



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

2 0 1 9



Downtown Monroe is on the rise if the activities from the last fiscal year are an indication. The Monroe DDA is taking steps to think and act more strategically and to implement projects that support its goals. The Downtown Master Plan now serves as the basis for moving forward. I am grateful to have been at the helm while planning processes were underway and leave the DDA leadership in the capable hands of incoming Chairman, Anthony Trujillo.

Joe Peruski
Past Chair

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DDA Board . Mission

DDA Board

Anthony Trujillo
Chairperson

Board Members:
Mayor Robert Clark
Joe Peruski
Scott Kegerreis
Les Lukacs
Tiffany Sacco
MacKenzie Swanson
Chip Williams
Deb Staelgraeve

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



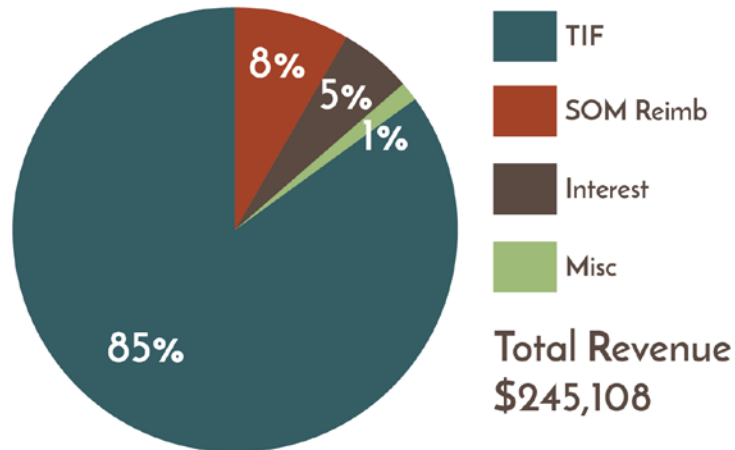
Strategic Plan Goals

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

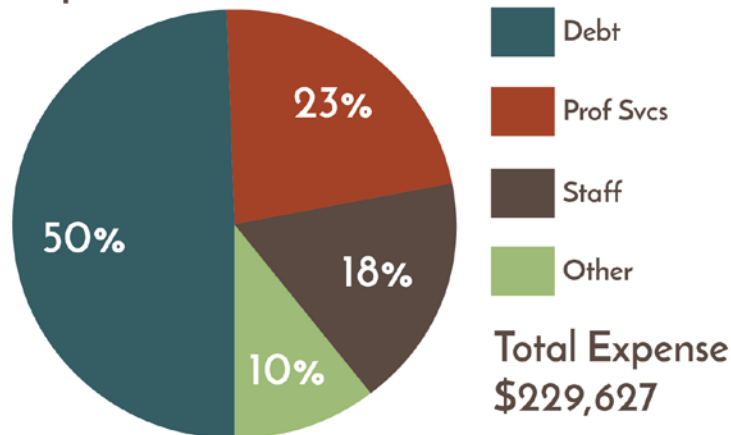


TIF Funding Fiscal Year 2018-2019

Revenue



Expenses



NOTE: Incomplete, figures as of 7/10/19

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 2018-2019

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

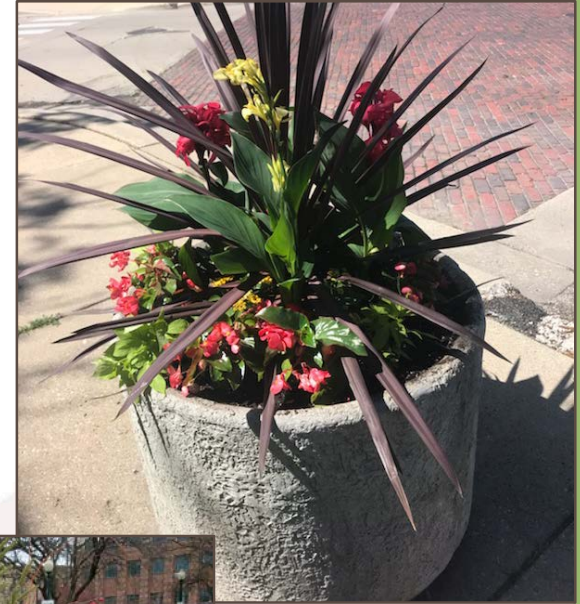
- Completed the Downtown Master Plan and corresponding public information campaign
- Created and implemented annual Marketing and Communications Plans



- Amended and renamed the Downtown Reinvestment Program, broadening eligible expenses
- Completed Phase I of Upper Floor Conversion Technical Services at 113 East Front and 12-14 West Front

Accomplishments for 2018-2019

- Initiated project to create new Streetscape Design Standards
- Completed Riverwalk Enhancement and Expansion Conceptual Plan
- Installed spring and fall seasonal decorations in downtown planters
- Underwrote cost of phased effort for extensive tree maintenance
- Hosted stakeholder meetings with business and property owners



Public Participation . Committees

The Monroe DDA successfully has transitioned from standing committees to project-based work teams, each led by an active board member. Here we feature two teams that participated in exercises to establish a new vision for the Riverwalk and to improve the pedestrian experience throughout the downtown district through design principles.



Riverwalk Enhancement and Expansion

Members:

Anthony Trujillo

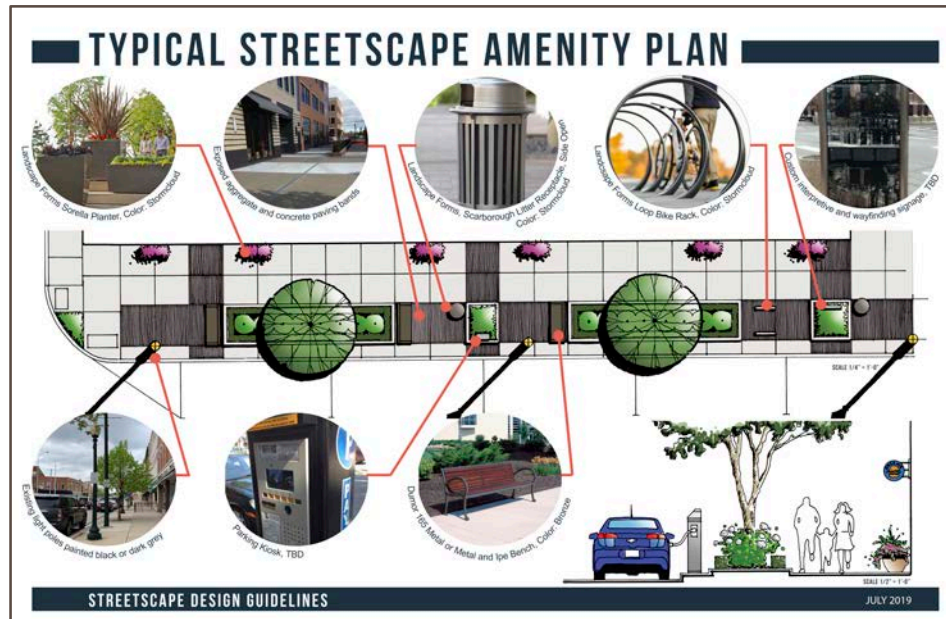
Azia Hawthorne

Darlene Belair

Loretta LaPointe

Lucie Fortin

MacKenzie Swanson, Lead



Streetscape Design Standards

Members:

Janet Berns

Jim Jacobs

Les Lukacs, Lead

Patrick Lewis

Ryan Hauser

Steven Mihalec

Social Media . Web Stats . Marketing . Communications Highlights



5,500 followers

Posts with photos
average reach 2,400

Status posts
average reach 1,100

Followers are
76% women,
25% are 35-44,
2,500 are Monroe area
residents



Google Analytics
subscribed in July

Currently 218
active users

Users are
54% men,
33% are 25-34

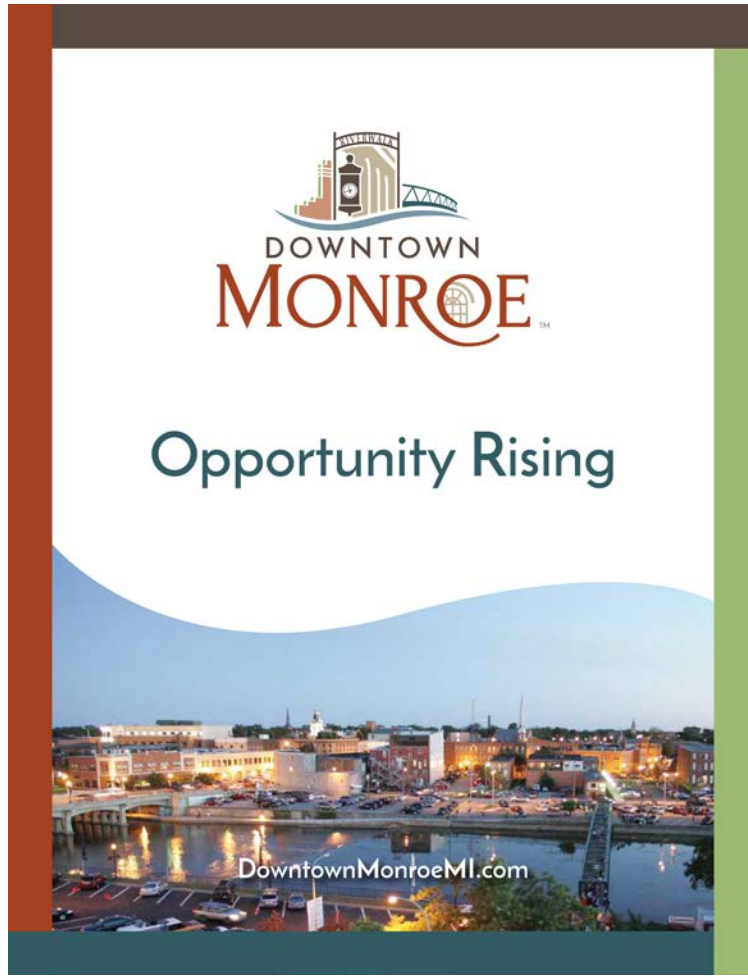


12 followers

Room to move!



Social Media . Web Stats . Marketing . Communications Highlights



- Press releases issued - 9
- Monthly E-Newsletters: Downtown Monroe Matters (subscribers) and In the District (business and property owners)
- Calendar module on web site
- Rack card replaced locator map
- Full page directory ad in Christmas Magic in Monroe program
- Cooperative radio campaign
- New business recruitment brochure

Act 57 of 2018 Compliance Report

The following data are included in the annual report and/or the forthcoming report to the State Treasury to be in compliance with Act 57 of 2018. More detail regarding specific capture from respective taxing jurisdictions and final fiscal year 2018-2019 finances will be available no later than December 31, 2019, 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 (2018):
8,326,580

Fund Balance on 6/30/2019
(Preliminary): \$501,271.33

Obligated: \$20,000 for
Facade Improvements

Current Contracts: Mitchell +
Mouat Architects, \$10,000
for Phase II - Upper Floor
Conversion Technical Services

Russell Design, \$35,000 for
Streetscape Design Standards

and \$44,300 for Riverwalk
Enhancement and Expansion
(City contribution = \$20,000)

Bond Indebtedness
(as of 6/30/2019;
last payment, 5/2032)

Principal: \$1,640,000

Interest: \$432,341

The Monroe Downtown Development Authority is pleased to provide this summary of its annual activities and finances. In future years, the information contained in this report will be produced by 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 tradition of providing relevant and timely information to the public. Thank you for your interest and continued support.



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