



A N N U A L R E P O R T

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Downtown Monroe is the cultural heart of the city and the county. That is why the Monroe DDA has set their sights on the downtown experience for residents, employees, businesses and visitors alike, and to provide a plan that will get us to that point.

As I entered my first year leading the DDA as Board Chair and a downtown business owner, I looked forward to a bright future for our beloved Historic Downtown. Having a Strategic Plan, a living document that will serve as a guide for the next three - five years, was a top priority for our Board of Directors. The plan now serves as a roadmap for how we approach, prioritize and implement public improvement projects.

The past year had fewer visible accomplishments than we planned, due to the Covid-19 pandemic but our board members at this critical time never gave up on the future of Downtown Monroe as it serves as the gateway to Michigan, the cornerstone of Michigan and a hidden gem. Our board members focused on setting new goals and ironing out the details on projects put on hold due to the pandemic. It was not a wasted year for Monroe DDA board members.

With another fiscal year coming to a close, and FY21 just around the corner, our board eagerly anticipates a year of fresh opportunities and possibilities to make downtown safer and vibrant place to live and visit. We welcome you to join us as a committee or board member, sponsor, volunteer, or advocate. Our impact is greater with your support and for that, we are so grateful.

– 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



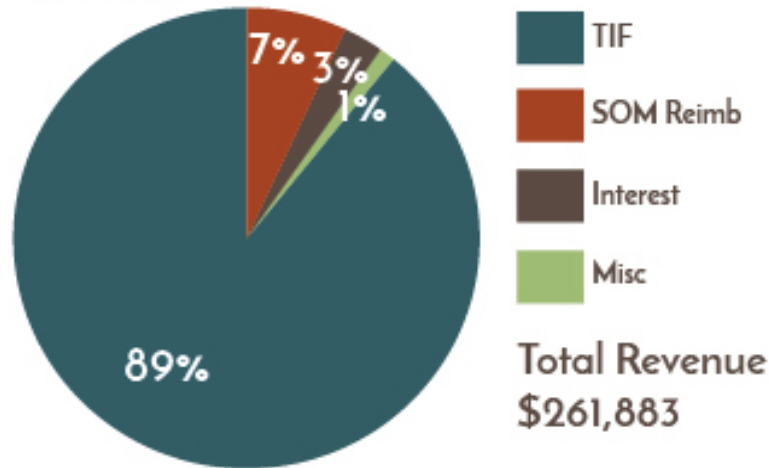
Strategic Plan Goals

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

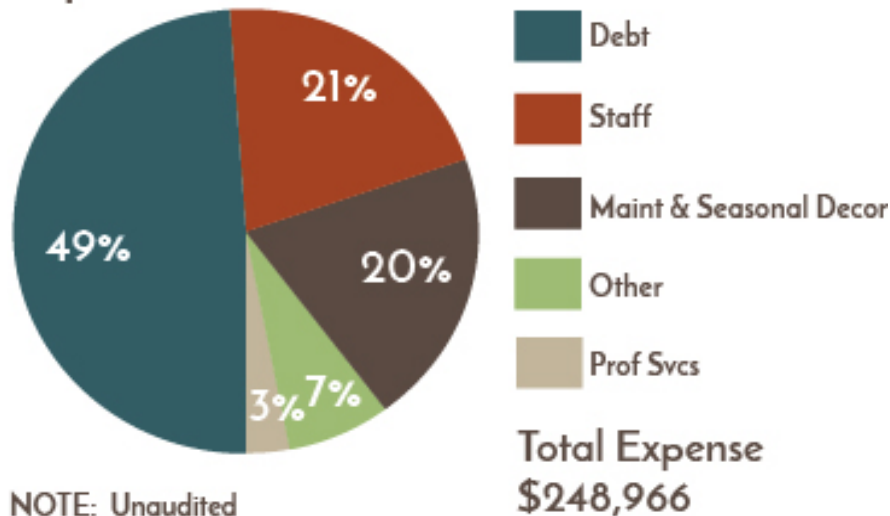


TIF Funding Fiscal Year 2019-2020

Revenue



Expenses



NOTE: Unaudited

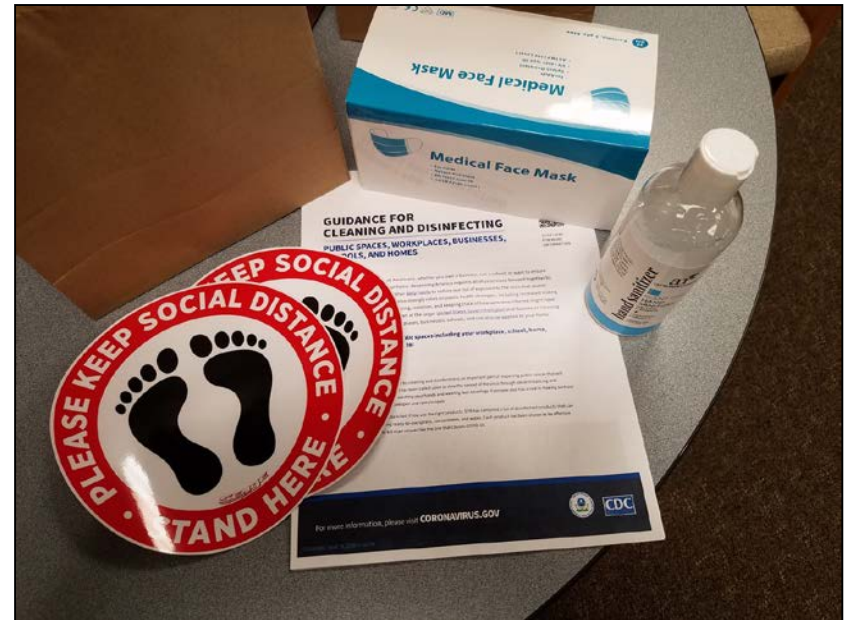
The projects and programs of the Monroe DDA primarily are funded through a mechanism called tax increment financing. The DDA captures taxes from growth in property values from its base year, or year of creation; in this case, 1977.

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 2019-2020

The following are highlights from a challenging yet productive year for the Monroe DDA. Most of the highlights were specified in the 2017-22 Strategic Plan or the 2018 Downtown Master Plan.

- Completed a check-up regarding progress made on the Strategic Plan
- Conducted Phase II of the Upper Floor Conversion Technical Assistance Program
- Made updates to the web site for compliance with Act 57 and added Google Analytics



- Recommended changes to the parking system which are now demonstration projects
- Finalized the Riverwalk Enhancement and Expansion Plan
- Installed season décor in downtown planters

Accomplishments for 2019-2020

- Completed design standards for downtown streetscapes
- Installed LED lighting in downtown lampposts and replaced globes
- Completed marketing and communications plans
- Pivoted to COVID-19 recovery plan
- Contracted for design services for Riverwalk connector project



Social Media . Web Stats . Marketing . Communications Highlights



5,500 followers

Most viewed post was
12/7/2019 - 9,600 views!

Followers are
76% women; of those
22% are 35-44, 18% are 45-
54

2,500 are Monroe area
residents



Google Analytics
subscribed in July, 2019

4,200 active users over one-
year period starting July 1,
2019

Of those, 90% were unique
users



12 followers

Room to move!



Social Media . Web Stats . Marketing . Communications Highlights

- Press releases issued – 5
- E-Newsletters: Downtown Monroe Matters (subscribers) and In the District (business and property owners)
- Web Site Updated for Act 57 compliance
- Rack card reprint
- Full page directory ad in Christmas Magic in Monroe program
- Cooperative radio campaign
- Pandemic recovery plan, included direct-mail postcard, MPACT slide, Facebook cover slides, Healthy Downtown PPE kits



Get your RaisinCation on!
DowntownMonroeMI.com

Downtown Monroe: Your RaisinCation headquarters.
Your favorite shops and restaurants are open, ready and waiting for you. It's high time to get your RaisinCation on. Dine. Shop. Raise a glass. All in clean, safe environments in accordance with state guidelines. After all, we're neighbors. And we can't wait to welcome you back!

MPACT Community Bulletin Board



Get your RaisinCation on!
DowntownMonroeMI.com

**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 will be available no later than December 31, 2020, and supplied through the appropriate form as required by the Act.



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 (2019): 9,610,000

Fund Balance on 6/30/2020
(Preliminary): \$476,151.87

Obligated: \$20,000 for
Facade Improvements

Current Contracts:

- Russell Design, \$2,500 for
Riverwalk Connector Project
- City of Monroe, \$10,000 for
Administrative Services

Bond Indebtedness
(as of 6/30/2020;
last payment, 5/2032)

Principal: \$1,570,000

Interest: \$380,147



Contact

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 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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