



**CITY OF HOLLAND
PRINCIPAL SHOPPING DISTRICT
Regular Board Meeting
CIVIC CENTER PLACE
July 2, 2026**

1. 8:00 AM Regular Meeting

I. Call to Order and Roll Call

II. Public Comments

Members of the public who wish to comment on an item on this month's agenda or address the Principal Shopping District Board of Directors on another matter may do so at this time. Each member of the public is limited to five (5) minutes of the Board's time.

III. Appointment of New Board Chair

IV. Consideration of June Board Meeting Minutes

V. Discussion Items

A. DDA Food Truck Survey Results (Jeff Genova)

B. Arts Event Proposal (Carolyn Stich)

C. Celebrate and Save Updates

D. Back2School Updates

VI. Board Items for Review

A. Adopted FY27 Budget

B. July Budget Report

C. July Media Report

VII. Communications from the Board

2. Adjournment

Next Regular Board Meeting: Thursday, August 6 at 8:00 am, at Holland Civic Center

PLEASE NOTE: The City of Holland will provide necessary services and auxiliary aids, such as signers for the hearing impaired and audiotapes of printed materials, to individuals with disabilities, upon receipt of seven days prior notice. Persons with disabilities requiring auxiliary aids services should contact the City of Holland by writing or calling: Esther Fifelski, Human/Community Relations Director, 270 S River Avenue Holland, MI 49423, phone 616.355.1300. Document(s) available for translation upon request.

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PROPOSED MINUTES

Principal Shopping District Board of Directors
Regular Meeting | June 4, 2026
Holland Civic Center Place

PSD Board Members Present: Mark Kuyers (Chair), Heather Ten Harmsel (Vice Chair), Tim Boetsma, Nick Chadwell, Jamie Grasman, Tracee Leeka, Bob Repp, Carolyn Stich, Matt Van Dyken, Bailey Villanueva, and Kailey Wolters

Ex-Officio Board Members Present: Lindsey Younglove, Linda Hart, and Chad Mesbergen

Ex-Officio Board Members Absent: Chris McParlan and Tim Vreeman

Staff Present: Kara de Alvare, Jeff Genova, Alayna Cook, and Dani Adrian

Item 1 8:00 AM Regular Meeting

I. Call to Order and Roll Call

A. PSD Staff Introductions

The Board Chair called the meeting to order at 8:01 am. Staff called the roll as follows:

PSD Board:

Mark Kuyers (Board Chair) – Present

Heather TenHarmsel (Board Vice Chair) – *Present*

Tracee Leeka – *Present*

Bailey Villanueva – *Present*

Kailey Wolters – *Present*

Bob Repp – *Present*

Carolyn Stich – *Present*

Jamie Grasman – *Present*

Nick Chadwell – *Present*

Tim Boetsma – *Present*

Matt VanDyken – *Present*

Ex Officio Board:

Linda Hart – *Present*

Chad Mesbergen – *Present*

Lindsey Younglove – *Present*

Staff introduced Younglove as the new West Coast Chamber of Commerce representative on the Ex Officio Board, replacing Alyssa Gabrielle who is currently on maternity leave. Staff also noted that at the request of the PSD Board at the April meeting, staff invited the new Marketing and Events Assistant, Alayna Cook, and the summer Marketing and Events Intern, Dani Adrian, to attend the meeting to meet the Board. Cook works 24 hours a week on Tuesdays, Wednesdays, and Thursdays, splitting her time between the PSD and the Holland Farmers Market. Adrian will be on our team through mid-August, working 20 hours a week on Tuesdays, Wednesdays, and Thursdays, also splitting her time between the PSD and the Holland Farmers Market. Adrian will be providing on-site management of both the Market Kids Activities and the Gentex Street Performer Series this summer.

II. Public Comments

There were no members of the public present at the meeting.

III. Consideration of April Board Meeting Minutes

The Board Vice Chair motioned that the Board approve the April Board Meeting Minutes as presented, with support from Grasman. All Board members present voted in favor and the motion passed.

IV. Discussion Items

A. DDA Food Truck Discussion (Jeff Genova)

Staff reported that the DDA Board of Directors has been discussing possible changes to the City's food truck ordinance

to make it easier for food trucks to operate in Downtown Holland. Included in the meeting packet were the minutes from the DDA's May meeting. Jeff Genova, the DDA Coordinator, was in attendance at the meeting to outline those proposed changes and discuss next steps as it relates to the PSD Board.

Genova shared that he was asked by area food trucks, Downtown restaurants, and Downtown retailers to review the City's food truck ordinance as it relates to Downtown Holland. He stated that both New Holland Brewing, Big Lake Brewing, and Culture Cheese Shop were all in favor of allowing food trucks to operate downtown. The DDA discussed the idea at their May meeting and proposed at their June meeting to allow 4-5 food trucks to set up at the Holland Civic Center on Thursday nights during the Street Performer Series with the goal of getting customers to stay downtown longer. The DDA is concerned that customers are leaving downtown on Thursday nights to eat elsewhere so they don't have to wait for a table downtown. If successful, the pilot program would then extend to the Holland Ice Park and to the privately-owned property on 9th Street where Fifth Third Bank used to be.

Staff questioned who would be handling the programming of the food trucks, the DDA or the Holland Civic Center, and who would be in charge of promoting them, the Holland Civic Center or the PSD. Staff also asked that if PSD is supposed to promoting them as part of the Street Performer Series, what will the fee structure be for the trucks to operate to fund the marketing. Staff also noted that crowds traditionally do not travel west past River Avenue on Street Performer Series nights, as evidenced when performers were placed on the block between River and Pine Avenue, so a heavy marketing campaign would be necessary for the pilot project to truly gage its success.

The PSD Board also expressed concern about restaurants facing unnecessary competition from food trucks that are not paying the Downtown Holland assessments, especially since Downtown Holland has so many brick and mortar restaurants compared to many Downtown districts that have food trucks on a permanent or temporary basis. Some restaurant representatives on the Board noted that the Tulip Time food trucks hurt their business, while others noted that they intentionally invite food trucks on their property during the festival that don't offer the same menu items they do.

At the conclusion of the discussion, the Board asked the DDA to pause their plans for programming food trucks at the Holland Civic Center during the Street Performer Series this summer and to send a written survey out to restaurant owners to get their feedback about the proposed pilot and potential changes to the food truck ordinance. They asked Genova to attend the July Board Meeting to present the results of the survey.

B. Spring Fling Recap

Staff reminded the Board that Spring Fling was held from April 4 – 11 this year, from Saturday through Saturday instead of Monday through Sunday like previous years. The Spring Fling budget and the survey results were included in the budget. Unfortunately, due to the need to seek a new custom printer for the bags after issues with last year's vendor, the cost of the bags increased significantly over last year, putting the event expenses over the budget. Should the event be held again next year, staff would cut the number of bags, passports, and boarding passes that we print in half, which would decrease our event expenses. (Though the extra bags were handed out by the CVB at a tourism trade show in Chicago, so they were put to good use.)

This year we had a total of 43 businesses participate in the Spring Fling. Our exclusive event sponsor, the Holland Convention and Visitors Bureau, gave away 460 bags and passports and staff gave away another 10 or so at the Downtown Holland office. A total of 72 completed passports were turned in. Participants had to make 10 purchases to complete their passport and be entered to win the Grand Prize Drawing.

Both the CVB Board Representative and Board members shared that they received positive feedback about the Spring Fling promotion, but agreed that this year's cold and rainy weather negatively affected the number of shoppers downtown. One Board member also noted that there was some confusion among customers about flight specials as well. After a brief discussion about the event, and taking the survey feedback in mind, the Board agreed that the Spring Fling should be held again in 2027, with the following changes:

- Staff will order fewer bags and look for potential savings on the printing of the bags.
- Bags and passports will also be handed out to the participating businesses to give to customers, so that customers don't have to leave the store to visit the CVB and so that we can reach more customer directly.
- Pricing information will be included on the flight specials to avoid confusion.

C. Street Performer Series

Staff shared that the 2026 Gentex Street Performer Series kicks off next week Thursday, June 11 from 6:30 pm – 8:30 pm and will continue every Thursday through August 13. Gentex Corporation has signed off on another three-year title sponsorship of the event for \$10,000 per year, beginning this year. We also received a \$5,600 grant from the Michigan Arts and Culture Council to support the event.

Included in the meeting packet is was a map of performance locations and the performance schedule, but staff will be publishing an updated map and schedule next week for the public early next week. We have 26 performance locations this year. Last year, we added two performance locations along River Avenue at the request of Whit's Frozen Custard. Since they have now closed, we shifted those two locations and added a third one further east on 8th Street between Columbia and College Avenues. Shifting the locations will be better for the performers due the heavy traffic and noise on River Avenue.

D. Celebrate and Save

Staff noted that Celebrate and Save, our annual 4th of July promotion, is quickly approaching. Participating businesses agree to offer a 20% off discount of their choosing to any customer wearing red, white, or blue on Saturday, July 4. The Board was in favor of continuing the event this year, especially since it does not have a big impact on the budget. Staff will send the participating business form out to merchants next week. Staff noted that next year, when the 4th of July falls on a Sunday when many businesses are closed, the Board may want to consider offering the Celebrate and Save discount all weekend.

E. Back2School

Staff shared that Downtown Holland is one of the host organizations for this year's Back2School event, along with the I AM Academy, Boys and Girls Club, Escape Ministries, and the Salvation Army. As a City Department we are donating the use of the Holland Civic Center for the event on Thursday, August 6 from 5:00 pm – 7:00 pm. Downtown Holland businesses will have the opportunity to get involved in multiple ways, including:

- Becoming a corporate sponsor of the event, which starts at a donation level of \$250 all the way up to \$2,500.
- Collecting school supplies or monetary donations from customers and employees.
- Directly purchasing supplies from the online wish list.

Staff will be sending the Back2School information, and a participating business form out to the mailing list next week. Downtown Holland will also have a booth at the event, where we plan to give away Downtown Holland branded sunglasses, keychains, water bottles, and stickers. We should have enough branded merchandise left from the 2025 Back2School event that we should not need to spend much, if any, of the \$2,000 earmarked for the event in the FY27 budget.

F. Sidewalk Sales

Staff reported that Sidewalk Sales will take place on Friday, August 7 from 9:00 am – 8:00 pm and on Saturday, August 8 from 9:00 am – 5:00 pm. Downtown Holland's own, Jean Marie's, has signed off on a \$1,500 exclusive sponsorship of this year's event, as Parada Credit Union did not want to continue their sponsorship.

G. Support Tent for Mothers

Little Red Pediatric Dentistry has approached staff about offering a support tent for nursing mothers at events like the Street Performer Series or Sidewalk Sales. They would set up a tent with comfortable seating, a changing table, and toys for younger siblings in the tent to offer women a private and quiet place to nurse at busy events. They would staff the tent with one of their breastfeeding support specialists as well the entire duration of the event.

After a brief discussion, the Board and CVB representative both agreed that they do not receive questions or requests from customers for places for women to nurse and they express concern about how hot it would get in a tent in the summer. While not in favor of the support tent, the Board agreed that they appreciated this scenario being brought to their attention and they would be more mindful of the needs of their customers that need somewhere to nurse their babies, with some saying they make their dressing rooms available if needed.

H. Business News

Staff reported that the past few months have been busy with new businesses and development in Downtown Holland,

including the following:

- The grand opening of the Splash Zone adjacent to the Courtyard Marriott, which is being held at 11:00 am todThe Splash Zone will be open daily from 10:00 am – 10:00 pm.
- Vulpine, a new men and women's clothing boutique, opened in early May at 21 West 8th Street, in the former home of FatFace.
- Lulu Cadieux, a popular French-inspired boutique with two locations in Saugatuck, is opening later this summer at 16 West 8th Street, in the former home of Lake Event Gallery.
- Love's Ice Cream, with shops in Grand Rapids at the Downtown Market and a new shop in Ada, is moving into the former home of Francesca's at 5 West 8th Street and is hoping to open in July.
- SkinHuis, a med spa, is also opening in July at in the former home of Superior Sports at 202 South River Avenue, while Bennu Salon is now open at 208 South River Avenue, replacing Innovations.
- In addition, GDK has presented plans for a five-story mixed-use building at the corner of 8th Street and Pine Avenue, next to Sperry Moviehouse. The building will feature ground floor retail and private parking with four floors of apartments. It is still pending Planning Commission and City Council approval.
- Stich also shared that she is moving her business into the building she owns at 210 South River Avenue on July 5 and Garsnett Beacon is moving out of Downtown Holland.

V. Board Items for Review

A. June Budget Report

Staff reminded the Board that June month is the final month of the 2026 fiscal year. The 2027 fiscal year begins on July 1. Staff will share the City Council approved FY27 budget at the July meeting. Staff also noted that due to new financial reporting requirements, there are several new accounts in the budget now, for internal City expenses, along with grant revenue and expenses.

B. June Media Report

No discussion to report.

VI. Communications from the Board

A. Communications from the Assistant City Manager

The Assistant City Manager shared that a groundbreaking ceremony for the new bike park across the River Avenue Bridge is being held tomorrow. He also announced that the City of Holland recently received an \$11.5 million dollar grant that will help fund the move of VerPlank's operations to the former JDY Power Plant Site, which is a significant step in the Waterfront Holland development process.

The CVB representative noted the demand for cruise ships in relation to Waterfront Holland and shared that two new cruise ships will be coming to Holland this summer and docking at Dutton Park, in addition to the two cruise ships that currently dock in Muskegon before passengers are bussed to Holland. Staff will get the cruise ship schedule from the CVB and share it with the mailing list accordingly.

B. Additional Board Communications

The CVB representative inquired about whether or not there is, or should be, a coordinated effort to decorate Downtown Holland for the 250th anniversary of the United States. The Board Chair shared that Lumir is providing large flags for their properties and the Assistant City Manager shared that City Hall plans to hang up a bunting and that the VFW will be placing flags downtown.

Most merchants agreed that they already have a significant amount of red, white, and blue merchandise and plan to create patriotic window displays leading up to the 4th of July. The Board agreed that rather than a PSD-coordinated effort, Staff will include a note in the Downtown Update next week encouraging businesses to decorate their storefronts in red, white and blue if they are not already planning to do so.

Item 2 Adjournment

There being no further business, the meeting conclude at 9:02 am

Next Regular Board Meeting: Thursday, July 2 at 8:00 am at the Holland Civic Center

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Wednesday, July 1, 2026 at 10:49:53 AM Eastern Daylight Time

Subject: Food Truck
Date: Wednesday, July 1, 2026 at 8:31:39 AM Eastern Daylight Time
From: Jeffrey Genova
To: Kara de Alvare
Attachments: image001.png, Re: Request for Feedback on Food Trucks in Downtown Holland.eml, Re: Request for Feedback on Food Trucks in Downtown Holland.eml, Re: Request for Feedback on Food Trucks in Downtown Holland.eml, Re: Request for Feedback on Food Trucks in Downtown Holland.eml

Here is a link to the google form that I sent out to all of the restaurants.

https://docs.google.com/forms/d/1JipdszXzn_MFG4lteLUOq0DyCXg8AALjk83qK6MOaWI/e/dit#responses

I also attached the emails that I received. Lucas Grill called me 10 minutes after I sent out the email and said he has been trying to do this on private property for 5-6 years but the ROI for the property owner wasn't enough to make it work. He was all for it.

Overall, the feedback was 60-40. So, I suggest we can just leave it the same and not pursue this any further.

On a side note, Greg Holcombe called me while you were gone and said that he is going to set up food trucks like he did at Tulip Time across from the post office for the weekend of Hope move in. Which he can do as it is on private property.

Jeff Genova
DDA Coordinator
City of Holland
Downtown Office
150 W. 8th Street
Holland, MI 49423
(616)355-1134 d
(616)355-1050 o



From: [Kim Compagner](#)
To: [Jeffrey Genova](#)
Subject: Re: Request for Feedback on Food Trucks in Downtown Holland
Date: Friday, June 19, 2026 11:07:43 AM

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Can't help you with the food trucks, but I will pass along something that customers have been talking about for years....

Holland NEEDS an outdoor entertainment / socializing area.

They all agree that the property across the street from us (8th between Columbia and Lincoln) would be an excellent spot. Live music, corn hole, horseshoes, etc. It would give people more to do than just play chess that's over there. Can't remember all the cities they say that have that, but Grand Haven and Ludington come to mind.

Thank you!
Kim Compagner
Skiles Tavern

Sent from my iPad

On Jun 17, 2026, at 2:47 PM, Jeffrey Genova <j.genova@cityofholland.com> wrote:

Thank you for taking the time to answer this email. I am looking to get feed back about food trucks in downtown Holland.

Currently, Holland allows food trucks downtown on private property 6 times a year per property. They are also allowed anytime as part of an outdoor café. Food trucks are currently permitted at the Civic Center, Windmill Island, and the Farmer's Market. The City does not regulate what types of trucks are at the private properties.

One concept I would like to explore is to create a food truck area with curated food trucks so the trucks in these areas do not have similar items that may conflict with downtown restaurants. I would also like for them to pay a higher fee to offset some of the assessments that the brick-and-mortar restaurants pay. These food

truck pods would be at the Civic Center where they are already allowed currently. Then if that went well, we would look at adding a food truck pod adjacent to the Ice Park on College Ave north of 6th Street later.

The goal of these pods is to add another layer of entertainment to downtown Holland and encourage visitors to stay downtown longer. These pods would have 3-4 food trucks at a time and would be administered by the city. These pods would be used during events and special times of the year.

I would greatly appreciate your feedback on the following:

- What are your general thoughts on food trucks operating in downtown Holland?
- What opportunities or concerns do you see with designated food truck pod locations?
- Are there specific conditions or limitations you believe should be considered?
- Do you believe food trucks can complement existing downtown restaurants? Why or why not?

Please feel free to share any additional thoughts or suggestions. If possible, I would appreciate receiving your feedback by June 30.

Thank you for your time and input.

Jeff Genova
DDA Coordinator
City of Holland
Downtown Office
150 W. 8th Street
Holland, MI 49423
(616)355-1134 d
(616)355-1050 o
<image001.png>

From: [Matt Beazley](#)
To: [Jeffrey Genova](#)
Subject: Re: Request for Feedback on Food Trucks in Downtown Holland
Date: Wednesday, June 17, 2026 3:16:24 PM
Attachments: [image001.png](#)

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- Food trucks are like unprofessional kitchens in my exp.
- The redirection of foot traffic and the sound of all the generators running.
- Sound and grey water should be considered. Excess trash too.
- With the recession happening this would only take business away from restaurants that pay a lot to be here.

Sent from my Verizon, Samsung Galaxy smartphone

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MATT BEAZLEY

Email: mbeazley@newhollandbrew.com

From: Jeffrey Genova <j.genova@cityofholland.com>
Sent: Wednesday, 17 June 2026 14:47:21
To: Jeffrey Genova <j.genova@cityofholland.com>
Subject: [External] Request for Feedback on Food Trucks in Downtown Holland

Thank you for taking the time to answer this email. I am looking to get feed back about food trucks in downtown Holland.

Currently, Holland allows food trucks downtown on private property 6 times a year per property. They are also allowed anytime as part of an outdoor café. Food trucks are currently permitted at the Civic Center, Windmill Island, and the Farmer's Market. The City does not regulate what types of trucks are at the private properties.

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- What opportunities or concerns do you see with designated food truck pod locations?
- Are there specific conditions or limitations you believe should be considered?
- Do you believe food trucks can complement existing downtown restaurants? Why or why not?

Please feel free to share any additional thoughts or suggestions. If possible, I would appreciate receiving your feedback by June 30.

Thank you for your time and input.

Jeff Genova
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City of Holland
Downtown Office
150 W. 8th Street
Holland, MI 49423
(616)355-1134 d
(616)355-1050 o



From: [Ryan Dawson](#)
To: [Jeffrey Genova](#)
Subject: Re: Request for Feedback on Food Trucks in Downtown Holland
Date: Friday, June 19, 2026 1:39:13 PM
Attachments: [image001.png](#)

This sender is trusted.

Hey Jeff-

Appreciate you sending this out!

What are your general thoughts on food trucks operating in downtown Holland?

I like the idea of a designated area that would provide food trucks to be present in the downtown area

- What opportunities or concerns do you see with designated food truck pod locations?
If done correctly, I think it will add an energy to our downtown. To bring more people who do not frequent the downtown. I personally believe that the civic center, as great of a space as that is, will simply provide a drive up and go location. If the goal is to provide a symbiotic relationship between downtown and food trucks it needs to be in a portion that allows for activities in the area. The Ice Park would probably be my vote. IMO the TT spot on Princes land across from Post Office did very well for the 205. But that is me being selfish :)

- Are there specific conditions or limitations you believe should be considered?
limitations should be certain operating hours.... What if it was just lunch time hours?

- Do you believe food trucks can complement existing downtown restaurants? Why or why not?

Yes, other cities I have lived in have created a fun alternative. I did see one area that moved them around and eventually it lost steam by not having a dedicated area. I dont believe we have enough restaurants in our downtown. Summer months the wait is an hour plus for dinner.

On Wed, Jun 17, 2026 at 2:47 PM Jeffrey Genova <j.genova@cityofholland.com> wrote:

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Please feel free to share any additional thoughts or suggestions. If possible, I would appreciate receiving your feedback by June 30.

Thank you for your time and input.

Jeff Genova

DDA Coordinator

City of Holland

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150 W. 8th Street

Holland, MI 49423

(616)355-1134 d

(616)355-1050 o

From: [Terry McMurry](#)
To: [Jeffrey Genova](#)
Subject: Re: Request for Feedback on Food Trucks in Downtown Holland
Date: Thursday, June 18, 2026 1:05:55 PM
Attachments: [image001.png](#)

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Dear Jeff,

I am writing to provide my feedback regarding the proposal for food truck pods in downtown Holland.

Generally, I am supportive of having food trucks operate downtown. I believe they can complement existing businesses as long as they do not directly compete with established brick-and-mortar restaurants. Emphasizing diverse food options that are not already available nearby is a positive direction.

Regarding your point on fees, I agree that food trucks should be paying an amount that is fair in comparison to the taxes we pay for year-round operations.

The idea of curated pods at the Civic Center and potentially near the Ice Park seems like a good way to manage this, especially if the trucks offer unique items that add to the downtown experience without creating conflict with local restaurants.

Thank you for the opportunity to share my thoughts on this initiative.

Thank you, Jeff.
Terry McMurry
Windmill Restaurant, Inc.

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Please feel free to share any additional thoughts or suggestions. If possible, I would appreciate receiving your feedback by June 30.

Thank you for your time and input.

Jeff Genova

DDA Coordinator

City of Holland

Downtown Office

150 W. 8th Street

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Request for Feedback on Food Trucks in Downtown Holland

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If possible, I would appreciate receiving your feedback by June 30.

k.dealvare@cityofholland.com [Switch account](#)



Not shared

• What are your general thoughts on food trucks operating in downtown Holland?

Your answer



[Request edit access](#)



• What opportunities or concerns do you see with designated food truck pod locations?

Your answer

• Are there specific conditions or limitations you believe should be considered?

Your answer

• Do you believe food trucks can complement existing downtown restaurants? Why or why not?

Your answer

Please feel free to share any additional thoughts or suggestions.

Your answer

Submit

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Google Forms



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•What are your general thoughts on food trucks operating in downtown Holland?

15 responses

I dont like it when it hurts the brick and mortar business's that operate in the downtown area. Carnival food is fine but we should not have to compete with mobile smoothie trucks, burger, barbecue or pizza trucks. Only bring in food that does not compete with our restaurants.

Positive especially during busy times of year

I think they are a fun idea, but I wonder how much they would pull focus away from downtown's restaurants.

I think it's bad for our existing businesses

I think you'll see a decrease in sales on your fast casual spots because they are now competing with the food trucks. I believe The sit down restaurants don't have to worry as much because they have more to offer for all parts of the day.

Most recently, a local news story highlighted the significant financial challenges that many restaurant owners in Holland and across Michigan are currently facing. According to a recent Michigan Restaurant & Lodging Association survey, more than half of Michigan restaurant operators reported declining sales and customer traffic, while rising food costs, labor expenses, utilities, insurance, and other operating costs continue to put tremendous pressure on small businesses. <https://www.fox17online.com/news/local-news/holland-zeeland/michigan-restaurants-feel-more-financial-pressure-than-national-peers-holland-owner-says> Downtown Holland already offers residents and visitors a wide variety of dining options. Rather than introducing additional competition, I would encourage the city to focus on promoting and supporting the businesses that have already invested in downtown and continue to contribute to its success every day. I respectfully ask that the City review the recent FOX 17 report and reconsider moving forward with the proposed food truck pod plan. The long-term success of our existing local businesses should remain a priority.

Not in favor, except for very limited times such as Tulip Time and Farmers market.

As a food business owner, I am not in favor of allowing food trucks to operate in the downtown district. Local restaurants, bakeries, coffee shops, ice cream stores, and other food establishments make substantial year-round investments in our community through rent, property improvements, payroll, utilities, insurance, taxes, and other operating expenses. The restaurant industry continues to face challenges following COVID. Bringing in additional competition that does not share the same level of fixed overhead costs risks diverting customers away from the businesses that support downtown Holland every day of the year. We remain open through all seasons—not just during peak events and tourism periods. I believe the priority should be supporting and strengthening the businesses that have made long-term commitments to our downtown. I am not opposed to food trucks in general and recognize they have a place at festivals, special events, and locations where food options are limited. However, allowing them to directly compete within the downtown business district could have unintended consequences for the restaurants and food businesses that already serve our community year-round.

I believe that most consumers enjoy food trucks and would go downtown to visit them. I am concerned that the food trucks will take business away from downtown restaurants and cafe's.

At the Civic Center sounds great. Do not like them at the Ice rink.

I think they've been great.

As I see it, food trucks have evolved to generally serve 3 primary purposes. 1) To provide food and drink services to areas not readily served by brick n mortar. To be an oasis in "food deserts", so to speak. 2) To provide surge support for large events / gatherings where existing infrastructure would buckle and even cause major visitor frustration due to lines or distances to get food / beverage. 3) To act as an "on the go food mall attraction" to get people to be more excited / enticed to visit an area. The first purpose does not describe our downtown. Leave this to Kollen Park, Eldeans Shipyard, etc. locations. The 2nd purpose is already being programmed during Tulip Time for many years. I don't feel there are any other events that rise to the scale where surge is needed. The 3rd purpose seems to be in-place at the farmers market, International Festival, etc. This purpose seems to be to make the trucks themselves the event to get people downtown. Thus, only providing "fly by night" competition to the existing restaurants downtown. Restaurant operations are expensive, inflation has been a big challenge to manage, and operations are very difficult to maintain throughout all seasons. The special assessment taxes are expensive. I feel these events only risk hurting existing restaurants. I fail to see the lift for all of downtown. The special assessment tax resources for Downtown should continue to be spent focusing on keeping

traffic focused on getting visitors to the restaurant doorsteps. Without vibrant restaurants downtown, all other shops and amenities will suffer greatly if vacancies arise.

As an owner operator of a downtown restaurant, I don't think this will bring any benefit. We work hard, pay downtown taxes, have health inspections, fire inspections, and deal with all of the downtown rules. I think it would be a slap in the face to allow food trucks to just pull in and not have to deal with the same issues, and monetary obligations.

I don't like the idea. It takes away business from brick and mortar restaurants. I support food trucks 100% but not in my back yard.

As a current downtown restaurant owner, I do not believe expanding food truck operations in downtown Holland will bring additional business to established brick and mortar restaurants. Many local businesses are already facing significant challenges, including rising lease costs, increasing food prices, utility expenses, labor shortages, payroll costs, and various city and downtown assessments and fees. While I support food trucks as part of our local food scene, placing them in close proximity to existing restaurants creates direct competition for businesses that have made substantial long term investments in our community. Restaurants operate year round, employ local residents, pay property related expenses, and contribute significantly to the downtown economy.

What opportunities or concerns do you see with designated food truck pod locations?

15 responses

only traffic and garbage if not handled properly

I don't see concerns. It is an opportunity to use these locations more often.

If there is a pod of food trucks at the ice park, I think it would hinder the coffee shops downtown from receiving the extra foot traffic that we enjoyed during the ice rink's first year of being open in the winter.

Lower sales

Taking away from our local small business restaurants that have been here for years. If they are in high walked areas they could take away from people actually walking downtown and seeing other options. People will be drawn to get the first thing that looks good.

*

Not sure how you are going to find trucks with non-competing items. The downtown restaurants and other food service places seem to have most everything covered.

see previous answer.

I think that the pod locations are great. They are in downtown, but not in the immediate vicinity of any current brick and mortar restaurants.

We see alot of traffic from the Ice rink, i fear a food truck there would change that.

I'm concerned changing their location towards the ice rink.

See above. Unnecessary competition to other restaurant operations.

It's going to take away from our existing revenue. If your plan is to put the food trucks adjacent to your event spaces, that would discourage people from exploring what Holland has to offer.

Takes business from downtown restaurants. I think having them during events/farmers market at the civic center might make some sense but as a regular thing it doesn't do us any good.

Food ruck pod location will result in reduction in customer traffic can have a serious impact on their ability to remain profitable. While food trucks can be a fun attraction and may help draw visitors to an area, I believe the primary beneficiaries of these pod locations would be the food truck operators themselves. Food trucks generally have lower overhead costs and greater flexibility than traditional restaurants. Because of this, they can often generate revenue more efficiently without carrying many of the fixed expenses that brick-and-mortar businesses face. My concern is that visitors who would have otherwise dined at an existing downtown restaurant may instead choose a food truck, resulting in fewer customers for businesses that are already facing rising costs and economic pressures. If established restaurants begin losing sales, the long-term result could be business closures, vacant storefronts, and reduced foot traffic throughout downtown. I understand the desire to create unique attractions and entertainment opportunities, but any food truck pod program should be carefully evaluated to ensure it complements and supports existing businesses rather than creating additional competition that could weaken the downtown restaurant community.

Are there specific conditions or limitations you believe should be considered?¹⁵
responses

Yes. There should not be competitive products to those already sold in downtown

Trying to vary options to not overlap with restaurant menus as much as possible.

I think food trucks are definitely worth having during events like Tulip Time, I'm just not sure if we have the foot traffic outside of that event to support both the restaurants and the food trucks.

Yes, not doing it

Making sure the food trucks are paying equal amounts as what other businesses downtown are paying.

*

Again, Tulip Time and Farmers market ok. Not at other times

Not sure

As said in the survey, I would agree with having food trucks with items that are different than what is offered by downtown restaurants and cafe's. I also agree with having the food trucks pay fees and have some of the same requirements as downtown brick and mortar businesses - ex. part of their fee is required to help go toward DDA marketing fund, A-frame sign contract/fee

The quantity and timing of the trucks. are they there all day? All Week? 1-3 trucks or 6-10 trucks?

The location should stay limited to down by the civic center. I don't see any problem with whatever they would like to serve. Increasing the fees is understandable.

The biggest concern is defining the term "similar" when determining what truck food and beverage served is in conflict with other downtown restaurants. Restaurant menus can rapidly evolve and new restaurants come onto the scene. How and who will oversee the menu of trucks selected to ensure NO OVERLAP. "Similar" is not good enough.

Yes.

I think having them downtown is a bad idea all together.

N/A

Do you believe food trucks can complement existing downtown restaurants? Why or why not?

15 responses

Yes. if done in the right manner and for special occasion it may bring more people downtown.

Yes. During busy times, most places are already going on a wait. It could help keep folks downtown instead of leaving downtown for food.

I'm not sure. My main concern is that when there are events at the Civic Center (like the street performers end of summer party), it pulls all the foot traffic away from the main part of downtown and people tend to congregate in the areas with the food trucks. While I would appreciate the concept of having vendors that don't compete with what is already offered downtown, I am still concerned.

Not unless we would be incredibly strict on what we allowed in. Which isn't fair to all food truck companies

Yes and no. Obviously more food options is going to take away and be competition for what is already downtown. They could compliment down town for adding a uniqueness to downtown. Meaning you don't see many city's with something like this.

*

No, there seems to be plenty of diverse eating opportunities downtown, and there is plenty of capacity. Many of them offer outdoor dining and items that can be taken to-go.

I appreciate the transparency regarding the intention to avoid direct competition with existing businesses. However, given the wide variety of food establishments already operating downtown, I believe it would be extremely difficult to identify a food truck that would not compete in some way with one or more existing businesses.

I do believe they can coexist if they complement each other with food truck options that are different than the downtown businesses. I'm thinking about how car dealerships and retail clothing stores can be side by side, similar but different, complementing each other. We want to get customers to downtown Holland to frequent all of the businesses.

Yes, if there is a couple. Too many and the restaurants will likely suffer.

I think having they can absolutely compliment downtown. But in their own area.

See the 3 purposes they serve in the 1st question. Strictly defining and adhering to these principles feels like a rational path.

I do not for all of the reasons stated above

No I do not. There is only so many hungry folks heading to downtown holland. If more people are coming, taking up parking, and not going to a brick and mortar restaurant it will take from our business. It's not like hosting a market that brings people downtown. People only eat so much food. If they choose to go to a truck they will not turn around a go to a brick and mortar restaurant after. As an experiment, park a ice cream truck in front of Kilwins on a hot summer day and see if it complements them.

I've already answered this question

Please feel free to share any additional thoughts or suggestions.

8 responses

I only see opportunity here as Holland continues to grow.

We pay 25k in property taxes a year, psd fees, signage fees and so on. If they want to be a part of holland find real estate to go into. It comes at a price and we that's what we pay to be a part of a thriving downtown. They should too.

Downtown restaurants, coffee shops, fro-yo shops and others have made investments in permanent downtown locations and deserve the support of downtown organizations.

Where are they going to park. Downtown parking is a big issue for downtown restaurants. hopefully this wouldn't result in less parking spaces. Bike lanes would help bring more people downtown. without parking people need an alternative transportation source to come/stay downtown.

Thanks for all the hard work all of you guys do!

I think this is a dumb idea.

Couple suggestions: Keeping 8th street open during street performers would be a big help. I understand the thought behind it with safety being a priority but taking away the ability to drive downtown and a huge chunk of parking is changing the evening from being one of the best of the week for us to being an average to below average day. With the building of the new business school on 8th, parking for students has further been driven into downtown holland. Parking needs to be at the forefront of everyone's minds. Encouraging staff to park further away doesn't solve the problem. Staff at downtown businesses are also customers at downtown businesses. More options for convenient paid parking or shuttle services from larger lots to different areas of downtown are a couple options that come to mind.

Great idea but not around here



Celebrate the 4th of July in Downtown Holland! Wear red, white or blue on Saturday, July 4 and enjoy the following 20% off discounts! And don't miss the annual Holland community fireworks at Kollen Park at dusk!

- 1847 Lounge** | 4pm - 10:30pm | 20% off all specialty pizzas for dine-in or carryout.
- Apothecary Gift Shop** | 10am - 8pm | 20% off all Warmies.
- Big E's Sports Grill** | 11am - 12pm | 20% off any large pizza.
- Borr's Shoes** | 9:30am - 3pm | 20% off all select summer clearance merchandise. (Discount is not storewide.)
- Bowerman's on 8th** | 7am - 8pm | 20% off packaged yogurt pretzels, chocolate covered blueberries, and more.
- Clovier** | 9am - 8pm | 20% off any one item.
- Cotton Bay** | 11am - 3pm | 20% off a regular-priced clothing item of your choice.
- Courtyard Bistro** | 7am - 10pm | 20% off Red White and Blue Pancakes.
- Dutch Village Downtown** | 9:30am - 7pm | 20% off any DeWit or Royal Fles delftware.
- Fris Supply Shop** | 9am - 8pm | 20% off any item of your choice. (Excludes sale items.)
- Glik's Boutique** | 9am - 8pm | 20% off any item of your choice. (Some exclusions apply, see store for details)
- Glik's Men's Shop** | 9am - 8pm | 20% off any item of your choice. (Some exclusions apply, see store for details)
- Heinen Delfts Blauw** | 10am - 8pm | 20% off Sharing Moments - Monkeys and Paauw Blauw tableware.
- jb & me** | 10am - 4pm | 20% off all regular-priced jeans.
- Jean Marie's** | 9:30am - 9pm | Buy more, save more on clothing starting at 20% off and 20% off goods
- Kilwins** | 10am - 10:30pm | 20% off Caramel Corns and Brittles any size or variety.
- Le Bon Macaron** | 10am - 6pm | 20% off retail purchase.
- Playa Bowls** | 8am - 9pm | 20% off the purchase of any smoothie bowl. (Limit one per person. In store orders only.)
- Postcards from Paradise** | 10am - 2pm | 20% off Custom Tulip and Delft Prints.
- Reader's World** | 9:30am - 8pm | 20% off one full-price children's hardcover book.
- Silver Fox Jewelry** | 10am - 5pm | 20% off one regular priced item. (Excludes Michigan stones, Larimar, and blue dot items.)
- The Bridge** | 10am - 5pm | 20% off all summer clothing.
- The City Delicatessen** | 11am - 7pm | 20% off either of the featured foods.
- The Poppy Peach** | 10am - 6pm | 20% off handmade, patriotic earrings.
- The Seasoned Home** | 10am - 5:30pm | 20% off Indoor/Outdoor Chilewich Rugs and select Gurgle Pot colors.
- TIKAL** | 10am - 4pm | 20% off your entire purchase.
- Tulip City Golf** | 10am - 10pm | 20% off all bookings placed over the phone or in-person on July 4th.
- Warner Vineyards** | 12pm - 7pm | 50% off Ice Wine while supplies last.
- Waverly Stone** | 11am - 10pm | 20% off any appetizer. (Limit one per check.)

Discounts cannot be combined with any other coupons, offers or promotions and are not valid on gift card or online purchases
Discounts valid Saturday, July 4, 2026 only. Please see business for complete savings details and any exclusions that may apply.

Principal Shopping District
 Adopted FY27 Budget

REVENUE		
Account Number	Other Revenue Sources	FY27 Adopted Budget
238-000.000-642.165	Downtown Coupon Books	\$ 20,000.00
238-000.000-652.400	GDK Park Rental	\$ -
238-000.000-665.000	Investment Income	\$ 1,000.00
238-000.000-665.900	Investment Income Market Adjustment	\$ 500.00
238-000.000-615.300	Miscellaneous Fees	\$ 1,000.00
238-000.000-451.000	PSD Assessment	\$ 233,200.00
238-000.000-674.602	PSD Associate Memberships	\$ 3,200.00
238-000.000-642.135	Social Media Advertising	\$ 100.00
238-000.000-674.601	Sponsorships/Grants	\$ 30,000.00
	Subtotal:	\$ 289,000.00
Account Number	Revenue from Events	FY27 Adopted Budget
238-000.000-642.160	Holland on Ice	\$ 3,000.00
238-000.000-642.135	Girlfriends Weekend Registration Fees	\$ 34,000.00
238-000.000-642.125	Parade of Lights Entry Fee	\$ 4,000.00
238-000.000-642.120	Taste of Downtown Fundraiser	\$ 25,000.00
	Subtotal:	\$ 66,000.00
TOTAL REVENUE		\$ 355,000.00

EXPENSES		
Account Number	Organization/Personnel Expenses	FY27 Adopted Budget
238-000.000-851.000	Cell Phone Reimbursement	\$ 1,000.00
238-000.000-814.300	Computer Cost Asset Replacement	\$ 200.00
238-000.000-814.000	Computer Costs Operations	\$ 5,400.00
238-000.000-965.000	Dues & Subscriptions	\$ 8,000.00
238-000.000-940.000	GDK Park Annual Rental Fees	\$ 3,800.00
238-000.000-802.005	Independent Audit	\$ 500.00
238-000.000-801.00	Legal Fees	\$ 100.00
238-000.000-955.000	Miscellaneous	\$ 1,000.00
238-000.000-740.000	Operating Supplies	\$ 1,000.00
238-000.000-701.000	Full Time Payroll (Wages and Benefits)	\$ 126,700.00
238-000.000-702.000	Part Time Payroll (Wages and ESTA)	\$ 11,000.00
238-000.000-850.00	Phone and Internet Service	\$ 100.00
238-000.000-900.000	Photocopies and Printing	\$ 500.00
238-000.000-730.000	Postage	\$ 100.00
238-000.000-903.725	Social Media	\$ 100.00
238-000.000-955.000	Stripe Fees	\$ 500.00
238-000.000-802.260	Square Fees	\$ -
238-000.000-960.000	Education/Training/Conferences	\$ 100.00
238-000.000-961.000	Travel/Meals/Mileage	\$ 100.00
	Subtotal:	\$ 160,200.00

Principal Shopping District
 Adopted FY27 Budget

EXPENSES		
Account Number	Marketing/Events/Promotions Expenses	FY27 Adopted Budget
238-726.000-880.621	Back2School	\$ 2,000.00
238-726.000-880.627	Black Friday	\$ 100.00
238-726.000-880.600	Celebrate and Save!	\$ 100.00
238-726.000-701.035	City Staff Event Assistance (HPD/Parks)	\$ 15,000.00
238-726.000-943.035	City Equipment/Vehicles for Events	\$ -
238-726.000-880.601	Community Event Grant Funding	\$ 2,000.00
238-726.000-880.626	Downtown Coupon Books	\$ 6,000.00
238-726.000-880.603	Fall Advertising and Promotions	\$ 1,500.00
238-726.000-880.604	Fall Fest	\$ 25,000.00
238-726.000-880.605	Girlfriends Weekend	\$ 34,000.00
238-726.000-880.624	Holiday Advertising and Promotions	\$ 10,000.00
238-726.000-880.607	Holiday Décor	\$ 6,000.00
238-726.000-880.608	Holiday Open House	\$ 5,000.00
238-726.000-880.609	Holland on Ice	\$ 25,000.00
238-726.000-880.610	Marketing Print Pieces	\$ 4,000.00
238-726.000-880.611	Miscellaneous Marketing/Events	\$ 1,000.00
238-726.000-880.612	Parade of Lights	\$ 1,000.00
238-726.000-880.613	Shop 'Til You Drop	\$ 100.00
238-726.000-880.614	Shopping Jam	\$ 100.00
238-726.000-880.615	Sidewalk Sales	\$ 3,500.00
238-726.000-880.616	Small Business Saturday	\$ 200.00
238-726.000-880.602	Social District	\$ 2,000.00
238-726.000-880.617	Spring Advertising and Promotions	\$ 1,500.00
238-726.000-880.618	Spring Fling Event	\$ 7,000.00
238-726.000-880.619	Street Performer Series	\$ 8,000.00
238-726.000-880.619-MACCES01	Street Performer Series Grant Expenses	\$ -
238-726.000-701.035-26-MACCES001	Street Performer Series HPD Grant Expenses	\$ -
238-726.000-880.620	Summer Advertising and Promotions	\$ 5,000.00
238-726.000-880.623	Taste of Downtown Fundraiser	\$ 10,000.00
238-726.000-880.622	Trick-or-Treating	\$ 300.00
	Subtotal:	\$ 175,400.00
TOTAL EXPENSES		335,600.00
FINAL TOTALS		
		FY27 Proposed Budget
TOTAL EXPENSES		\$ 335,600.00
TOTAL REVENUE		\$ 355,000.00
NET REVENUE (FUND BALANCE ADDITION)		\$ 19,400.00
Fund Balance at End of FY23	\$	181,593.57
Fund Balance at End of FY24	\$	121,335.78
Fund Balance at End of FY25	\$	65,618.49
Budgeted Fund Balance at End of FY26	\$	73,453.39
Budgeted Fund Balance at End of FY27	\$	92,853.39

Principal Shopping District
July Budget Report

REVENUE				
Account Number	Other Revenue Sources	FY26 Adopted Budget	FY26 Year to Date	FY26 Profit/Loss
238-000.000-674.601	Corporate Sponsorships	\$ 30,000.00	\$ 27,500.00	\$ (2,500.00)
238-000.000-642.165	Downtown Coupon Books	\$ -	\$ 13,200.00	\$ 13,200.00
238-000.000-652.400	GDK Park Rental	\$ -	\$ -	\$ -
238-000.000-665.000	Investment Income	\$ 1,000.00	\$ 627.25	\$ (372.75)
238-000.000-665.900	Investment Income Market Adjustment	\$ 500.00	\$ -	\$ (500.00)
238-000.000-615.300	Miscellaneous Fees	\$ 8,000.00	\$ 1,801.00	\$ (6,199.00)
238-000.000-451.000	PSD Assessment	\$ 233,200.00	\$ 233,286.96	\$ 86.96
238-000.000-674.602	PSD Associate Memberships	\$ 3,200.00	\$ 3,471.80	\$ 271.80
238-000.000-642.135	Social Media Advertising	\$ 100.00	\$ 205.00	\$ 105.00
238-000.000.569.000-MACCES001	State Grants	\$ -	\$ 5,600.00	\$ 5,600.00
	Subtotal:	\$ 276,000.00	\$ 285,692.01	\$ 9,692.01
Account Number	Revenue from Events	FY26 Adopted Budget	FY26 Year to Date	FY26 Profit/Loss
238-000.000-642.160	Holland on Ice	\$ 3,000.00	\$ 2,674.73	\$ (325.27)
238-000.000-642.135	Girlfriends Weekend Registration Fees	\$ 40,000.00	\$ 34,391.85	\$ (5,608.15)
238-000.000-642.125	Parade of Lights Entry Fee	\$ 5,500.00	\$ 4,525.00	\$ (975.00)
238-000.000-642.120	Taste of Downtown Fundraiser	\$ 25,000.00	\$ 18,320.11	\$ (6,679.89)
	Subtotal:	\$ 73,500.00	\$ 59,911.69	\$ (13,588.31)
TOTAL REVENUE		\$ 349,500.00	\$ 345,603.70	\$ (3,896.30)

EXPENSES				
Account Number	Organization/Personnel Expenses	FY26 Adopted Budget	FY26 Year to Date	FY26 Profit/Loss
238-000.000-851.000	Cell Phone Reimbursement	\$ 900.00	\$ 968.93	\$ (68.93)
238-000.000-814.300	Computer Cost Asset Replacement	\$ 400.00	\$ 399.96	\$ 0.04
238-000.000-814.000	Computer Costs Operations	\$ 4,500.00	\$ 4,700.04	\$ (200.04)
238-000.000-965.000	Dues & Subscriptions	\$ 7,500.00	\$ 8,594.09	\$ (1,094.09)
238-000.000-940.000	GDK Park Annual Rental Fees	\$ 3,800.00	\$ 3,750.00	\$ 50.00
238-000.000-802.005	Independent Audit	\$ 500.00	\$ -	\$ 500.00
238-000.000-801.00	Legal Fees	\$ 100.00	\$ -	\$ 100.00
238-000.000-955.000	Miscellaneous	\$ 1,000.00	\$ 2,389.68	\$ (1,389.68)
238-000.000-740.000	Operating Supplies	\$ 1,000.00	\$ 1,178.10	\$ (178.10)
238-000.000-740.035	Operating Supplies (Internal Reimbursement)	\$ -	\$ (107.64)	\$ 107.64
238-000.000-701.000	Full Time Payroll (Wages and Benefits)	\$ 146,665.10	\$ 129,225.48	\$ 68,360.51
238-000.000-702.000	Part Time Payroll (Wages and ESTA)	\$ 12,700.00	\$ 18,065.04	\$ (5,365.04)
238-000.000-850.00	Phone and Internet Service	\$ 100.00	\$ 52.63	\$ 47.37
238-000.000-900.000	Photocopies and Printing	\$ 1,500.00	\$ 342.92	\$ 1,157.08
238-000.000-903.035	Photocopies and Printing (Internal Reimbursement)	\$ -	\$ (362.50)	\$ 362.50
238-000.000-730.000	Postage	\$ 300.00	\$ 131.66	\$ 168.34
238-000.000-903.725	Social Media	\$ 100.00	\$ 69.99	\$ 30.01
238-000.000-816.000	Software Subscriptions	\$ 1,100.00	\$ -	\$ 1,100.00
238-000.000-955.000	Stripe Fees	\$ 300.00	\$ 408.37	\$ (108.37)
238-000.000-802.260	Square Fees	\$ -	\$ 56.09	\$ (56.09)
238-000.000-960.000	Education/Training/Conferences	\$ 100.00	\$ 39.00	\$ 61.00
238-000.000-961.000	Travel/Meals/Mileage	\$ -	\$ 147.14	\$ (147.14)
238-000.000.920.720	Utility Payment to Civic Center Contractor	\$ 1,000.00	\$ -	\$ 1,000.00
	Subtotal:	\$ 183,565.10	\$ 170,048.98	\$ 13,516.12

EXPENSES				
Account Number	Marketing/Events/Promotions Expenses	FY26 Adopted Budget	FY26 Year to Date	FY26 Profit/Loss
238-726.000-880.600	Celebrate and Save! 4th of July Promotions	\$ 100.00	\$ 99.94	\$ 0.06
238-726.000-943.035	City Equipment/Vehicles for Events	\$ -	\$ 1,264.32	\$ (1,264.32)

Principal Shopping District
July Budget Report

238-726.000-701.035	City Staff Event Assistance (HPD/Parks)	\$ -	\$ 8,473.70	\$ (8,473.70)
238-726.000-880.601	Community Event Grant Funding	\$ 2,000.00	\$ 1,500.00	\$ 500.00
238-726.000-880.626	Downtown Coupon Books	\$ -	\$ 5,337.56	\$ (5,337.56)
238-726.000-880.603	Fall Advertising and Promotions	\$ 1,000.00	\$ 1,088.00	\$ (88.00)
238-726.000-880.604	Fall Fest	\$ 25,000.00	\$ 23,911.65	\$ 1,088.35
238-726.000-880.605	Girlfriends Weekend	\$ 35,000.00	\$ 37,474.65	\$ (2,474.65)
238-726.000-880.624	Holiday Advertising and Promotions	\$ 10,000.00	\$ 11,753.96	\$ (1,753.96)
238-726.000-880.607	Holiday Décor	\$ 5,800.00	\$ 6,085.67	\$ (285.67)
238-726.000-880.608	Holiday Open House	\$ 5,000.00	\$ 4,454.51	\$ 545.49
238-726.000-880.609	Holland on Ice	\$ 25,000.00	\$ 26,531.06	\$ (1,531.06)
238-726.000-880.610	Marketing Print Pieces	\$ 4,000.00	\$ 3,121.14	\$ 878.86
238-726.000-880.611	Miscellaneous Marketing/Events	\$ 1,000.00	\$ 4,505.78	\$ (3,505.78)
238-726.000-955.035	Miscellaneous Other City Departments (Promotions)	\$ -	\$ 250.00	\$ (250.00)
238-726.000-880.612	Parade of Lights	\$ 3,000.00	\$ 795.06	\$ 2,204.94
238-726.000-880.613	Shop 'Til You Drop	\$ 100.00	\$ 99.95	\$ 0.05
238-726.000-880.614	Shopping Jam	\$ 100.00	\$ 99.96	\$ 0.04
238-726.000-880.615	Sidewalk Sales	\$ 3,500.00	\$ 3,486.02	\$ 13.98
238-726.000-880.616	Small Business Saturday	\$ 200.00	\$ 202.82	\$ (2.82)
238-726.000-880.602	Social District	\$ 2,000.00	\$ 1,534.40	\$ 465.60
238-726.000-880.617	Spring Advertising and Promotions	\$ 1,000.00	\$ 1,336.00	\$ (336.00)
238-726.000-880.618	Spring Fling Event	\$ 5,000.00	\$ 8,587.84	\$ (3,587.84)
238-726.000-880.619	Street Performer Series	\$ 14,000.00	\$ 5,792.06	\$ 8,207.94
238-726.000-880.619-MACCES01	Street Performer Series Grant Expenses	\$ -	\$ -	\$ -
238-726.000-701.035-26-MACCES001	Street Performer Series HPD Grant Expenses	\$ -	\$ -	\$ -
238-726.000-880.620	Summer Advertising and Promotions	\$ 5,000.00	\$ 5,682.50	\$ (682.50)
238-726.000-880.623	Taste of Downtown Fundraiser	\$ 10,000.00	\$ 8,058.86	\$ 1,941.14
238-726.000-880.622	Trick-or-Treating	\$ 300.00	\$ 285.00	\$ 15.00
	Subtotal:	\$ 158,100.00	\$ 171,812.41	\$ (13,712.41)
TOTAL EXPENSES		341,665.10	341,861.39	(196.29)
FINAL TOTALS			FY26 Adopted Budget	FY26 Year to Date
TOTAL EXPENSES		\$ 341,665.10	\$ 341,861.39	
TOTAL REVENUE		\$ 349,500.00	\$ 345,603.70	
NET REVENUE (FUND BALANCE ADDITION)		\$ 7,834.90	\$ 3,742.31	
FUND BALANCE		Fund Balance Amount		
Fund Balance at End of FY23	\$	181,593.57		
Fund Balance at End of FY24	\$	121,335.78		
Fund Balance at End of FY25	\$	65,618.49		
Expected Fund Balance at End of FY26	\$	69,360.80		

July Media Report

Media Requests

Radio Interview

- WHTC 99.7 FM
- Street Performer Series
- Thursday, June 4

Photograph Request

- Fox 17 Morning Mix
- Market Kids Activities
- Monday, June 8

Photograph Request

- West Michigan News Pop
- Market Kids Activities
- Monday, June 8

Photograph Request

- Fox 17 Morning Mix
- Street Performer Series
- Tuesday, June 9

Photograph Request

- West Michigan News Pop
- Market School
- Wednesday, June 10

Interview

- Fox 17 News
- 4th of July in Downtown Holland
- Wednesday, July 1

Press Releases

"Holland Farmers Market Kids Activities Kick Off Next Week Wednesday!" • Wednesday, June 3

"2026 Gentex Street Performer Series Returns to Downtown Holland Next Week!" • Thursday, June 4

"Holland Farmers Market Launches Market School Monthly Classes" • Wednesday, June 10

"Outdoor Discovery Center Network to Host Market Kids Activities Tomorrow" • Tuesday, June 16

"Singer-Songwriter Maddy Grace to Perform at the Gentex Street Performer Series" • Wednesday, June 17

"Corewell Health to Host Market Kids Activities June 24" • Monday, June 22

"Michael Jackson Impersonator 'Michigan Moonwalker' to Perform at the Street Performer Series" • Tuesday, June 23

"Celebrate and Save! 4th of July Promotion in Downtown Holland" • Friday, June 26

"Children's Advocacy Center to Host Market Kids Activities July 1" • Monday, June 29

"Comedy Juggler 'That Juggling Girl' to Perform at the Gentex Street Performer Series" • Tuesday, June 30