



# ANNUAL REPORT

## 2021 - 2022



## FROM THE CHAIR - "PLACES AND SPACES"

I have heard it from the day I made Monroe my home 25+ years ago ... "Downtown Monroe **COULD** be one of the greatest places to visit in Michigan". Well, Downtown Monroe already is a great place, and it is well on its way to becoming one of the greatest. I realize that may be difficult for some to agree with. Yes, we have many building and area "eyesores" that continue to be the focus of negative reviews, and attract our attention away from the positives. But there are many buildings that have undergone costly renovations in order to provide optimistic entrepreneurs the "places and spaces" to create residential opportunities, wonderful services, merchandise, and gathering venues for entertainment, delicious food, and drink. And more buildings are currently in the process of adding to the list. If you haven't really visited Downtown Monroe lately, I suggest attending any one of the many fabulous activities and events sponsored by the Downtown Monroe Business Network. They do an awesome job in showcasing all that Downtown Monroe has to offer.

Even with all of these successes accomplished, there still remains those buildings and areas that cause many to still use the word "could" when describing Downtown Monroe's potential.

Our DDA Board is dedicated to removing that stigma, and our 2022-2023 Work Plan has been constructed to address that goal. We will be focusing on **PLACE-MAKING**: The development and renewal of places to expand our businesses & residential footprints, and the beautification of spaces to provide an enhanced and safe experience for our visitors and residents. We will be focusing on leading the way in the renovation of blighted and/or long empty buildings, and working with/supporting other building owners who wish to follow in those footsteps.

Please visit our newly remodeled website at [www.downtownmonroemi.com](http://www.downtownmonroemi.com) for more information. We welcome the public's input and thoughts as we move forward. Our board meetings are open to the public and are scheduled for 8:30am on the third Wednesday of each month at City Hall. We ask that you notify us in advance if you wish to present your thoughts or opinions so we may allow time for you on our agenda. Please contact any Board Member listed on our website.

Looking forward to seeing you Downtown!

William C. Slicker, DDA Chair

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## DDA Board . Mission

### DDA Board

*William Slicker*  
Chairperson

Board Members:  
*Mayor Robert Clark*  
*Andy Clark*

*Robert Copp*

*Eric Drummonds*

*Mary Hastings*  
*Scott Kegerreis*

*Malissa Whited*

**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 vibrant and walkable destination where retailers, restaurants, and residential spaces combine into a lively shopping and entertainment district. All historic buildings have made improvements from façade renovations to new signage and outdoor seating. The downtown is united by an attractive, functional streetscape that is welcoming and accessible to all.



# Strategic Plan Goals

The Monroe DDA adopted a 5-Year Strategic Plan in 2012. 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 seven overall goals.

They are:

1. Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses
2. Support downtown business and property owners through financial support, advocacy and awareness.
3. Preserve and enhance downtown by facilitating redevelopment.
4. Market the downtown to encourage people to frequent local businesses and events.



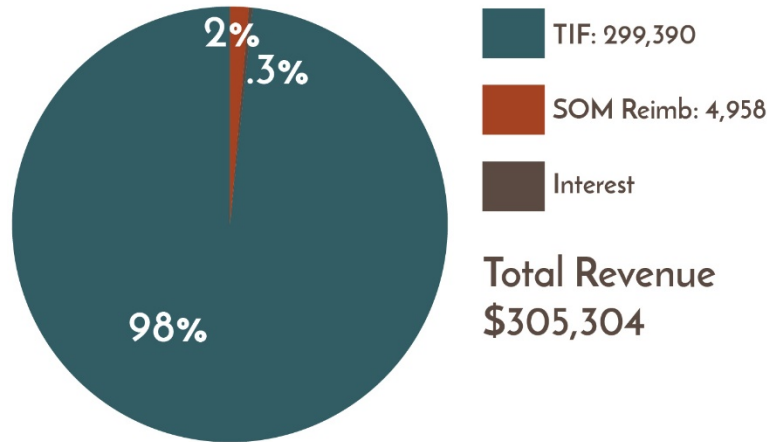
## Strategic Plan Goals

5. Serve as an intermediary of the organizations that connect to downtown and link to other community
6. Establish an environment that promotes residential growth downtown.
7. Encourage compliance with city codes and ordinances to protect and limit risk to investment in properties and businesses.

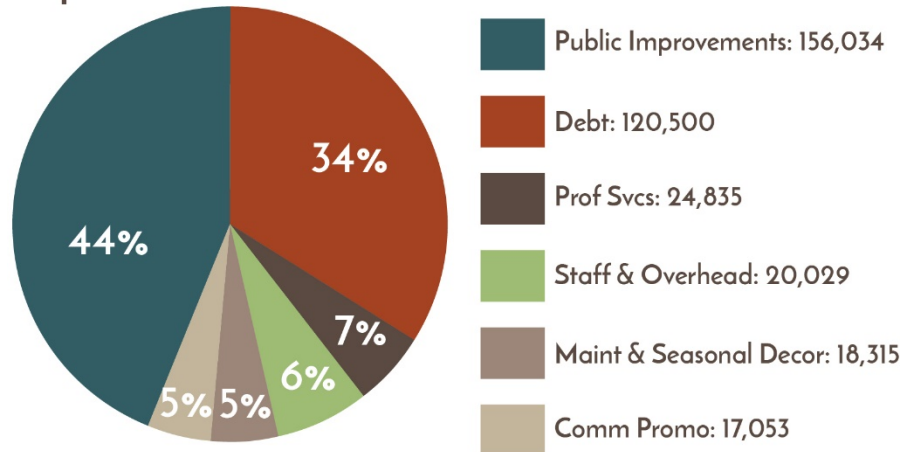


## TIF Funding Fiscal Year 2021-22

### 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.

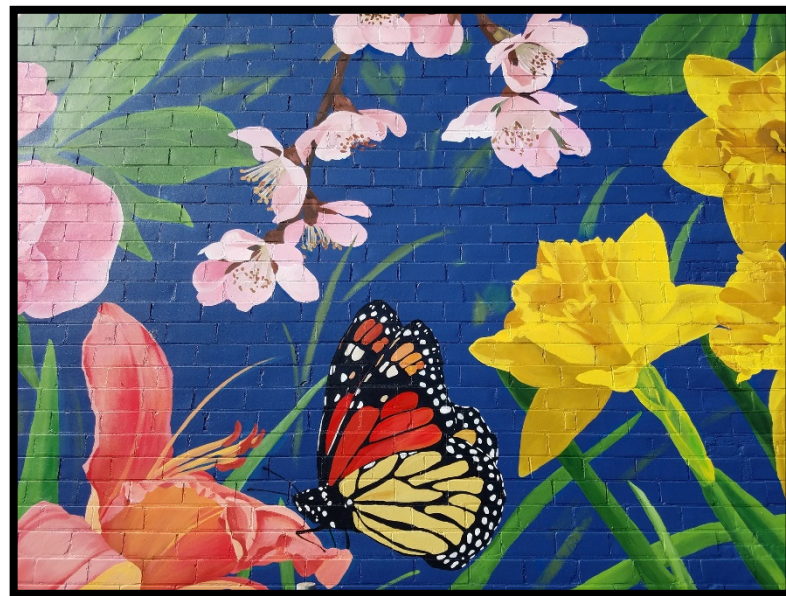
Each year, the DDA engages in a planning process to allocate funds to projects and programs which accomplish its goals. A corresponding budget is created and submitted to the City Council for approval.



## Accomplishments for 2021-2022

### Highlights include:

- Finalized design for Riverwalk Connectors and accepted bids for lighting portion
- Redesigned the Downtown Monroe website
- Replaced site furnishings - benches, waste receptacles, planters and bike racks - in accordance with streetscape design guidelines
- Purchased over-the-road lighted holiday swags
- Conducted a site-specific residential market analysis

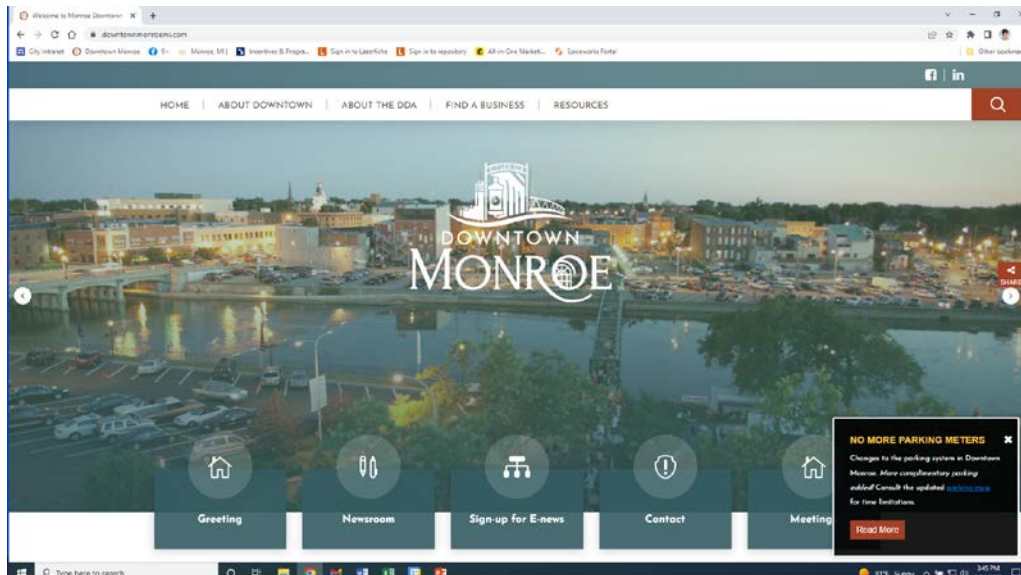


- Developed a 2022-2027 Strategic Plan
- Supported façade improvements at 44 West Front
- Opened DDA office at 9 Washington
- Summer and winter installations in planters



# Social Media . Web Stats . Marketing . Communications Highlights

- Press releases issued - 4
- E-Newsletter - In the District - issued monthly to downtown businesses
- New website launched
- Produced annual report
- Direct mail for holiday season
- Sponsored MPACT and the Monroe County Fair



# Social Media . Web Stats . Marketing . Communications Highlights



5,700 followers

Most viewed post was  
6/30/2022 - 22,600 views!

Followers are  
77% women; of those  
22% are 35-44, 20% are  
45-54

3,100 are Monroe area  
residents



4,500 active users over one-  
year period starting July 1,  
2021

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

16,800 page views

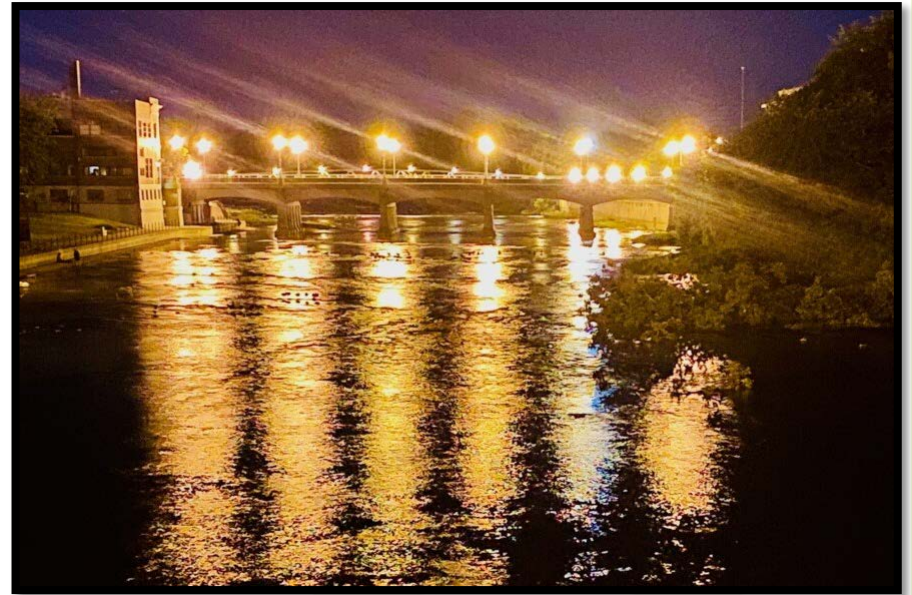


17 followers

## 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 (this fiscal year); the base year value changed to reflect the new boundary.



Year Formed: 1977

Last Amendment to Plan: 2021

Current Expiration Date of TIF:  
December, 2037 Tax Capture

Base Year Value: 13,517,020



## Act 57 of 2018 Compliance Report

Captured Value (2021):  
9,943,460

Fund Balance on 6/30/2022  
(Preliminary): \$514,751.30

Obligations: None

Current Contracts: City of  
Monroe, \$10,000 for  
Administrative Services

Bond Indebtedness  
(as of 6/30/2022;  
last payment, 5/2032)

Principal: \$1,220,000

Interest: \$294,200



## 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](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.



City of Monroe  
Economic Development Department  
[www.MonroeMI.gov](http://www.MonroeMI.gov)  
120 East First Street Monroe, MI 48161  
734.243.0700



Monroe Downtown Development Authority  
[www.DowntownMonroeMI.com](http://www.DowntownMonroeMI.com)  
734.384.9146