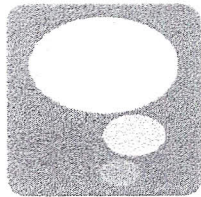


# Community Wide Marketing Plan December 2002/January 2003/EJ Economic Development



## ■ I. Industrial

A. Find tenants for vacant industrial space, specifically DURA

Find developer for the Dura Building

B. Undertake a marketing effort to sell additional lots in the East Jordan Industrial Park

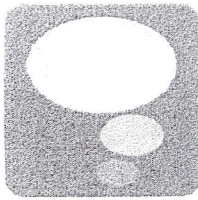
## II. Tourism Development

■ “Discover East Jordan...One Season at a Time”

■ Analyze extensive study undertaken by Michigan State marketing students on the growth & development of the City of East Jordan

■ Development Efforts – Build a 40-60 room motel on the snowmobile trail with visitor amenities.

# Community Wide Marketing Plan 2003



## ■ III. Small Business Help Program

In a joint effort between the East Jordan Area Chamber of Commerce, the City of East Jordan, and the Northern Lakes Economic Alliance Small Business Assistance Center

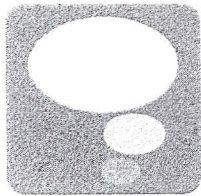
Coordinated effort to assist small business grow and prosper should be undertaken.

IV. Market Enhance Efforts

V. Retail Development

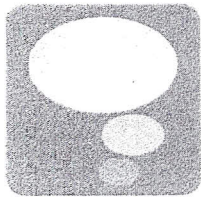
VI. Leadership

# Downtown Economic Enhancement Study



- In 2003 the “Chain of Lakes Communities” of East Jordan, Bellaire, Central Lake, and Ellsworth formed a partnership to develop strategies to improve downtown retail and overall economic development opportunities.
- UP Engineering Company was retained for the project.
- This study received late in 2004 itemized the challenges and opportunities that East Jordan is faced with.
- It suggested improvements such as the implementation of a Historic Walking Tour of the Town with signboard displays erected throughout the DDA District.

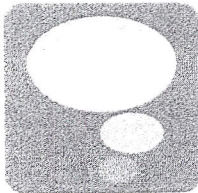
## Chain of Lakes Communities Study



- The report proposed better usage of the Estuary Eco-Tourism. In 2004 the DDA worked with the Friends of the Jordan to enhance the property around their facility.
- The DDA agreed to help fund new fencing around the City of East Jordan Treatment facility so a walking path could be built from the parking area of Sportsman's Park to the Friends of the Jordan Building.
- The concept for the Breezeway came as a result of this community study.



# City of East Jordan Civic Center Improvements funded by the EJ DDA

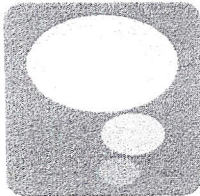


- The Enhancement Study also identified the Civic Center as an underutilized asset for the Downtown. The DDA employed the Architect, Richard Neumann, to design and create bid documents for the City of East Jordan Civic Center Exterior Renovation.
- The bids for this project were received in June of 2004 and the low Bidder was Petrie Construction Company with a bid of \$ 45,600. This project includes concrete repairs, window restoration, and painting of the building. Work was completed in 2004.

TIFA Fund 2003B DDA Bonds - \$ 75,000.00

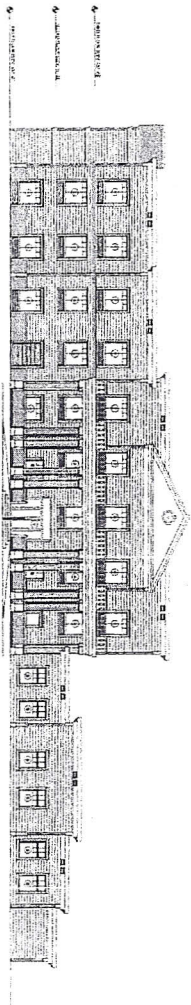
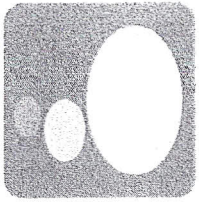
Final Payment 5/1/08

# A Scenario for a public/private partnership for the development of a motel in East Jordan.



- The first official plan was submitted in September of 2005 for a joint public/private venture between the City of East Jordan and the Jordan river Lodge to develop a 50 room hotel on the site know as 200 Mill Street in downtown East Jordan.
- The City would agree to purchase the property through the EJ DDA and make necessary public infrastructure improvements. The City would also utilize proceeds from a CBDG grant from the Michigan Economic Development Authority and DDA bonding authority.
- **2007 – TIFA FUND – Lease Purchase**  
**\$210,000**  
**Final payment 2018**

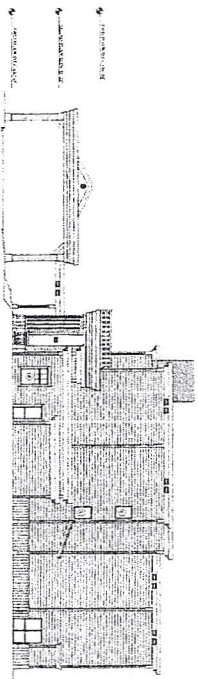
# Proposed Motel in East Jordan



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WESTERN EXHIBIT

1964 10/14/64

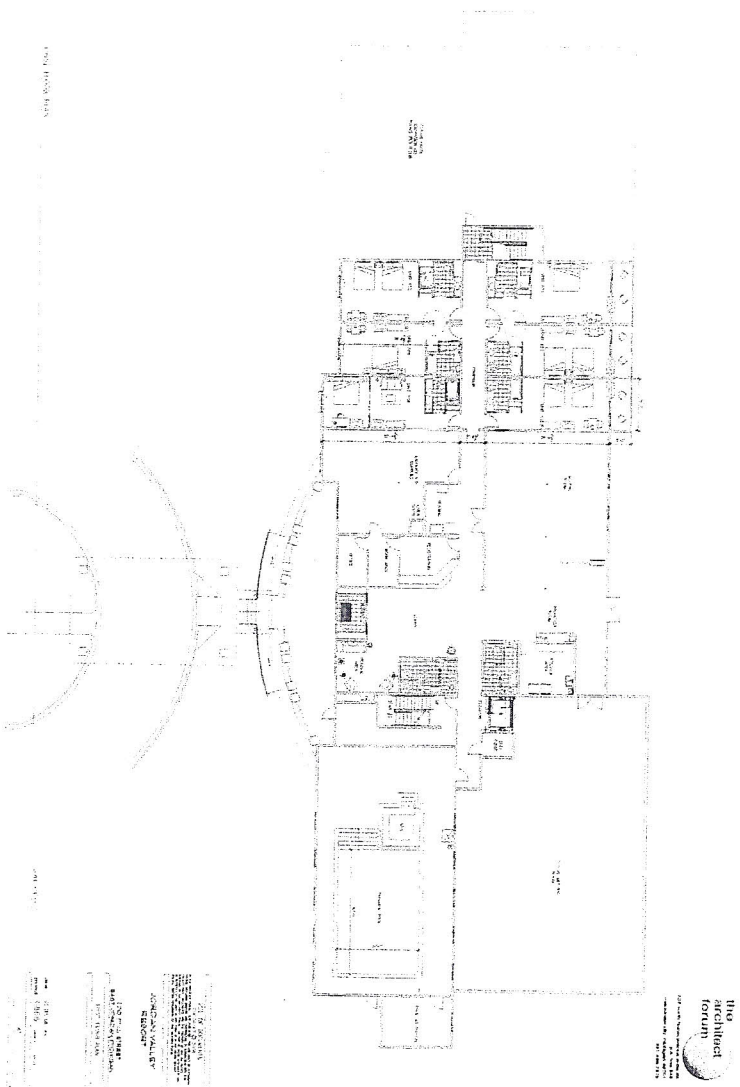
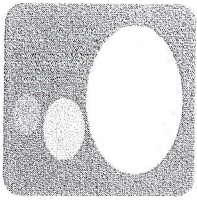


WESTERN EXHIBIT

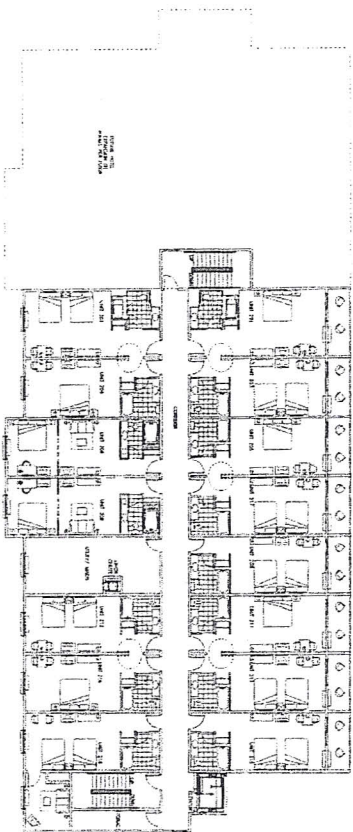
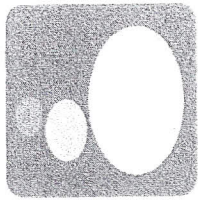
1964 10/14/64

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## Proposed Motel Overview



# Proposed Motel in East Jordan



1/2\"/>

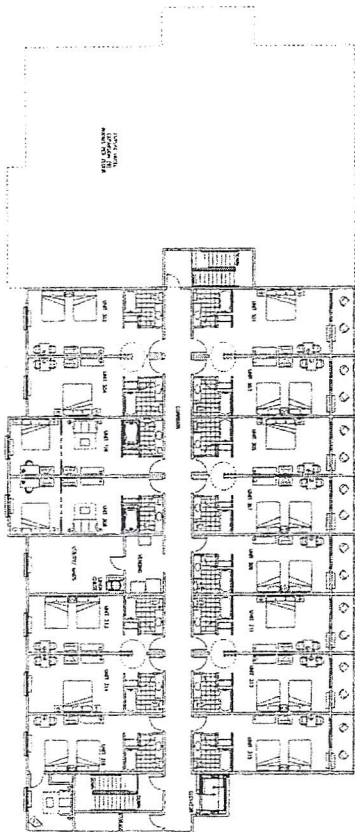
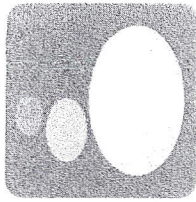
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# Proposed to the East Jordan



LIVING FOODS PLAN

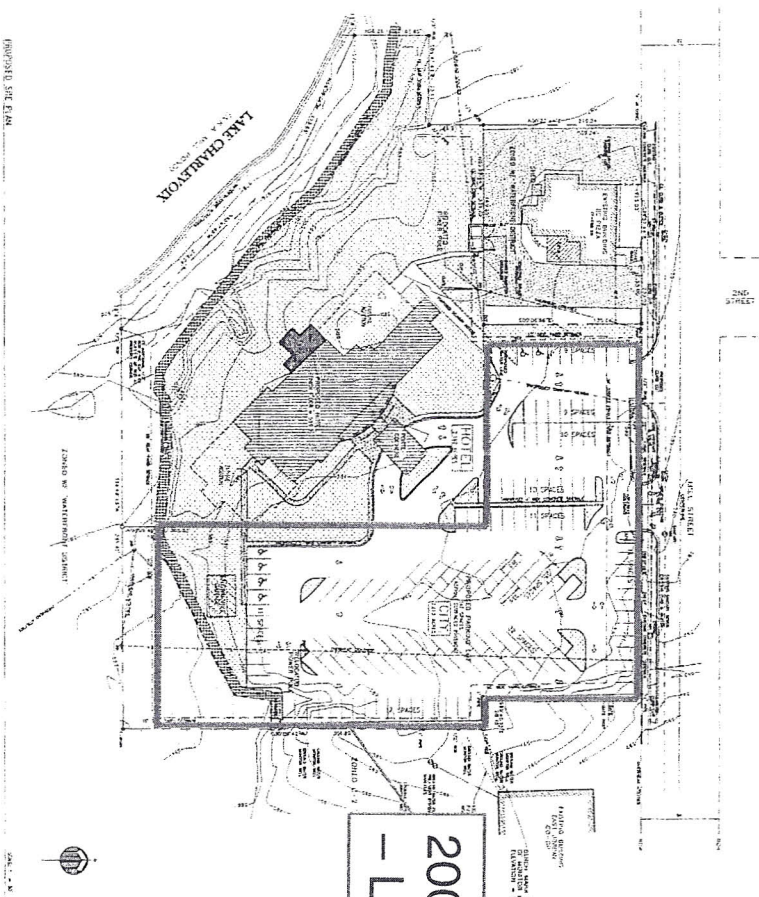
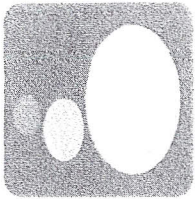
$$1.7 \times 10^{-1}$$


USE OF EXTRACTS  
CHAPTER 10  
JORDAN VALLEY  
BRAND

100 MILL STREET  
PAST JOHANN HUGENBACH  
THIRD FLOOR PAST

**DATE** 07 DEC 86  
**PROJECT** 0966 **REV** 01  
[REDACTED]  
A)

# Proposed Motel in East Jordan



## 2007 - TIFA FUND - Lease Purchase

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**2007 - TIFA FUND**  
- Lease Purchase

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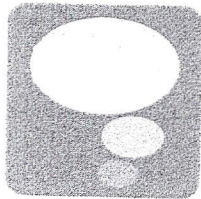
**2007 - TIFA FUND**  
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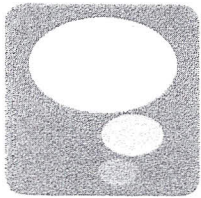
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## M-66 Bike Path – 2005/2006

- Two projects that were originally one project include:
- The building of a Bike Path on the east side of M-66 during the 2005 construction season. This project was completed with additional funding for the curb cut and path on the northeast side of the M-66 and M-32 intersection in 2006.
- The Final Cost for this project was \$229,372. MDOT paid \$104,927 with the EJ DDA contributing \$ 90,000 from Bond sales and approximately \$ 43,000 Cash.
- **2004 – TIFA FUND – DDA Limited Tax General Obligation**  
**\$90,000**  
**Final payment 10/1/2014**



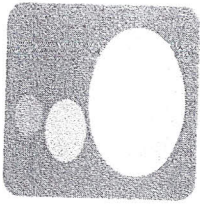
## M-32, Mill Street Improvements completed in 2006



- The M-32 improvements originally conceived in 1999 ended up being built in the summer and fall of 2006. This project included a new Storm Sewer System in the area on Mill Street near the intersection of Main Street.
- The design of this project was originally paid for by the EJ DDA to the firm of Moore and Bruggink.
- They turned over designs to MDOT. This was built as an MDOT project in 2006 as a result of negotiations related to the splitting of the projects and the DDA covering more of the M-66 project and paying for the Engineering.



# M-32 Mill Street Storm Sewer Problems prior to Improvements



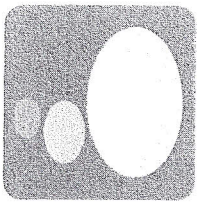
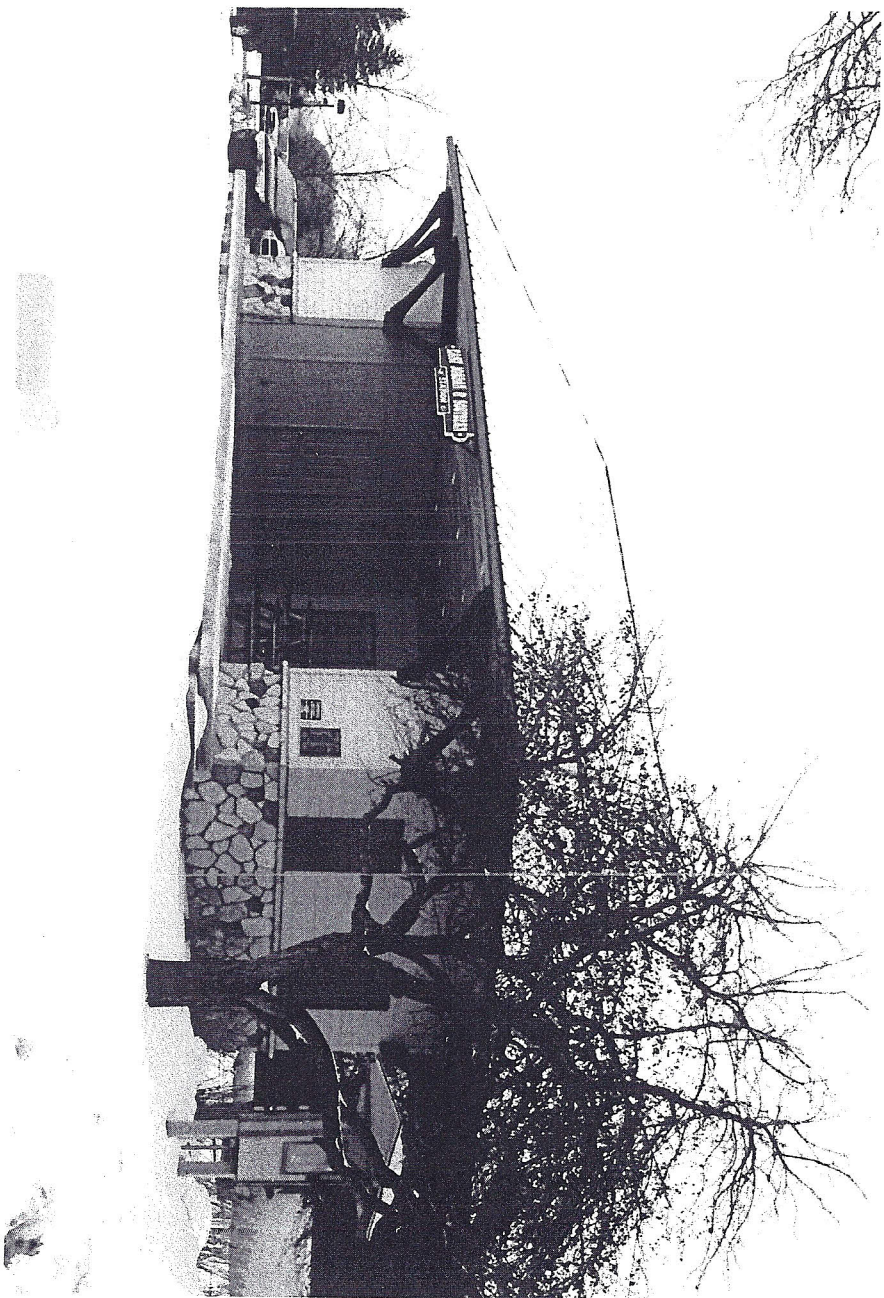


## Memorial Park Band Shell

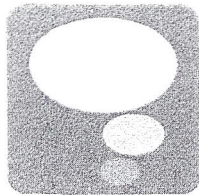


- A group of concern citizens formed a “Memorial Park Band Shell” committee and raised funds for the construction of a band shell in Memorial Park.
- The value of this privately funding improvement was approximately \$ 200,000.00.

# Memorial Park Band Shell



# EJ DDA Strategic Long Range Planning, May 2006



- In May of 2006 May Mark Postma and City Manager, Dave White, and the EJ DDA Board of Directors met for Strategic Long Term Planning. The meeting was facilitated by Mr. Bryan Crough, Executive Director, DDA Authority, City of Traverse City. He was assisted by Richard Lewis, City Manager, City of Traverse City.
- The Goals for the meeting were:
  - To Build Cohesiveness
  - Get Directions
  - Develop a Sense of Place with Concepts to Move Forward
  - Community Planned Development
  - Stir Creative Juices
  - Deal with City/DDA/Planning Commission Directives – get on “same page”

# EJ DDA Strategic Planning

## May 2006

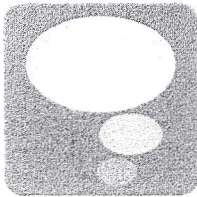
- A SWOT Analysis of numerous issues placed the highest emphasis on:

- Vision Development

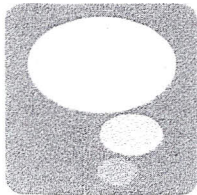
Two key strategies were reached

Develop plans that mesh – all governmental units, major organizations & constituencies

Use a process that maximizes community input and creates ownership



# City of East Jordan DDA commits to the Main Street Program 2008/2010



- Attend Michigan Main Street Associate Level Training
  - Main Street Basic Training
  - Organization/Promotion Training
  - Economic Restructuring/Design Training
  - Main Street in Practice

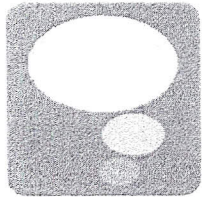


## Main Street

- All about change! Getting people to work together

Some may not even like each other

But all want a better downtown!

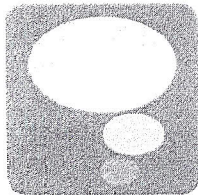


- Main Street 4-Point Approach

Economic Development through Historic Preservation

- Design
- Economic Restructuring
- Promotion
- Organization

# Main Street



- Philosophy

Comprehensive

Incremental

Self-Help

Public/private partnership

Identifying and capitalizing on existing assets

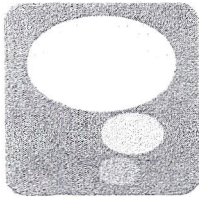
Quality

Change

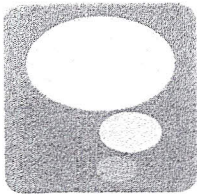
Action-oriented

## Why Main Street Communities Succeed

- Effective and strong leadership
- Well-trained staff and volunteers
- Local empowerment
- Self-reliance

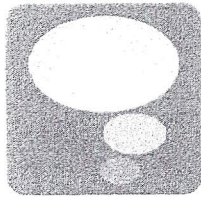


## Phases of Main Street



- Catalyst phase: 1-3 years
  - Building volunteer and financial base
  - Achieving highly visible improvements
- Growth phase: 4-8 years
  - Seasoned volunteer leadership
  - Development of economic development strategies
- Management phase: 8+ years
  - Commercial district supports a broader range of uses
  - Experienced, but fresh, and dedicated leadership in place

## CITY EAST JORDAN DDA 2010



- Our Goals are to continue to move forward and continuously improve the City of East Jordan DDA.
- We have made significant investments in the DDA Infrastructure.
- We have a high level of community support and involvement.
- We hope to become a Main Street Community with an Executive Coordinator to help focus the high level of enthusiasm and dedication people have for the City of East Jordan.