental and/or use of the equipment regardless of whether a claim is filed by Pegasus to recover possession of said equipment. Renter acknowledges receipt of equipment and that renter has examined the equipment and it is in good condition and declares renter fully understands its proper operation and use. Renter shall not permit any person who is not qualified and familiar with the safe operation of the equipment to operate said equipment. Renter agrees to return the equipment on the expiration and the due date in certain circumstances will be considered a theft, resulting in criminal prosecution.

Initials _____



22008 W. Eight Mile Road
Southfield, Michigan 48033
248-353-6130
www.pegasusentertainment.com

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P.O. Jaimi
Operator: Derek Fabry
Saved Wed, Feb 25, 2026 1:40 pm
Deliver Fri, Jul 10, 2026 3:00 pm
Out Fri, Jul 10, 2026 6:00 pm
Due Fri, Jul 10, 2026 11:00 pm
Pickup Fri, Jul 10, 2026 11:00 pm

Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009
Tel: 248-530-1254
Cell: 248-530-1254

Use at: Chene Park
Birmingham, MI 48009

Customer ID 17618

**Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup**

MOVIE NIGHTS 2026

DATES:

July 10
August 7
September 4
June 4 2027

Rain dates are the following night on all 4 dates

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
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1 Ea	AUDIO PACKAGE 2 - tops 2- subs small mixer w/eq for movie sound Rain covers just in case 1- wireless Hand held mic for client pre-show		200.00	0.00	200.00

Summary

Rental	2,800.00	Tax Exempt
Deliveries	300.00	
Labor	500.00	
Subtotal	3,600.00	
Total Charges	3,600.00	

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
Renter further acknowledges that he has read and fully understands the within equipment rental contract and agrees to be bound by all the terms, conditions and provisions hereof. Renter acknowledges that he has received a true and correct copy of this agreement at the time of execution hereof.

RETURN EQUIPMENT BY: _____

X

SIGNATURE OF RESPONSIBLE PARTY

THIS IS YOUR CONTRACT. READ AND INITIAL ALL AREAS BEFORE SIGNING.

THIS IS A CONTRACT

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Initials _____



PEGASUS ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

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P.O. Jaimi
Operator: **Derek Fabry**
Saved **Wed, Feb 25, 2026 1:40 pm**
Deliver **Fri, Aug 07, 2026 3:00 pm**
Out **Fri, Aug 07, 2026 6:00 pm**
Due **Fri, Aug 07, 2026 11:00 pm**
Pickup **Fri, Aug 07, 2026 11:00 pm**

Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009



Tel: 248-530-1254
Cell: 248-530-1254

Customer ID 17618

Use at: **Chene Park**
Birmingham, MI 48009

Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup

MOVIE NIGHTS 2026

DATES:

July 10
August 7
September 4
June 4 2027

Rain dates are the following night on all 4 dates

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	VIDEO PACKAGE 15' wide HD video wall for movie viewing Super Bright day or night Rain or shine this is an outdoor video wall Macbook for clients DVD or thumb drive playback Can also add a blueray player if requested OR 10' x 20' wide video truck that raises up NOTE: must be parked on road so the viewing would be slightly different.		2,600.00	0.00	2,600.00
1 Ea	AUDIO PACKAGE 2 - tops 2- subs small mixer w/eq for movie sound Rain covers just in case 1- wireless Hand held mic for client pre-show		200.00	0.00	200.00

Summary

Rental	2,800.00	Tax Exempt
Deliveries	300.00	
Labor	500.00	
Subtotal	3,600.00	
Total Charges	3,600.00	

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment. Renter further acknowledges that he has read and fully understands the within equipment rental contract and agrees to be bound by all the terms, conditions and provisions hereof. Renter acknowledges that he has received a true and correct copy of this agreement at the time of execution hereof.

RETURN EQUIPMENT BY:

X

SIGNATURE OF RESPONSIBLE PARTY

THIS IS YOUR CONTRACT. READ AND INITIAL ALL AREAS BEFORE SIGNING.



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THIS IS A CONTRACT

Person who signs this contract is obligated under its terms. Pegasus makes no warranties, stated or implied as to the equipments merchantability or fitness for any particular purpose. Pegasus shall not be responsible for any loss, damage or injury to renter or renter's property, during incidental, special or consequential damages, in any way connected with the proper or improper operation, use or defect in or failure of the equipment. Renter expressly indemnifies and Pegasus harmless of, from and against any and all claims, loss, costs, damages, attorney's fees or liability in connection with the rental and/or use of the equipment regardless of whether a claim is filed by Pegasus to recover possession of said equipment. Renter acknowledges receipt of equipment and that renter has examined the equipment and it is in good condition and declares renter fully understands its proper operation and use. Renter shall not permit any person who is not qualified and familiar with the safe operation of the equipment to operate said equipment. Renter to return the equipment on the expiration and the due date in certain circumstances will be considered a theft, resulting in criminal prosecution.

Initials _____



ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

41119.1.2

P.O. Jaimi

Operator: Derek Fabry

Saved Wed, Feb 25, 2026 1:40 pm

Deliver Fri, Sep 04, 2026 3:00 pm

Out Fri, Sep 04, 2026 6:00 pm

Due Fri, Sep 04, 2026 11:00 pm

Pickup Fri, Sep 04, 2026 11:00 pm

Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009



Tel: 248-530-1254

Cell: 248-530-1254

Customer ID 17618

Use at: Chene Park
Birmingham, MI 48009

**Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup**

MOVIE NIGHTS 2026

DATES:

- July 10
- August 7
- September 4
- June 4 2027

Rain dates are the following night on all 4 dates

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	VIDEO PACKAGE 15' wide HD video wall for movie viewing Super Bright day or night Rain or shine this is an outdoor video wall Macbook for clients DVD or thumb drive playback Can also add a blueray player if requested OR 10' x 20' wide video truck that raises up NOTE: must be parked on road so the viewing woud be slightly different.		2,600.00	0.00	2,600.00
1 Ea	AUDIO PACKAGE 2 - tops 2- subs small mixer w/eq for movie sound Rain covers just in case 1- wireless Hand held mic for client pre-show		200.00	0.00	200.00

Summary

Rental	2,800.00
Deliveries	300.00
Labor	500.00
Subtotal	3,600.00
Total Charges	3,600.00

Tax Exempt

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Initials _____



PEGASUS
ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusenertainment.com

Summary

	Tax Exempt
Rental	2,400.00
Deliveries	300.00
Labor	1,100.00
Subtotal	3,800.00
Total Charges (with discount applied)	3,800.00
Total Discount	1,485.00

Safety and Warning Messages

MIC CABLE, 25' Yellow:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

MIC CABLE, 50' Green:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment. Renter further acknowledges that he has read and fully understands the within equipment rental contract and agrees to be bound by all the terms, conditions and provisions hereof. Renter acknowledges that he has received a true and correct copy of this agreement at the time of execution hereof.

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Initials _____



ENTERTAINMENT
 22008 W. Eight Mile Road
 Southfield, Michigan 48033
248-353-6130
 www.pegasusentertainment.com

41131.1.2

P.O. Jaimi
 Operator: Derek Fabry
 Saved Wed, Feb 25, 2026 1:41 pm
 Deliver Fri, Dec 04, 2026 10:00 am
 Out Fri, Dec 04, 2026 4:00 pm
 Due Sun, Dec 06, 2026 4:00 pm
 Pickup Sun, Dec 06, 2026 4:00 pm

Jaimi Brook
 Birmingham Shopping District
 151 Martin St
 Birmingham, MI 48009
 11111111111111111111
 Tel: 248-530-1254
 Cell: 248-530-1254

Customer ID 17618

Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup

BIRMINGHAM WINTER MARKET

HOURS:
 SETUP: Friday 10am
 Friday: 4pm-9pm
 Saturday: 10am-9pm
 Sunday: 10am-4pm
 STRIKE: sunday 4pm

NOTE: operator on-site for all business hours

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	AUDIO PACKAGE Complete audio system for Choirs, bands and other entertainment 12 mics, 4 wireless Hand held mics, speakers, amps and mixer. EV powered subs with powered tops, monitors and stands. 7 remote speakers on stands (wireless feed using city power outlets) Audio playback of xmass music during breaks A1 and A2 (two audio techs for event)		2,300.00	0.00	2,300.00
1 Ea	MISC LABOR Stage Manager for event Note: A1 will act as a stage manager getting bands on/off stage Cost is under labor below		0.00	0.00	0.00

Summary	
Rental	2,300.00
Deliveries	300.00
Labor	2,800.00
Subtotal	5,400.00
Total Charges	5,400.00

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ENTERTAINMENT
 22008 W. Eight Mile Road
 Southfield, Michigan 48033
248-353-6130
 www.pegasusentertainment.com

41132.1.2



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P.O. Jaimi
 Operator: Derek Fabry
 Saved Wed, Feb 25, 2026 1:41 pm
 Deliver Sat, Jan 23, 2027 8:00 am
 Out Sat, Jan 23, 2027 10:00 am
 Due Sat, Jan 23, 2027 6:00 pm
 Pickup Sat, Jan 23, 2027 6:30 pm

Jaimi Brook
 Birmingham Shopping District
 151 Martin St
 Birmingham, MI 48009

 Tel: 248-530-1254
 Cell: 248-530-1254

Customer ID 17618

Use at: Downtown Birmingham
 Old Woodward
 , Between Maple and Brown

Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup

Birmingham's BRRirmingham Blast

Terms: COD

OUTSIDE- Dress warm!!

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	AUDIO PACKAGE AUDIO SYSTEM: small mixer To play music 1 long block And have the ability for a wired microphone 8 SPEAKERS from one side of the road 4 sets of 2 speakers Power from the new outlets provided. TECH SHALL REMAIN ON-SITE FOR THE ENTIRE EVENT		1,200.00	0.00	1,200.00
8 Ea	SPEAKER, POWERED, ZLX-15 1000W EV (Kit)		0.00	0.00	0.00
8 Ea	.TRIPOD STAND, LG BLK (AUDIO) (Kit)		0.00	0.00	0.00
4 Ea	MIC CABLE, 3'		0.00	0.00	0.00
6 Ea	MIC CABLE, 25' Yellow		0.00	0.00	0.00
8 Ea	MIC CABLE, 50' Green		0.00	0.00	0.00
8 Ea	MIC CABLE, 100' Red		0.00	0.00	0.00
5 Ea	EXT CORDS, 10' Blue	FPOW123MF-10	0.00	0.00	0.00
5 Ea	EXT CORDS, 25' Yellow	FPOW123MF-25	0.00	0.00	0.00
6 Ea	EXT CORDS, 50' Green	FPOW123MF-50	0.00	0.00	0.00
5 Ea	CUBE TAPS		0.00	0.00	0.00
1 Ea	TENTS, 10' x 10' MEDIUM DUTY With sides, weights and straps		250.00	0.00	250.00
1 Ea	HEATERS, INFRARED TENT w/20 lb TANK HSS-DGH Serial No. #3		100.00	0.00	100.00
1 Ea	PROPANE, #20	WILSON WELDING	45.00	0.00	45.00
1 Ea	BLEACHERS, 15'3 ROW (30 SEAT)	BLA3A KAY PARK	175.00	0.00	175.00

Qty Description

Kit Items SPEAKER, POWERED, ZLX-15 1000W EV
 8 Ea .DEAD ITEM

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
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Initials _____



ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

- 8 Ea EXT CORDS, IEC POWER CORD 5'
- Kit Items .TRIPOD STAND, LG BLK (AUDIO)
- 8 Ea PADDED COVER, TRIPOD LG

Summary

	Tax Exempt
Rental	1,770.00
Deliveries	300.00
Labor	1,100.00
Subtotal	3,170.00
Total Charges (with discount applied)	3,170.00
Total Discount	788.50

Safety and Warning Messages

MIC CABLE, 3':

All cables must be wrap up or a charge of \$5.00 per cable will be charged

MIC CABLE, 25' Yellow:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

MIC CABLE, 50' Green:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

PROPANE, #20:

BLEACHERS, 15'3 ROW (30 SEAT):

PEGASUS RENTS AND DELIVERS BLEACHERS

CLIENTS SHALL SET AND PLACE BLEACHERS AT THEIR OWN RISK, ASSUMING ALL LIABILITY AND HOLD PEGASUS HARMLESS FOR ANY INJURY OR DAMAGE.

INITIAL

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
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ENTERTAINMENT
 22008 W. Eight Mile Road
 Southfield, Michigan 48033
248-353-6130
 www.pegasusentertainment.com

41195.1.1



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P.O. Jaimi
 Operator: **Derek Fabry**
 Saved **Wed, Feb 25, 2026 2:23 pm**
 Deliver **Fri, Aug 06, 2027 3:00 pm**
 Out **Fri, Aug 06, 2027 6:00 pm**
 Due **Fri, Aug 06, 2027 11:00 pm**
 Pickup **Fri, Aug 06, 2027 11:00 pm**

Jaimi Brook
 Birmingham Shopping District
 151 Martin St
 Birmingham, MI 48009
 Tel: 248-530-1254
 Cell: 248-530-1254

Use at: **Chene Park**
 Birmingham, MI 48009

Customer ID 17618

Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup

MOVIE NIGHTS 2027

DATES:

July TBD
 August TBD
 September TBD
 June TBD 2028

Rain dates are the following night on all 4 dates

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	VIDEO PACKAGE 15' wide HD video wall for movie viewing Super Bright day or night Rain or shine this is an outdoor video wall Macbook for clients DVD or thumb drive playback Can also add a blueray player if requested OR 10' x 20' wide video truck that raises up NOTE: must be parked on road so the viewing would be slightly different.		2,600.00	0.00	2,600.00
1 Ea	AUDIO PACKAGE 2 - tops 2- subs small mixer w/eq for movie sound Rain covers just in case 1- wireless Hand held mic for client pre-show		200.00	0.00	200.00

Summary

	Tax Exempt
Rental	2,800.00
Deliveries	300.00
Labor	500.00
Subtotal	3,600.00
Total Charges	3,600.00

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ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

41196.1.1



S.O. 13

P.O. Jaimi
Operator: Derek Fabry
Saved Wed, Feb 25, 2026 3:07 pm
Deliver Fri, Sep 03, 2027 3:00 pm
Out Fri, Sep 03, 2027 6:00 pm
Due Fri, Sep 03, 2027 11:00 pm
Pickup Fri, Sep 03, 2027 11:00 pm

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Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009

Use at: Chene Park
Birmingham, MI 48009

Tel: 248-530-1254
Cell: 248-530-1254

Customer ID 17618

**Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup**

MOVIE NIGHTS 2027

DATES:

July TBD
August TBD
September TBD
June TBD 2028

Rain dates are the following night on all 4 dates

Qty	Description	Part Nr	Unit Price	Adj	Extended
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1 Ea	AUDIO PACKAGE 2 - tops 2 - subs small mixer w/eq for movie sound Rain covers just in case 1 - wireless Hand held mic for client pre-show		200.00	0.00	200.00

Summary

Rental	2,800.00	Tax Exempt
Deliveries	300.00	
Labor	500.00	
Subtotal	3,600.00	
Total Charges	3,600.00	

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Southfield, Michigan 48033
248-353-6130

www.pegasusenertainment.com

41197.1.1



5.0.0.13

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P.O. Jaimi
Operator: Derek Fabry
Saved Wed, Feb 25, 2026 3:10 pm
Deliver Fri, Jun 02, 2028 3:00 pm
Out Fri, Jun 02, 2028 6:00 pm
Due Fri, Jun 02, 2028 11:00 pm
Pickup Fri, Jun 02, 2028 11:00 pm

Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009
Tel: 248-530-1254
Cell: 248-530-1254

Use at: Chene Park
Birmingham, MI 48009

Customer ID 17618

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Delivery & Pickup**

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Summary

Rental	2,800.00	Tax Exempt
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Labor	500.00	
Subtotal	3,600.00	
Total Charges	3,600.00	

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 22008 W. Eight Mile Road
 Southfield, Michigan 48033
248-353-6130
 www.pegasusentertainment.com

41198.1.1



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P.O. Jaimi
 Operator: Derek Fabry
 Saved Wed, Feb 25, 2026 3:12 pm
 Deliver ~~Wed, Jul 21, 2027~~ Sat July 31, 2027 6:00 am
 Out Wed, Jul 21, 2027 9:00 am
 Due Wed, Jul 21, 2027 5:00 pm
 Pickup Wed, Jul 21, 2027 6:00 pm

Jaimi Brook
 Birmingham Shopping District
 151 Martin St
 Birmingham, MI 48009
 Tel: 248-530-1254
 Cell: 248-530-1254

Use at: Downtown Birmingham
 Old Woodward
 , Between Maple and Brown

Customer ID 17618

Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup

Birmingham's Day on the Town

Terms: COD

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	AUDIO PACKAGE AUDIO SYSTEM: To play music 4 blocks (going each direction from the corner) Wireless transmitters (2) to send the signal across the street. And have the ability for a wired microphone near the birmingham theater for the ribbon cutting (only have the mic project on that block) 5 SPEAKERS PER BLOCK FOR A TOTAL OF 15 SPEAKERS 3 sets of 5 speakers Power from the new outlets provided. TECH SHALL REMAIN ON-SITE FOR THE ENTIRE EVENT		2,400.00	0.00	2,400.00
15 Ea	SPEAKER, POWERED, ZLX-15 1000W EV (Kit)		0.00	0.00	0.00
15 Ea	.TRIPOD STAND, LG BLK (AUDIO) (Kit)		0.00	0.00	0.00
10 Ea	MIC CABLE, 25' Yellow		0.00	0.00	0.00
14 Ea	MIC CABLE, 50' Green		0.00	0.00	0.00
8 Ea	MIC CABLE, 100' Red		0.00	0.00	0.00
25 Ea	EXT CORDS, 25' Yellow	FPOW123MF-25	0.00	0.00	0.00
8 Ea	EXT CORDS, 50' Green	FPOW123MF-50	0.00	0.00	0.00
15 Ea	EXT CORDS, 10' Blue	FPOW123MF-10	0.00	0.00	0.00
10 Ea	CUBE TAPS		0.00	0.00	0.00

Qty	Description
Kit Items	
15 Ea	SPEAKER, POWERED, ZLX-15 1000W EV
15 Ea	.DEAD ITEM
15 Ea	EXT CORDS, IEC POWER CORD 5'
Kit Items	
15 Ea	.TRIPOD STAND, LG BLK (AUDIO)
15 Ea	PADDED COVER, TRIPOD LG

I, the undersigned (renter), specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
 Renter further acknowledges that he has read and fully understands the within equipment rental contract and agrees to be bound by all the terms, conditions and provisions hereof. Renter acknowledges that he has received a true and correct copy of this agreement at the time of execution hereof.

RETURN EQUIPMENT BY:

X

SIGNATURE OF RESPONSIBLE PARTY

THIS IS YOUR CONTRACT. READ AND INITIAL ALL AREAS BEFORE SIGNING.

THIS IS A CONTRACT

Person who signs this contract is obligated under its terms. Pegasus makes no warranties, expressed or implied as to the equipment's merchantability or fitness for any particular purpose. Pegasus shall not be responsible for any loss, damage or injury to renter or renter's property, including incidental, special or consequential damages, in any way connected with the proper or improper operation, use or defect in or failure of the equipment. Renter expressly indemnifies and holds Pegasus harmless of, from and against any and all claims, loss, costs, damages, attorney's fees and liability in connection with the rental and/or use of the equipment regardless of whether a suit is filed by Pegasus to recover possession of said equipment. Renter acknowledges receipt of equipment and that renter has examined the equipment and it is in good condition and declares that renter fully understands its proper operation and use. Renter shall not permit any person who is not qualified and familiar with the safe operation of the equipment to operate said equipment. Renter to return the equipment on the expiration and the due date in certain circumstances will be considered a theft, resulting in criminal prosecution.

Initials _____



ENTERTAINMENT
 22008 W. Eight Mile Road
 Southfield, Michigan 48033
248-353-6130
www.pegasusentertainment.com

Summary

	Tax Exempt
Rental	2,400.00
Deliveries	300.00
Labor	1,100.00
Subtotal	3,800.00
Total Charges (with discount applied)	3,800.00
Total Discount	1,485.00

Safety and Warning Messages

MIC CABLE, 25' Yellow:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

MIC CABLE, 50' Green:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
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Initials _____



ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

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P.O. Jaimi

Operator: Derek Fabry

Saved Wed, Feb 25, 2026 3:14 pm

Deliver Fri, Dec 03, 2027 10:00 am

Out Fri, Dec 03, 2027 4:00 pm

Due Sun, Dec 05, 2027 4:00 pm

Pickup Sun, Dec 05, 2027 4:00 pm

Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009



Tel: 248-530-1254

Customer ID 17618

Cell: 248-530-1254

**Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup**

BIRMINGHAM WINTER MARKET

HOURS:

SETUP: Friday 10am

Friday: 4pm-9pm

Saturday: 10am-9pm

Sunday: 10am-4pm

STRIKE: sunday 4pm

NOTE: operator on-site for all business hours

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	AUDIO PACKAGE Complete audio system for Choirs, bands and other entertainment 12 mics, 4 wireless Hand held mics, speakers, amps and mixer. EV powered subs with powered tops, monitors and stands. 7 remote speakers on stands (wireless feed using city power outlets) Audio playback of xmass music during breaks A1 and A2 (two audio techs for event)		2,300.00	0.00	2,300.00
1 Ea	MISC LABOR Stage Manager for event Note: A1 will act as a stage manager getting bands on/off stage Cost is under labor below		0.00	0.00	0.00

Summary

Rental	2,300.00	Tax Exempt
Deliveries	300.00	
Labor	2,800.00	
Subtotal	5,400.00	
Total Charges	5,400.00	

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RETURN EQUIPMENT BY:

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SIGNATURE OF RESPONSIBLE PARTY

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Initials _____



ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

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P.O. Jaimi
Operator: Derek Fabry
Saved Wed, Feb 25, 2026 3:17 pm
Deliver Sat, Jan 22, 2028 8:00 am
Out Sat, Jan 22, 2028 10:00 am
Due Sat, Jan 22, 2028 6:00 pm
Pickup Sat, Jan 22, 2028 6:30 pm

Jaimi Brook
Birmingham Shopping District
151 Martin St
Birmingham, MI 48009
11111111111111111111

Tel: 248-530-1254
Cell: 248-530-1254

Customer ID 17618

Use at: Downtown Birmingham
Old Woodward
, Between Maple and Brown

**Equipment Contract
Confirmed Rental Reservation
Delivery & Pickup**

Birmingham's BRRirmingham Blast

Terms: COD

OUTSIDE- Dress warm!!

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
1 Ea	AUDIO PACKAGE AUDIO SYSTEM: small mixer To play music 1 long block And have the ability for a wired microphone 8 SPEAKERS from one side of the road 4 sets of 2 speakers Power from the new outlets provided. TECH SHALL REMAIN ON-SITE FOR THE ENTIRE EVENT		1,200.00	0.00	1,200.00
8 Ea	SPEAKER, POWERED, ZLX-15 1000W EV (Kit)		0.00	0.00	0.00
8 Ea	.TRIPOD STAND, LG BLK (AUDIO) (Kit)		0.00	0.00	0.00
4 Ea	MIC CABLE, 3'		0.00	0.00	0.00
6 Ea	MIC CABLE, 25' Yellow		0.00	0.00	0.00
8 Ea	MIC CABLE, 50' Green		0.00	0.00	0.00
8 Ea	MIC CABLE, 100' Red		0.00	0.00	0.00
5 Ea	EXT CORDS, 10' Blue	FPOW123MF-10	0.00	0.00	0.00
5 Ea	EXT CORDS, 25' Yellow	FPOW123MF-25	0.00	0.00	0.00
6 Ea	EXT CORDS, 50' Green	FPOW123MF-50	0.00	0.00	0.00
5 Ea	CUBE TAPS		0.00	0.00	0.00
1 Ea	TENTS, 10' x 10' MEDIUM DUTY With sides, weights and straps		250.00	0.00	250.00
1 Ea	HEATERS, INFRARED TENT w/20 lb TANK HSS-DGH Serial No. #3		100.00	0.00	100.00
1 Ea	PROPANE, #20	WILSON WELDING	45.00	0.00	45.00
1 Ea	BLEACHERS, 15'3 ROW (30 SEAT)	BLA3A KAY PARK	175.00	0.00	175.00

Qty	Description
-----	-------------

Kit Items SPEAKER, POWERED, ZLX-15 1000W EV

8 Ea .DEAD ITEM

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.
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ENTERTAINMENT

22008 W. Eight Mile Road
Southfield, Michigan 48033

248-353-6130

www.pegasusentertainment.com

- 8 Ea EXT CORDS, IEC POWER CORD 5'
- Kit Items .TRIPOD STAND, LG BLK (AUDIO)
- 8 Ea PADDED COVER, TRIPOD LG

Summary

	Tax Exempt
Rental	1,770.00
Deliveries	300.00
Labor	1,100.00
Subtotal	3,170.00
Total Charges (with discount applied)	3,170.00
Total Discount	788.50

Safety and Warning Messages

MIC CABLE, 3':

All cables must be wrap up or a charge of \$5.00 per cable will be charged

MIC CABLE, 25' Yellow:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

MIC CABLE, 50' Green:

All cables must be wrap up or a charge of \$5.00 per cable will be charged

PROPANE, #20:

BLEACHERS, 15'3 ROW (30 SEAT):

PEGASUS RENTS AND DELIVERS BLEACHERS

CLIENTS SHALL SET AND PLACE BLEACHERS AT THEIR OWN RISK, ASSUMING ALL LIABILITY AND HOLD PEGASUS HARMLESS FOR ANY INJURY OR DAMAGE.

INITIAL

I, the undersigned renter, specifically acknowledge that I have received and understand instructions regarding the use and operation of the rented equipment.

Renter further acknowledges that he has read and fully understands the within equipment rental contract and agrees to be bound by all the terms, conditions and provisions hereof. Renter acknowledges that he has received a true and correct copy of this agreement at the time of execution hereof.

RETURN EQUIPMENT BY:

X

SIGNATURE OF RESPONSIBLE PARTY

THIS IS YOUR CONTRACT. READ AND INITIAL ALL AREAS BEFORE SIGNING.



BIRMINGHAM
SHOPPING DISTRICT

MEMORANDUM

DATE: April 16, 2026
TO: Birmingham Shopping District Board of Directors
FROM: Erika Bassett
SUBJECT: Party Dreams Wedding & Event Rental Tent Supplier Agreement

The Birmingham Shopping District (BSD) partners with a variety of contractors to provide services for its annual special events. In 2025, the BSD contracted Party Dreams Wedding & Event Rental to supply tent rental services, including both equipment and labor, for its Winter Markt, Santa House, and BRRmingham Blast events. Party Dreams Wedding & Event Rental delivered high quality equipment and services, in addition to competitive pricing. Party Dreams Wedding & Event Rental offered excellent customer service throughout the planning process and during the event.

Included, please find the proposed agreements for tent supplier services for the 2027 fiscal year for the following events:

2026 Winter Markt: \$39,443.90
2026 Santa House (warming tent): \$1,517.76
2027 BRRmingham Blast: \$7,448.30
Grand Total (all events): \$48,409.96

SUGGESTED MOTION:

Motion to approve the Party Dreams Wedding & Event Rental Tent Supplier Agreements for the 2026 Winter Markt event totaling \$39,443.90, 2026 Santa House totaling \$1,517.76, and the 2027 BRRmingham Blast event totaling \$7,448.30.

AGREEMENT FOR TENT SUPPLIER

THIS AGREEMENT is entered into this 1st day of July, 2026, by and between the **BIRMINGHAM SHOPPING DISTRICT**, whose address is 151 Martin Street, Birmingham, MI 48009 (hereinafter referred to as the BSD) and Party Dreams Wedding & Event Rental (hereafter referred to as Party Dreams Wedding & Event Rental), a Michigan company whose address is 42730 Merrill Road, Sterling Heights, MI 48314 and the foregoing shall collectively be referred to as the parties.

WHEREAS, the BSD desires to have tents and the labor required to set-up and tear-down tents for the Santa House; and

WHEREAS, Party Dreams Wedding & Event Rental has qualifications that meet the requirements and has provided a response and cost proposal to provide tents and labor for the Santa House, under the terms and conditions hereinafter stated, which proposal has been accepted by the BSD.

NOW, THEREFORE, in consideration of the foregoing preambles, the adequacy of which is acknowledged by and between the parties to this Agreement, the parties agree as follows:

1. MUTUALLY AGREE: It is mutually agreed by and between the parties that Party Dreams Wedding & Event Rental quote and rental agreement terms for providing tents and labor, except those stricken by mutual agreement, shall become a part of this Agreement, and shall be binding upon both parties hereto. (Attached hereto as Attachments "A & B"). In the event of a conflict in any of the terms of this Agreement and the Party Dreams Wedding & Event Rental's rental agreement, the terms of this Agreement shall prevail.

2. TERM: This Agreement shall have a term of one year from the date stated above, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Party Dreams Wedding & Event Rental shall receive compensation for services to the date the termination takes effect.

3. TERMS OF PAYMENT: BSD will pay a 50% deposit totaling \$758.88. Final payment, totaling \$758.88, will be mailed Monday following the event. Total compensation will not exceed \$1,517.76. The BSD, at its sole discretion may demand review and the right to request at any time further, detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. If the BSD no longer requires Party Dreams Wedding & Event Rental's services for an event, the BSD will inform Party Dreams Wedding & Event Rental at least seven (7) days prior to event to cancel with no further financial obligation.

4. PERFORMANCE: Party Dreams Wedding & Event Rental shall be of good moral character and fitness in performing all services under this Agreement.

5. INSURANCE SUBMISSION REQUIREMENTS: Party Dreams Wedding & Event Rental has submitted proof to the BSD that it meets all BSD insurance requirements. Insurance, with coverage amounts at no less than the BSD's minimum requirements, must be held Party Dreams Wedding & Event Rental throughout the term of this Agreement. Certificates of insurance as stated below will be required no later than five (5) business days from the date of Party Dreams Wedding & Event Rental acceptance of the terms of this Agreement.

6. CONFIDENTIAL AND OR PROPRIETARY INFORMATION: Party Dreams Wedding & Event Rental acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. Party Dreams Wedding & Event Rental recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the BSD. Therefore, Party Dreams Wedding & Event Rental agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. Party Dreams Wedding & Event Rental further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.

7. INDEPENDENT CONTRACTOR: Party Dreams Wedding & Event Rental and the BSD agree that Party Dreams Wedding & Event Rental is acting as an independent contractor with respect to the company's role in providing services to the BSD pursuant to this Agreement, and as such, shall be liable for its own actions and neither Party Dreams Wedding & Event Rental nor its employees shall be construed as employees of the BSD. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the BSD nor Party Dreams Wedding & Event Rental shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. Party Dreams Wedding & Event Rental shall not be considered entitled or eligible to participate in any benefits or privileges given or extended by the BSD, or be deemed an employee of the BSD for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the BSD.

8. COMPLIANCE WITH LAWS: Party Dreams Wedding & Event Rental agrees to fully and faithfully carry out the duties of set forth herein using its best efforts in accomplishing all assignments from the BSD, and further, in addition to upholding all federal, and state laws and applicable codes of professional conduct to which Party Dreams Wedding & Event Rental is subject, Party Dreams Wedding & Event Rental hereby agrees to be bound by all Federal, State, or City of Birmingham and the Birmingham Shopping District ordinances, rules, regulations and policies as are amended from time to time, and including without limitation the Fair Labor Standards Act, the Equal Employment Opportunity rules and regulations, the Transportation Safety Act and the Occupational Safety and Health Acts.

9. NON-COMPLIANCE WITH INSURANCE REQUIREMENTS: Failure to deliver and maintain insurance in accordance with the terms of this Agreement will be cause for the BSD, by and through its Executive Director, to terminate this Agreement, or at the BSD's option, the

BSD may purchase on the open market such required insurance and shall be entitled to charge any additional cost to Party Dreams Wedding & Event Rental, either by offset to any amounts due and Party Dreams Wedding & Event Rental for services provided to the BSD, or, by separate bill and demand for payment. Nothing in this paragraph shall be deemed to create or be interpreted as establishing a "for cause" termination; Party Dreams Wedding & Event Rental agrees and understands that its engagement is at will and may be terminated by the Executive Director for any cause or no cause.

10. INDEMNIFICATION: To the fullest extent permitted by law, Party Dreams Wedding & Event Rental and any entity or person for whom Party Dreams Wedding & Event Rental is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the Birmingham Shopping District, its elected and appointed officials, employees and volunteers and others working on their behalf against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the BSD, its elected and appointed officials, employees, volunteers or others working on their behalf, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arise out of the acts, errors or omissions of Party Dreams Wedding & Event Rental in the performance of this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.

11. STANDARD INSURANCE REQUIREMENTS:

Party Dreams Wedding & Event Rental shall maintain during the life of this Agreement the applicable types of insurance coverage and minimum limits as set forth below:

A. Commercial General Liability Insurance: Party Dreams Wedding & Event Rental shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$2,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Party Dreams Wedding & Event Rental Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.

B. Motor Vehicle Liability: Party Dreams Wedding & Event Rental shall procure and maintain during the life of this Agreement, Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.

C. Additional Insured: Commercial General Liability Insurance, as described above, shall include an endorsement stating the following **Additional Insureds: The City of Birmingham and the Birmingham Shopping District, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof.** This coverage shall be primary to any other coverage that

may be available to the additional insured, whether any other available coverage by primary, contributing or excess.

D. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Party Dreams Wedding & Event Rental shall deliver renewal certificates and/or policies to the BSD at least (10) days prior to the expiration date.

E. Proof of Insurance Coverage: Party Dreams Wedding & Event Rental shall provide the Birmingham Shopping District at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the Birmingham Shopping District, as listed below.

- 1) Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
- 2) Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
- 3) If so requested, Certified Copies of all policies mentioned above will be furnished.

F. Maintaining Insurance: Upon failure of Party Dreams Wedding & Event Rental to obtain or maintain such insurance coverage for the term of the Agreement, the Birmingham Shopping District may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the Birmingham Shopping District shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.

12. WRITTEN NOTICES: Written notices regarding this Agreement shall be addressed to the following:

Birmingham Shopping District
151 Martin Street
Birmingham, Michigan 48009
Attn: Erika Bassett

Party Dreams Wedding & Event Rental
42730 Merrill Road
Sterling Heights, MI 48314

13. AMENDMENTS: No amendment, modification or supplement to this Agreement shall be binding unless it is in writing and signed by authorized representatives of the parties.

14. WAIVER OF BREACH: No waiver by either party of any breach of any of the terms, covenants or conditions herein contained by the other party shall be construed as a waiver of any succeeding breach of this same or of any other term, covenant or condition.

15. COMPLETE AGREEMENT: The parties agree that the conditions set forth in this Agreement sets forth all terms and conditions of Party Dreams Wedding & Event Rental agreement with the Birmingham Shopping District. This Agreement supersedes all prior agreements or understandings between the parties. There are no promises, conditions or understandings other than those stated herein, and, that any prior negotiations, terms or conditions discussed between the BSD and Party Dreams Wedding & Event Rental shall not constitute a part of this Agreement. The term "agreement" as used in this clause shall include any future written amendments, modifications, or supplements made in accordance herewith.

16. DIRECT OR INDIRECT INTEREST: If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Party Dreams Wedding & Event Rental, the BSD shall have the right to terminate this Agreement without further liability to Party Dreams Wedding & Event Rental if the disqualification has not been removed within thirty (30) days after the BSD has given Party Dreams Wedding & Event Rental notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

17. FAILURE TO PERFORM. If Party Dreams Wedding & Event Rental fails to perform its obligations hereunder, the BSD may take any and all remedial actions provided by the general specifications or otherwise permitted by law.

18. LEGAL PROCEEDINGS: Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL §600.5001 et seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in a federal or state court with jurisdiction over Oakland County, Michigan.

IN WITNESS WHEREOF, the parties hereto agree to be bound by the above terms and conditions, and Party Dreams Wedding & Event Rental, by its authorized signature below, expressly accepts this Agreement upon the above provided terms and conditions contained in this Agreement as of the date first above written.

PARTY DREAMS WEDDING & EVENT RENTAL

By: _____

Its: _____

Date: _____

STATE OF MICHIGAN)
) ss:
COUNTY OF OAKLAND)

On this _____ day of _____, 2026, before me personally appeared _____, who acknowledged that with authority on behalf of Party Dreams Wedding & Event Rental to do so he/she signed this Agreement.

Notary Public

County, Michigan
Acting in _____ County, Michigan
My commission expires: _____

APPROVED:

Erika Bassett, Executive Director
(Approved as to substance)

Mary M. Kucharek, City Attorney
(Approved as to form)

Date

Date

ATTACHMENT A

Tents Santa House

Company: Party Dreams Wedding & Event Rental

Address: 42730 Merrill Road, Sterling Heights, MI 48314

Contact: Jaclyn, apartydream@gmail.com / 248-688-4640

Warming Tent for Santa House

- Quote total: \$1,517.76

PROJECT TIMELINE – SANTA HOUSE

The Santa House runs from the last Saturday in November 28 – December 24, 2026.

The Supplier will not exceed the timelines established for the completion of this project.

SCOPE OF WORK – SANTA HOUSE

The Supplier shall perform the following services in accordance with the requirements as defined and noted herein. In the scope of their work the Supplier shall provide, deliver and set-up and tear down the following items for the Santa House which runs the last Saturday in November through December 24:

1. One 10'x10" high peak frame tent, with solid side walls
2. One 8' table
3. Two folding chairs
4. Cement Block weights

Disclaimers:

The above scope of work is representative of work expected by the Tent Supplier. However, both parties acknowledge that scope of work may be adjusted as needed.



Jaimi Brook <jbrook@bhamgov.org>

Your Quote from Party Dreams Wedding & Event Rental - Quote #33636

1 message

Party Dreams Wedding Event Rental <receipt@ers-mail.com>
 Reply-To: apartydream@gmail.com
 To: jbrook@bhamgov.org

Fri, Mar 27, 2026 at 2:02 PM



Party Dreams Wedding & Event Rental

Quote Created by: Jaclyn ❤️ M

QUOTE #33636:

Your Quote:

Please Note - **Quote is only valid for seven days from the sent date.** This quote is for informational purposes only. **The inventory has not been reserved. We schedule jobs with our inventory on a "first come first serve" basis.** Please call our office to reserve this date.

Weekends fill up fast so reserve early for best selection. We reserve the right to deliver equipment up to 3 days prior and pick up 3 days after the scheduled event, at our convenience, **unless previous arrangements have already been made (See notes section of quote/invoice).** Questions can be emailed to apartydream@gmail.com

42730 Merrill Rd.

Sterling Heights, Michigan 48314 **Important Information - Please Read Below!**

(248) 688-4640

www.apartydream.com

It is the customers responsibility to review and confirm that all of the information here is correct. Items reserved are non refundable and can not be cancelled. To save the date a 50% non-refundable deposit is required (Deposit absolutely not refundable). Any adjustments/changes must be discussed with our office staff, not the delivery drivers.

Jaimi Brook

270 W Merrill St

Birmingham, MI 48009

jbrook@bhamgov.org

000-000-0000/248-530-1254

Quote Created by: Jaclyn ❤️ M

Customer Comments: Delivery window 11/24/26-11/26/26 Event long term Pick up anytime after

ATTACHMENT B

3/27/26, 2:06 PM

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33636

Christmas

Tue Nov 24, → Wed Dec 30,



10ft X 10ft High Peak Frame Tent	\$150.00	x 1	= \$150.00
Extended Rental Period	\$920.00	x 1	= \$920.00
8ft Wooden Banquet Table Used (Seats 8)	\$10.00	x 1	= \$10.00
Padded White Chair (Come In Bags Must Re Bag For Pick Up)	\$3.75	x 2	= \$7.50
Cement Block or Water Barrel 350Lb (Pricing is for 350Lb Block) Some tents will require additional block or larger block . Call for quote. (Non refundable even if not used)	\$20.00	x 4	= \$80.00

SubTotal		\$1,167.50
Basic Labor - Basic Labor	\$175.13	\$1,342.63
Round-Trip Delivery	\$175.13	\$1,517.76
6% Handling Fee: 0%	\$0.00	\$1,517.76

Total \$1,517.76
Due \$1,517.76

**Deposits to secure the rental items scheduled for you, CLICK BELOW:
(Click here to Complete your Order)**

If the items in your quote were already reserved by another Event, you will need to call our office to update those taken item(s) in the cart for available items.

A few tips and reminders: (PLEASE READ BELOW)

- 1) We accept cash and most credit cards. If paying with cash, please note that our drivers don't carry change. Payment is due at time of set up.
- 2) Please call our office if you have stairs or a tiered backyard, so we can discuss setup options.
- 3) We can set up on most surfaces but **not rocks or sticker patches of any kind**. If this type of topography is all you have, please call us for more information.
- 4) All tents and inflatables **MUST** be staked in the ground for safety. If this is not possible, you will need to select placement to be around secure items that we can tie off to, i.e. telephone poles, fence posts, etc. The unit must be secured on at least 3 corners.
- 5) We will call you the day of your event with a set up time (we sometimes have to arrive very early to get all of the equipment out on time but we do not charge for the extra time)
- 6) Please call as early as possible if you need to cancel for any reason. We do not give refunds for any reason including weather.
- 7) If your event will be at a park. Please tell us. It affects our scheduling and your pricing. You will need to either provide electricity within 50ft' or rent a generator which we can provide at an additional cost.

We want your party to go as smoothly as possible. Please call if you have any questions. Thanks!

AGREEMENT FOR TENT SUPPLIER

THIS AGREEMENT is entered into this 1st day of July, 2026, by and between the **BIRMINGHAM SHOPPING DISTRICT**, whose address is 151 Martin Street, Birmingham, MI 48009 (hereinafter referred to as the BSD) and Party Dreams Wedding & Event Rental (hereafter referred to as Party Dreams Wedding & Event Rental), a Michigan company whose address is 42730 Merrill Road, Sterling Heights, MI 48314 and the foregoing shall collectively be referred to as the parties.

WHEREAS, the BSD desires to have tents and the labor required to set-up and tear-down tents for the Birmingham Winter Markt; and

WHEREAS, Party Dreams Wedding & Event Rental has qualifications that meet the requirements and has provided a response and cost proposal to provide tents and labor for the Birmingham Winter Markt, under the terms and conditions hereinafter stated, which proposal has been accepted by the BSD.

NOW, THEREFORE, in consideration of the foregoing preambles, the adequacy of which is acknowledged by and between the parties to this Agreement, the parties agree as follows:

- 1. MUTUALLY AGREE:** It is mutually agreed by and between the parties that Party Dreams Wedding & Event Rental quote and rental agreement terms for providing tents and labor, except those stricken by mutual agreement, shall become a part of this Agreement, and shall be binding upon both parties hereto. (Attached hereto as Attachments "A & B"). In the event of a conflict in any of the terms of this Agreement and the Party Dreams Wedding & Event Rental's rental agreement, the terms of this Agreement shall prevail.

- 2. TERM:** This Agreement shall have a term of one year from the date stated above, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Party Dreams Wedding & Event Rental shall receive compensation for services to the date the termination takes effect.

- 3. TERMS OF PAYMENT:** BSD will pay a 50% deposit totaling \$18,721.95. Party Dreams Wedding & Event Rental will submit a final invoice after the event with any adjustments and incidentals. Total compensation will not exceed \$39,443.90. The BSD, at its sole discretion may demand review and the right to request at any time further, detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. Payment terms will be net 30 days unless otherwise specified by the BSD. If the BSD no longer requires Party Dreams Wedding & Event Rental's services for an event, the BSD will inform Party Dreams Wedding & Event Rental at least seven (7) days prior to event to cancel with no further financial obligation.

- 4. PERFORMANCE:** Party Dreams Wedding & Event Rental shall be of good moral character and fitness in performing all services under this Agreement.

- 5. INSURANCE SUBMISSION REQUIREMENTS:** Party Dreams Wedding & Event Rental has submitted proof to the BSD that it meets all BSD insurance requirements. Insurance,

with coverage amounts at no less than the BSD's minimum requirements, must be held Party Dreams Wedding & Event Rental throughout the term of this Agreement. Certificates of insurance as stated below will be required no later than five (5) business days from the date of Party Dreams Wedding & Event Rental acceptance of the terms of this Agreement.

6. CONFIDENTIAL AND OR PROPRIETARY INFORMATION: Party Dreams Wedding & Event Rental acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. Party Dreams Wedding & Event Rental recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the BSD. Therefore, Party Dreams Wedding & Event Rental agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. Party Dreams Wedding & Event Rental further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.

7. INDEPENDENT CONTRACTOR: Party Dreams Wedding & Event Rental and the BSD agree that Party Dreams Wedding & Event Rental is acting as an independent contractor with respect to the company's role in providing services to the BSD pursuant to this Agreement, and as such, shall be liable for its own actions and neither Party Dreams Wedding & Event Rental nor its employees shall be construed as employees of the BSD. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the BSD nor Party Dreams Wedding & Event Rental shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. Party Dreams Wedding & Event Rental shall not be considered entitled or eligible to participate in any benefits or privileges given or extended by the BSD, or be deemed an employee of the BSD for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the BSD.

8. COMPLIANCE WITH LAWS: Party Dreams Wedding & Event Rental agrees to fully and faithfully carry out the duties of set forth herein using its best efforts in accomplishing all assignments from the BSD, and further, in addition to upholding all federal, and state laws and applicable codes of professional conduct to which Party Dreams Wedding & Event Rental is subject, Party Dreams Wedding & Event Rental hereby agrees to be bound by all Federal, State, or City of Birmingham and the Birmingham Shopping District ordinances, rules, regulations and policies as are amended from time to time, and including without limitation the Fair Labor Standards Act, the Equal Employment Opportunity rules and regulations, the Transportation Safety Act and the Occupational Safety and Health Acts.

9. NON-COMPLIANCE WITH INSURANCE REQUIREMENTS: Failure to deliver and maintain insurance in accordance with the terms of this Agreement will be cause for the BSD, by and through its Executive Director, to terminate this Agreement, or at the BSD's option, the BSD may purchase on the open market such required insurance and shall be entitled to charge any additional cost to Party Dreams Wedding & Event Rental, either by offset to any amounts due and Party Dreams Wedding & Event Rental for services provided to the BSD, or, by separate bill and

demand for payment. Nothing in this paragraph shall be deemed to create or be interpreted as establishing a "for cause" termination; Party Dreams Wedding & Event Rental agrees and understands that its engagement is at will and may be terminated by the Executive Director for any cause or no cause.

10. INDEMNIFICATION: To the fullest extent permitted by law, Party Dreams Wedding & Event Rental and any entity or person for whom Party Dreams Wedding & Event Rental is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the Birmingham Shopping District, its elected and appointed officials, employees and volunteers and others working on their behalf against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the BSD, its elected and appointed officials, employees, volunteers or others working on their behalf, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arise out of the acts, errors or omissions of Party Dreams Wedding & Event Rental in the performance of this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.

11. STANDARD INSURANCE REQUIREMENTS:

Party Dreams Wedding & Event Rental shall maintain during the life of this Agreement the applicable types of insurance coverage and minimum limits as set forth below:

A. Commercial General Liability Insurance: Party Dreams Wedding & Event Rental shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$2,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Party Dreams Wedding & Event Rental Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.

B. Motor Vehicle Liability: Party Dreams Wedding & Event Rental shall procure and maintain during the life of this Agreement, Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.

C. Additional Insured: Commercial General Liability Insurance, as described above, shall include an endorsement stating the following **Additional Insureds: The City of Birmingham and the Birmingham Shopping District, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof.** This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.

D. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Party Dreams Wedding & Event Rental shall deliver renewal certificates and/or policies to the BSD at least (10) days prior to the expiration date.

E. Proof of Insurance Coverage: Party Dreams Wedding & Event Rental shall provide the Birmingham Shopping District at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the Birmingham Shopping District, as listed below.

- 1) Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
- 2) Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
- 3) If so requested, Certified Copies of all policies mentioned above will be furnished.

F. Maintaining Insurance: Upon failure of Party Dreams Wedding & Event Rental to obtain or maintain such insurance coverage for the term of the Agreement, the Birmingham Shopping District may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the Birmingham Shopping District shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.

12. WRITTEN NOTICES: Written notices regarding this Agreement shall be addressed to the following:

Birmingham Shopping District
151 Martin Street
Birmingham, Michigan 48009
Attn: Erika Bassett

Party Dreams Wedding & Event Rental
42730 Merrill Road
Sterling Heights, MI 48314

13. AMENDMENTS: No amendment, modification or supplement to this Agreement shall be binding unless it is in writing and signed by authorized representatives of the parties.

14. WAIVER OF BREACH: No waiver by either party of any breach of any of the terms, covenants or conditions herein contained by the other party shall be construed as a waiver of any succeeding breach of this same or of any other term, covenant or condition.

15. COMPLETE AGREEMENT: The parties agree that the conditions set forth in this Agreement sets forth all terms and conditions of Party Dreams Wedding & Event Rental agreement with the Birmingham Shopping District. This Agreement supersedes all prior agreements or understandings between the parties. There are no promises, conditions or understandings other

than those stated herein, and, that any prior negotiations, terms or conditions discussed between the BSD and Party Dreams Wedding & Event Rental shall not constitute a part of this Agreement. The term "agreement" as used in this clause shall include any future written amendments, modifications, or supplements made in accordance herewith.

16. DIRECT OR INDIRECT INTEREST: If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Party Dreams Wedding & Event Rental, the BSD shall have the right to terminate this Agreement without further liability to Party Dreams Wedding & Event Rental if the disqualification has not been removed within thirty (30) days after the BSD has given Party Dreams Wedding & Event Rental notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

17. FAILURE TO PERFORM. If Party Dreams Wedding & Event Rental fails to perform its obligations hereunder, the BSD may take any and all remedial actions provided by the general specifications or otherwise permitted by law.

18. LEGAL PROCEEDINGS: Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL §600.5001 et seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in a federal or state court with jurisdiction over Oakland County, Michigan.

IN WITNESS WHEREOF, the parties hereto agree to be bound by the above terms and conditions, and Party Dreams Wedding & Event Rental, by its authorized signature below, expressly accepts this Agreement upon the above provided terms and conditions contained in this Agreement as of the date first above written.

PARTY DREAMS WEDDING & EVENT RENTAL

By: _____

Its: _____

Date: _____

STATE OF MICHIGAN)
) ss:
COUNTY OF OAKLAND)

On this _____ day of _____, 2026, before me personally appeared _____, who acknowledged that with authority on behalf of Party Dreams Wedding & Event Rental to do so he/she signed this Agreement.

Notary Public
_____ County, Michigan
Acting in _____ County, Michigan
My commission expires: _____

APPROVED:

Erika Bassett, Executive Director
(Approved as to substance)

Date

Mary M. Kucharek, City Attorney
(Approved as to form)

Date

Jana L. Ecker, City Manager
(Approved as to substance)

Date

Mary M. Chavez, Director of Finance
(Approved as to financial obligation)

Date

Amy Pohlod, BSD Board Chair

Date

ATTACHMENT A

Tents Winter Markt

Company: Party Dreams Wedding & Event Rental

Address: 42730 Merrill Road, Sterling Heights, MI 48314

Contact: Jaclyn, apartydream@gmail.com / 248-688-4640

Winter Markt

December 4-6, 2026

- set-up begins November 30, 2026
- tear down must be complete by December 7, 2026
- Quote total: \$37,443.90
- 6' and 8' Tables @ \$10 each – including delivery to and picking up from individual tents
- Folding Chairs @ \$2.00 each – including delivery to and picking up from individual tents
- Adjustments and incidentals not to exceed: \$2,000
- Maximum total: \$39,443.90

PROJECT TIMELINE - WINTER MARKT

The Birmingham Winter Markt runs the first Friday – Sunday in December.

The Supplier will not exceed the timelines established for the completion of this project.

We are requesting use of Shain Park for set-up beginning on the Monday before the event and for the streets to close for set-up beginning at 7 a.m. on the Wednesday before the event.

- We would like all tents to be set-up, in the proper position, by noon on Thursday before the event, to allow for our electrical contractor to connect the generators and for garland to be hung on all of the tents before vendors begin set-up early Friday morning.

- We need all tents to be able to close and securely latch as vendors leave their set-ups in their tents overnight.

- The quote includes string lighting for all of the Winter Markt tents. We will need a few extra strands of lights on-site for the duration of the event in case a vendor's lights stop

working mid-event. An alternative would be for someone from your team to bring replacement lights out to the event in a timely manner.

- We are requesting a member of your team do a walk through with our staff when tents are fully installed and to have someone on-site on Friday morning, as vendors begin set-up to make sure that there are not any problems with individual tents (i.e. tent closures, lighting, holes in tents, etc.)

- Tents should be removed from streets first and then Shain Park on Sunday beginning at 5 p.m. The event ends at 4 p.m. and we need to give vendors time to pack-up. Everything needs to be out of the streets on Sunday on by 9 p.m.

- Tear down and clean-up in Shain Park can continue on Monday after the event, but must be complete by 2 p.m.

- For Winter Markt, we would like to have flexibility in the number of tables and chairs that we rent as that is something that is a pass through. We offer vendors an opportunity to rent them as an add-on. We will put an estimate in the contract, but we will confirm the final count two (2) weeks before the event.

SCOPE OF WORK – WINTER MARKET

The Supplier shall perform the following services in accordance with the requirements as defined and noted herein. In the scope of their work the Supplier shall provide, deliver and set-up and tear down the following items for the Birmingham Winter Markt which runs Friday, December 4 – Sunday, December 6, 2026:

1. Forty (40) 10' x 10' frame tents – with walls that include an opening in the center of one of the sides so tent can be closed overnight and open on one side during event hours
2. Thirty-three (33) 10' x 20' frame tents – with walls that include an opening in the center of one of the sides so tent can be closed overnight and open on one side during event hours
3. One 20' x 20' frame tent – back wall only to be placed over stage
4. One 20' x 20' frame tent – walls all the way around
5. Leg extensions for one tent
6. Option to have Cathedral Window Side Walls for tents upon request
7. Drum Anchors/Water Barrels – to anchor free standing tents (access to water is provided by BSD)
8. Drum Covers
9. Tent lights – 20' string with 5 globes for each tent (access to power and extension cords provided by BSD)
10. One 20' x 20' stage approximately 24" above ground level with appropriate stairs and skirting
11. Approximately sixty (60) tables and seventy (70) folding chairs

Disclaimers:

The above scope of work is representative of work expected by the Tent Supplier. However, both parties acknowledge that scope of work may be adjusted as needed.

ATTACHMENT B

3/30/26, 2:40 PM

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33542



Jaimi Brook <jbrook@bhamgov.org>

Your Quote from Party Dreams Wedding & Event Rental - Quote #33542

1 message

Party Dreams Wedding Event Rental <receipt@ers-mail.com>
Reply-To: apartydream@gmail.com
To: jbrook@bhamgov.org

Fri, Mar 27, 2026 at 1:49 PM



Party Dreams Wedding & Event Rental

Quote Created by: Jaclyn ❤️ M

QUOTE #33542:

Your Quote:

Please Note - **Quote is only valid for seven days from the sent date.** This quote is for informational purposes only. **The inventory has not been reserved. We schedule jobs with our inventory on a "first come first serve" basis.** Please call our office to reserve this date.

Weekends fill up fast so reserve early for best selection. We reserve the right to deliver equipment up to 3 days prior and pick up 3 days after the scheduled event, at our convenience, **unless previous arrangements have already been made (See notes section of quote/invoice).** Questions can be emailed to apartydream@gmail.com

42730 Merrill Rd.

Sterling Heights, Michigan 48314 **Important Information - Please Read Below!**

(248) 688-4640

www.apartydream.com

It is the customers responsibility to review and confirm that all of the information here is correct. Items reserved are non refundable and can not be cancelled. To save the date a 50% non-refundable deposit is required (Deposit absolutely not refundable). Any adjustments/changes must be discussed with our office staff, not the delivery drivers.

Jaimi Brook

270 W Merrill St

Birmingham, MI 48009

jbrook@bhamgov.org

000-000-0000/248-530-1254

Quote Created by: Jaclyn ❤️ M

Customer Comments: Stage tent- leg ext 2' on 20x20 Delivery Dec 1st 7am-9pm Dec 2nd 7am-9pm Dec 3rd Wednesday Tents can go in street. 7am-5pm. EVENT DATE Friday Dec 4th 9am Shain Park for set-up is Monday 12/1/2026. Streets will closed for set-up beginning at 7 a.m. on Wednesday member of the team to do a walk through December 3rd. Event 12/4/2026 -

ATTACHMENT B

3/30/26, 2:40 PM

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33542

12/7/2026. Pick up Shain Park on Sunday, December 7 beginning at 5 p.m.

ATTACHMENT B

3/30/26, 2:40 PM

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33542

Tue Dec 1, → Mon Dec 7,

	10ft X 10ft High Peak Frame Tent	\$150.00	x 40	= \$6,000.00
	Cement Block or Water Barrel 350Lb (Pricing is for 350Lb Block) Some tents will require additional block or larger block . Call for quote. (Non refundable even if not used)	\$3,500.00	x 1	= \$3,500.00
	10ft x 20ft High Peak Frame Tent	\$200.00	x 33	= \$6,600.00
	8ft x 20ft Tent Solid Wall	\$30.00	x 187	= \$5,610.00
	20ft x 20ft High Peak Frame Tent	\$300.00	x 2	= \$600.00
	Bistro Lights No Remote White Only	\$40.00	x 120	= \$4,800.00
	Black Table Skirt	\$20.00	x 4	= \$80.00
	Stage 20x20	\$0.00	x 1	= \$0.00
	High Top	\$12.00	x 20	= \$240.00
	Drape Package White	\$60.00	x 1	= \$60.00
	Banjo Drape White		x 4	= \$60.00
	Telescopic Adjustable Upright (8ft-12ft)		x 2	= \$20.00
	Pipe and Drape Base		x 2	= \$12.00
	Adjustable Pipe & Drape Crossbar		x 1	= \$10.00
	18inch x 8ft Conference Table	\$15.00	x 3	= \$45.00
	6ft Wooden Banquet Table Used (seats 6)	\$10.00	x 58	= \$580.00
	Leg Extension	\$15.00	x 4	= \$60.00
	White Fence	\$70.00	x 7	= \$490.00
	Black Folding Chair	\$2.00	x 69	= \$138.00

SubTotal	\$28,803.00
Basic Labor - Basic Labor	\$4,320.45
	\$33,123.45

ATTACHMENT B

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33542

Round-Trip Delivery	\$4,320.45	\$37,443.90
6% Handling Fee: 0%	\$0.00	\$37,443.90

Total \$37,443.90

Due \$37,443.90

**Deposits to secure the rental items scheduled for you, [CLICK BELOW:](#)
(Click here to Complete your Order)**

If the items in your quote were already reserved by another Event, you will need to call our office to update those taken item(s) in the cart for available items.

A few tips and reminders: (PLEASE READ BELOW)

- 1) We accept cash and most credit cards. If paying with cash, please note that our drivers don't carry change. Payment is due at time of set up.
- 2) Please call our office if you have stairs or a tiered backyard, so we can discuss setup options.
- 3) We can set up on most surfaces but **not rocks or sticker patches of any kind**. If this type of topography is all you have, please call us for more information.
- 4) All tents and inflatables **MUST** be staked in the ground for safety. If this is not possible, you will need to select placement to be around secure items that we can tie off to, i.e. telephone poles, fence posts, etc. The unit must be secured on at least 3 corners.
- 5) We will call you the day of your event with a set up time (we sometimes have to arrive very early to get all of the equipment out on time but we do not charge for the extra time)
- 6) Please call as early as possible if you need to cancel for any reason. We do not give refunds for any reason including weather.
- 7) If your event will be at a park. Please tell us. It affects our scheduling and your pricing. You will need to either provide electricity within 50ft' or rent a generator which we can provide at an additional cost.

We want your party to go as smoothly as possible. Please call if you have any questions. Thanks!

AGREEMENT FOR TENT SUPPLIER

THIS AGREEMENT is entered into this 1st day of July, 2026, by and between the **BIRMINGHAM SHOPPING DISTRICT**, whose address is 151 Martin Street, Birmingham, MI 48009 (hereinafter referred to as the BSD) and Party Dreams Wedding & Event Rental (hereafter referred to as Party Dreams Wedding & Event Rental), a Michigan company whose address is 42730 Merrill Road, Sterling Heights, MI 48314 and the foregoing shall collectively be referred to as the parties.

WHEREAS, the BSD desires to have tents and the labor required to set-up and tear-down tents for the BRRmingham Blast; and

WHEREAS, Party Dreams Wedding & Event Rental has qualifications that meet the requirements and has provided a response and cost proposal to provide tents and labor for the BRRmingham Blast, under the terms and conditions hereinafter stated, which proposal has been accepted by the BSD.

NOW, THEREFORE, in consideration of the foregoing preambles, the adequacy of which is acknowledged by and between the parties to this Agreement, the parties agree as follows:

1. MUTUALLY AGREE: It is mutually agreed by and between the parties that Party Dreams Wedding & Event Rental quote and rental agreement terms for providing tents and labor, except those stricken by mutual agreement, shall become a part of this Agreement, and shall be binding upon both parties hereto. (Attached hereto as Attachments "A & B"). In the event of a conflict in any of the terms of this Agreement and the Party Dreams Wedding & Event Rental's rental agreement, the terms of this Agreement shall prevail.

2. TERM: This Agreement shall have a term of one year from the date stated above, with the option for a one year renewal at the BSD's discretion. A one year renewal must be agreed upon by both parties in writing. The BSD shall have the right to unilaterally terminate this Agreement on thirty (30) days written notice. In the event of termination, Party Dreams Wedding & Event Rental shall receive compensation for services to the date the termination takes effect.

3. TERMS OF PAYMENT: BSD will pay a 50% deposit totaling \$2,724.15. Party Dreams Wedding & Event Rental will submit a final invoice after the event with any adjustments and incidentals. Total compensation will not exceed \$7,448.30. The BSD, at its sole discretion may demand review and the right to request at any time further, detailed accounting information for any or all bills. The right to inspection of any bill and invoice shall never be at any cost or billings to the BSD, nor shall preparation of said invoices be billed to the BSD or against the general retainer. Payment terms will be net 30 days unless otherwise specified by the BSD. If the BSD no longer requires Party Dreams Wedding & Event Rental's services for an event, the BSD will inform Party Dreams Wedding & Event Rental at least (4) four days prior to event to cancel with no further financial obligation.

4. PERFORMANCE: Party Dreams Wedding & Event Rental shall be of good moral character and fitness in performing all services under this Agreement.

5. INSURANCE SUBMISSION REQUIREMENTS: Party Dreams Wedding & Event Rental has submitted proof to the BSD that it meets all BSD insurance requirements. Insurance, with coverage amounts at no less than the BSD's minimum requirements, must be held Party Dreams Wedding & Event Rental throughout the term of this Agreement. Certificates of insurance as stated below will be required no later than five (5) business days from the date of Party Dreams Wedding & Event Rental acceptance of the terms of this Agreement.

6. CONFIDENTIAL AND OR PROPRIETARY INFORMATION: Party Dreams Wedding & Event Rental acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. Party Dreams Wedding & Event Rental recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the BSD. Therefore, Party Dreams Wedding & Event Rental agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. Party Dreams Wedding & Event Rental further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.

7. INDEPENDENT CONTRACTOR: Party Dreams Wedding & Event Rental and the BSD agree that Party Dreams Wedding & Event Rental is acting as an independent contractor with respect to the company's role in providing services to the BSD pursuant to this Agreement, and as such, shall be liable for its own actions and neither Party Dreams Wedding & Event Rental nor its employees shall be construed as employees of the BSD. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the BSD nor Party Dreams Wedding & Event Rental shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. Party Dreams Wedding & Event Rental shall not be considered entitled or eligible to participate in any benefits or privileges given or extended by the BSD, or be deemed an employee of the BSD for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the BSD.

8. COMPLIANCE WITH LAWS: Party Dreams Wedding & Event Rental agrees to fully and faithfully carry out the duties of set forth herein using its best efforts in accomplishing all assignments from the BSD, and further, in addition to upholding all federal, and state laws and applicable codes of professional conduct to which Party Dreams Wedding & Event Rental is subject, Party Dreams Wedding & Event Rental hereby agrees to be bound by all Federal, State, or City of Birmingham and the Birmingham Shopping District ordinances, rules, regulations and policies as are amended from time to time, and including without limitation the Fair Labor Standards Act, the Equal Employment Opportunity rules and regulations, the Transportation Safety Act and the Occupational Safety and Health Acts.

9. NON-COMPLIANCE WITH INSURANCE REQUIREMENTS: Failure to deliver and maintain insurance in accordance with the terms of this Agreement will be cause for the BSD, by and through its Executive Director, to terminate this Agreement, or at the BSD's option, the

BSD may purchase on the open market such required insurance and shall be entitled to charge any additional cost to Party Dreams Wedding & Event Rental, either by offset to any amounts due and Party Dreams Wedding & Event Rental for services provided to the BSD, or, by separate bill and demand for payment. Nothing in this paragraph shall be deemed to create or be interpreted as establishing a "for cause" termination; Party Dreams Wedding & Event Rental agrees and understands that its engagement is at will and may be terminated by the Executive Director for any cause or no cause.

10. INDEMNIFICATION: To the fullest extent permitted by law, Party Dreams Wedding & Event Rental and any entity or person for whom Party Dreams Wedding & Event Rental is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the Birmingham Shopping District, its elected and appointed officials, employees and volunteers and others working on their behalf against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from the BSD, its elected and appointed officials, employees, volunteers or others working on their behalf, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arise out of the acts, errors or omissions of Party Dreams Wedding & Event Rental in the performance of this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the BSD.

11. STANDARD INSURANCE REQUIREMENTS:

Party Dreams Wedding & Event Rental shall maintain during the life of this Agreement the applicable types of insurance coverage and minimum limits as set forth below:

A. Commercial General Liability Insurance: Party Dreams Wedding & Event Rental shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$2,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Party Dreams Wedding & Event Rental Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.

B. Motor Vehicle Liability: Party Dreams Wedding & Event Rental shall procure and maintain during the life of this Agreement, Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than \$1,000,000 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.

C. Additional Insured: Commercial General Liability Insurance, as described above, shall include an endorsement stating the following **Additional Insureds: The City of Birmingham and the Birmingham Shopping District, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof.** This coverage shall be primary to any other coverage that

may be available to the additional insured, whether any other available coverage by primary, contributing or excess.

D. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Party Dreams Wedding & Event Rental shall deliver renewal certificates and/or policies to the BSD at least (10) days prior to the expiration date.

E. Proof of Insurance Coverage: Party Dreams Wedding & Event Rental shall provide the Birmingham Shopping District at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the Birmingham Shopping District, as listed below.

- 1) Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
- 2) Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
- 3) If so requested, Certified Copies of all policies mentioned above will be furnished.

F. Maintaining Insurance: Upon failure of Party Dreams Wedding & Event Rental to obtain or maintain such insurance coverage for the term of the Agreement, the Birmingham Shopping District may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the Birmingham Shopping District shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.

12. WRITTEN NOTICES: Written notices regarding this Agreement shall be addressed to the following:

Birmingham Shopping District
151 Martin Street
Birmingham, Michigan 48009
Attn: Erika Bassett

Party Dreams Wedding & Event Rental
42730 Merrill Road
Sterling Heights, MI 48314

13. AMENDMENTS: No amendment, modification or supplement to this Agreement shall be binding unless it is in writing and signed by authorized representatives of the parties.

14. WAIVER OF BREACH: No waiver by either party of any breach of any of the terms, covenants or conditions herein contained by the other party shall be construed as a waiver of any succeeding breach of this same or of any other term, covenant or condition.

15. COMPLETE AGREEMENT: The parties agree that the conditions set forth in this Agreement sets forth all terms and conditions of Party Dreams Wedding & Event Rental agreement with the Birmingham Shopping District. This Agreement supersedes all prior agreements or understandings between the parties. There are no promises, conditions or understandings other than those stated herein, and, that any prior negotiations, terms or conditions discussed between the BSD and Party Dreams Wedding & Event Rental shall not constitute a part of this Agreement. The term "agreement" as used in this clause shall include any future written amendments, modifications, or supplements made in accordance herewith.

16. DIRECT OR INDIRECT INTEREST: If, after the effective date of this Agreement, any official of the BSD, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested in this Agreement or the affairs of Party Dreams Wedding & Event Rental, the BSD shall have the right to terminate this Agreement without further liability to Party Dreams Wedding & Event Rental if the disqualification has not been removed within thirty (30) days after the BSD has given Party Dreams Wedding & Event Rental notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

17. FAILURE TO PERFORM. If Party Dreams Wedding & Event Rental fails to perform its obligations hereunder, the BSD may take any and all remedial actions provided by the general specifications or otherwise permitted by law.

18. LEGAL PROCEEDINGS: Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL §600.5001 et seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in a federal or state court with jurisdiction over Oakland County, Michigan.

IN WITNESS WHEREOF, the parties hereto agree to be bound by the above terms and conditions, and Party Dreams Wedding & Event Rental, by its authorized signature below, expressly accepts this Agreement upon the above provided terms and conditions contained in this Agreement as of the date first above written.

PARTY DREAMS WEDDING & EVENT RENTAL

By: _____

Its: _____

Date: _____

STATE OF MICHIGAN)
) ss:
COUNTY OF OAKLAND)

On this _____ day of _____, 2026, before me personally appeared _____, who acknowledged that with authority on behalf of Party Dreams Wedding & Event Rental to do so he/she signed this Agreement.

Notary Public

County, Michigan
Acting in _____ County, Michigan
My commission expires: _____

APPROVED:

Erika Bassett, Executive Director
(Approved as to substance)

Date

Mary M. Kucharek, City Attorney
(Approved as to form)

Date

Jana L. Ecker, City Manager
(Approved as to substance)

Date

Mary M. Chavez, Director of Finance
(Approved as to financial obligation)

Date

ATTACHMENT A

Tents BRRmingham Blast

Company: Party Dreams Wedding & Event Rental

Address: 42730 Merrill Road, Sterling Heights, MI 48314

Contact: Jaclyn, apartydream@gmail.com / 248-688-4640

BRRmingham Blast

January 23, 2027

- set-up begins day of event at 7 a.m. and must be completed by 9:30 a.m.
- tear down begins day of event at 5:30 p.m. and must be completed by 9 p.m.
- see attachment for full details
- Quote total: \$5,448.30
- 6' and 8' Tables @ \$10 each – including delivery to and picking up from individual tents
- Folding Chairs @ \$2.00 each – including delivery to and picking up from individual tents
- Adjustments and incidentals not to exceed: \$2,000
- Maximum total: \$7,448.30

PROJECT TIMELINE – BRRMINGHAM BLAST

The BRRmingham Blast runs typically the last or second to last Saturday in January. Set-up begins day of event at 7 a.m. and must be completed by 9:30 a.m.

Tear down begins day of event at 5:30 p.m. and must be completed by 9 p.m.

The Supplier will not exceed the timelines established for the completion of this project.

SCOPE OF WORK – BRRMINGHAM BLAST

The Supplier shall perform the following services in accordance with the requirements as defined and noted herein. In the scope of their work the Supplier shall provide, deliver and set-up and tear down the following items for the BRRmingham Blast which runs typically the last or second to last Saturday in January:

1. One 20'x30' High peak frame tent, with solid walls
2. Two 10'x20' High peak frame tent, with solid walls
3. Fourteen Bistro lights
4. Five 8' tables
5. Ten High top tables
6. Eight gas patio heater, with propane
7. Forty black folding chairs
8. One tent heater, with propane (for 20' x 30' tent)
9. Cement block weights
10. 8' x 8' stage 14" high – includes step and skirting for stage

Disclaimers:

The above scope of work is representative of work expected by the Tent Supplier.

However, both parties acknowledge that scope of work may be adjusted as needed.



Jaimi Brook <jbrook@bhamgov.org>

Your Quote from Party Dreams Wedding & Event Rental - Quote #33637

1 message

Party Dreams Wedding Event Rental <receipt@ers-mail.com>
Reply-To: apartydream@gmail.com
To: jbrook@bhamgov.org

Fri, Mar 27, 2026 at 2:10 PM



Party Dreams Wedding & Event Rental

Quote Created by: Jaclyn ❤️ M

QUOTE #33637:

Your Quote:

Please Note - **Quote is only valid for seven days from the sent date.** This quote is for informational purposes only. **The inventory has not been reserved. We schedule jobs with our inventory on a "first come first serve" basis.** Please call our office to reserve this date.

Weekends fill up fast so reserve early for best selection. We reserve the right to deliver equipment up to 3 days prior and pick up 3 days after the scheduled event, at our convenience, **unless previous arrangements have already been made (See notes section of quote/invoice).** Questions can be emailed to apartydream@gmail.com

42730 Merrill Rd.
Sterling Heights, Michigan 48314 **Important Information - Please Read Below!**
(248) 688-4640
www.apartydream.com

It is the customers responsibility to review and confirm that all of the information here is correct. Items reserved are non refundable and can not be cancelled. To save the date a 50% non-refundable deposit is required (Deposit absolutely not refundable). Any adjustments/changes must be discussed with our office staff, not the delivery drivers.















Jaimi Brook
270 W Merrill St
Birmingham, MI 48009
jbrook@bhamgov.org
000-000-0000/248-530-1254
Quote Created by: Jaclyn ❤️ M

ATTACHMENT B

3/27/26, 2:36 PM

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33637

Sat, 1/23/2027

	20ft x 30ft High Peak Frame Tent	\$425.00	x 1	= \$425.00
	10ft x 20ft High Peak Frame Tent	\$200.00	x 2	= \$400.00
	8ft x 20ft Tent Solid Wall	\$30.00	x 14	= \$420.00
	Bistro Lights No Remote White Only	\$40.00	x 14	= \$560.00
	8ft Wooden Banquet Table Used (Seats 8)	\$10.00	x 5	= \$50.00
	High Top	\$12.00	x 10	= \$120.00
	Gas Patio Heater Without Propane	\$89.00	x 8	= \$712.00
	Tent Heater 170,000btu (Propane Not Included)	\$200.00	x 1	= \$200.00
	Propane Tank 100Lb	\$130.00	x 2	= \$260.00
	Cement Block or Water Barrel 350Lb (Pricing is for 350Lb Block) Some tents will require additional block or larger block . Call for quote. (Non refundable even if not used)	\$20.00	x 16	= \$320.00
	8ft x 8ft Stage	\$300.00	x 1	= \$300.00
	4ft x 8ft Stage Deck		x 2	= \$0.01
	One Tread Stage Stair		x 1	= \$0.01
	Black Skirting 21ft x 29 Inch (No plastic tables) 21 clips		x 2	= \$0.01
	Black Skirting 21ft x 29 Inch (No plastic tables) 21 clips	\$20.00	x 2	= \$40.00
	Black Folding Chair	\$2.00	x 40	= \$80.00
	20lb propane tank for patio heater	\$38.00	x 8	= \$304.00
				

SubTotal		\$4,191.00
Basic Labor - Basic Labor	\$628.65	\$4,819.65
Round-Trip Delivery	\$628.65	\$5,448.30

ATTACHMENT B

City of Birmingham MI Mail - Your Quote from Party Dreams Wedding & Event Rental - Quote #33637

6% Handling Fee: 0%	\$0.00	\$5,448.30
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Total \$5,448.30

Due \$5,448.30

**Deposits to secure the rental items scheduled for you, CLICK BELOW:
(Click here to Complete your Order)**

If the items in your quote were already reserved by another Event, you will need to call our office to update those taken item(s) in the cart for available items.

A few tips and reminders: (PLEASE READ BELOW)

- 1) We accept cash and most credit cards. If paying with cash, please note that our drivers don't carry change. Payment is due at time of set up.
- 2) Please call our office if you have stairs or a tiered backyard, so we can discuss setup options.
- 3) We can set up on most surfaces but **not rocks or sticker patches of any kind**. If this type of topography is all you have, please call us for more information.
- 4) All tents and inflatables **MUST** be staked in the ground for safety. If this is not possible, you will need to select placement to be around secure items that we can tie off to, i.e. telephone poles, fence posts, etc. The unit must be secured on at least 3 corners.
- 5) We will call you the day of your event with a set up time (we sometimes have to arrive very early to get all of the equipment out on time but we do not charge for the extra time)
- 6) Please call as early as possible if you need to cancel for any reason. We do not give refunds for any reason including weather.
- 7) If your event will be at a park. Please tell us. It affects our scheduling and your pricing. You will need to either provide electricity within 50ft' or rent a generator which we can provide at an additional cost.

We want your party to go as smoothly as possible. Please call if you have any questions. Thanks!



Photo Credit: [Birmingham Shopping District](#)



VISITOR PROFILE

BIRMINGHAM SHOPPING DISTRICT

Prepared by Main Street America
January 2026

Birmingham Shopping District

Birmingham, Michigan



Photo Credit: [Birmingham Shopping District](#)



21.8K residents

of Birmingham city, Michigan
(U.S. Census, 2020)



1.8M visitors

to Downtown
Birmingham in 2025



9.4M visits

to Downtown
Birmingham in 2025



**May 2025 -
Busiest Month**

Downtown Birmingham
had 932K visits in
May 2025



**Fri. & Sat. -
Busiest Days**

About 36% of visits are on
Fridays and Saturdays



**Lunch + Dinner
- Busiest Time**

About 29% of hourly visits
occur between and Noon - 2
PM and 7 PM - 9 PM

Report Overview

About the Placer.ai Data

The data in this report is provided through Placer.ai, a location analytics company that studies trends in visits, trade areas, and demographics, with added interpretation from Main Street America. Placer's information comes from smartphone data which tracks users' location and duration of stay in a given area across the United States. Placer's data is employed by a variety of organizations and major national and international companies and is considered to be one of the leaders in the area of visitor data. In this report,

- **"Visitors"** refers to the unique device, usually a smartphone; the visitor is only counted once no matter how many times that device/person visited the district in the timeframe used for the report.
- **"Visits"** refers to any travel by a "visitor" inside the boundaries of the Main Street district, as long as the visit is at least ten minutes long. Each "visitor" is only counted once per day, no matter how many times that device/person left or returned to the district on a given day.
- **"Visit frequency"** is the average number of visits per visitor over the duration of the report. Again, each device/person is only counted as a unique visitor once per day.

[Main Street America](#) began subscribing to the Placer platform in September 2023 and the MSA Research team uses the platform to understand visitation patterns to Main Street downtowns and neighborhood commercial districts.

Potential Applications of this Data

- **Business Planning and Development:** Information such as the peak visiting days and times, seasonality, and visitor psychographics may be used to educate business owners about who their customers are, what business hours are optimal, and how to better tailor their offerings to potential untapped visitor markets. When paired with other trade area data, programs may better target business recruitment, retention, and expansion efforts, such as by pairing visitors' origin communities with market sales/leakage data to inform potential entrepreneurs.
- **Marketing and Promotion:** Visitor data enables targeted advertising campaigns to areas where most visitors are likely to come from, or by revealing which geographic areas have potential to send more visitors to the community. It may also help inform current event focuses, advertising effectiveness, or reveal new opportunities to connect programming which is aligned with the interests of existing visitors.

Report Overview

Potential Applications of this Data (Continued)

- **Fundraising and Sponsorships:** Utilizing total and event-specific visitor data, programs can create compelling donor and sponsorship packages which highlight exposure to visitors and the impact of the program beyond the immediate district boundaries. This visitor data may be used to support proposals for grant funding and customizing donor appeals.

Main Street America

Main Street America (MSA) leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts through place-based economic development and community preservation. We work in collaboration with thousands of local partners and grassroots leaders across the nation who share our commitment to advancing shared prosperity, creating resilient economies, and improving quality of life.



District + Visitor Profile



1.8M Visitors

CAME TO DOWNTOWN BIRMINGHAM IN 2025

80

VISITORS PER RESIDENT

Visit Trends

Downtown Birmingham had its busiest year yet in 2025, with 9.41M visits. Visitation in 2025 grew by 2.5% over 2024 (9.19M visits), the largest increase since 2022, which saw a 9.5% increase over 2021. In 2024, visitation decreased by 0.1% compared to 2023, which increased by 0.3% visits over 2022.

Busiest Days

- Saturday, August 16, 2025 – 66,542 visits
- Saturday, May 31, 2025 – 48,126 visits
- Friday, August 15, 2025 – 43,390 visits
- Wednesday, November 26, 2025 – 42,920 visits
- Saturday, May 10, 2025 – 42,762 visits

Quietest Days

- Thursday, December 25, 2025 – 8,411 visits
- Thursday, November 27, 2025 – 10,487 visits
- Friday, July 4, 2025 – 12,891 visits
- Wednesday, January 1, 2025 – 13,790 visits
- Sunday, February 9, 2025 – 14,156 visits

Visitor Profile

Compared to all residents of Oakland County, visitors to Downtown Birmingham:

- Are **less ethnically and racially diverse*** – 9% of all Downtown Birmingham visitors are Black, while 15% of Oakland County residents are Black or African American. Further, 75% of downtown visitors are White, compared to 76% of county residents.
- Are **more likely to have a bachelor's degree or higher** – 68% of Downtown Birmingham visitors compared to 52% of county residents.
- Have **higher median incomes** – the median household income of Downtown Birmingham visitors is \$129,200 compared to the median household income for Oakland County residents of \$98,700.

MAY 2025



BUSIEST MONTH

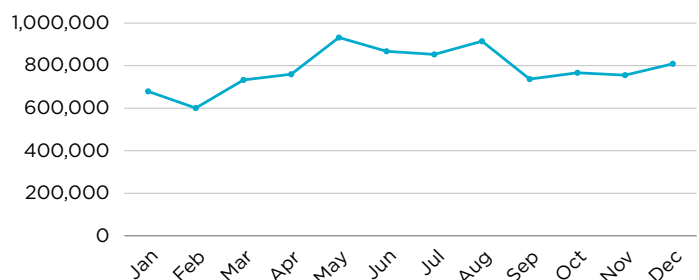
FEB 2025



QUIETEST MONTH

Downtown Birmingham experiences high variation in monthly visitation. There was a 55% difference in visits between the busiest month (May: 932K visits) and the quietest month (February: 601K visits). In 2025, Downtown Birmingham averaged 784,000 monthly visits.

2025 Monthly Visits



*The racial and ethnic categories shown here come from Placer.ai, as versions of the data that comes from the U.S. Census Bureau. These categories are coarse ways to understand diversity, and are limited in the way they represent, for instance, some people of Middle Eastern or North African descent.

Visitor Journey

Roughly two-thirds of visitors to Downtown Birmingham are at home or work either before (70%) or after (67%) their visit. A small share of visitors stop at gas stations, with about 3% visiting before and 3% after their downtown trip. **Notably, 2% of visitors travel to community shopping centers outside the downtown before visiting, increasing to 4% afterward, which may indicate retail leakage.**



Length of Stay

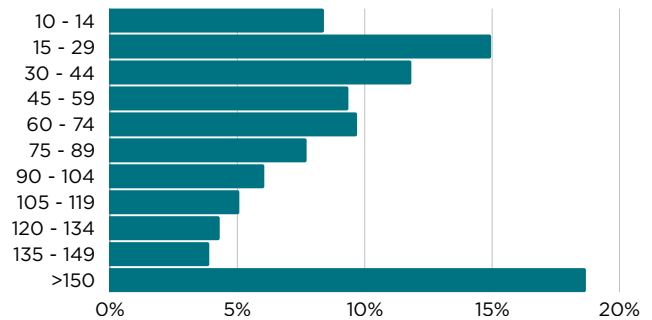
About 23% of visits are quick stops, lasting between 10 and 30 minutes. **More than half of all visits last one hour or longer (55%).** Additionally, 27% of visits last longer than 2 hours.

Hourly and Daily Visits

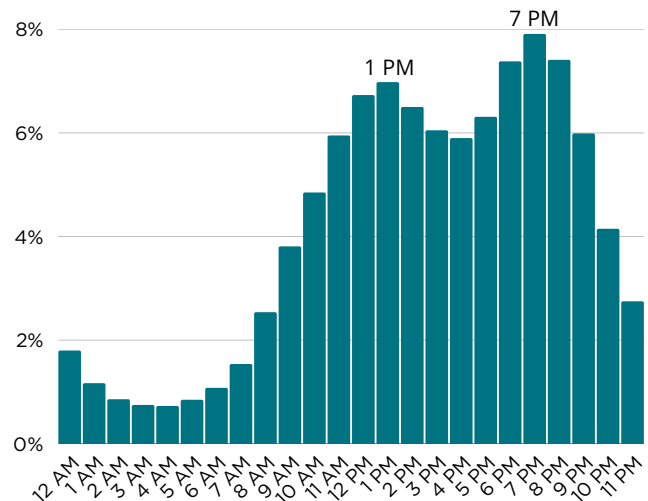
During a typical day in Downtown Birmingham, visits increase throughout the morning, spike at 1 PM, and dip down before peaking around dinnertime. The busiest hour of the day is between 7 PM and 8 PM, when 8% of hourly visits occur. **About 15% of visits occur around dinnertime (7 PM - 9 PM), while 14% occur around lunchtime (Noon - 2 PM).**

Visits to Downtown Birmingham are steady during the week and peak on weekends. The **busiest days are Friday and Saturday, capturing 17% and 18% of daily visits, respectively.** The quietest days are Monday (11.5% of daily visits) and Sunday (12%).

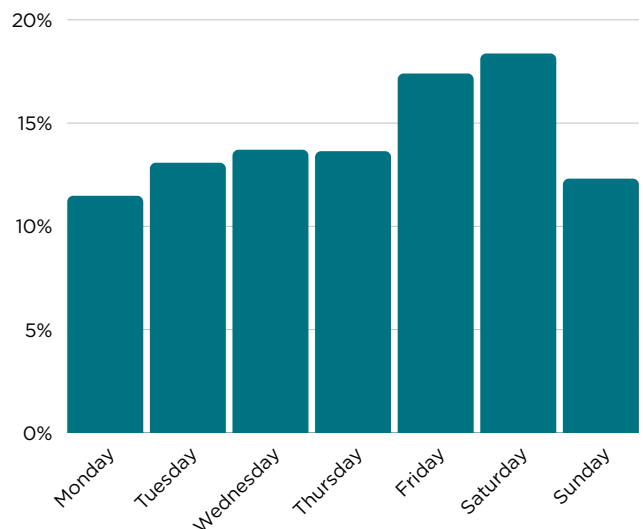
Visit Duration (min)



Hourly Visits (%)

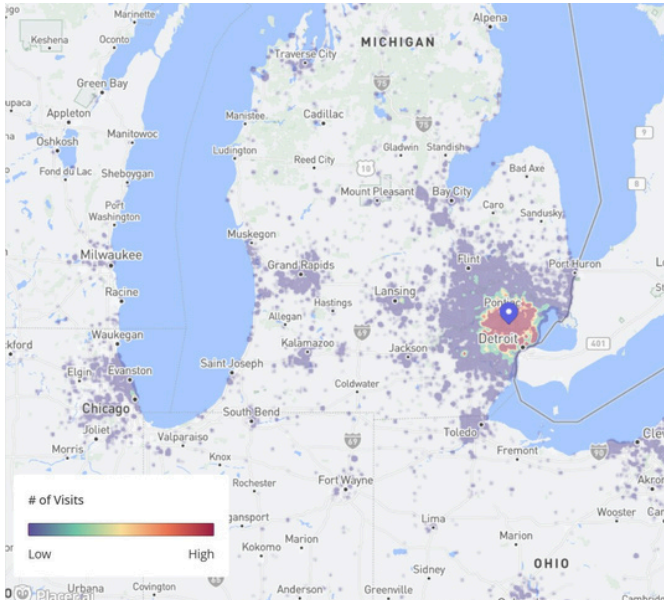


Daily Visits (%)

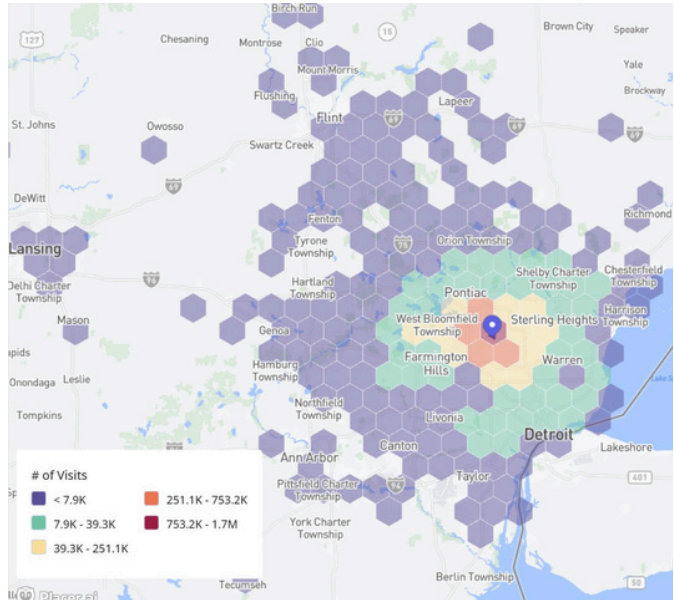


True Trade Area

Visitors to Downtown Birmingham come from across southern Michigan, but frequent visitors mostly live in Metro Detroit. Recently, visits from Birmingham’s own ZIP code (48009), the ZIP Code that visits downtown the most, have been decreasing, with a 30.2K (2%) decrease in visits. However, visitation from some ZIP Codes is increasing— visits from Bloomfield Hills (48304) increased by 30.6K (6%), and Beverly Hills (48025) increased by 23.6K visits (5%).



Visitors to Downtown Birmingham by Home Location
1/1/2025 - 12/31/2025, Minimum 1 Visit



Visitors to Downtown Birmingham by Home Location
1/1/2025 - 12/31/2025, Minimum 12 Visits

Visit and Visitors by Origin

Home ZIP Code	Visits (% of Total)	Visitors (% of Total)
48009 (Birmingham, MI)	1.3M (13.8%)	21.8K (1.2%)
48304 (Bloomfield Hills, MI)	545K (5.8%)	17.2K (1%)
48301 (Bloomfield Hills, MI)	536K (5.7%)	15K (0.9%)
48025 (Beverly Hills, MI)	504K (5.4%)	14.9K (0.8%)
48302 (Bloomfield Hills, MI)	414K (4.4%)	17.4K (1%)
48073 (Royal Oak, MI)	257K (2.7%)	31.9K (1.8%)
All other ZIP codes	5.85M (62%)	1.63M (93%)

48009
About 1% of all visitors to Downtown Birmingham come from the district’s ZIP code, 48009. These visitors account for about 14% of all visits to the district.

Psychographic Profile

Many visitors to Downtown Birmingham can be classified into one of the following five psychographic profiles:

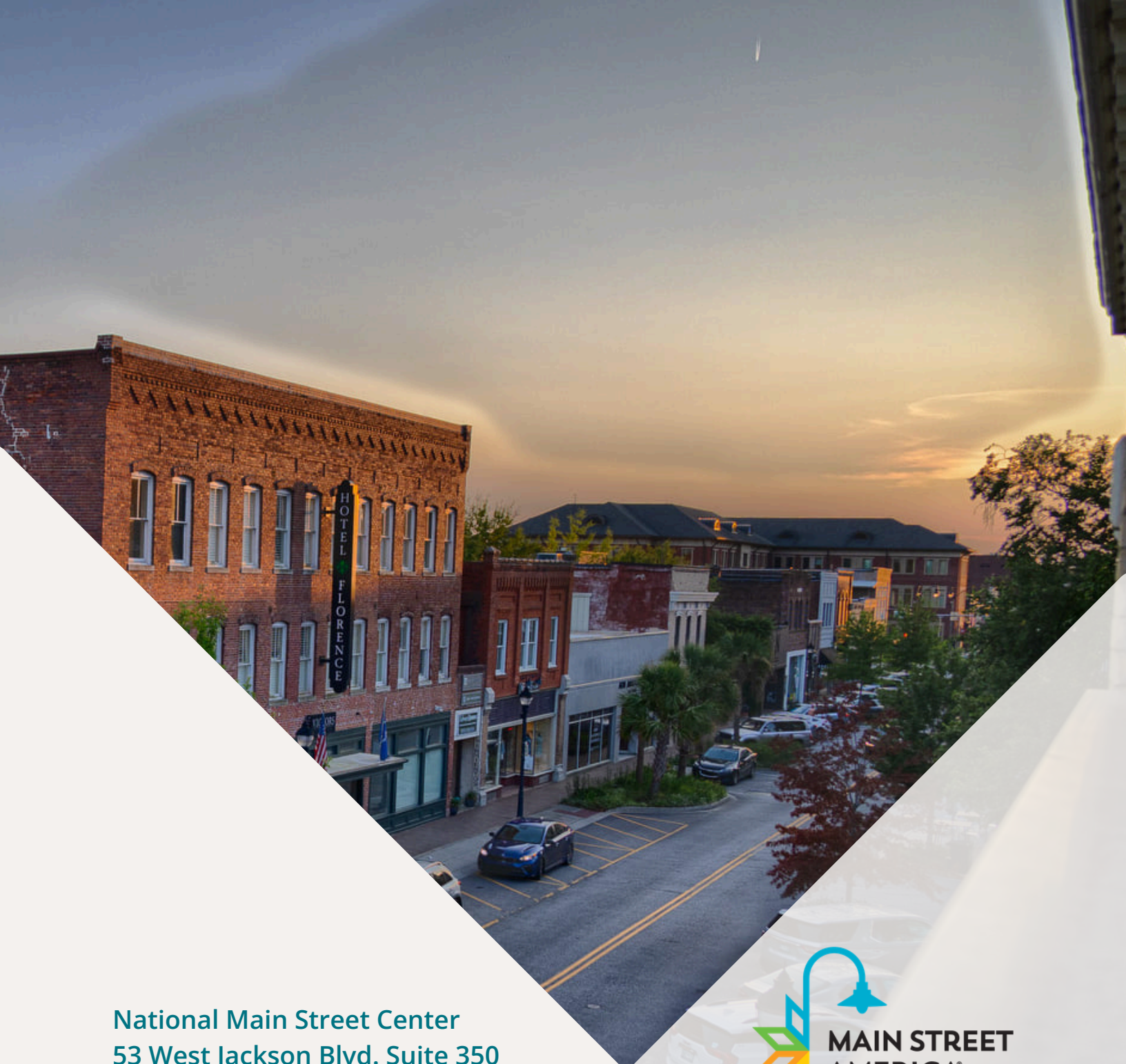
- **A - Power Elite - 52% of visits**
 - “The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.”
- **C - Booming with Confidence - 17% of visits**
 - “Prosperous, established couples in their peak earning years living in suburban homes.”
- **B - Flourishing Families - 6% of visits**
 - “Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.”
- **D - Suburban Style - 6% of visits**
 - “Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.”
- **E - Thriving Boomers - 3% of visits**
 - “Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes.”

Seasonal Trends

Over the last several years, visits to Downtown Birmingham peaked most often in the summertime, with August being the busiest month in 2019, 2021, 2023, and 2024. Interestingly, visits have also been highest in May (2025) and June (2022). Visits were typically lowest during the winter, most commonly in January (2021, 2024) and February (2019, 2022, 2023, and 2025). Additionally, Downtown Birmingham has recovered well from the impact of the COVID-19 pandemic. In 2019, before the pandemic, Downtown Birmingham attracted an average of 770K monthly visits. Between 2022 and 2025, average monthly visits were 0.01% lower than the pre-pandemic average, and, in 2024 alone, there were 765,500 average monthly visits, a 0.6% decrease. However, in 2025 alone, monthly visits surpassed 2019, averaging 783,900 monthly visits, an increase of 1.8% over the pre-pandemic average. The top three busiest years recently were 2025 (9.407M visits), 2019 (9.240M visits), and 2023 (9.195M visits).

Visits Trend





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Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
March 13, 2026 at 8:30am

Z. Kay called the meeting to order at 8:35 a.m.

In Attendance: K. Cummings, D. Fehan, B. Hussey, Z. Kay, S. Lipari

Staff: E. Bassett, J. Brook, J. Leavy

Guests:

Absent: R. Astrein, D. Lilley

Approval of Minutes: Motion by Fehan seconded by Hussey to approve the minutes dated January 9, 2026. All ayes. Motion approved.

Public Comment: None

2026 BRRmingham Blast Cancellation

Brook reviewed that the BRRmingham Blast event was canceled due to extreme cold and dangerous wind chills. There were still some expenses incurred, but they totaled approximately \$8,000 instead of \$34,000 had the event taken place. The committee agreed that canceling the event was the right decision under the circumstances.

2026 Events

Spring Stroll

Brook updated the committee that currently, 12 merchants are registered to participate in Spring Stroll. 75 participants have registered to date.

Farmers Market

Brook shared that over 100 vendors had applied to participate in the Farmers Market. Applications are being reviewed and vendors notified of their status.

The committee discussed selling branded items at the Market. They decided to continue to giveaway 500 tote bags on opening day and to order an additional 100 of the same bags that could be distributed in exchange for a \$5 donation later in the season.

Brook shared that there may be an opportunity to have a mural painted on the building that neighbors the Farmers Market/Lot 6. Early discussion is underway with the building owner. Bassett is working with the City to understand and navigate the approval process.

Winter Markt

Brook reminded the committee that, since The Community House will no longer be in operation in December, another non-profit will need to secure a liquor license and handle the beer/wine sales. The committee discussed reaching out to different organizations and offering Christ Child the opportunity to come back with all of the set-up expenses covered by the BSD. Brook will contact them.

The committee discussed Santa House hours and decided that would like to have visits appointment only except for during Winter Markt.

Contracts

The committee discussed contracts needed for upcoming events.

Motion by Fehan, seconded by Hussey to recommend initiating agreements with Party Dreams Wedding and Event Rental for tents and equipment for Winter Markt (including the addition of a stage), Santa House, and BRRmingham Blast to the BSD Board for approval. All ayes. Motion approved.

Motion by Fehan, seconded by Lipari to recommend initiating an agreement with Pegasus Entertainment for audio/visual services for Movie Nights, Day On The Town, Winter Markt, and BRRmingham Blast to the BSD Board for approval. All ayes. Motion approved.

Other

Brook shared that she had been approached by a resident about a music event he wanted to produce. He plans to do a small scale version of the Fete de Musique at the end of March.

NEXT MEETING: Monday, April 27, 2026, at 8:30 a.m.

DRAFT

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

March 11, 2026

In Attendance: J. Lundberg, Z. Kay, A. Pohlod, C. Quezada, B. Boucher, E. Bassett, J. Leavy

Absent: S. Wolf, S. Hunter

Public/Guest: A. Harris, A. Gill

Lundberg called the meeting to order at 8:33 a.m.

Approval of Minutes:

Motion by Kay seconded by Pohlod, to approve the minutes dated February 11, 2026. All ayes, motion passed.

Public Comment: None

Social Media Influencer Proposal

A. Gill with Seen Media presented the 2026 Influencer Proposal and influencer options to the committee. The committee discussed the content calendar and viewed all of the influencer accounts, providing feedback to A. Gill. A. Gill to provide an updated proposal for review by the committee.

Advertising Proposals

The committee discussed the fiscal year 2026 advertising partnership with Birmingham City Lifestyle Magazine. The committee agreed that they would like to proceed with a contract for fiscal year 2027 for monthly advertising and partnership content including a holiday gift guide and spring article feature. Bassett to develop a draft agreement for review by the committee.

Light Pole Banners

Bassett advised that Engineering is working with DTE to determine final banner specs for the street light poles throughout downtown. For now, Engineering advised that banners may be placed on the North Old Woodward Avenue light poles. The committee would like to see some general designs at a future committee meeting.

Social Media Update

Bassett reported that the new social media management team is doing a great job, with February 2026 metrics up compared to February 2025, and approximately 20 businesses featured. The BSD and social media team continue to refine processes, but thus far, both the BSD and social media teams are pleased with the partnership and preliminary results.

The meeting ended at 9:52 a.m.

NEXT MEETING: April 15, 2026 at 8:30 a.m.

Maintenance/Capital Improvement Committee Meeting Minutes
151 Martin Street Conference Rooms 202 & 203
March 10, 2025

Members in Attendance: Sarvy Lipari (Chair), Michele Taddei, Bill Roberts, Steve Quintal, Amy Pohlod, Doug Fehan

Members Absent:

Staff Present: Erika Bassett, Melinda Comerford

Guests: Brad McNab, Carrie Laird

Chairperson Lipari called the meeting to order at 8:32 a.m.

Approval of Minutes: Motion by Fehan, seconded by Pohlod, to approve the minutes dated February 10, 2026. All ayes, motion passed.

Public Comment: No public comment.

Holiday Tree Replacement

McNab presented 58' Holiday Tree Replacement proposals from The Décor Group, St. Nick's and Wintergreen. The committee rated the proposals on a variety of criteria including cost, warranty, materials and others, with Wintergreen earning the highest ratings. The committee recommends that the BSD Board approve the purchase of the 58' holiday tree from Wintergreen for \$145,333.22. This cost will be split 50/50 with DPS.

Ongoing Updates

Bassett advised that the holiday light pole banners will be replaced with the Farmers Market light pole banners over the next few weeks. Laird reported that DPS crews are removing the holiday lights from the tree downtown and final costs should be ready in May. Bassett reported that there is no update for Willits Alley or the Merrill Street Lighting at this time.

The meeting adjourned at 9:52 a.m.

Next Meeting: Tuesday, April 14, 2026, at 8:30 a.m.

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

March 4, 2026, at 8:30 a.m.

In Attendance: A. Pohlod, Z. Kay, J. Ecker, D. Fehan, S. Wolf
Absent: None
Staff: E. Bassett, J. Leavy

Pohlod called the meeting to order at 8:33 a.m.

Approval of Minutes: Motion by Fehan, seconded by Ecker, to approve the minutes dated January 28, 2026. All ayes, motion passed.

Public Comment: None

Board Anticipated Action Items and Presentations:

- **iHeart Media Contract:** The committee reviewed the iHeart Media Advertising Services Agreement for fiscal year 2027. Bassett reported that the agreement was \$3,100.02 less than the agreement for fiscal year 2026.
- **Beasley Media Contract:** The committee reviewed the Beasley Media Advertising Services Agreement for fiscal year 2027. Bassett reported that the agreement was the same as the agreement for fiscal year 2026.
- **Sponsorship Requests:** The committee reviewed sponsorship requests from Rainbow Connection and the Junior League of Birmingham.
 - The Rainbow Connection is requesting a silent auction item for their upcoming Dream Makers Ball fundraising event. The committee recommends the BSD Board review the request.
 - The Junior League of Birmingham is requesting a silent auction donation for their Little Black Dress fundraising event on March 7, 2026. Due to the timing of this event and its relation to the BSD Board meeting, the committee approved a donation basket valued at \$200, to include various 48009-branded items and \$150 in Birmingham Bucks. Motion by Ecker, seconded by Kay to approve the sponsorship request to include a basket valued at \$200, as specified above. All ayes, motion passed.
- **Year End Marketing Report:** Bassett presented the 2025 Marketing Year End Report. Fehan inquired why website traffic was down 25%. Bassett reported that this was expected due to the transition to the new web domain and rebuilding organic SEO. Additionally, Bassett reported that social media and the AI display with internet searching is replacing some need to visit websites in general, which may also be impacting the traffic.

Committee Updates: Wolf, Kay and Pohlod provided committee updates to the group.

Updates:

- **Assessment Renewal:** Pohlod reported that she met with Bassett, Ecker, Finance Director Chavez and Treasurer Katz to review the assessment process for the upcoming renewal.

Meeting adjourned at 9:28 a.m.

NEXT MEETING: Wednesday, April 1, 2026, at 8:30 a.m.

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

APRIL 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
LAQR	233	Old Woodward, North		03/31/26	Scheduled to Open
Lost and Found Vintage	574	Old Woodward, North	Apparel	03/24/26	Scheduled to Open
Konstant Relief Holistic Therapy	1025	Maple Road, East, Suite B14	Massage	03/24/26	Scheduled to Open
NME Management	700	Maple Road East, Suite 200	Real Estate	02/10/26	Scheduled to Open
Old Word Pizzeria	600	Old Woodward, North	Dining	01/29/26	Scheduled to Open
Rockefeller Fianancial	260	Brown Street, Suite 300	Financial	01/08/26	Scheduled to Open
Vie Real Estate	1025	Maple Road, East, Suite 201	Real Estate	11/20/25	Scheduled to Open
J.Jill	284	Maple Road, West	Apparel	11/18/25	Scheduled to Open
Vuori	100	Old Woodward, South	Apparel	10/20/25	Scheduled to Open
eFiore	115	Willits Street	Dining	10/13/25	Scheduled to Open
Design Within Reach	214	Maple Road, West	Furniture	09/24/25	Scheduled to Open
Hudson Avenue Partners	205	Pierce Street, Suite 99 LL	Investment Bank	07/28/25	Scheduled to Open
Besos	239	Old Woodward, North	Dining	07/24/25	Scheduled to Open
HealthMarkets	925	Maple Road, East	Insurance	06/17/25	Scheduled to Open
VITAstir	251	Merrill Street, East, Suite 202	Medical	06/12/25	Scheduled to Open
Veloura Beauty	363	Maple Road, East	Salon	03/31/26	Opened
SkinergyMD	373	Old Woodward, South	Medspa	03/24/26	Opened
Rag & Bone	106	Old Woodward, South	Apparel	03/24/26	Opened
Kaishin Izakaya	176	Old Woodward, South	Dining	03/24/26	Opened
Massage Koko Hazel	255	Old Woodward, South, Suite 150	Salon	03/11/26	Opened
Crain Homes	260	Martin Street	Real Estate	02/17/26	Opened
Better Burgers	35075	Woodward Avenue	Dining	02/17/26	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

APRIL 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Everliv Health	300	Maple Road East, Suite 340	Medical	02/16/26	Opened
Brightmont Academy	746	Maple Road, East	Education	02/10/26	Opened
w3r Consulting	330	Hamilton Row, Suite 200	Business Services	02/10/26	Opened
Ideal Medical Massage	630	Old Woodward, North, Suite 303	Medical	11/01/25	Opened
Ernesta	138	Maple Road, West	Home Furnishings	01/06/26	Opened
Snap Taco	126	Old Woodward, South	Dining	12/16/25	Opened
mane collab	730	Old Woodward, North	Salon	06/17/25	Opened
Highline Trading	135	Old Woodward, North	Jeweler	11/20/25	Opened
Birmingham Sport and Spine	280	Old Woodward, North, Suite 105	Medical	11/19/25	Opened
RH Gallery	300	Old Woodward, South	Home Furnishings	11/21/25	Opened
Redvanly	203	Maple Road, East	Mens Apparel	11/15/25	Opened
FS8	34000	Woodward Avenue	Health & Fitness	11/05/25	Opened
Elsa Arms, Estate & Couture	34164	Woodward Avenue, Suite 309	Furniture & Apparel	11/01/25	Opened
Danyal Israil Dental	720	Old Woodward, North	Dental	10/02/25	Opened
Reiki Euphoria	149	Pierce Street	Health & Wellness	10/01/25	Opened
St. Roger Abbey	215	Old Woodward, North	Bakery	09/27/25	Opened
Forward Commercial Group	240	Martin Street, Suite 200	Real Estate	09/24/25	Opened
CLEO Skin + Laser	670	Old Woodward, South	Medical Spa	09/16/25	Opened
Read My Lips	768	Old Woodward, North	Gift & Specialty	09/16/25	Opened
Playful Pathways	800	Old Woodward North	Medical	09/13/25	Opened
Metta & Moxie	800	Old Woodward North, Suite 210	Medical	09/13/25	Opened
Half-Moon Outfitters	34288	Woodward Avenue	Apparel , Sporting Goods	07/10/25	Opened

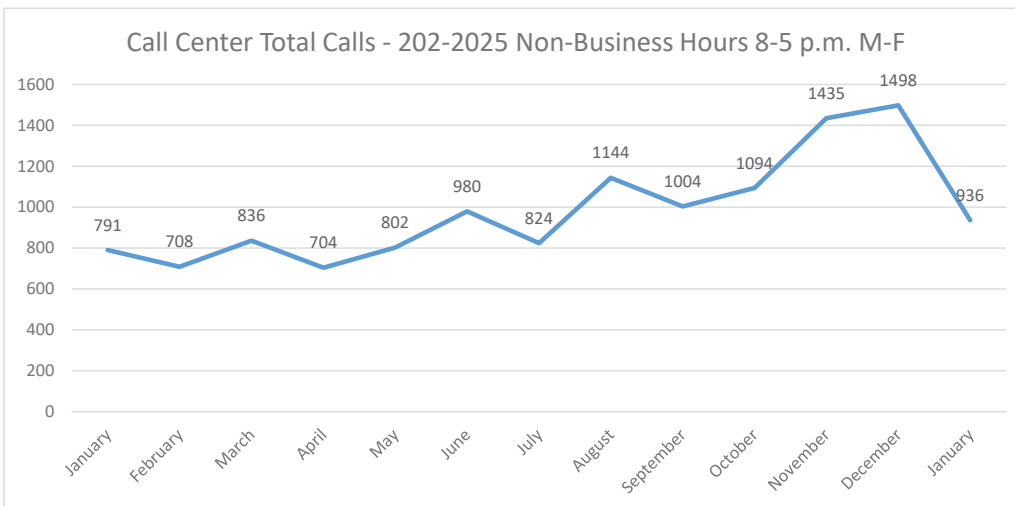
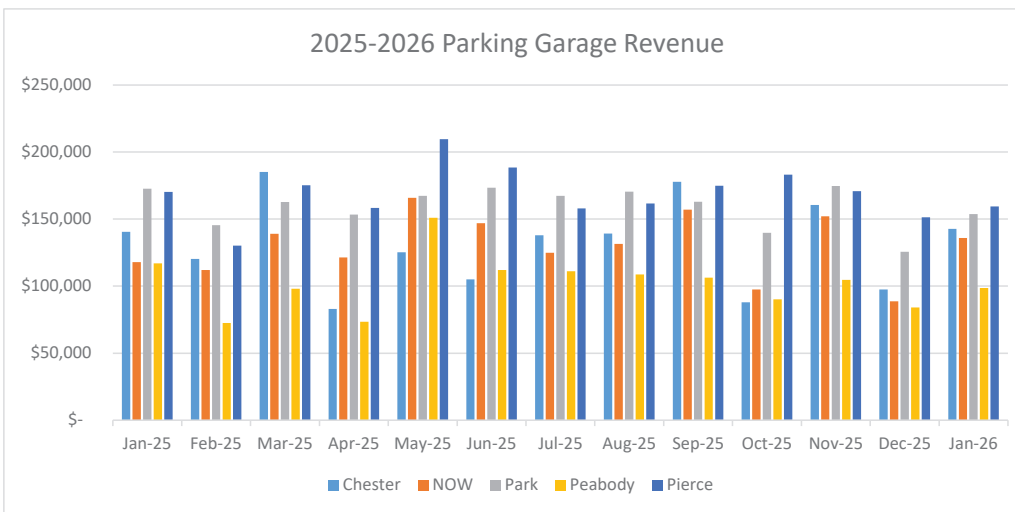
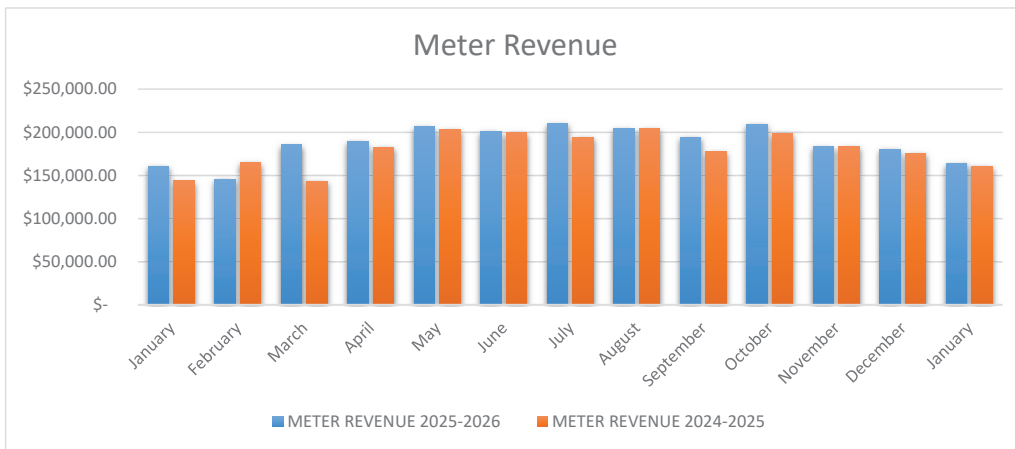
SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

APRIL 2026

Office Occupancy Rate 91%

Retail Occupancy Rate 99%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Opened in last 12 months
Yumiis	205	Maple Road, East	Food Specialties	07/15/25	Opened
Pure Glow	282	Maple Road, West	Salon	07/24/25	Opened
Shock Gelato	335	Maple Road, East	Food Specialties	07/17/25	Opened
Senior Simon	187	Old Woodward, South, Suite 208	Business Services	07/15/25	Opened
Shifty	187	Old Woodward, South, Suite 208	Business Services	07/15/25	Opened
Metals in Time	526	Old Woodward, North	Jeweler	07/10/25	Opened
Perspire Sauna Studio	1020	Haynes Street	Health/Fitness	07/10/25	Opened
The NOW Massage Birmingham	375	Hamilton Row	Health/Wellness	07/10/25	Opened
Banya	555	Old Woodward, South, Suite 27L	Health/Wellness	06/01/25	Opened
Bon Bon Bon	217	Old Woodward, South	Food Specialties	05/10/25	Opened
LaserAway	135	Maple Road, East	Medical	05/08/25	Opened
Solidcore	1000	Haynes Street	Health/Fitness	05/01/25	Opened
Bobbles and Lace	244	Maple Road, East	Apparel - Women	04/23/25	Opened
Drop 02	230	Merill Street, East	Mens	04/05/25	Opened



MONTHLY PARKING PERMITS SOLD					
	Chester	N. Old Woodward	Park	Peabody	Pierce
Unreserved	1350	970	1011	538	857
Evening	7	16	12	12	27
Total	1357	986	1023	550	884

Call History
JANUARY 2026

Facility	(All)
Row Labels	Count of Reason
02-Credit Card Payment	64
03-Cash Payment	8
04-Invalid Ticket / Ticketless Options	64
05-Invalid Validation	13
06-Assistance On Site	6
07-Lost Ticket	24
08-Ghost Call	321
09-Vendor	10
10-Receipt	1
11-Equipment Issue	66
13-Monthly	150
16-Network - Audio/Video Issue	128
17-Insufficient Funds	16
24-General Information	28
25-Previous Call Vend	3
CSR Transfer	1
DISCONNECTED	33
Grand Total	936

Facility	City of Birmingham Michigan - Old North Woodward
Row Labels	Count of Reason
02-Credit Card Payment	15
03-Cash Payment	4
04-Invalid Ticket / Ticketless Options	11
05-Invalid Validation	2
06-Assistance On Site	2
07-Lost Ticket	3
08-Ghost Call	68
09-Vendor	4
10-Receipt	1
11-Equipment Issue	6
13-Monthly	40
16-Network - Audio/Video Issue	28
17-Insufficient Funds	1
24-General Information	3
25-Previous Call Vend	2
DISCONNECTED	3
Grand Total	193

Facility	City of Birmingham Michigan - Peabody Garage
Row Labels	Count of Reason
02-Credit Card Payment	11
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	27
05-Invalid Validation	2
06-Assistance On Site	2
07-Lost Ticket	6
08-Ghost Call	65
09-Vendor	1
11-Equipment Issue	24
13-Monthly	10
16-Network - Audio/Video Issue	17
17-Insufficient Funds	4
24-General Information	13
DISCONNECTED	12
Grand Total	195

Facility	City of Birmingham Michigan - Chester St Garage
Row Labels	Count of Reason
04-Invalid Ticket / Ticketless Options	4
05-Invalid Validation	2
07-Lost Ticket	1
08-Ghost Call	27
09-Vendor	1
11-Equipment Issue	3
13-Monthly	20
16-Network - Audio/Video Issue	13
24-General Information	2
25-Previous Call Vend	1
DISCONNECTED	1
Grand Total	75

Facility	City of Birmingham Michigan - Park St. Garage
Row Labels	Count of Reason
02-Credit Card Payment	14
03-Cash Payment	1
04-Invalid Ticket / Ticketless Options	9
05-Invalid Validation	6
07-Lost Ticket	4
08-Ghost Call	49
11-Equipment Issue	14
13-Monthly	24
16-Network - Audio/Video Issue	19
24-General Information	3
DISCONNECTED	4
Grand Total	147

Facility	City of Birmingham Michigan - Pierce Garage
Row Labels	Count of Reason
02-Credit Card Payment	24
03-Cash Payment	2
04-Invalid Ticket / Ticketless Options	13
05-Invalid Validation	1
06-Assistance On Site	2
07-Lost Ticket	10
08-Ghost Call	112
09-Vendor	4
11-Equipment Issue	19
13-Monthly	56
16-Network - Audio/Video Issue	51
17-Insufficient Funds	11
24-General Information	7
CSR Transfer	1
DISCONNECTED	13
Grand Total	326

FREE PARKING REPORT

December 2025

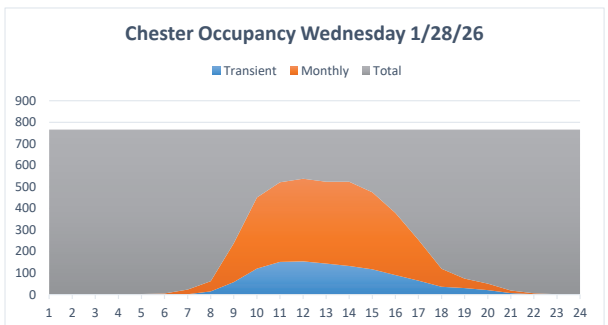
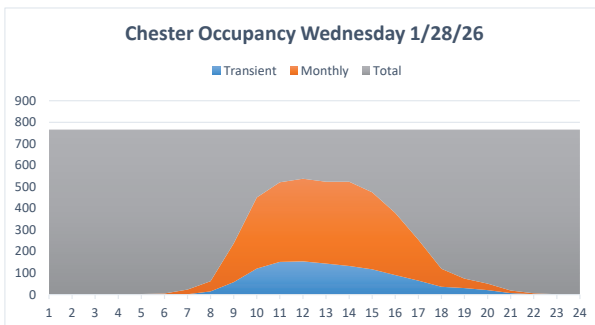
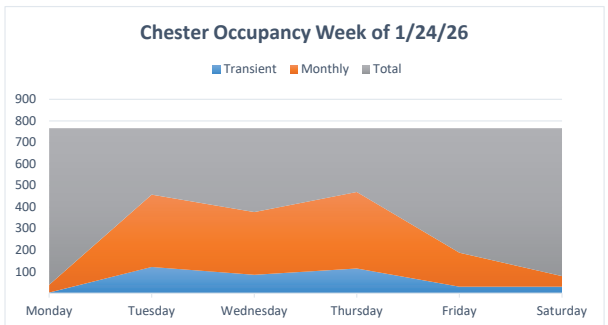
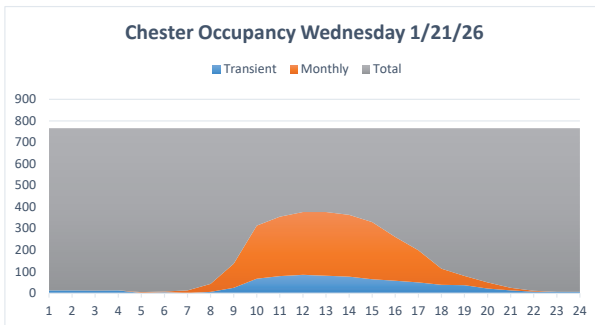
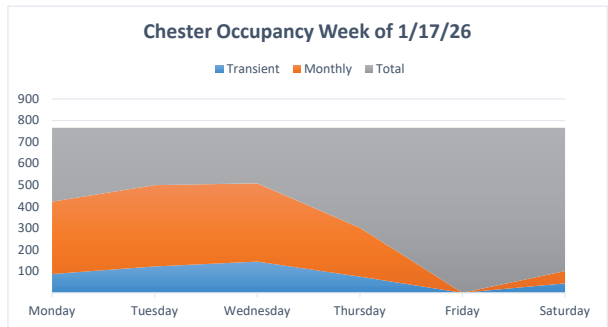
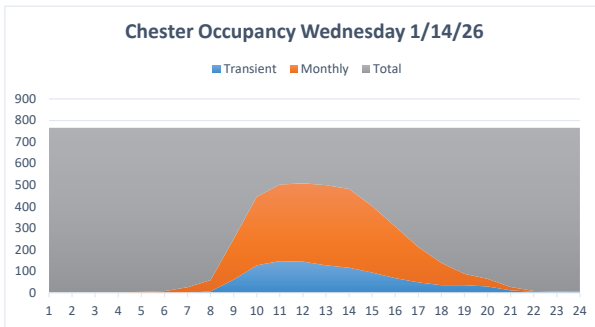
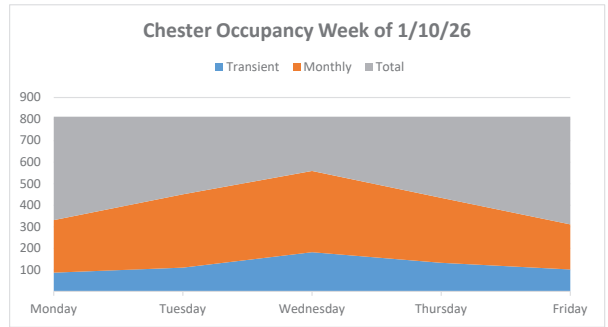
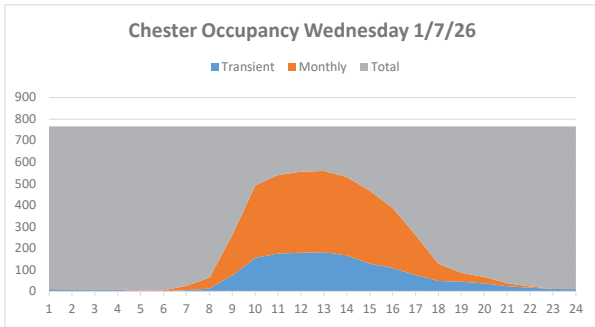
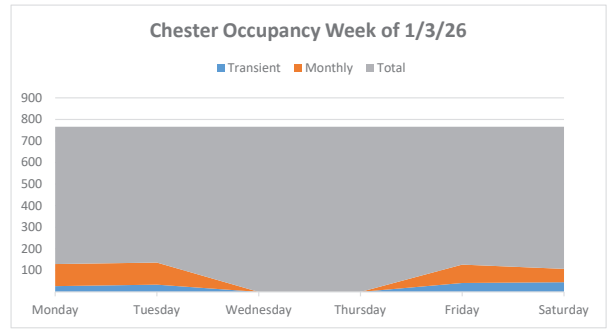
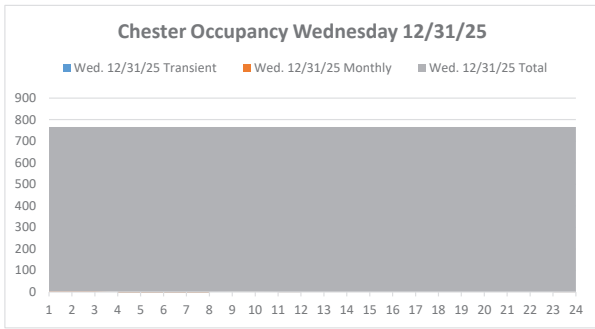
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,859	2,756	\$12,766.00	57%
OLD WOODWARD PARK	13,815	7,110	\$42,494.00	51%
PEABODY	21,124	9,446	\$65,290.00	45%
PIERCE	22,582	12,583	\$50,641.00	56%
	24,435	10,751	\$81,148.00	44%
TOTALS	86,815	42,646	\$252,339.00	49%

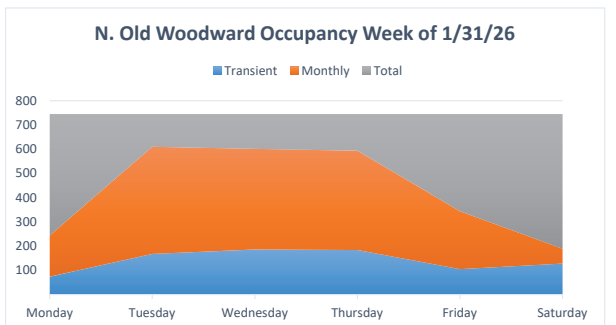
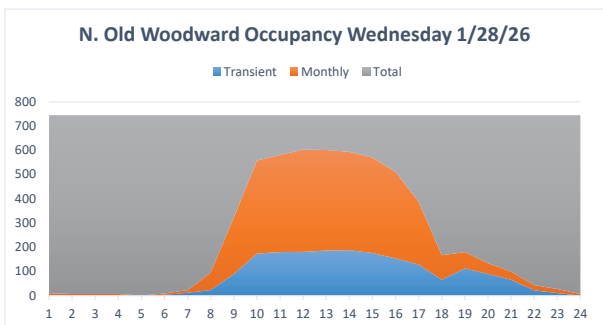
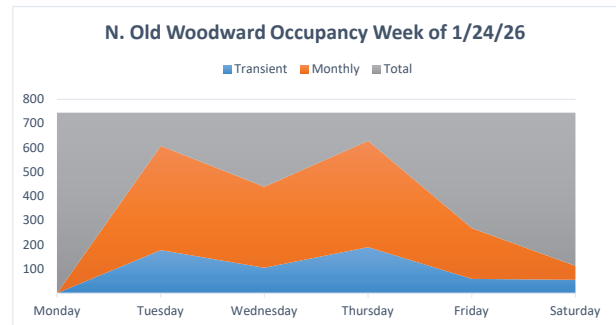
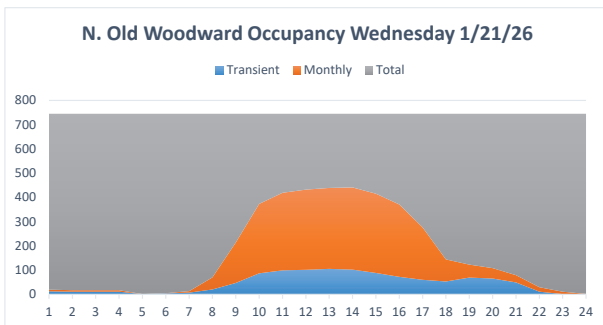
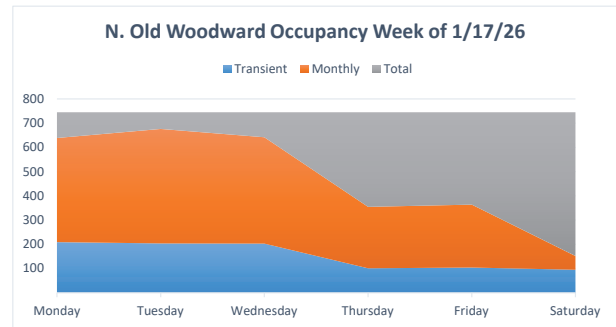
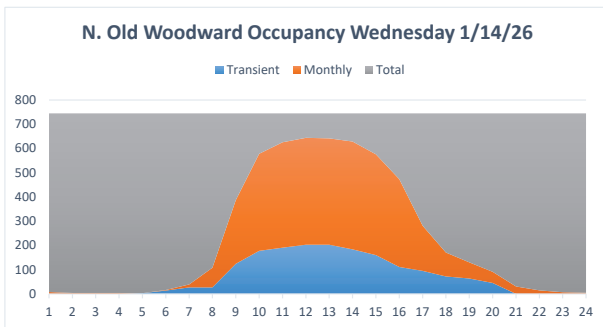
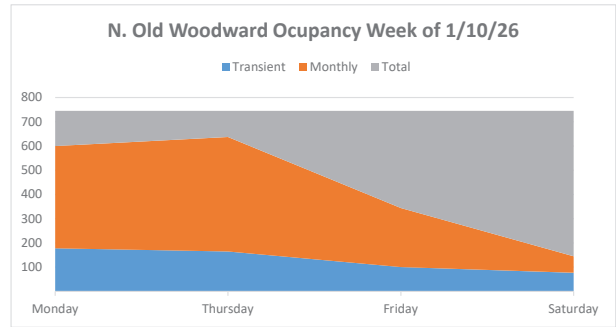
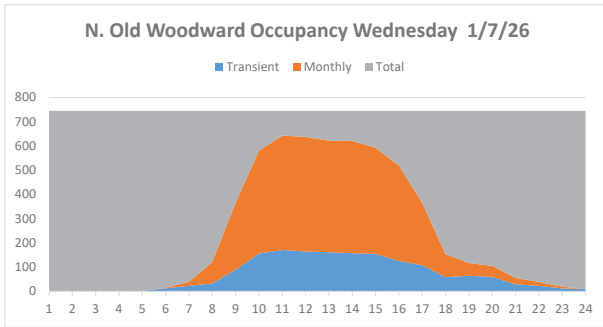
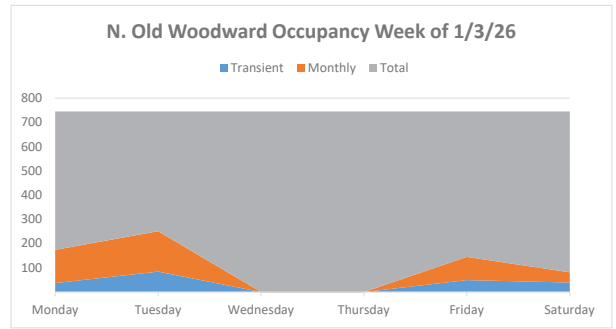
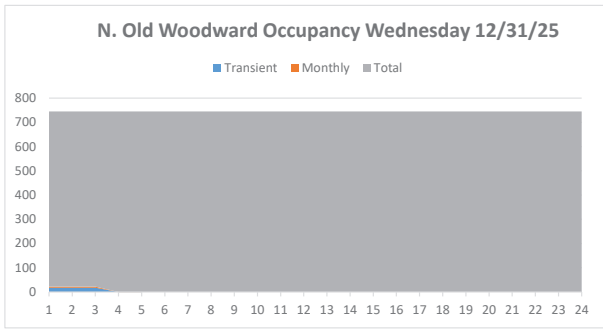
Paying cars	Rate per
2,103	\$6.07
6,705	\$6.34
11,678	\$5.59
9,999	\$5.06
13,684	\$5.93
	\$5.80

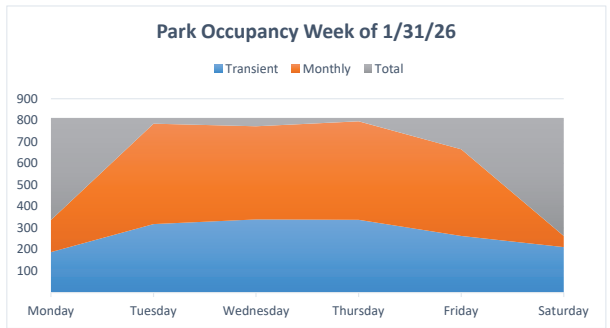
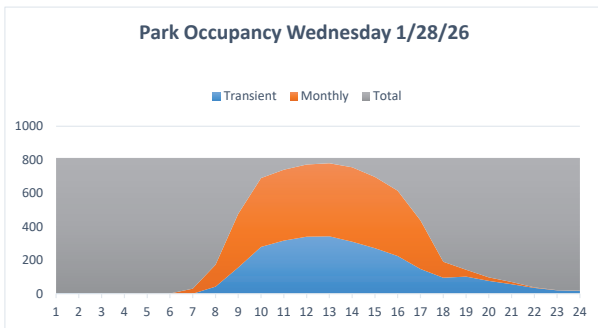
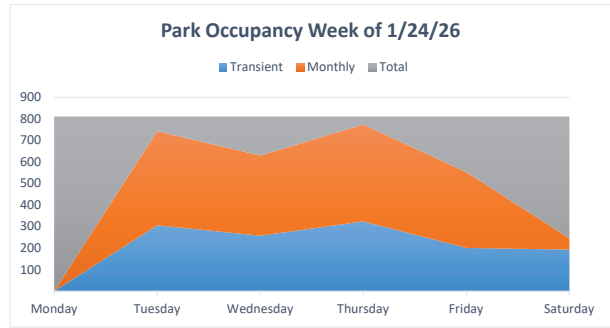
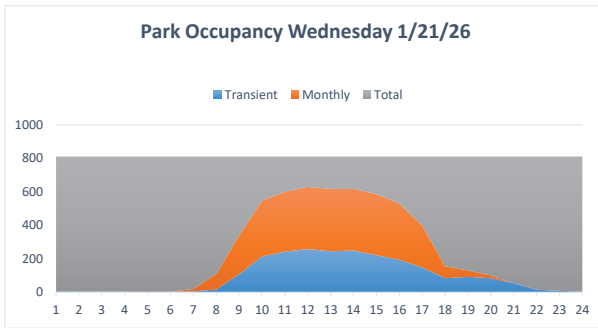
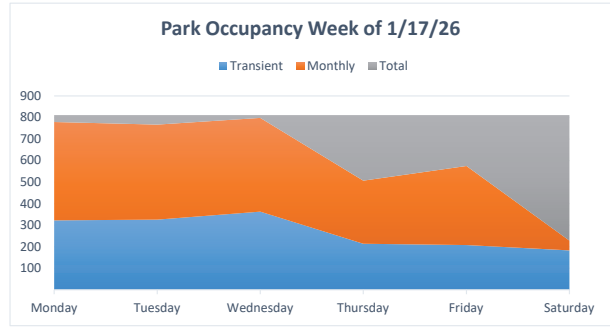
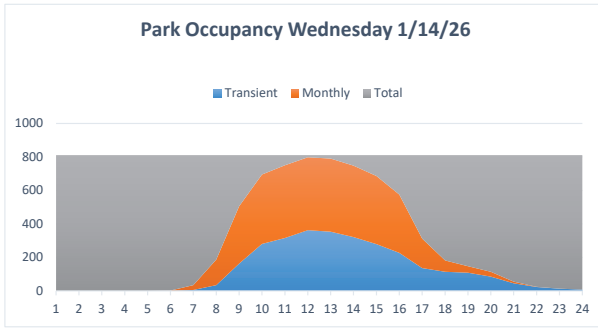
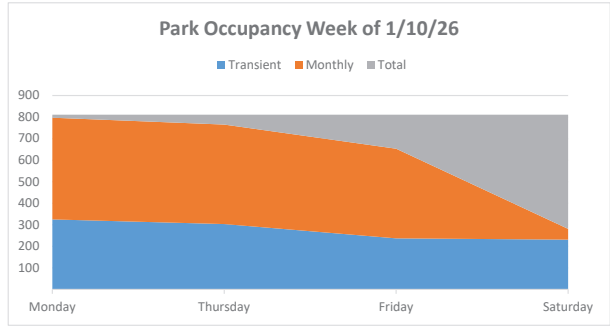
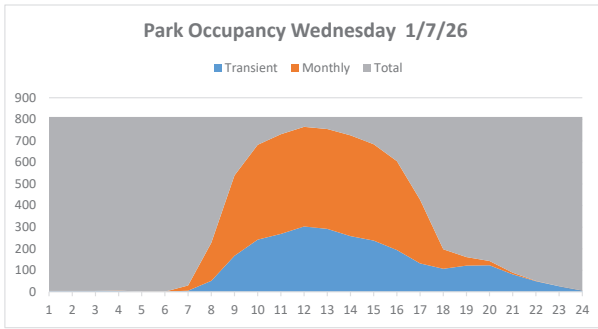
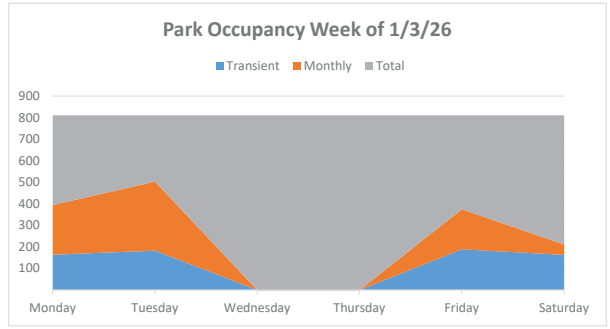
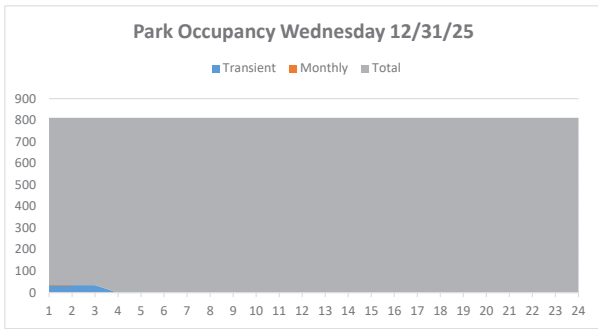
January 2026

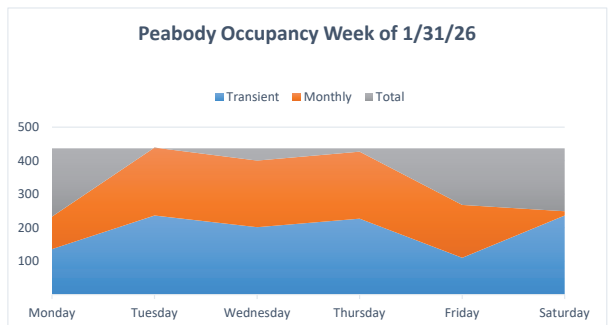
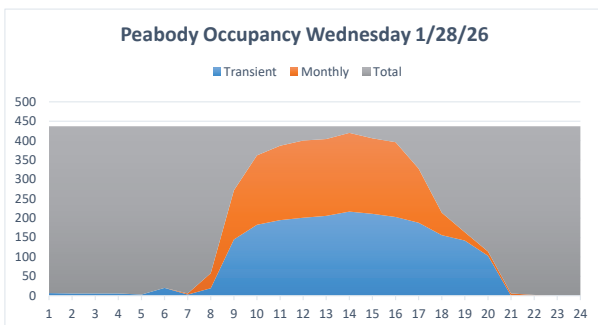
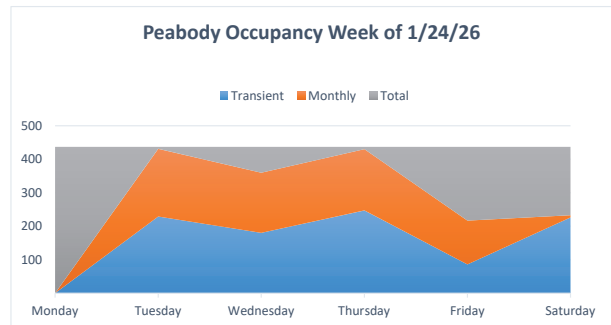
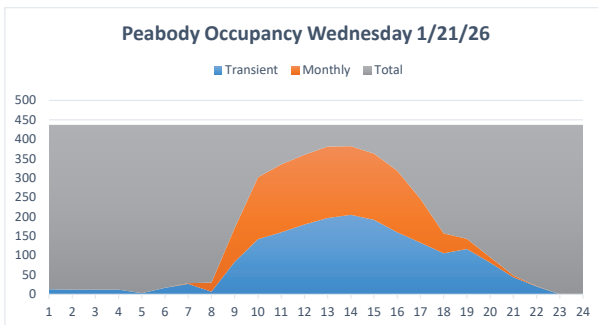
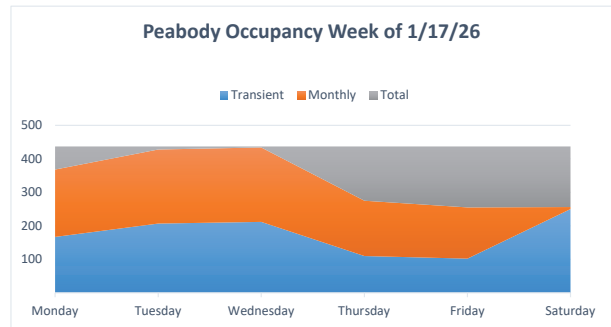
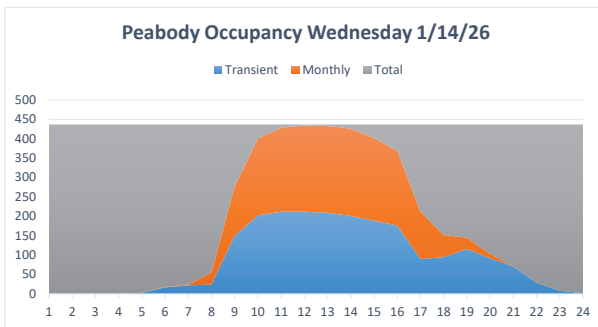
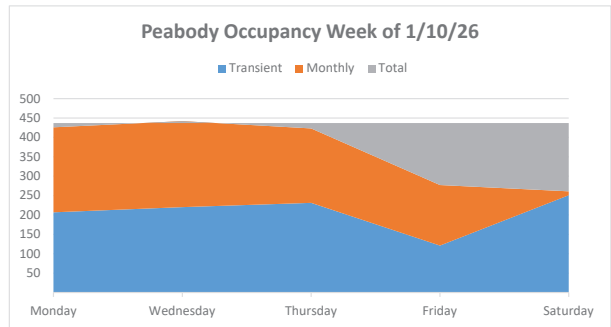
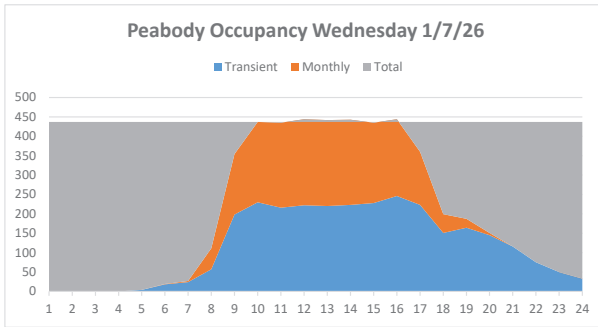
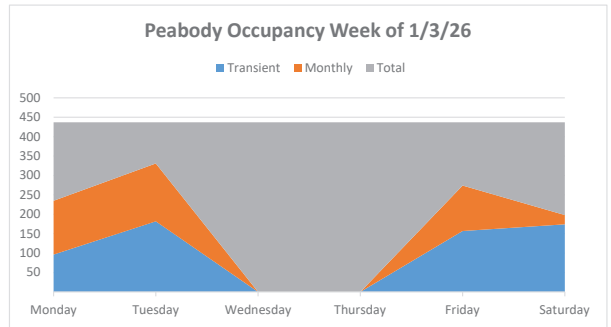
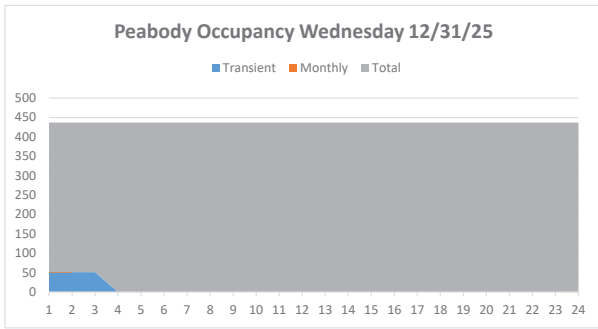
GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE VEHICLES
CHESTER	4,634	1,842	\$18,532.00	40%
OLD WOODWARD PARK	12,896	6,663	\$42,400.00	52%
PEABODY	19,119	8,552	\$64,140.00	45%
PIERCE	21,381	12,166	\$50,180.00	57%
	19,675	8,100	\$74,557.00	41%
TOTALS	77,705	37,323	\$249,809.00	48%

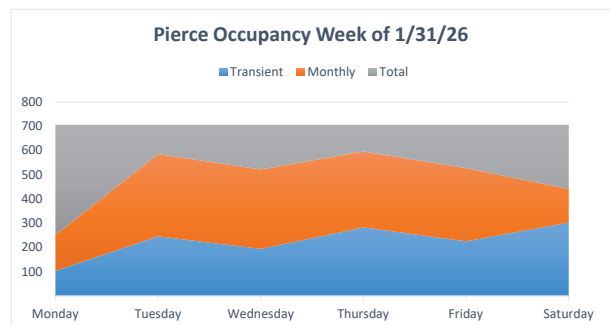
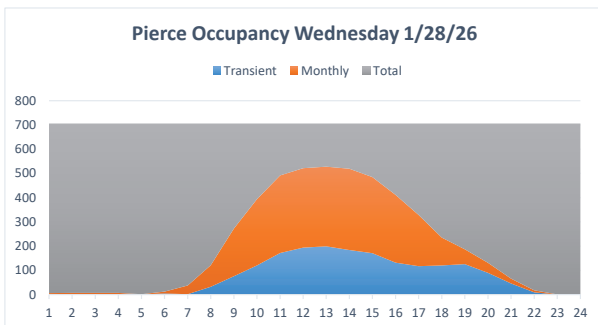
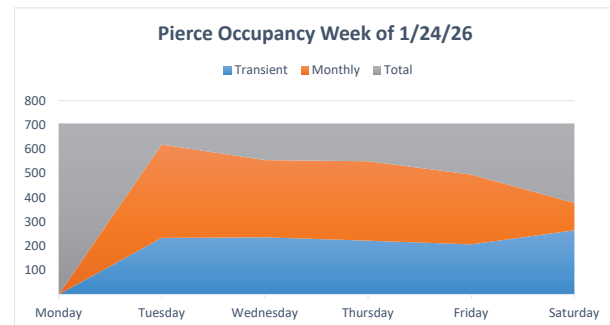
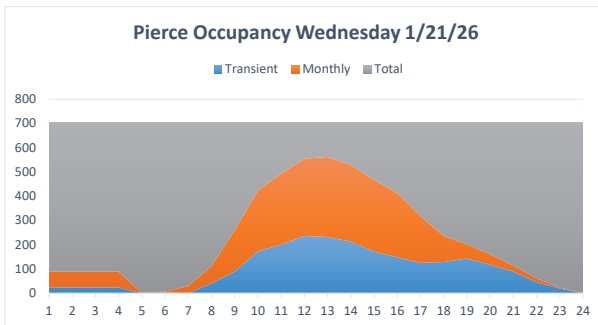
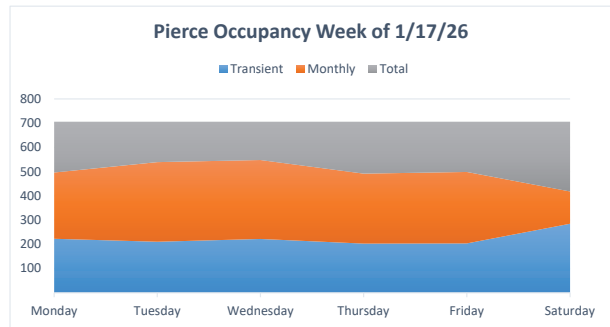
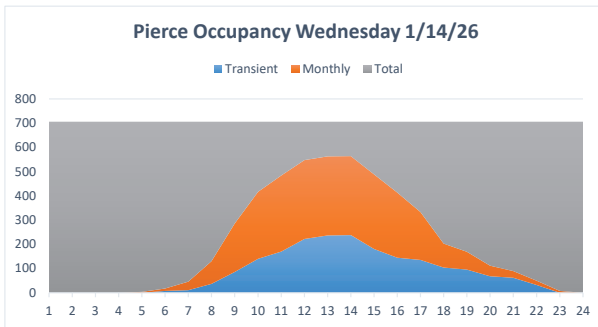
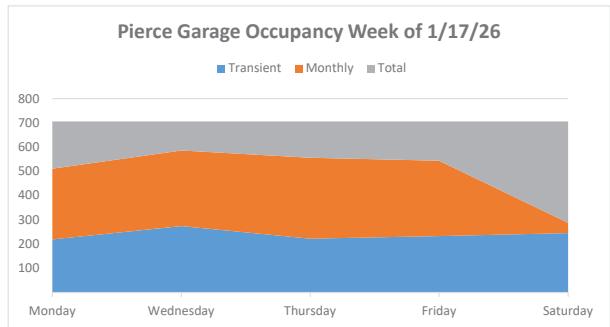
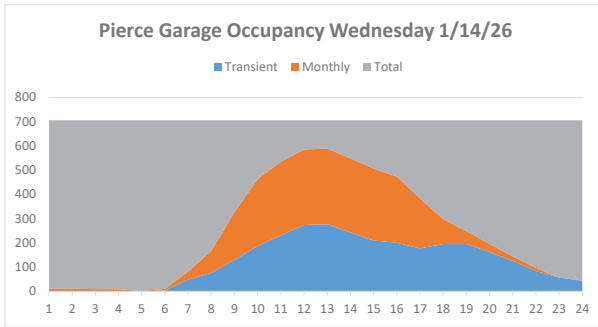
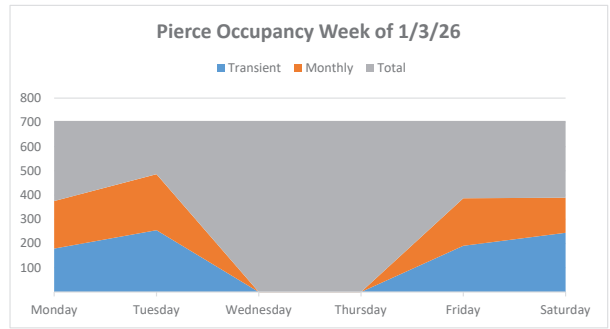
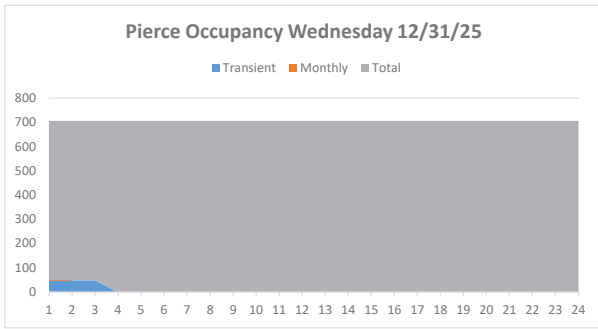
Paying cars	Rate per
2,792	\$6.64
6,233	\$6.80
10,567	\$6.07
9,215	\$5.45
11,575	\$6.44
	\$6.28





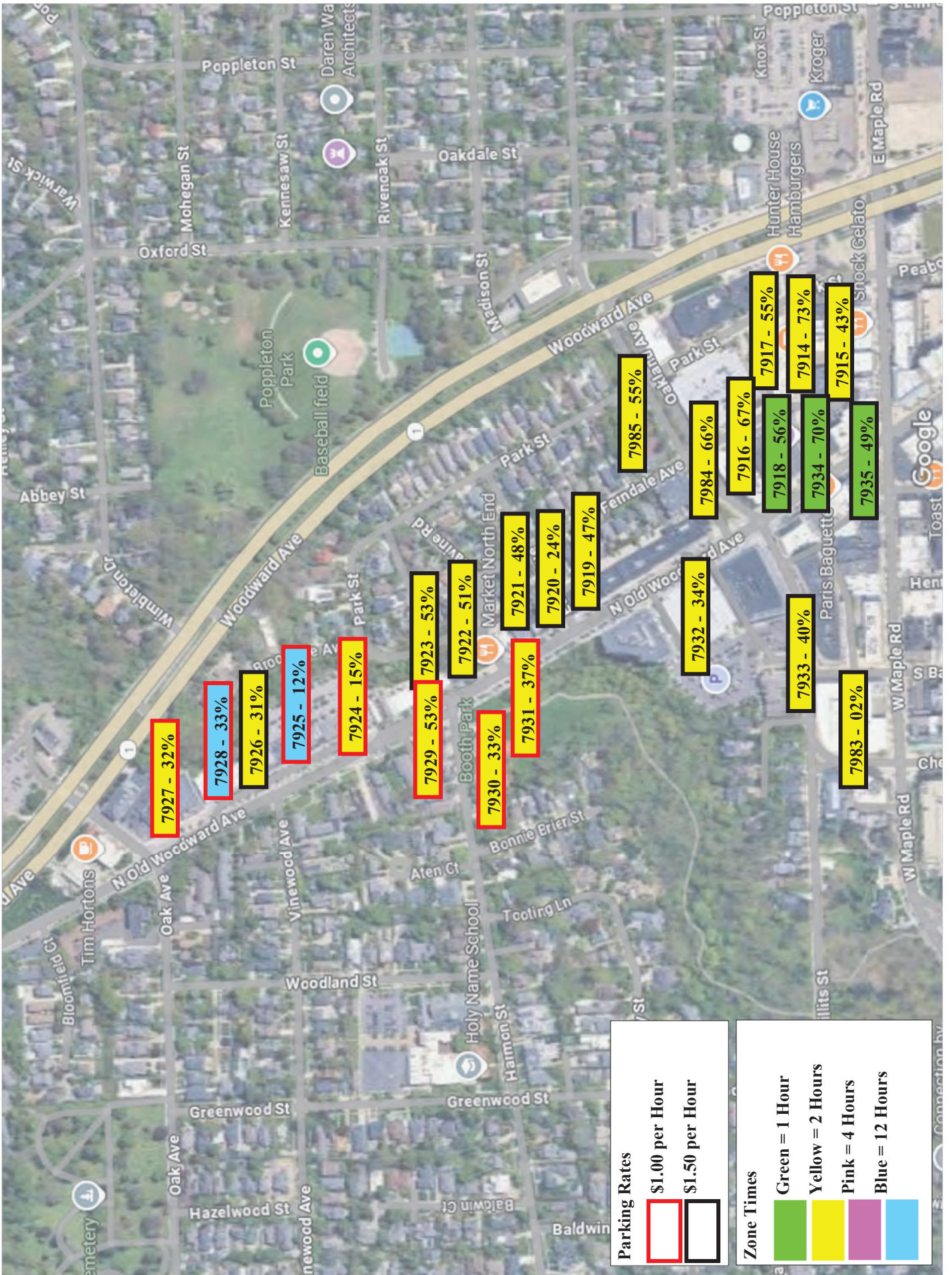






January Meter Occupancy by Minutes and Zone

Row Labels	Sum of Minutes@Total	# of Metered Spaces	Hours Per Day	Days Per Month	Minutes Per Hour	Total Minutes	% Full
7901	7,610.00	13	12	25	60	234,000.00	3%
7902	27,959.20	5	12	25	60	90,000.00	31%
7903	132,730.77	12	12	25	60	216,000.00	61%
7904	68,889.57	5	12	25	60	90,000.00	77%
7905	847.00	5	12	25	60	90,000.00	1%
7906	30.00	2	23	25	60	69,000.00	0%
7907	100,714.40	7	12	25	60	126,000.00	80%
7908	45,900.13	3	12	25	60	54,000.00	85%
7909	243,726.18	17	12	25	60	306,000.00	80%
7910	144,088.55	14	12	25	60	252,000.00	57%
7911	230,051.27	19	12	25	60	342,000.00	67%
7913	108,806.08	7	12	25	60	126,000.00	86%
7914	370,091.32	28	12	25	60	504,000.00	73%
7915	46,707.10	6	12	25	60	108,000.00	43%
7916	72,495.35	6	12	25	60	108,000.00	67%
7917	148,793.00	15	12	25	60	270,000.00	55%
7918	110,191.73	11	12	25	60	198,000.00	56%
7919	237,078.62	28	12	25	60	504,000.00	47%
7920	13,133.55	3	12	25	60	54,000.00	24%
7921	68,712.40	8	12	25	60	144,000.00	48%
7922	18,185.25	2	12	25	60	36,000.00	51%
7923	189,235.50	20	12	25	60	360,000.00	53%
7924	146,887.60	53	12	25	60	954,000.00	15%
7925	229,511.92	107	12	25	60	1,926,000.00	12%
7926	375,050.85	68	12	25	60	1,224,000.00	31%
7927	23,169.58	4	12	25	60	72,000.00	32%
7928	206,579.85	35	12	25	60	630,000.00	33%
7929	67,102.17	7	12	25	60	126,000.00	53%
7930	64,661.65	11	12	25	60	198,000.00	33%
7931	326,182.93	49	12	25	60	882,000.00	37%
7932	105,341.02	17	12	25	60	306,000.00	34%
7933	196,591.80	27	12	25	60	486,000.00	40%
7934	163,870.33	13	12	25	60	234,000.00	70%
7935	26,236.33	3	12	25	60	54,000.00	49%
7936	121,548.58	12	12	25	60	216,000.00	56%
7937	186,837.33	17	12	25	60	306,000.00	61%
7938	24,881.62	8	12	25	60	144,000.00	17%
7939	192,461.68	15	12	25	60	270,000.00	71%
7940	141,583.28	11	12	25	60	198,000.00	72%
7941	109,957.47	8	12	25	60	144,000.00	76%
7942	69,725.23	5	12	25	60	90,000.00	77%
7943	29,442.63	2	12	25	60	36,000.00	82%
7944	62,622.00	7	12	25	60	126,000.00	50%
7945	28,706.63	3	12	25	60	54,000.00	53%
7946	13,084.38	8	12	25	60	144,000.00	9%
7947	10,284.12	14	12	25	60	252,000.00	4%
7948	11,848.72	8	12	25	60	144,000.00	8%
7949	6,525.03	2	12	25	60	36,000.00	18%
7950	37,305.75	3	12	25	60	54,000.00	69%
7951	52,013.15	9	12	25	60	162,000.00	32%
7952	-	12	12	25	60	216,000.00	0%
7953	11,812.52	4	12	25	60	72,000.00	16%
7954	177,065.43	16	12	25	60	288,000.00	61%
7955	173,729.68	13	12	25	60	234,000.00	74%
7956	75,610.15	8	12	25	60	144,000.00	53%
7957	41,830.62	3	12	25	60	54,000.00	77%
7958	61,688.87	9	12	25	60	162,000.00	38%
7959	40,599.45	9	12	25	60	162,000.00	25%
7960	45,129.55	6	12	25	60	108,000.00	42%
7961	14,231.50	7	12	25	60	126,000.00	11%
7962	43,289.47	7	12	25	60	126,000.00	34%
7963	70,987.97	10	12	25	60	180,000.00	39%
7964	20,356.23	9	12	25	60	162,000.00	13%
7965	46,341.77	5	12	25	60	90,000.00	51%
7966	68,237.43	11	12	25	60	198,000.00	34%
7967	4,649.00	5	12	25	60	90,000.00	5%
7968	465.00	8	12	25	60	144,000.00	0%
7969	1,870.88	5	12	25	60	90,000.00	2%
7970	16,366.45	5	12	25	60	90,000.00	18%
7971	51,502.08	7	12	25	60	126,000.00	41%
7972	22,106.73	5	12	25	60	90,000.00	25%
7973	92,648.13	13	12	25	60	234,000.00	40%
7974	53,665.17	11	12	25	60	198,000.00	27%
7975	243,317.88	19	12	25	60	342,000.00	71%
7976	78,159.82	8	12	25	60	144,000.00	54%
7978	84,833.47	11	12	25	60	198,000.00	43%
7979	350,811.77	31	12	25	60	558,000.00	63%
7980	185,406.73	22	12	25	60	396,000.00	47%
7981	139,997.55	25	12	25	60	450,000.00	31%
7982	257,156.80	48	12	25	60	864,000.00	30%
7983	1,500.92	2	12	25	60	36,000.00	4%
7984	59,520.52	5	12	25	60	90,000.00	66%
7985	49,166.10	5	12	25	60	90,000.00	55%
79101	35,348.47	19	12	25	60	342,000.00	10%
79102	141,218.88	41	12	25	60	738,000.00	19%
79103	2,836.00	5	12	25	60	90,000.00	3%
79104	9,562.58	10	12	25	60	180,000.00	5%
79105	135.00	2	12	25	60	36,000.00	0%
79106	2,170.00	4	12	25	60	72,000.00	3%
zone1	57,670.45						
Grand Total	8,248,988					21,759,000	



Birmingham Shopping District Attendance Record

Name of Board: Birmingham Shopping District

Year: 2026

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Jana Ecker	P	P	P												3	0	100%
Beth Hussey	P	P	P												3	0	100%
Zachery Kay	P	P	P												3	0	100%
Jessica Lundberg	P	P	P												3	0	100%
Mike McKenzie	Ae	P	A												1	2	33%
Amy Pohlod	P	P	P												3	0	100%
Bill Roberts	P	P	P												3	0	100%
Minna Sharrak	P	P	A												2	1	67%
Sam Surnow	Ae	P	P												2	1	67%
Michele Taddei	P	P	P												3	0	100%
Sloane Wolf	P	P	A												2	1	67%
Member Name															0	0	#DIV/0!
															0	0	#DIV/0!
															0	0	#DIV/0!
Reserved															0	0	#DIV/0!
Doug Fehan	P	P	P												3	0	100%
Sarvy Lipari	P	P	P												3	0	100%
Present or Available	9	11	8	0	0	0	0	0	0	0	0	0	0	0%			

- KEY:**
- A** = Member absent
 - Ae** = Member absent excused
 - P** = Member present or available
 - CP** = Member available, but meeting canceled for lack of quorum
 - CA** = Member not available and meeting was canceled for lack of quorum
 - NA** = Member not appointed at that time
 - NM** = No meeting scheduled that month
 - CM** = Meeting canceled for lack of business items

Department Head Signature

Birmingham Shopping District Board and Committee Meetings 2026

Month	BSD Board	Executive Committee	Business Development Committee	Maintenance and Capital Improvements Committee	Marketing and Advertising Committee	Special Events Committee	Tourism Advisory
January	*1/8/26	12/17/2025	1/27/2026	1/13/2026	1/14/2026	1/9/2026	
February	2/5/2026	1/28/2026	2/24/2026	2/10/2026	2/11/2026	2/13/2026	
March	*3/12/26	*3/4/26	3/24/2026	3/10/2026	3/11/2026	3/13/2026	
April	*4/16/26	*4/1/26	4/28/2026	4/14/2026	*4/15/26	*4/27/26	4/22/2026
May	5/7/2026	4/29/2026	5/26/2026	5/12/2026	5/13/2026	5/8/2026	
June	6/4/2026	*5/20/26	6/23/2026	6/9/2026	6/10/2026	6/12/2026	
July	7/2/2026	6/24/2026	7/28/2026	7/14/2026	7/8/2026	7/10/2026	
August	8/6/2026	7/29/2026	8/25/2026	8/11/2026	8/12/2026	8/14/2026	
September	9/3/2026	8/26/2026	9/22/2026	9/8/2026	9/9/2026	9/13/2026	9/16/2026
October	10/1/2026	9/23/2026	10/27/2026	10/13/2026	10/14/2026	10/9/2026	
November	11/5/2026	10/28/2026	11/24/2026	11/10/2026	*11/4/26	11/13/2026	
December	12/3/2026	11/25/2026	12/22/2026	*TBD	12/9/2026	12/11/2026	

*Notes date outside of typical meeting cadence

Committee	Typical Meeting Cadence	Time of Day
BSD Board	1st Thursday of the month	8:30 AM
Executive Committee	2 Wednesdays before Board Meeting	8:30 AM
Business Development Committee	4th Tuesday of the month	8:30 AM
Maintenance and Capital Improvements Committee	2nd Tuesday of the month	8:30 AM
Marketing and Advertising Committee	2nd Wednesday of the month	8:30 AM
Special Events Committee	2nd Friday of the month	8:30 AM
Tourism Advisory	Twice a year	10:00 AM