



MCKENNA

Decatur DDA TIF and Development Plan

DACC MEETING

June 28, 2023

MCKENNA

Agenda

- Background
- Survey Results
- Development Plan Contents
- TIF Plan Contents
- Next Steps





Background

MCKENNA

Development and TIF Plan

Identifies:

- What Projects?
- Where Are They Located?
- How Much Will They Cost?
- When – Phasing?
- How Will They Be Paid For?



Development Plan Details

- Defines boundaries for improvement projects
- Existing land uses
- Description of improvements to be demolished, repaired or altered (if applicable)
- Location, extent, character and cost of proposed improvements
- Cost estimates of improvement projects



TIF Plan Details

- What does a TIF Plan do?
 - Method of financing for Downtown improvement projects
 - Impacts of tax increment capture on taxing jurisdictions
 - Millage(s) to be captured
 - Plans for expenditures
 - Estimated tax increment revenue
 - Duration of program



TIF Plan Details

- What does a TIF Plan **not** do?
 - Does **NOT** increase taxes
 - Does **NOT** rezone or acquire private property for the Village or DDA





Survey Results

MCKENNA

Survey Results Highlights



- 123 Responses (~7.3% of total population)
- Advertised to the public November 2022 – February 2023
- Most common responses for what people **like** in Decatur:
 - Community events
 - Snow plowing and leaf/debris collection
 - Well maintained public amenities (such as the parks & library)
- Most common responses for what people **dislike** in Decatur:
 - Lack of broadband options
 - Streets & sidewalks need more maintenance
 - Lack of transportation opportunities
 - Lack of businesses downtown

Survey Results Highlights

- Average rating of Decatur amenities (out of 5 stars):
 - 3.1 sidewalk conditions
 - 3.3 level of walkability
 - 3.3 road conditions
 - 3.6 snow removal services
 - 3.6 brush/yard waste removal
 - 3.3 Village communications
 - 3.5 level of personal safety



Survey Results Highlights



- Downtown project priorities
 - Revitalizing downtown
 - Maintaining and improving streets
 - Establishing and utilizing a community gathering space
 - Implementing new construction of sidewalks
- Visiting Downtown
 - 57% of people go to Downtown for the restaurants and bars
 - 41% visit Downtown for retail shopping
 - 26% visit for Downtown events
 - 23% of respondents live in Downtown
 - 19% work in Downtown
 - 16% visit Downtown for parks and greenspace
 - 24% visit Downtown for other reasons (groceries, banking, library, etc.)

Survey Results Highlights

- Downtown Goals (in order of importance):
 1. Economic repositioning
 2. Placemaking and Design
 3. Infrastructure and Transportation
 4. Organization and Partnerships



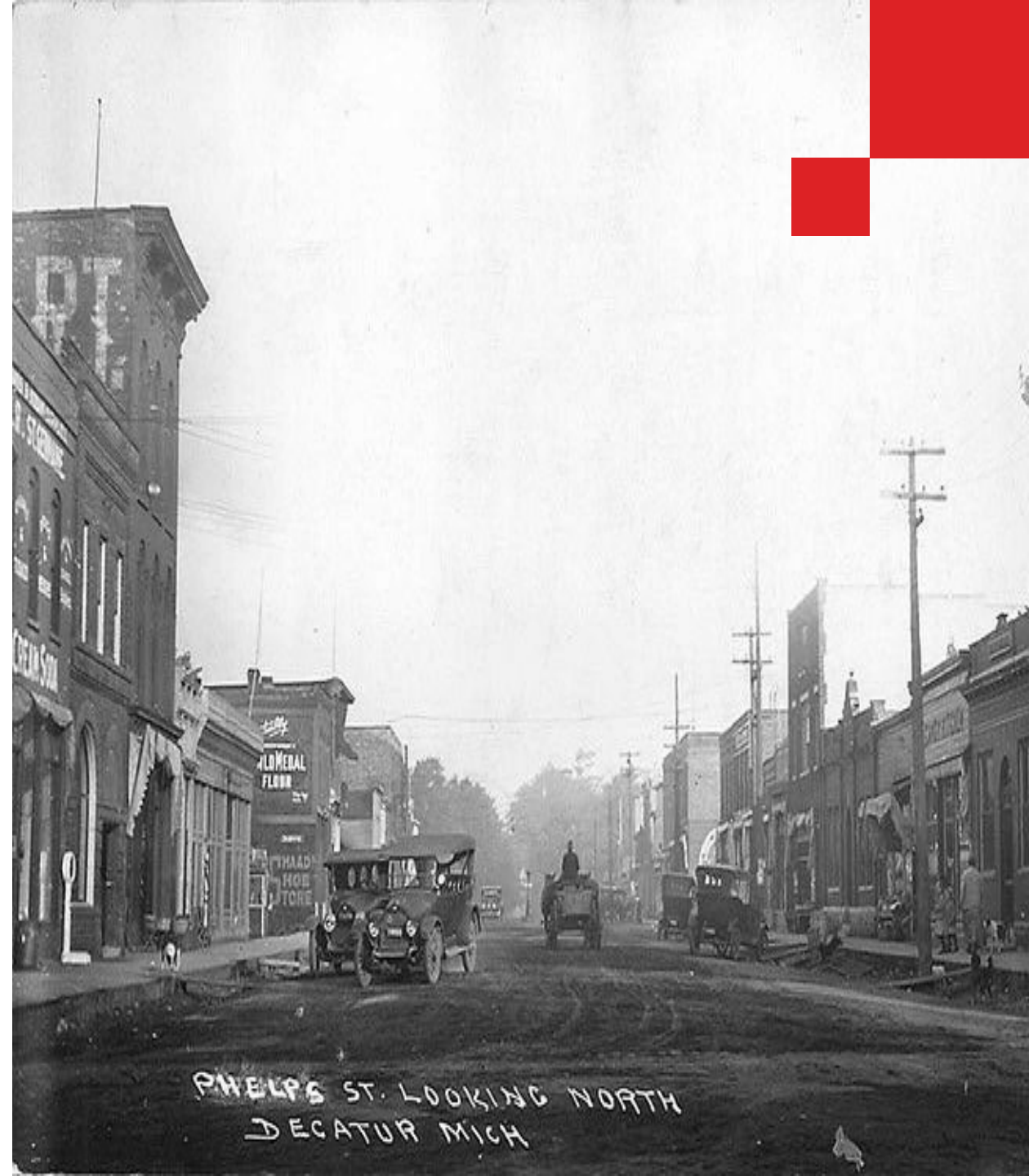
Survey Results Highlights



- Improvements to Downtown:
 - Economic development (jobs, retail diversity, more businesses)
 - Recreation improvements (parks, playgrounds, open space)
 - Physical improvements (plants, flowers, streetscape)
 - Housing improvements (rental opportunities, attainable housing)
 - Transportation improvements (traffic calming, bike facilities, crosswalks, sidewalks)
 - Identity improvements (public art, wayfinding signs)

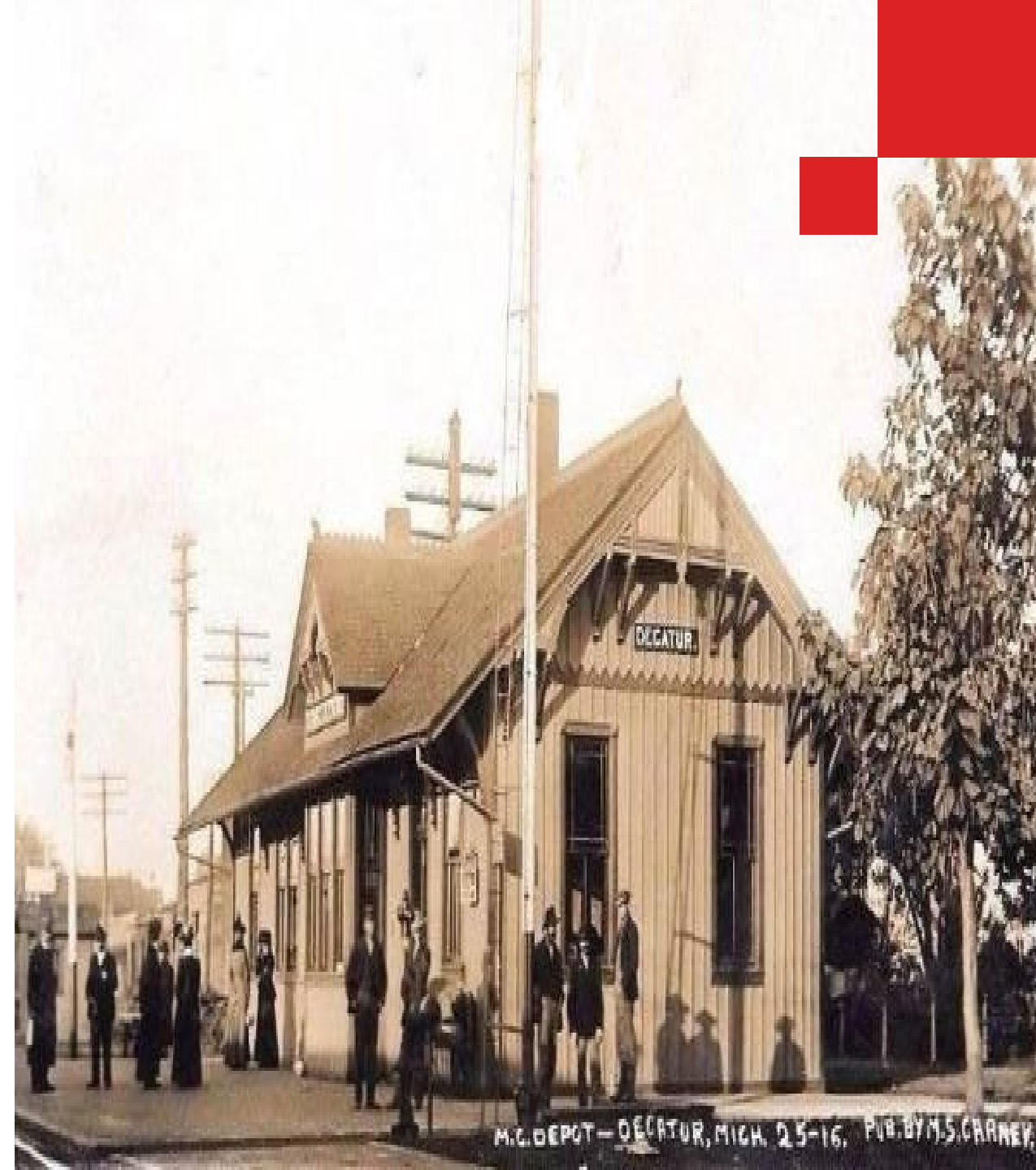
Survey Results Highlights

- What should be created in Downtown?
 - Entertainment opportunities
 - Outdoor seating and dining
 - Community events and programs
 - Parks and open space
 - Bike trails and bike lanes
 - Housing
 - Crosswalks and sidewalks
 - Wayfinding signs
 - Public parking
 - Office spaces



Survey Results Highlights

- Future Programming Suggestions
 - Volunteer cleanup events
 - Festivals
 - Family events
 - Farmer's markets
 - Year-round events
 - Concerts and live music events





Development Plan

MCKENNA

Development Plan Highlights

- Phase I: 2023-2027
 - Downtown branding
 - Business support
 - Outdoor seating and dining/public art
 - Façade improvements/mini-grants
- Phase II: 2028-2032
 - Wayfinding signage/gateways
 - Public spaces/gathering space
 - Parking lot improvements

Phase I: 2023-2027

Goal / Objective	Project Name/Brief Description	Estimated Cost
Economic Repositioning		
Marketing and Promotion	Downtown Branding <ul style="list-style-type: none">» Hire or designate a marketing coordinator for Downtown branding options and activities» Create a Downtown branding unique to the Village of Decatur» Utilize the branding for marketing and promotion activities	\$50,000
	Local Entrepreneurs <ul style="list-style-type: none">» Seek out opportunities to partner with local entrepreneurs or developers to expand the commercial, office, and/or residential presence in Downtown Decatur» Assist in the growth and development of local entrepreneurs launching new business ideas into Downtown. Such as temporary shopfront spaces for discounted costs or business incubator events	\$3,000
	Business Support and Expansion <ul style="list-style-type: none">» Establish partnerships with local business owners to determine the highest and best use of properties in Downtown» Continue to work with current Downtown business owners to identify areas and partnerships to support the growth of current operations	\$3,000
Technical Assistance	Mini-Grants <ul style="list-style-type: none">» Determine if additional funding can be secured to further assist property owners as needed	\$25,000
Placemaking and Design		
Aesthetic Enhancements	Façade Improvement Program (\$5,000/year) <ul style="list-style-type: none">» Administer the Façade Improvement Program and streamline the application review process.	\$25,000
Amenities and Culture	Public Art <ul style="list-style-type: none">» Seek partnerships with local artists or schools to implement more public art in the Downtown	\$5,000
	Outdoor Seating and Dining <ul style="list-style-type: none">» Seek out opportunities to transform underutilized space for outdoor seating and dining opportunities with local restaurants	
Organization and Partnerships		
Regional Assistance	State Programs <ul style="list-style-type: none">» Work with economic development agencies to become Redevelopment Ready Community (RRC) certified» Work the State Historic Preservation Office (SHPO) to obtain historic designation on Downtown's premiere qualified properties» Become a certified Main Street community	\$5,000
	County Programs <ul style="list-style-type: none">» Work with economic development agencies and programs within Van Buren County for funding and project implementation. This can include the Van Buren County Brownfield Authority	

Development Plan Highlights

- Phase III: 2033-2043
 - Market study
 - Placemaking improvements
- Ongoing: 2028-2032
 - Marketing
 - Building businesses
 - Events/festivals
 - Housing and parks
 - Regional partnerships

Phase III: 2033-2043

Goal / Objective	Project Name/Brief Description	Estimated Cost
Economic Repositioning		
Technical Assistance	Market Study <ul style="list-style-type: none">» Conduct an in-depth analysis and market study of various businesses and industries needed in Downtown Decatur and projections of success	\$15,000
	Mini-Grants <ul style="list-style-type: none">» Continue to offer Mini-Grants to property owners within the Development Area» Determine if additional funding can be secured to further assist property owners as needed	\$50,000
Placemaking and Design		
Aesthetic Enhancements	Façade Improvement Program (\$5,000/year) <ul style="list-style-type: none">» Develop a set checklist and guidelines for the administration of the DDA's façade improvement program.» Administer the Façade Improvement Program and streamline the application review process.	\$75,000
	Long-Term Placemaking Improvements <ul style="list-style-type: none">» Assess areas for long-term seasonal enhancements within the Development Area, such as flower plantings along M-51» Determine a long-term plan and/or goal for the large silos and how to incorporate the silos into the Downtown placemaking initiatives	
Organization and Partnerships		
Supporting Collaboration	Volunteer Recruitment Program <ul style="list-style-type: none">» During the implementation phases of each project, the Decatur DDA can consider developing a volunteer program to assist with downtown growth and development <u>efforts</u>	\$1,000
	Parks and Recreation <ul style="list-style-type: none">» Continue collaborations with the Village Parks and Recreation Committee to determine partnership opportunities for youth programming and park enhancements (e.g., benches, splashpad, playground equipment, rental spaces, etc.)	
Total for Phase III		\$141,000



TIF Plan

MCKENNA

TIF Plan Highlights

- Projects the estimated TIF revenue to the DDA over 20-year period
- Total projected tax increment revenue (2023-2043):
 - \$3,354,446

Fiscal Year	Millage	Total Taxable Value	Total Captured Value	Tax Increment Revenue
2022	22.2958	\$16,068,457		
2022	22.2958	\$16,068,457	\$0	\$0
2023	22.2958	\$16,229,142	\$160,685	\$10,071
2024	22.2958	\$16,391,433	\$322,976	\$20,243
2025	22.2958	\$16,555,347	\$486,890	\$30,516
2026	22.2958	\$16,720,901	\$652,444	\$40,892
2027	22.2958	\$16,888,110	\$819,653	\$51,372
2028	22.2958	\$17,056,991	\$988,534	\$61,957
2029	22.2958	\$17,227,561	\$1,159,104	\$72,647
2030	22.2958	\$17,399,836	\$1,331,379	\$83,444
2031	22.2958	\$17,573,835	\$1,505,378	\$94,350
2032	22.2958	\$17,749,573	\$1,681,116	\$105,364
2033	22.2958	\$17,927,069	\$1,858,612	\$116,489
2034	22.2958	\$18,106,340	\$2,037,883	\$127,725
2035	22.2958	\$18,287,403	\$2,218,946	\$139,073
2036	22.2958	\$18,470,277	\$2,401,820	\$150,535
2037	22.2958	\$18,654,980	\$2,586,523	\$162,111
2038	22.2958	\$18,841,530	\$2,773,073	\$173,803
2039	22.2958	\$19,029,945	\$2,961,488	\$185,612
2040	22.2958	\$19,220,244	\$3,151,787	\$197,539
2041	22.2958	\$19,412,447	\$3,343,990	\$209,585
2042	22.2958	\$19,606,571	\$3,538,114	\$221,752
2043	22.9258	\$19,802,637	\$3,734,180	\$1,099,368
TOTAL				\$3,354,446



Next Steps

MCKENNA

Coming Up...



- DACC:
 - Motion to support approval of the draft Development and TIF Plan to the Decatur Village Council as presented (or amended).
- Next Steps
 - DDA approves the draft Plan and forwards to Council
 - Council sets a public hearing
 - Public hearing notice is posted
 - Public hearing is held and recommendation of approval is made