



CITY OF HOLLAND
PRINCIPAL SHOPPING DISTRICT
Regular Board Meeting
CIVIC CENTER PLACE
June 4, 2026

1. 8:00 AM Regular Meeting

I. Call to Order and Roll Call

A. PSD Staff Introductions

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. Consideration of April Board Meeting Minutes

IV. Discussion Items

A. DDA Food Truck Discussion (Jeff Genova)

B. Spring Fling Recap

C. Street Performer Series

D. Celebrate and Save

E. Back2School

F. Sidewalk Sales

G. Support Tent for Mothers

H. Business News

V. Board Items for Review

A. June Budget Report

B. June Media Report

VI. Communications from the Board

2. Adjournment

Next Regular Board Meeting: Thursday, July 2 at 8:00 am at the 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 | April 2 2026
Holland Civic Center Place

PSD Board Members Present: Heather Ten Harmsel (Vice Chair), Tim Boetsma, Jamie Grasman, Tracee Leeka, Bob Repp, Carolyn Stich, Matt Van Dyken, Bailey Villanueva, and Kailey Wolters
PSD Board Members Absent: Mark Kuyers (Chair) and Nick Chadwell
Ex-Officio Board Members Present: Alyssa Gabriele, Linda Hart, and Chad Mesbergen
Ex-Officio Board Members Absent: Chris McParlan and Tim Vreeman
Staff Present: Kara de Alvare

Item 1 8:00 AM Regular Meeting

I. Call to Order and Roll Call

In the absence of the Board Chair, the Vice Chair called the meeting to order at 8:01 am. Staff called the roll as follows:

PSD Board:

Heather TenHarmsel (Board Vice Chair) – *Present*

Tracee Leeka – *Present*

Bailey Villanueva – *Present*

Kailey Wolters – *Present*

Bob Repp – *Present*

Carolyn Stich – *Present*

Jamie Grasman – *Present*

Tim Boetsma – *Present*

Matt VanDyken – *Present*

Ex Officio Board:

Linda Hart – *Present*

Chad Mesbergen – *Present*

Alyssa Gabriele – *Present*

II. Public Comments

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

III. Consideration of February Board Meeting Minutes

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

IV. Discussion Items

A. Holland On Ice Recap

Staff reported that LG Energy Solution's Holland on Ice and the Snowmelt 5K took place on Friday, February 6 and Saturday, February 7. The final budget for the event was included in the meeting packet. A total of 21 businesses commissioned sculptures for their storefront this year and the Tulyp Hotel purchased a Monopoly card for GDK Park. We had a total of 382 runners for this year's 5K and 26 children for the Mini Melt, which we considered a good turnout considering how cold it was. Overall, Holland on Ice went very smoothly from a staff perspective and staff felt it was well-attended too.

The Board agreed that the event went well and commented on the high quality of the sculptures this year. It was noted, however, that the sculpture order form for businesses should indicate in advance if sculptures will be 2D or 3D. The Board also questioned whether in-kind donations could be accepted to help off-set the hospitality costs, such as the meals for the carvers. Staff confirmed that in-kind donations can be accepted even with a title sponsor and that Bowerman's on 8th, the Courtyard Marriott, Gazelle Sports, the Holland Civic Center are currently in-kind sponsors for the event.

B. Girlfriends Weekend Recap

Staff also reported that Girlfriends Weekend was held last month from March 6 - 8, with 63 participating business and a total of 560 registered attendees. (Which includes cancellations received the week of, no shows, and walk-in registrations). The weekend went very smoothly from the staff's perspective (despite the terrible weather most of the weekend) and staff received overwhelmingly positive feedback from the attendees. The Board agreed that it was a great weekend in terms of sales and that they didn't hear complaints from attendees this year either.

The budget included in the meeting packet is final except for the invoice from Jean Marie's for the swag bag and the swag bag gifts. Staff noted that of the 63 participating businesses, only 6 businesses opted to include a gift in the swag bag, so it was still necessary that the PSD use budget funds to purchase gifts to fill the bags. Staff anticipates this will be the case in future years as well and we will need to budget accordingly for the event.

C. Spring Fling

Staff reminded the Board that the Spring Fling kicks off this Saturday, April 4 and continues through Saturday, April 11. A total of 42 businesses signed up to participate in this year's promotion, a slight decrease from the 46 businesses that participated last year. The event has been featured on eightWest, the Morning Mix, Wood TV8, the Holland Sentinel, MLive, and West Michigan News Pop, in addition be being promoted through paid campaigns with Facebook, GR Kids, West Michigan Woman, and the West Michigan Tourist Association.

Visitors can stop by the Holland Convention and Visitors Bureau on Saturday from 10:00 am – 3:00 pm to pick up their free Downtown Holland shopping tote bag, along with their Spring Fling passport and boarding pass, which details the various flights available at the participating restaurants. The totes, passports, and boarding passes will be available at the CVB all Spring Fling long while supplies last. A printable version of the passport and boarding pass can also be downloaded on the Spring Fling website.

Once a visitor gets their passport stamped with a purchase at 10 different participating businesses throughout the week, they can turn their completed passport in either at the CVB office of the Downtown Holland office in the Holland Civic Center to be entered to win a gift card giveaway valued at \$1,000. A runner up will also be selected at random to win a \$100 gift card to their favorite Downtown Holland business.

As part of the Spring Fling, we will also be hosting mini golf and yard games on 8th Street on Friday, April 10 and Saturday, April 11 and encouraging visitors to take advantage of the Downtown Social District while they enjoy the games.. The mini golf courses will be set up in GDK Park and the yard games will be stationed all along 8th Street between College and River Avenues.

D. May Board Meeting

Staff noted that the PSD Board Meeting falls on Thursday, May 7. This is during the week of Tulip Time and on the same day of the Kinderparade. Staff is taking PTO that day to march in the parade with her child's school and recommended that the meeting either be cancelled or rescheduled to another date in May. The Board agreed to cancel the May meeting since there will likely be few agenda items that month anyway.

V. Action Items

A. Consideration of Special Event Grant Applications

Included in the meeting packet were three grant applications from local non-profit organizations seeking \$500 in funding support for special events being held in Downtown Holland this summer. The applications included:

- A request from the I AM Academy to support the Juneteenth Freedom Festival at Kollen Park on Saturday, June 20.
- A request from Out On The Lakeshore to support the Holland Pride Festival at Kollen Park on Saturday, June 26.
- A request from Latin Americans United for Progress (LAUP) to support Fiesta at the Holland Civic Center on Saturday, July 15.

Staff reminded the Board that all three events have historically received funding from the PSD as part of the Diversity, Equity, and Inclusion goals outlined in our strategic plan and while the funding amount may be somewhat limited, having Downtown Holland's support of these events is still meaningful to the event organizers.

The Board questioned whether or not the grant application process is still worth pursuing each year or if the Board should just include budget funding for these three events going forward. After a brief discussion, it was ultimately decided to keep the grant application process in place should new event organizers want to seek funding and because it outlines specific requirements for grant awardees.

VanDyken then motioned that the Board approve \$500 in grant funding for each of the three events, with support from Stich. All Board members present voted in favor and the motion passed.

VI. Board Items for Review

A. April Budget Report

Staff noted that the proposed FY27 PSD budget is set to be approved by City Council next month. The adopted FY27 budget should be available from the Finance Department in time for the June Board Meeting.

B. April Media Report

Staff made note of the multiple media appearances for the Spring Fling as discussed earlier in the meeting.

VII. Communications from the Board

A. Communications from the Board Vice Chair

The Board Vice Chair inquired about not getting evaluation forms for events. Staff shared that they stopped doing the forms because so few merchants take the time to fill them out and that they don't have contact information for event attendees for any events outside of Girlfriends Weekend. (And the Girlfriends Weekend evaluations were not necessarily helpful in improving the event.) The Board discussed the evaluations further and agreed that they would like to see evaluations sent to merchants after each event going forward, starting with the Spring Fling.

B. Communications from the Assistant City Manager

The Assistant City Manager updated the Board on upcoming changes to the catering policy coming to the Holland Civic Center and other investments in the property that make be taking place in the near future. He also reported on the on the successful season at the Holland Ice Park (with over 34,0000 skaters in the first season), the construction on the Bike Park beginning in June just across the River Avenue Bridge, the upgrades coming to the privately-owned and operated Splash Pad adjacent to the Courtyard Marriott, and on the plans to break ground on the City's Recreation Center in October.

C. Other Board Communications

A member of the Board expressed her concern that there will soon be no art galleries located in Downtown Holland, when years ago there were so many galleries that the PSD even hosted a gallery crawl event. With Lake Effect Gallery closing and Carolyn Stich Studio relocating to a new location Downtown with a different focus, she is concerned that property owners are forcing the closure of art galleries and the lack of galleries will affect families wanting to shop in Downtown Holland.

Item 2 Adjournment

There being no further business, the meeting concluded at 8:41 am.

Next Regular Board Meeting: Thursday, June 4 at 8:00 am at Holland Civic Center

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**Proposed Minutes
Downtown Development Authority, May 5, 2026**

Members Present: Mike Eling - Chair, Heather TenHarmsel, Andrew Fris, Greg Berry, Matt VanDyken, Neil Jasperse, Rebecca Robrahn, Colleen Schipsi, Phil Dolcimascolo, Randy Beute, Henrick Bauman, Tim Vreeman, Julie DeCook, Nick Duthler

Members Absent: Erica Cantu

Others Present: Jeff Genova - Staff

Item 1 Public Comment

An opportunity for comment by any member of the public regarding items on or not on the agenda. Comments will be limited to no more than five minutes by each speaker.

Item 2 Consideration of Minutes

Consideration of the March 3, 2026 meeting minutes
Motion to approve the March 3, 2026 minutes made by Dolcimascolo with support from Beute. All Ayes motion passes.

Item 3 City Manager Update

VanDyken gave a brief update about new funding for waterfront Holland and said everyone currently was in Tulip Time mode.

Item 4 Reports and Information

Vacancy Report - *Report presented by Staff*
DDA Current and Proposed Budget - *Report presented by Staff*
Parking Current and Proposed Budget - *Report presented by Staff*
DRB Report - *Report presented by Staff*

Item 5 Other Business

Introduction of new board member - *Nick Duthler was introduced as Kara Slaters replacement from Hope College. He stated that he does the same job that Kara did and is excited to join the DDA Board.*

1. Employee parking update - *Staff presented a map describing a proposed change to the employee parking map. This change would make 6th, 7th, and 9th streets and a small section behind Jean Marie's employee parking instead of customer parking. The Board was in favor of this change and a motion to approve as presented was made by TenHarmsel with support from DeCook. All Ayes motion passes.*

2. Food truck vendor ordinance discussion - *Staff talked to the board about the food truck ordinance and that they would like to look at changing the ordinance to make it less restrictive for downtown. Staff said they have gotten a few requests from businesses and food trucks about the ordinance. Staff is asking for the support of the Board to look at possible changes and to bring back more information to the Board the next two meetings. Robrahn, Jasperse, Beute, VanDyken and Vreeman all had input and support for staff to pursue possible changes to the food truck ordinance by staff.*

3. DRB Moveable Freestanding Sign application - *Staff asked if they could add a "property owners signature line" to the application. Staff encountered an issue this past week were a tenant got a sign and the property owner did not know about the sign and did not want the sign. Adding this line will help prevent this issue going forward. Jasperse made a*

motion to have staff add a property owner's signature line to the DRB moveable freestanding sign application with support from Beute. All Ayes motion passes.

Item 6 Adjournment

Next Meeting - June 2, 2026

Motion to adjourn by Jasperse with support from TenHarmsel. All Ayes motion passes and the meeting was adjourned at 4:24

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2026 Spring Fling Budget

Source	Budgeted FY26	Actual FY26	Notes
Promotions:			
Poster Printing		\$ 45.00	Fris Supply Shop
GR Kids Spring Break Guide		\$ 395.00	Includes Boosted Facebook Post
Joy99 Spring Break Ad		\$ 250.00	
Social Media Advertising		\$ 150.00	
West Michigan Tourist Association		\$ 1,000.00	
Subtotal for Promotions:	\$ 1,000.00	\$ 1,840.00	
Yard Games:			
Set-Up Assistance		TBD	Parks Department
Miscellaneous Supplies		\$ 25.43	Markers and Bins
Subtotal for Yard Games:	\$ 100.00	\$ 25.43	
Tote Bags:			
Tote Bags		\$ 4,523.92	The Promo Agency
Subtotal for Swag Items:	\$ 2,500.00	\$ 4,523.92	
Miscellaneous			
Passport Printing		\$ 226.02	Holland Litho
Boarding Pass Printing		\$ 1,343.53	Holland Litho
A-Frame Signs		\$ 139.82	Signs by Tomorrow
Runner Up Gift Card Prize		\$ 100.00	
Balance of Website Design		\$ 416.67	TBX
Subtotal for Misc:	\$ 1,400.00	\$ 2,226.04	
Total Expenses:	\$ 5,000.00	\$ 8,615.39	

2026 Spring Fling Survey Results

19 Business Responded Out of 43 Participating Businesses (44%)

Businesses That Responded:

- Anonymous
- Apothecary Gift Shop
- Blu Veranda
- Borr's Shoes & Accessories
- Bowerman's on 8th
- Cherry Republic
- Cotton Bay
- Culture Cheese Shop
- Estella Rose Fashion
- Frances Jaye
- Fris Supply Shop
- Glik's
- Glik's Men's
- Jean Marie's
- New Holland
- Postcards from Paradise
- Spring Sweet
- The Bridge
- The Poppy Peach

How did your 2026 Spring Fling sales compare to 2025?

- Significant Increase – 2 (11%)
- Increase – 7 (37%)
- Remained the Same – 2 (11%)
- Decrease – 8 (42%)
- Significant Decrease – 0

Was participation in the Spring Fling worth the cost of the \$20 gift card donation?

- Yes – 15 (79%)
- No – 1 (5%)
- Undecided – 3 (16%)

Do you think the Spring Fling should be held again next year?

- Yes – 13 (68%)
- No – 1 (5%)
- Undecided – 5 (26%)

If the Spring Fling is held again next year, will you participate again?

- Yes – 16 (84%)
- No - 0
- Undecided – (16%)

Approximately how many passports did you stamp?

- 10 or Less – 3 (16%)
- 10 – 25 – 11 (58%)
- 25 – 50 – 5 (26%)

How did you promote your participation in the Spring Fling to your customers?

- Social Media – 17 (89%)
- Email Newsletter – 5 (26%)
- Staff Informed Customers – 17 (89%)
- Signage In Store – 17 (89%)

Did you receive any feedback from customers about the Spring Fling you would like to share?

- The flights were a huge hit – everyone wants them on the menu.
- People were wondering how to sign up and when we showed them, they weren't always happy they had to print something. They had hoped it could be done digitally on their phones. (Staff Note: Passports could be picked up and did not have to be printed.)
- They liked the ease of going to the Visitors Bureau to pick up participation bags. Positive remarks all around.
- Seemed like not many people really knew about it, also seemed like customers were more interested in the coupons than the passport stamps. We had one customer get annoyed that we wouldn't stamp his passport without a purchase, said other businesses did, but it was just the one guy we had that with.
- It was a little confusing to know discounts for each store because they were not listed on the passports. (Staff Note: Discounts were listed in the passport.)
- I think a lot of participation levels is weather driven. I also think that the postcard stamps are just a stamp not a \$\$ value to the stamp so a lot of people are walking in asking businesses what the cheapest item they have is.
- We like how it gave the people that were still in town something fun to do. Anything that helps bring people downtown is a win.
- We had people in who didn't really know it was going on and had been shopping not realizing you could go down to the Visitors Bureau.
- This year was rainy, so we were telling customers as they stopped in where to pick up their packets and how fun it is to participate in. In the past the bags flew out due to weather being perfect and we had many out-of-town customers wondering what was going on.
- A lot of people enjoyed it. Other businesses that are participating need to have their staff trained. We would have people come in from shopping bags from another participating store that knew nothing about it. So, we told them about it and would send them back to that store for their stamp. It's doing the customers a disservice by not promoting it.

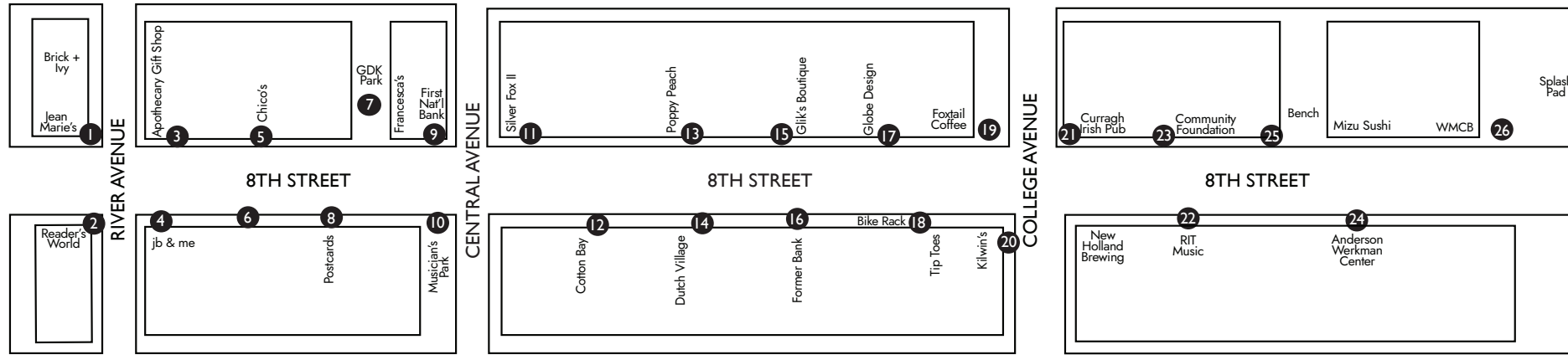
Do you have any comments or suggestions about the Spring Fling you would like to share for next year?

- Tons of new customers came because of the passports but our location needs two stamps – we have two POS stations in separate areas. We also did a scavenger hunt in tandem with Spring Fling (we did a rock hunt in 2025, and it was a hit, so we tried something different this year and it was even better) which brought our customer base in every single day. Is there room for an additional “find” with the passport to encourage people to be downtown, in the shops everyday also? Just an idea - but getting people to come back within the week was helpful for the Spring Fling for us, as well.
- Had a couple customers who bought and received discount and then returned what they bought. However, I am sure they go on to enter the grand drawing giveaway which

includes the stamp I stamped in their book earlier. Did anyone else experience this and how do we prevent this? Final sales for spring fling?

- It didn't seem like it the event necessarily drew a ton of people downtown but the ones who did know about it or who we told thought it was a fun idea and were excited about it.
- We tried to do our discount on t-shirts to fit into the shopping theme. We did 0 discounts. People who were buying merch did not have the passport.
- We think it would be beneficial if all the stores offered the same discount or promotion so that there is less confusion for the customers that don't know what the individual discounts are (we offered 20% off one full price item and think this could be a good universal discount of businesses). It would also be nice to include a couple extra copies of the passport for us to hand out to customers that don't know about the event so that they can get the discount and stamp on the spot rather than having to go to the offices and come back to the store they are shopping at.
- I don't feel like we had that many participants. Some of the ones who did, weren't even going to try and get 10 stamps. They went and picked up one or even two passports to get their discount in the store and didn't plan on turning it in. Hopefully, others had better response than us.
- I think more activity/participation is necessary to help people realize that it's happening. I think the outdoor yard games and things are fun but generally the weather isn't conducive. Maybe adding more events, music over the street speakers, more set activities could help bring more people out.
- Not sure if it would be worth it to have business at least have the passports to hand out to people to make it a little easier even if it's just the printable ones to save money. That way if they start shopping, they can easily start to participate and can grab the swag bag from the Visitors Bureau later.
- I think picking up the bags at a central location was a great idea! Things ran smoothly this year so that's all I would personally pass along is great job and let's do it again!
- I liked handing out bags in store. If they didn't have a bag, we would have to send them away to get one or if they made a purchase, then they would have to go get one and we would have to remember them or check their receipt (especially if it's a shift change). Our sales were only down slightly.

2026 Gentex Street Performer Series | Thursdays, June 11 - August 13 | 6:30pm - 8:30pm



GENTEX CORPORATION



*Please note that performer schedules and locations are subject to change.

#	Location	11Jun	18Jun	25Jun	2Jul	9Jul	16Jul	23Jul	30Jul	6-Aug	13-Aug
1	Jean Marie's	Isabel Noguera	Evan Vanderberg	Madeline Opyd	Aliyah Visser	Evan Vandenberg	Shayna & Maren	Noah & Even Band	Mark Cosgrove	Still Broke	John Henry & Friends
2	Reader's World	Charlotte Ashley	Charlie TenHaken	Brian Markaity	Eli LaCroix	Matthew Nolen	Steph Gillet	Douglas Marlink	Isabel Noguera	Jared Teune	Acoustic Shenanigans
3	Apothecary Gift Shop	Dan Mutschler	Steve's Twisted Balloons	Jim Perry	Killvers	Be Airbrushing	Killvers	Henna Tattoos by Anna	Steve's Twisted Balloons	Dan Mutschler	Be Airbrushing
4	jb & me	Henna Tattoos by Jahara	Liv for Henna	Caricatures by Britta	Oopsie Doodles	Connor Scholten	Sadie's Balloons	Jlo the artist	Connor Scholten	Silverado Band	Connor Scholten
5	Chico's	Luke Buwalda Band	Grand Haven Harmonics	Brethren	Mystic	Dying Will Be Easy	Cool Garbage	Connor Scholten	De Leon Fam	Chase & Mitch	Michigan Moonwalker
6	Gazelle	Bruce Cookie	Shayna + Maren	Eric Gilliland	Jordan Crum	Sadie's Balloons	Alma's Face Painting	Jim Perry "The Balloon Guy"	Henna Tattoos by Anna	Henna Tattoos by Anna	Liv for Henna
7	GDK Park	May & De Fuego	Flow Like Water	May & De Fuego	Steel Doin' It	May & De Fuego	LAUP	Tarnished Brass	May & De Fuego	Flow Like Water	The Night Caps
8	Postcards from Paradise	Oopsie Doodle	Killvers	Henna Tattoos by Jahara	Be Airbrushing	Caricatures by Britta	Brucie Cookie	Doodle Face	Caricatures by Britta	Doodle Face	Killvers
9	First National Bank	Mat Emerick	That Juggling Girl	That Juggling Girl	Steve's Twisted Balloons	Lisa Bullis-Dennen	Dan Mutschler	Lisa Bullis-Dennen	Mystic	Michigan Moonwalker	Mat Emerick
10	Musician's Park Corner	Sunset Rumble	Dying Will Be Easy	Shawna & Matt Veenstra	De Leon Fam	Luke Buwalda Band	Sunset Rumble	Gooder'n Grits	Norman Rense	Luke Buwalda Band	Gooder'n Grits
11	Silver Fox II Jewelry	John Henry + Friends	Whiskey & Wine	Chase & Mitch	Arlo Crandell	Delbert Walling & Haley Houtz	Eric Gilliland	The Trill Seekers	Shayna & Maren	Sunset Rumble	Hannah & Ali Music
12	Cotton Bay Boutique	Greg Phillips	Maddy Grace	The Trill Seekers	Henna Tattoos by Jahara	Chase and Mitch	Henna Tattoos by Anna	Jordan Crum	Charlie TenHakken	The Trill Seekers	Norman Rense
13	Poppy Peach	Jordan Crum	Hannah & Ali	Chris Clayton Loop	Sebastian Zylstra	Doodle Face	Jim Perry "The Balloon Guy"	Sadie's Balloons	Eli LaCroix	Eric Gilliland	Maddy Grace
14	Dutch Village Downtown	Henna Tattoos By Anna	Alma's Face Painting	Connor Scholten	Jlo the artist	Dan Mutschler	Be Airbrushing	Be Airbrushing	Doodle Face	Steve's Twisted Balloons	Oopsie Doodle
15	Glik's Boutique	Lisa Bullis-Dennen	Doodle Face	Lisa Bullis-Dennen	Henna Tattoos by Anna	Brethren	Mystic	John Henry & Friends	Oopsie Doodles	Lisa Bullis-Dennen	Mystic
16	Former Fifth Third Bank	De Leon Band	Michigan Moonwalker	Buck Creek Brass	Flow Like Water	Grand Haven Harmonics	Michigan Moonwalker	Flow Like Water	Mat Emerick	Mat Emerick	Grand Haven Harmonics
17	Globe Design	Alma's Face Painting	Jared Teune	Steph Gillett	Isabel Noguera	Henna Tattoos by Jahara	Hannah & Ali Music	Alma's Face Painting	Arlo Crandell	Shayna & Maren	Eli LaCroix
18	Tip Toes Bike Rack	Steve's Twisted Balloons	Lisa Bullis-Dennen	Doodle Face	Alma's Face Painting	Liv for Henna	Caricatures by Britta	Maddy Grace	Be Airbrushing	Alma's Face Painting	Dan Mutschler
19	Foxtail Coffee	That Juggling Girl	Connor Scholten	Killvers	Caricatures by Britta	That Juggling Girl	Liv for Henna	Still Broke	Jim Perry "The Balloon Guy"	Henna Tattoos by Jahara	Doodle Face
20	Kilwin's Corner	Cool Garbage	Eli Lacroix	Alma's Face Painting	Douglas Marlink	Maddy Grace	Chris Clayton Loop	Aliyah Visser	Hannah & Ali Music	Brethren	Mark Cosgrove
21	Curragh Irish Pub Corner	Celtic Kilroy	Third Class Flynn	Mark Cosgrove	Celtic Kilroy	Third Class Flynn	Acoustic Shenanigans	Celtic Kilroy	Third Class Flynn	Whiskey & Wine	Celtic Kilroy
22	RIT Music	Be Airbrushing	Dan Mutschler	Sadie's Balloons	Liv for Henna	Killvers	Madeline Opyd	Henna Tattoos by Jahara	Liv for Henna	Killvers	Steve's Twisted Balloons
23	Community Foundation	Flow like Water	Mat Emerick	Michigan Moonwalker	That Juggling Girl	Gooder'n Grits	Mat Emerick	Mat Emerick	Flow like Water	That Juggling Girl	Flow like Water
24	Anderson Werkman Center	Noah & Even Band	Norman Rense	Still Broke	Charlotte Ashley	Bryan Markaity	Shawna & Matt Veenstra	Acoustic Shenanigans	Steph Gillett	Douglas Marlink	Dying Will Be Easy
25	Bench Next to Mizu	Arlo Crandell	Henna Tattoos by Anna	Liv for Henna	Doodle Face	Steve's Twisted Balloons	Jared Teune	Whiskey and Wine	Delbert Walling & Haley Houtz	Caricatures by Britta	Henna Tattoos by Jahara
26	Plaza Adjacent to Splash Pad	Silverado Band	Mathew Nolen	Holland Doctors of Jazz	The Night Caps	Tarnished Brass	Original Wooden Shoe Band	Buck Creek Brass	Matthew Nolen	Holland Doctors of Jazz	Original Wooden Shoe Band

Principal Shopping District
June 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	\$ -	\$ 13,020.00	\$ 13,020.00
238-000.000-652.400	GDK Park Rental	\$ -	\$ -	\$ -
238-000.000-665.000	Investment Income	\$ 1,000.00	\$ (61.01)	\$ (1,061.01)
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	\$ 170.00	\$ 70.00
238-000.000.569.000-MACCES001	State Grants	\$ -	\$ 5,600.00	\$ 5,600.00
	Subtotal:	\$ 276,000.00	\$ 284,788.75	\$ 8,788.75
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	\$ 344,700.44	\$ (4,799.56)

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	\$ 881.93	\$ 18.07
238-000.000-814.300	Computer Cost Asset Replacement	\$ 400.00	\$ 366.63	\$ 33.37
238-000.000-814.000	Computer Costs Operations	\$ 4,500.00	\$ 4,308.37	\$ 191.63
238-000.000-965.000	Dues & Subscriptions	\$ 7,500.00	\$ 8,440.33	\$ (940.33)
238-000.000-940.000	GDK Park Annual Rental Fees	\$ 3,800.00	\$ -	\$ 3,800.00
238-000.000-802.005	Independent Audit (Required by Finance)	\$ 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 and Benefits	\$ 146,665.10	\$ 119,656.48	\$ 68,360.51
238-000.000-702.000	Part Time Payroll	\$ 12,700.00	\$ 15,550.46	\$ (2,850.46)
238-000.000-850.00	Phone and Internet Service	\$ 100.00	\$ 48.68	\$ 51.32
238-000.000-900.000	Photocopies and Printing	\$ 1,500.00	\$ 306.84	\$ 1,193.16
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	\$ 407.05	\$ (107.05)
238-000.000-802.260	Square Fees	\$ -	\$ 56.09	\$ (56.09)
238-000.000-960.000	Education/Training/Conferences	\$ 100.00	\$ 34.00	\$ 66.00
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	\$ 153,503.29	\$ 30,061.81

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
238-726.000-880.601	Community Event Grant Funding	\$ 2,000.00	\$ 1,500.00	\$ 500.00

Principal Shopping District
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238-726.000-880.626	Downtown Coupon Books	\$ -	\$ 5,337.56	\$ (5,337.56)
238-726.000-943.035	City Equipment/Vehicle Event Use	\$ -	\$ 1,264.32	\$ (1,264.32)
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	\$ 36,474.65	\$ (1,474.65)
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
238-726.000-955.035	Miscellaneous Other City Departments (Promotions)	\$ -	\$ 250.00	\$ (250.00)
238-726.000-880.611	Miscellaneous Marketing/Events	\$ 1,000.00	\$ 4,505.78	\$ (3,505.78)
238-726.000-880.612	Parade of Lights	\$ 3,000.00	\$ 795.06	\$ 2,204.94
238-726.000-701.035	City Staff Event Assistance (HPD and Parks Dept.)	\$ -	\$ 8,473.70	\$ (8,473.70)
238-726.000-701.035-26-MACCES001	City Staff Event Assistance Grant Expenses	\$ -	\$ -	\$ -
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	\$ 3,068.80	\$ (1,068.80)
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	\$ 8,543.80	\$ (3,543.80)
238-726.000-880.619	Street Performer Series	\$ 14,000.00	\$ 5,531.34	\$ 8,468.66
238-726.000-880.619-MACCES01	Street Performer Series Grant Expenses	\$ -	\$ -	\$ -
238-726.000-880.620	Summer Advertising and Promotions	\$ 5,000.00	\$ 4,882.50	\$ 117.50
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	\$ 171,242.05	\$ (13,142.05)
TOTAL EXPENSES		341,665.10	324,745.34	16,919.76
FINAL TOTALS			FY26 Adopted Budget	FY26 Year to Date
TOTAL EXPENSES		\$ 341,665.10	\$ 324,745.34	
TOTAL REVENUE		\$ 349,500.00	\$ 344,700.44	
NET REVENUE (FUND BALANCE ADDITION)		\$ 7,834.90	\$ 19,955.10	
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		
Budgeted Fund Balance at End of FY26		\$ 73,453.39		

June Media Report

Media Requests

Radio Interview

- WHTC 99.7 FM
- Street Performer Series
- Tuesday, April 21

TV Appearance and Photograph Request (Steve's Twisted Balloons)

- WZZM Morning News
- Street Performer Series
- Friday, May 1

Photograph Request

- Wood TV Online
- Street Performer Series
- Friday, May 8

Photograph Request

- Fox 17 Morning Mix
- Holland Farmers Market
- Tuesday, May 12

Photograph Request

- West Michigan News Pop
- Holland Farmers Market
- Tuesday, May 12

Press Releases

"Downtown Holland Seeking Performing Artists for 2026 Street Performer Series" • Wednesday, April 15

"Holland Farmers Market Opens This Wednesday, May 13" • Monday, May 11