

Downtown Development Authority

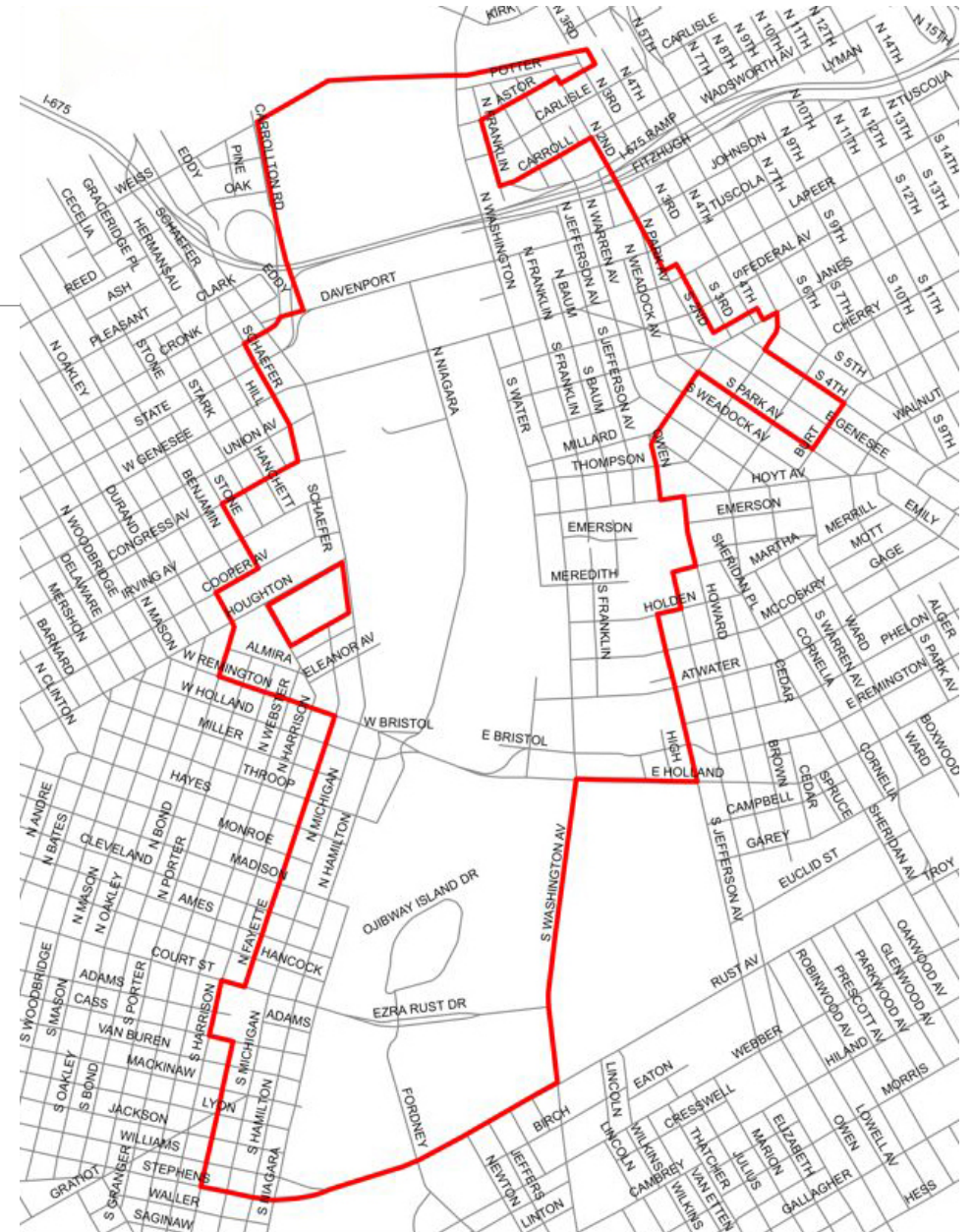
INFORMATIONAL MEETING

OVERVIEW OF FY 19/20 ACCOMPLISHMENTS

PLANS FOR FY 20/21

Purpose

As defined by Act 57 of 2018 “When the governing body of a municipality determines that it is necessary for the best interests of the public to **halt property value deterioration and increase property tax valuation where possible in its business district, to eliminate the causes of that deterioration, and to promote economic growth**, the governing body may, by resolution, declare its intention to create and provide for the operation of an authority.”



Funding

Funds for projects are collected in two ways:

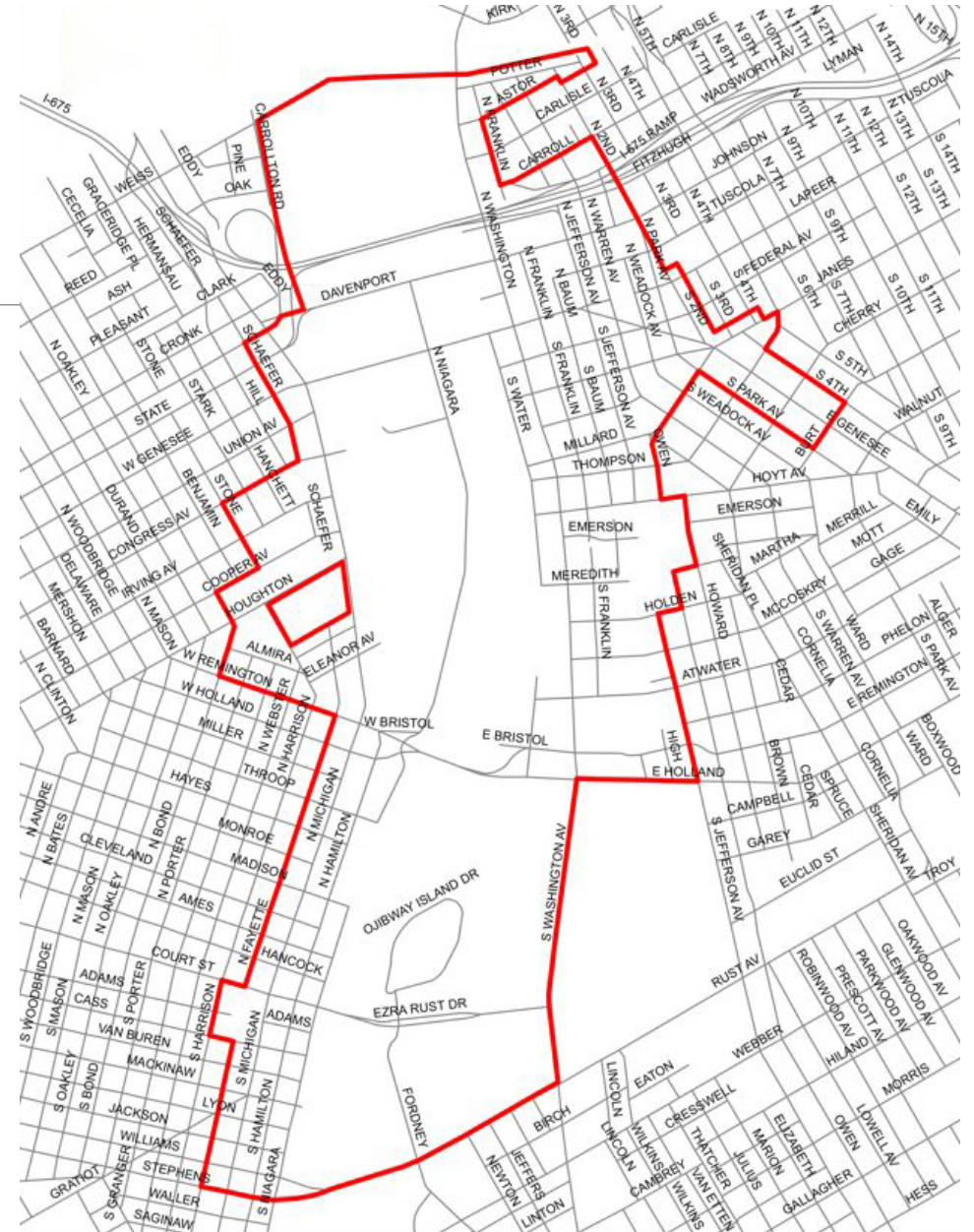
Tax Increment Finance (TIF) District - established in 2011, this funding mechanism allows the DDA to collect the incremental increase in taxes collected as properties increase in value from 2011 to now. Total we collect approximately \$15,000 annually.

- This fund can be used for public improvements in the district, such as streetscape improvements, parking, underground utilities and marketing efforts.
- The lifespan of the Saginaw DDA TIF is from 2011 – 2030.

2 Mill Levy - adopted in 2017 and collects \$1 for every \$1,000 of property value in the DDA District. Total we collect approximately \$130,000 annually.

- This tax levy was voted on by the public.

Funds for administration come from a City of Saginaw CDBG Grant.



FY 19/20 – Budget

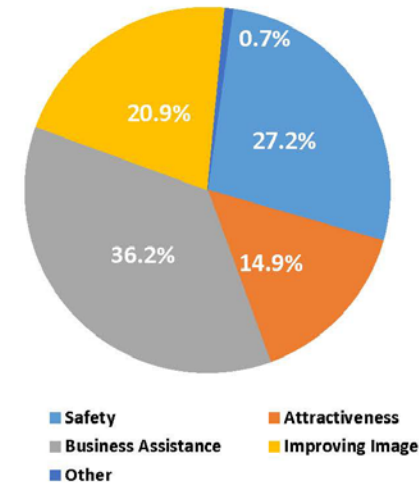
SAGINAW DOWNTOWN DEVELOPMENT AUTHORITY

The Downtown Development Authority (DDA) was formed in 1975. The main focus of the Saginaw DDA is to bolster economic development, redevelopment and activity within the DDA district. The Saginaw DDA seeks to achieve the following goals by working with the community and community partners:

- Increase jobs in the DDA district.
- Attract new business, business expansion and economic opportunity in the DDA District.
- Redevelopment of blighted properties in DDA district

Proposed Budget - Two Mill Levy 2019-2020

Category	Item	Budget
Safety	Police Patrols	\$ 3,500
	Lighting & Cameras	\$ 33,000
Attractiveness	Planters	\$ 12,000
	Trashcans	\$ 8,000
Business Assistance	Façade Grant Program	\$ 40,000
	Ernst and Young Study	\$ 5,000
	Saginaw Soup	\$ 1,000
	Development Project Assistance	\$ 2,500
Improving Image	Marketing	\$ 13,000
	Website	\$ 7,000
	Special Event Sponsorship	8000
Other	Consultant Services	\$ 245
	Dues	550
Total		\$ 133,795



Administrative costs are funded by a City of Saginaw CDBG Grant of \$35,580.

Safety

Police Patrols

- \$3,500
- The DDA pays the overtime for two police officers to patrol the riverfront afterhours in the warmer months. Because of COVID-19 many of these funds went unused.



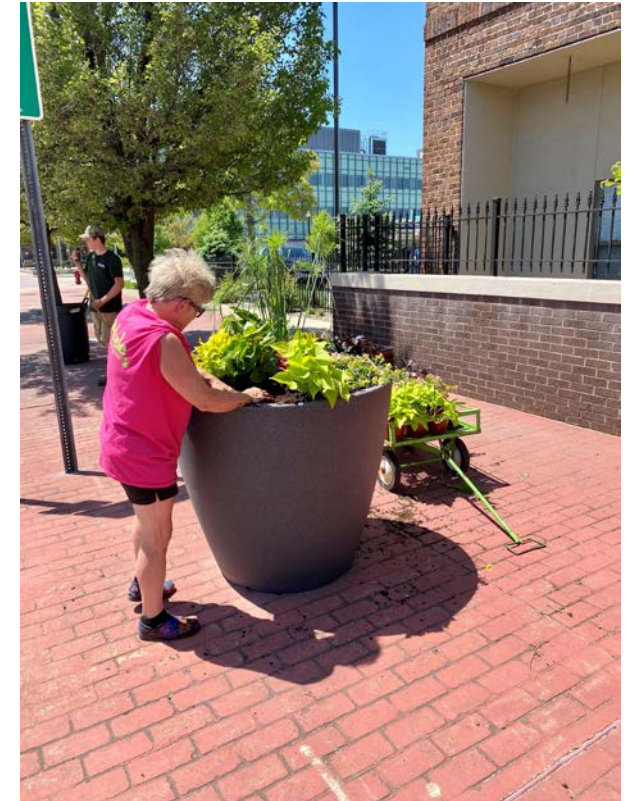
Security Cameras

- \$33,000
- The DDA is working with Police Chief Ruth and the City of Saginaw to increase the number of security cameras in the riverfront.
- This last year the DDA purchased a server to store data collected by the cameras and approved funding the monthly consumers bill to run the cameras.

Attractiveness

Streetscape Improvement

- \$20,000
- This past year the streetscape committee continued the flower pot project by purchasing 16 flower pots which were placed in May. The city purchased 3 bringing the total number of flower pots in the city to 35.
- This project was a partnership with the City of Saginaw, Tri-Cap and Abele's Greenhouse, saving the DDA approximately \$6,000.
- The DDA also purchased 6 new trashcans this year. 3 were placed in Old Town and 3 were placed in Downtown.



Business Assistance



Façade Grant Program

- \$40,000
- 50/50 matching grant for façade improvements.
- This past year the DDA awarded 12 grants.

Ernst and Young Infrastructure Study

- \$5,000
- The DDA helped support a large scale infrastructure study which looked into funding mechanisms for the future infrastructure needs of the city.

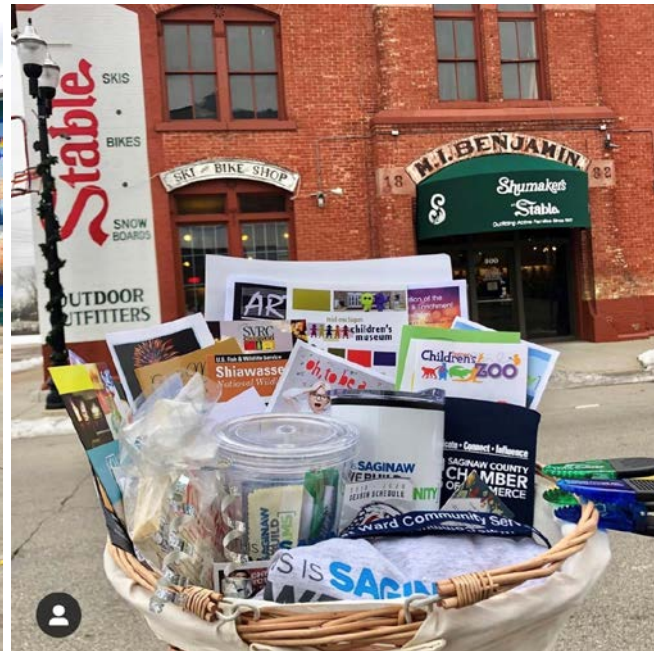
Business Assistance

New Business Welcome Baskets

- \$210
- Materials have been collected from various organizations and other businesses throughout the DDA District.

This past year the DDA gave out 5 welcome baskets:

- Valerie's Downtown
- WUB
- Richie Rich's Deli
- Prim Beauty Studio
- Shumaker's at the Stable



Business Assistance – COVID-19

Small Business Relief Program

- Saginaw Future administered Saginaw County's funds for this program.
- 125 small businesses were awarded an average of \$1,600
- 17 of the businesses are in the DDA District

Match on Main

- The DDA applied for \$50,000 from this MEDC program to provide funding to an additional 10 DDA businesses however we were not awarded this grant.

Awarded Companies

- Bringer Inn
- Egyptian Koshery
- Elissa Rose Banquet Center
- Erika's Flowers
- Fralia's
- Gold Medal Martial Arts
- Honey B's Eatery
- Jake's Old City Grill
- Liquid Lounge
- Mr. Van's Shoe Repair
- Mooney's
- Oracle Brewing
- Rebecca's Gourmet Bakery
- Red Eye Cafe
- The Hamilton Street Pub
- U Me Paint Experience
- Valerie's Downtown

218 S. Washington



Improving Image

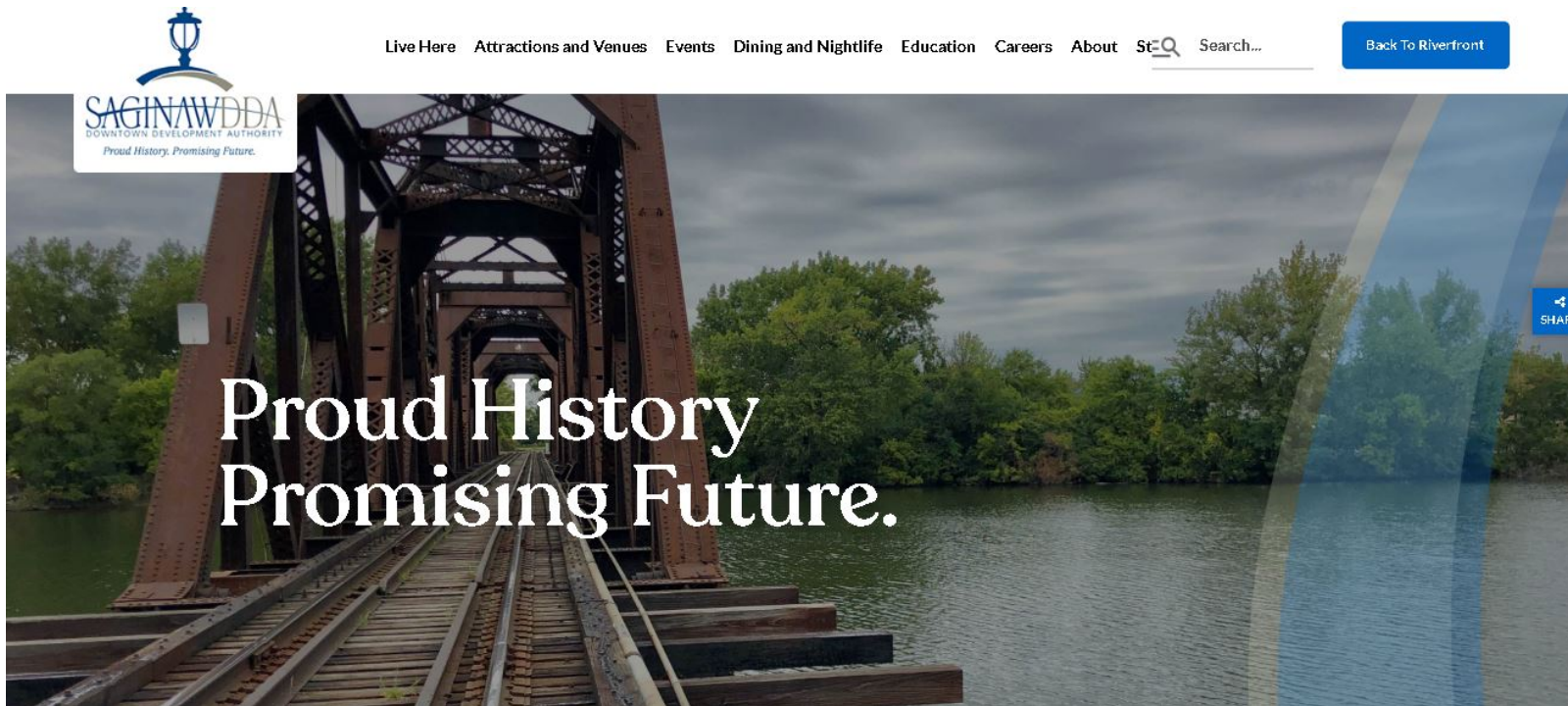
Special Event Sponsorship

- \$8,000
- This past year the DDA started funding events happening in the DDA
 - Friday Night Live
 - Saginaw Sugar Beets Baseball Tournaments
- COVID-19 has hindered a few of the events.
- We are looking into more flexible options for this program.

Marketing Plan

- \$11,000
- This past year the DDA has continued to work with the City of Saginaw on a joint marketing strategy.
- The marketing campaign officially launched at the Redevelopment Ready Community Celebration on June 28, 2019.
- In this past year many marketing efforts have taken place including hiring Full-Steem Social Media. This company has been doing a great job at sharing good news over multiple platforms.

Improving Image



Special Event Sponsorship

- \$7,000
- This past year the DDA partnered with the City of Saginaw to update the shared website, Riverfront Saginaw.
- Revize was hired to create the website and staff uploaded and organized all of the content.
- Visit <https://www.riverfrontsaginaw.com/dda/index.php>

Other Developments/Projects/Groups the DDA Assisted and was Involved with

The DDA works with businesses and developers to help make them as successful as possible.

Multiple Future Residential Projects

- Case Funeral Home
- Michigan Photo Building
- Jefferson Apartments

Bearinger Building

Flex Fresh Mart

Mary Free Bed

Delta College

Saginaw Soup Pitch Competition

Electric Vehicle Charging Stations

Tuscola Alleyway Project

Central Michigan University College of
Medicine

THRIVE Initiative

DSA

Westside Civic Association

Saginaw County Chamber of Commerce

Plan for this coming FY 20/21

Continue a Number of Projects and Programs

- Assisting Businesses and Developers
- Funding Overtime for Police Officers
- Purchasing, Installing and Maintaining Security Lighting and Cameras
- Flower Pot Project – Purchase Additional Planters and Maintain All
- Façade Grant Program
- Assist the City of Saginaw with their Marketing
- Special Event Sponsorship Program
- New Business Welcome Baskets

New Projects and Programs

- Reorganize the Special Event Sponsorship Program to be more flexible
- Fund other projects as they are presented to us