



# Past, Present, Future DDA Activity

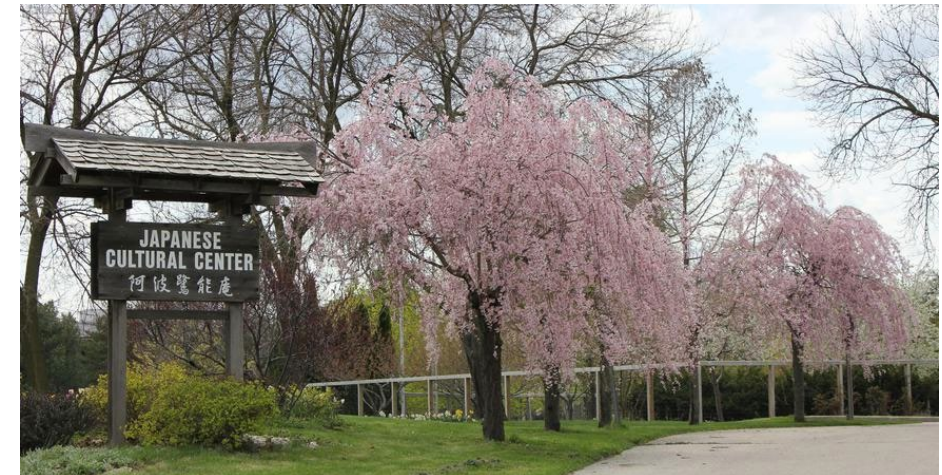




# Past

- **Discovery Days**

- In the summer of 2014 the DDA partnered with seven cultural institutions to provide a unique experience where people were able to purchase a pass that granted them access to the various cultural venues throughout the Riverfront.
- The events happened on a couple of Saturdays throughout the summer.
- Transportation was provided.
- Tom Trombley provided information on the bus and lead a history and architectural walking tour of Old City Saginaw.





# Past

- **Retail and Commercial Market Study**

- In FY 2017-2018 the DDA hired a consultant to undergo a retail and commercial market study to analyze the supply and demand in the local market.
- It is important for a community to understand what the community needs in order to attract additional commercial businesses.
- This study was also a requirement of the Redevelopment Ready Communities Certification.

- **Marketing and Branding Plan**

- In FY 2018-2019 the DDA worked with the City of Saginaw and a hired marketing firm to manage the development of a marketing strategy
- Conducted research including stakeholder interviews, an online survey, which collected more than 1,000 responses, and reviewed all existing marketing efforts.
- Phase two included audience profile development, goals and objectives, messaging and drafting the marketing communications
- A logo treatment was created that can be used by any business, organization, and community group in their own marketing.
- The marketing campaign was launched on Friday, June 28, 2019

THIS IS **SAGINAW**  
WE BUILD  
[**CREATIVITY**]

THIS IS **SAGINAW**  
WE BUILD  
[**SUSTAINABILITY**]

THIS IS **SAGINAW**  
WE BUILD  
[**GOOD HEALTH**]

THIS IS **SAGINAW**  
WE BUILD  
[**DIVERSITY**]

THIS IS **SAGINAW**  
WE BUILD  
[**EXCITEMENT**]

THIS IS **SAGINAW**  
WE BUILD  
[**OPPORTUNITY**]

THIS IS **SAGINAW**  
WE BUILD  
[**RESILIENCE**]

THIS IS **SAGINAW**  
WE BUILD  
[**COMMUNITY**]

THIS IS **SAGINAW**  
WE BUILD  
[**THE FUTURE**]

# Past

- **Temporary Wayfinding Signage**

- In the fall of 2018, the Saginaw DDA received a grant from the East Michigan Council of Governments to fund a temporary wayfinding signage project.
- The temporary signs show walking or biking distances to cultural, recreational and entertainment amenities in the riverfront.
- The goal of this project is to increase the number of people walking in the Riverfront area and to determine the communities desire for permanent wayfinding signs.



- **Redevelopment Ready Community Certification**

- The DDA was involved with the City for multiple years working on meeting the requirements to become Redevelopment Ready.
- The City was awarded the RRC Certification in the spring of 2019. The celebration ceremony was held in June of 2019.





# Present

- **Police Patrols**

- The DDA continues to set aside \$15,000 to pay overtime for two police officers to patrol the riverfront after hours in the warmer months.

- **Security Cameras and Lighting**

- Along with the Police Chief and City Staff, the DDA has been working to increase the number of security cameras and lights in the riverfront.

- **Planters**

- The DDA began a multi-year project to purchase flower pots in 2019 and continued to purchase until a total of 43 flower pots have been placed throughout Riverfront.
- The DDA funds the planting and watering of the flower pots annually.

- **Trashcans**

- The DDA is continuously observing the trashcans to ensure there are trashcans where needed and in good condition.





# Present

- **New Business Welcome Baskets**

- When a new business located in the DDA district they receive a welcome basket complete with a selection of items from existing businesses and organizations, as well as contact and other business information.

- **Façade Grant Program**

- The DDA revamped their 50/50 matching façade grant in 2017 and has continued the very successful program ever since.
- On average 10-15 façade grants are awarded annually in amounts ranging from \$1,000 to \$10,000.





# Present

- **Special Event Sponsorship**

- The DDA began offering event sponsorship in July 2019. An application was created to help the many established events in the Saginaw Riverfront continue to prosper and grow, as well as help to make new events possible.
- The DDA sponsors on average 8 – 10 events a year.





# Present

- **Public Space and Infrastructure Assistance**

- Tuscola Alleyway
- Electric Vehicle Chargers
- Historic Mill Markers
- Riverfront Saginaw Gateway Signs
- Middle East Pod at Veteran's Memorial Park

- **Match on Main Grants**

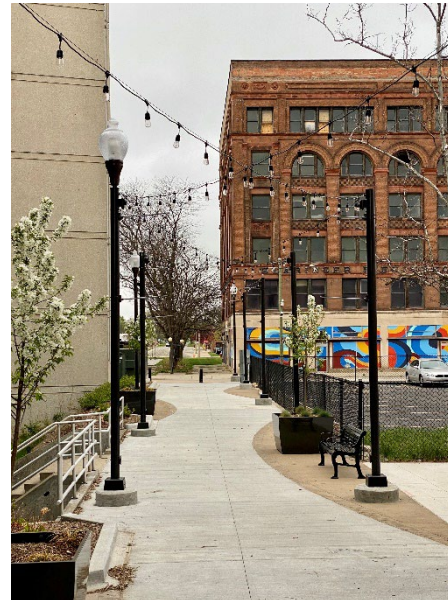
- The Michigan Economic Development Corporation offers a \$25,000 grant to projects located within qualified RRC communities. The DDA works as the administrator for this program in Saginaw and has been able to secure two match on main grants.
  - 2021 – GeeQue's BBQ
  - 2022 – READ Association of Saginaw County

## RIVERFRONT GATEWAY IN DOWNTOWN SAGINAW



1. New picnic tables
2. New shade sail structures
3. Paint existing railing
4. New decorative fence
5. New metal benches
6. Existing Gabion baskets
  - Infill missing stones
  - New plants on top and face of walls
7. New landscaping
8. New decorative trees at entrance

Renovating the Riverfront Gateway will help promote community engagement and increase the appeal of outdoor waterfront locations in downtown Saginaw. The new entrance would be conveniently located near popular businesses, restaurants, and outdoor greenspace. It begins at the SVRC Marketplace and spans roughly 380 feet along the Saginaw River parallel to Water Street. This new area will feature renovated, nonmotorized trailway and a beautiful resting area with accessible tables for the public to enjoy.





# New Projects in the Works

- **Restaurant Incubator**

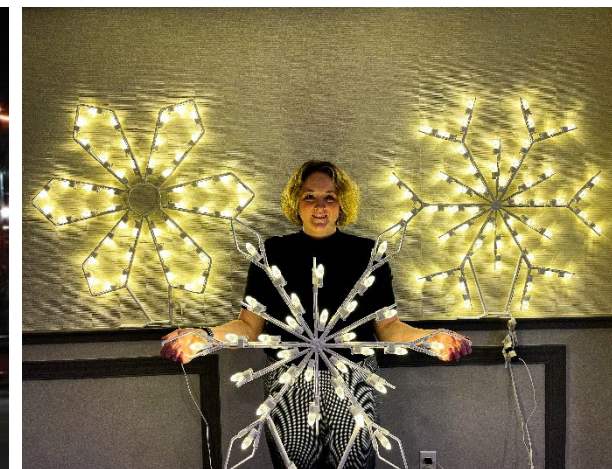
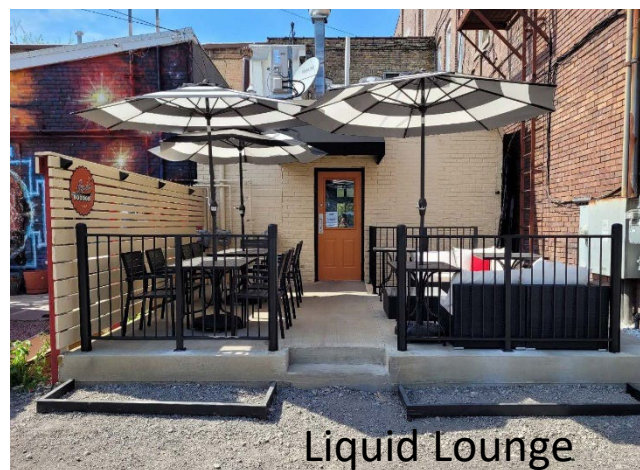
- The DDA has recently begun a focused project on bringing additional restaurants to the City.
- It is the hope of the DDA to partner with various private businesses and public organizations to prepare a space for a new start up restaurant to locate within Riverfront Saginaw.

- **Public Space**

- The DDA is encouraging public space improvements.
- We will provide façade grants to projects creating a unique space that is inviting and that will add to a positive atmosphere in the City.
- The two below have already been funded by the DDA

- **Winter Decorations**

- The DDA began the process of planning for and purchasing winter decorations in the fall of 2021.
- This project has only been possible by partnerships with the City of Saginaw, Bronners, Consumers Energy, Garpiel and various local organizations and private businesses.
- Three different types of snowflakes will be hung annually from November to February on light poles throughout Riverfront Saginaw.
- The initial budget of approximately \$115,000 includes the installation of conduit and outlets, purchase of decorations and installation and removal fees.
- The continuous cost will be approximately \$15,000 annually.





# Future

- **Continue to offer Façade Grants to our local business and property owners**
- **Expand on our marketing methods**
- **Continue to work with the city on common initiatives**
- **Partner with other groups to improve our infrastructure**
- **Create developer specific material that provides a clear and concise outlook on the opportunities in Saginaw**
- **Develop a business and event directory**
- **Continue to offer support to businesses, organizations and events in our community**