

REPORT TO COUNCIL - SEPTEMBER 6, 2016

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 79,696
 - Unique Users YTD: 18,024
- **Facebook Page**
 - Likes: 1,627
 - Post Impressions YTD: 344,437

PRESENTATIONS GIVEN

Midwest Community Development Institute. On August 18 Paul presented his annual Community Development 2.0 lecture to the year-two class of the Midwest Community Development Institute (held in Moline). Paul has been an instructor at the annual institute for the last ten years, sharing best practices on community website development, social media's role in community development and online team collaboration.

Monmouth College Faculty Colloquium. On September 2, Paul (along with Mike Connell, Anas Karkout and Francis Lewendowski) presented a program at Monmouth College on the experimental Summer Fellows Program. The program explored the summer work done by the upper-class two students under Paul's mentoring as they worked to create a nearly commercial-ready web application. The internships were made possible by a generous restricted gift to Monmouth College.

ENTREPRENEURSHIP DEVELOPMENT

CEO Program. Work began in earnest with the initial round of fund-raising to bring the CEO Program to the Monmouth-Roseville and United high school students for the Fall 2017. With an initial major donor secured, Paul will be working to leverage that gift to raise the additional other funds required for the "on board" franchise fee, with a goal to be committed to the program fully by November 1.

DOWNTOWN

BaconFest. This year's BaconFest was another success, coming in on-budget. The 2016 event doubled the food and beer sales from last year's inaugural event, and even with advanced ticket sales, over 7,000 food and drink tickets were sold at the event proper.

Market Alley Music Days. August 24th the final event of the 2016 Market Alley Music Days season. The Monmouth Business Council, with assistance from the City, hosted eight events. Each week featured a business sponsor, a local food vendor providing lunch and a regional musical act (paid out of sponsor dollars). The event series drew over a thousand attendees across the multiple events.

Facade Program. The first facade grant recipient, Tiffany Cole, has completed the facade renovation work on her building (the former Buff's), and Wade has signed off on her work per the approved facade application. Currently the facade program has five additional ap-

plications to consider (two others have been rejected). The committee will be meeting several times in the next few weeks to consider the applications.

REGIONAL ECONOMIC DEVELOPMENT

Quarterly ED Meeting. Paul attended the quarterly economic development roundtable hosted by the Workforce Investment Board at Macomb's City Hall. ED representatives from the 9 county "workforce area 17" come together quarterly to discuss DCEO's new CORE program, to explore hosting industry sector summits throughout our nine county ED region and how to coordinate workforce-related data gathering through local employer meetings.

WEB DEVELOPMENT

Intern Program. Monmouth College senior Alexis Murdix will be a for-credit intern (no cost) working with Paul this semester on the City's website development program. Alexis will work with the Hickory Grove Lake Company to develop a new website for Lake Warren.

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development