



# A N N U A L   R E P O R T

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## FROM THE CHAIR

This is a time like no other in our lives. Our city, our county and definitely our community have lived through a devastating impact in the last eighteen months, one that will be a big part of our history forever.

As the DDA Chair, I made it my goal to keep our board members engaged in what our goals are and to focus on a positive future, to keep moving forward and not let our community down, and to give our community something to look forward to as we return to a normal vibrant city.

As we continue to work to develop a budget for the upcoming year, we look back at what we have accomplished in the past year during these unpredictable times. More importantly, we look forward to completing projects in progress, such as procurement of new site furnishings, taking the initial steps towards getting the former Whistlestop ready for an investor, improving riverwalk connectors, formulating a 2022-2027 Strategic Plan, partnering with the city for a site-specific market analysis and redesigning the Downtown Monroe webpage. These are things that will help guide the future of our city, to keep us on track to become a destination to boast about.

We hope that you and your loved ones are well, and be assured that we are committed more than ever to do our work in a way that supports Downtown Monroe and that we value our most precious resource—our community.

Thank You,  
— Anthony Trujillo, Chairman

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## DDA Board . Mission

### DDA Board

*Anthony Trujillo*  
Chairperson

Board Members:  
*Mayor Robert Clark*

*Tiffany Harper*

*Mary Hastings*

*Scott Kegerreis*

*William Slicker*

*Deb Staelgraeve*

*MacKenzie Swanson*

**Mission:** to provide direction and resources to businesses, property owners and residents in the downtown district. It works for the advancement of downtown through promotion of its businesses and events; the facilitation of redevelopment opportunities; and to increase Monroe's unique sense of place and community. Its goal is to be a dynamic and innovative organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.





## Vision



**Vision:** In 2027, downtown Monroe will be a state- and nationally-recognized vibrant and walkable downtown. The storefronts and upper floors are occupied and attract residents to shop and dine locally. It is the preferred downtown in the region for young and successful professionals and retired baby boomers to reside.

The downtown Monroe retailers and restaurants combine into a lively shopping and entertainment district with an active nightlife. They leverage technology to augment their storefront sales online and to promote their businesses to the community and others in the region.

## Vision



All historic downtown buildings have made improvements from façade renovations, new signage, and outdoor seating. Empty lots and underused properties are revitalized with productive real estate contributing to the tax base, creating jobs and places to live.

The downtown is connected by an attractive, functional streetscape that is welcoming to pedestrians and non-motorized modes of transportation. The downtown has created greater connection to major employers, education institutes and other attractions in the area such as the River Raisin, National and State Parks, and the Centre for the Arts.

# Strategic Plan Goals

The Monroe DDA adopted a 5-Year Strategic Plan in 2017. The Plan includes tactics to compel an economic and place-based focus to the DDA's work and to help the DDA prepare for implementation of the Downtown Master Plan. The DDA will accomplish its work in support of six overall goals, as amended in 2019.

They are:

1. Preserve and enhance downtown by facilitating redevelopment
2. Establish an environment that promotes residential growth downtown
3. Market the downtown to encourage people to frequent local businesses and events





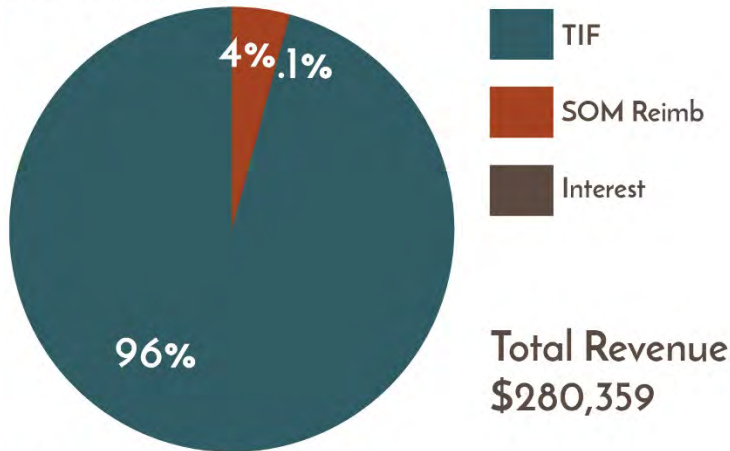
# Strategic Plan Goals

4. Support downtown business owners with financial incentives, advocacy and awareness
5. Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses
6. Serve as an intermediary for the organizations that connect to downtown and link to other community resources

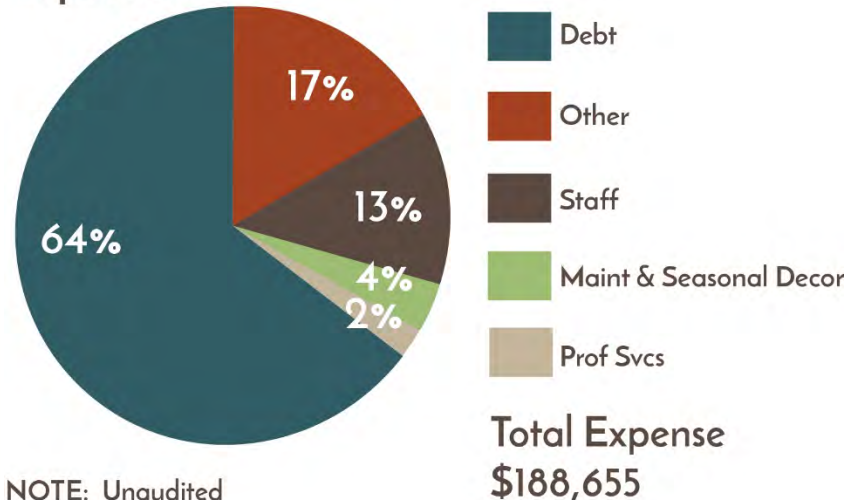


## TIF Funding Fiscal Year 2020-21

### Revenue



### Expenses



NOTE: Unaudited

The projects and programs of the Monroe DDA primarily are funded through a mechanism called tax increment financing. The DDA captures taxes from growth in property values from its base year, or year of creation of its TIF Plan; in this case, 1990.

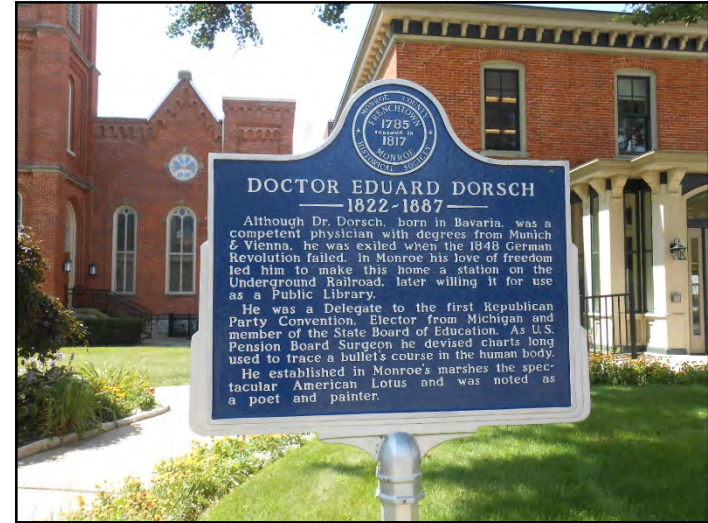
Each year, the DDA engages in a planning process to allocate funds to projects and programs which accomplish its goals. A corresponding budget is created and submitted to the City Council for approval.



# Accomplishments for 2020-2021

The effects of the world-wide pandemic carried over into Fiscal Year 2020-2021. For most of the year, the Board of Directors met virtually and concentrated on preparations for future projects. Highlights include:

- COVID relief efforts to assist businesses
- Creation of the Building Improvement Grant (BIG) Program as a replacement for the former reinvestment grant
- Awarded two projects under the former program for 34 and 44 West Front



- Purchased reindeer decorations
- Completed boundary change and updated TIF/Dev Plan
- Completed RFP process for web site redesign
- Installed season décor in downtown planters

## Social Media . Web Stats . Marketing . Communications Highlights



5,700 followers

Most viewed post was  
8/19/2020 - 27,700 views!

Followers are  
76% women; of those  
22% are 35-44, 19% are 45-  
54

2,900 are Monroe area  
residents



3,500 active users over one-  
year period starting July 1,  
2020

Of those, 90% were unique  
users and most were new  
visitors

13,000 page views



14 followers

Room to move!

- 
- The screenshot shows the Metromode website. The header is blue with the Metromode logo and navigation links: ABOUT, FOCUS AREAS, CITIES, and SERVICES. There are also links for CONTACT and SUBSCRIBE. The main content area features a large image of a building in downtown Monroe, Louisiana, with a statue in the foreground. The text 'Vibrancy building in downtown Monroe' is overlaid on the image. Below the image, there is a section titled 'SPECIAL REPORT: The growth of downtown Monroe'.



# Act 57 of 2018 Compliance Report

The following data are included in the annual report to the State Treasury to be in compliance with Act 57 of 2018. More detail regarding specific capture from respective taxing jurisdictions is reported to the State of Michigan on a form provided by the State Treasury.

Note, the DDA amended boundary and updated plan became effective on July 1, 2021 (the following fiscal year); the base year value will change.



Year Formed: 1977

Last Amendment to Plan: 2006

Current Expiration Date of TIF:  
December, 2037 Tax Capture

Base Year Value: 15,836,210

## Act 57 of 2018 Compliance Report

Captured Value (2020):  
9,610,000

Fund Balance on 6/30/2021  
(Preliminary): \$566,581

Obligated: \$28,300 for  
Facade Improvements

Current Contracts:

- City of Monroe, \$10,000 for  
Administrative Services

Bond Indebtedness  
(as of 6/30/2021;  
last payment, 5/2032)

Principal: \$1,292,000

Interest: \$342,700

NOTE: A Refunding Bond was  
issued in October, 2020, saving the  
DDA over \$70,000 over the  
repayment period

The Monroe Downtown Development Authority is pleased to provide this summary of its annual activities and finances. The information contained in this report will be produced before the end of December following the end of each fiscal year. This and future reports will be posted at [www.DowntownMonroeMI.com](http://www.DowntownMonroeMI.com) to continue the DDA's practice of providing relevant and timely information to the public. Thank you for your interest and continued support.



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