

# Downtown Development Authority

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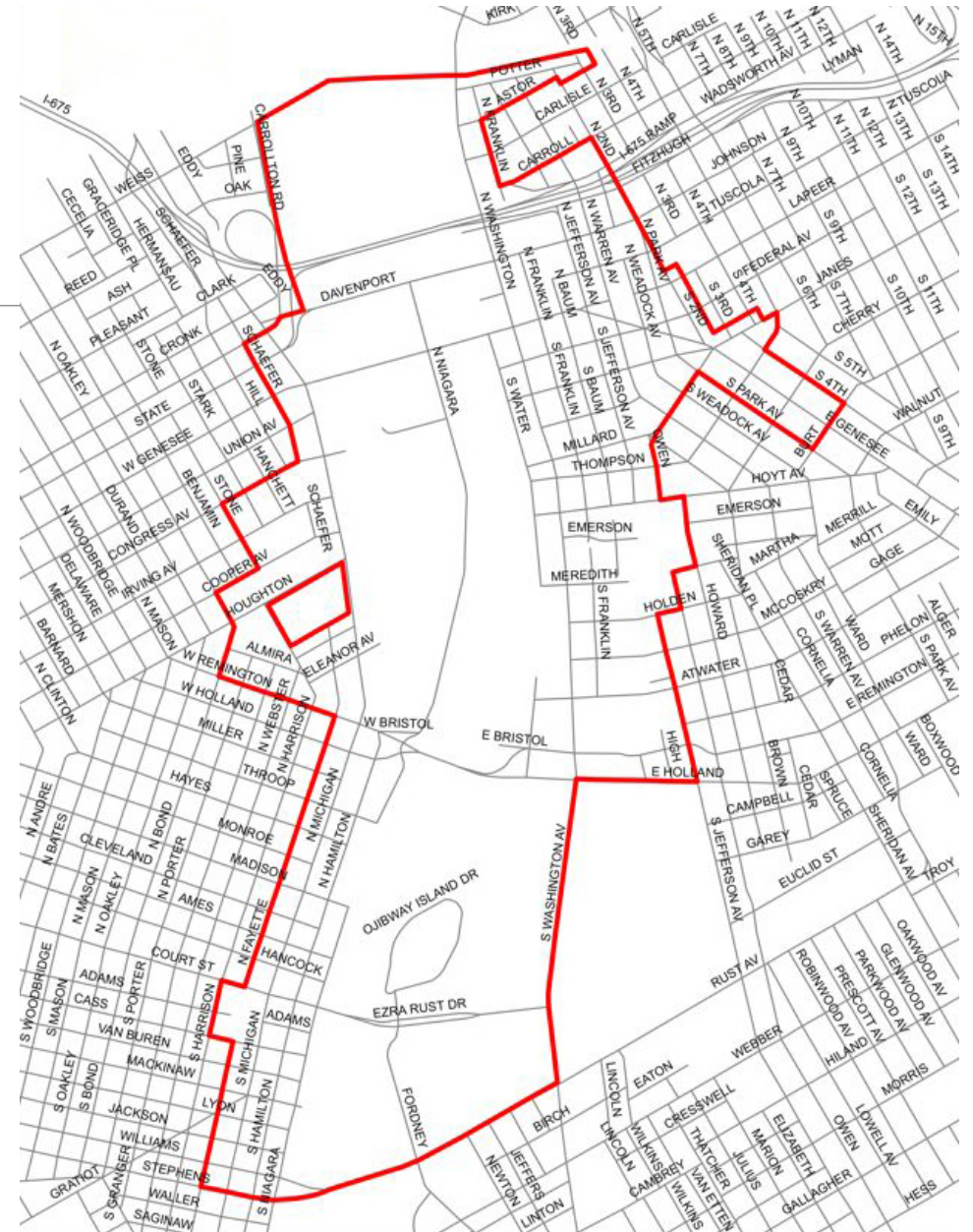
INFORMATIONAL MEETING

OVERVIEW OF FY 18/19 ACCOMPLISHMENTS

PLANS FOR FY 19/20

# 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:

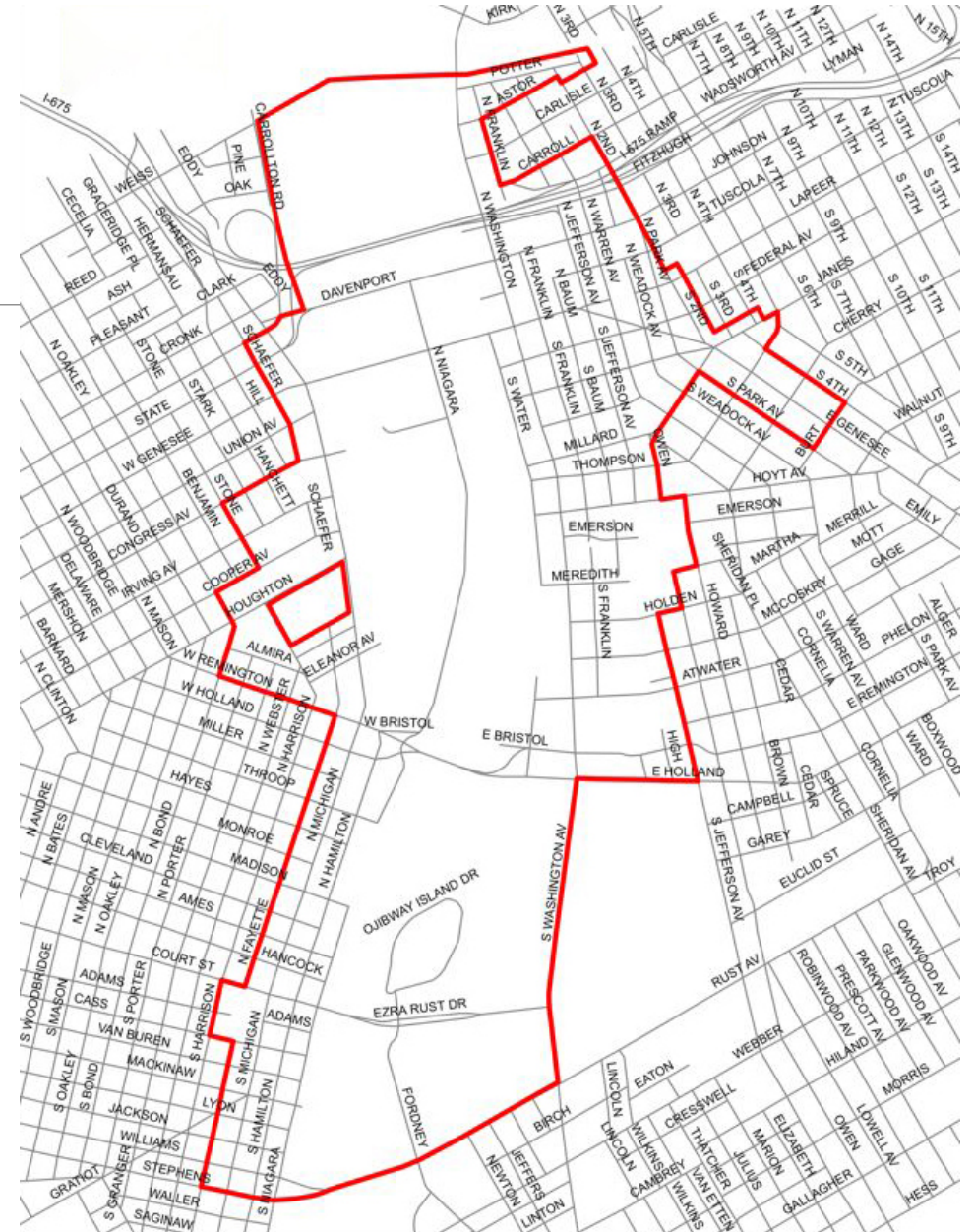
**Tax Increment Finance (TIF) District** - established in 2011, this funding mechanism allows the DDA to collect the incremental increase in taxes collected as properties increase in value from 2011 to now. Total we collect approximately \$15,000 annually.

- 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.

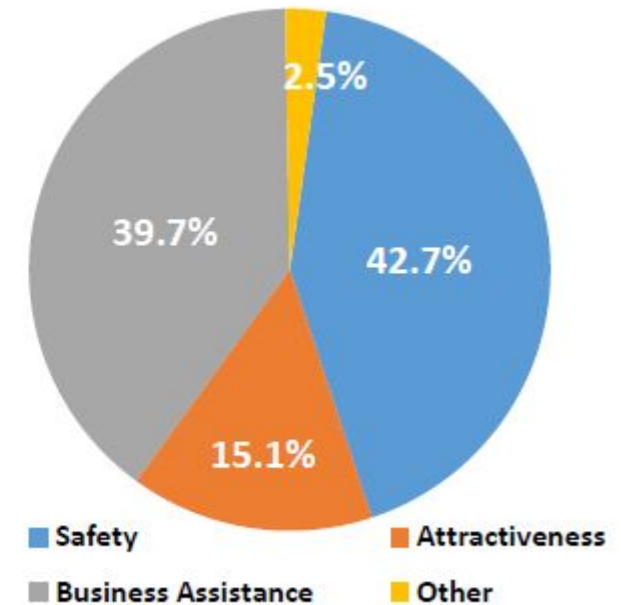




# FY 18/19 - Budget

**Actual Spent - Two Mill Levy 2018-2019**

Category	Item	Budget
Safety	Police Patrols	\$ 12,504
	Lighting & Cameras	\$ 36,381
Attractiveness	Infrastructure Improvements	\$ 6,273
	Streetscape Improvements	\$ 11,000
Business Assistance	Façade Grant Program	\$ 35,487
	Marketing	\$ 10,000
Other	Temporary Wayfinding Signs	\$ 1,100
	Conference	\$ 749.00
	Great Mural Project	\$ 1,000
<b>Total</b>		<b>\$ 114,494</b>



Administrative costs are funded by a City of Saginaw CDBG Grant of \$31,200.

The Tax Increment Financing District collected \$14,459 which was kept in the same fund as the 2 Mill Levy collections for projects.

# Safety

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## Police Patrols

- \$15,000
- The DDA pays the overtime for two police officers to patrol the riverfront afterhours in the warmer months.



## Security Cameras

- \$36,381
- 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

- \$10,000
- A committee was formed to determine the streetscape project each year. The committee is made up of four DDA members who own property or businesses in the riverfront.
- This past year the committee decided to purchase flower pots which were placed in the beginning of June.
- This project was a partnership with the City of Saginaw, Tri-Cap and Abele's Greenhouse, saving the DDA approximately \$6,000.

## Infrastructure Improvement

- Spicer Group was hired to develop an infrastructure plan for the primary corridors of the riverfront.



# Business Assistance

## Façade Grant Program

- \$50,100
- 50/50 matching grant for façade improvements.
- This past year the DDA awarded 11 grants.



## Marketing Plan

- \$10,000
- This past year the DDA has working 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
- The marketing campaign is launching at the Redevelopment Ready Community Celebration this Friday, June 28, 2019.



# Special Projects

## Temporary Wayfinding Signs

- \$1,100
- This was funded by a grant from EMCOG.
- The temporary signs show walking or biking distances to cultural, recreational and entertainment amenities in the riverfront.



## Redevelopment Ready Certification

- The DDA assisted the City of Saginaw in meeting the requirements to become a Redevelopment Ready Certified Community

## Provided funding to The Great Mural Project





# Delta College

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# SVRC Farmers Market

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# Other Developments/Projects the DDA Assisted

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**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

Vascular Health Clinic

A1 Mobile Storage Leasing

Ice Cream Shop on Atwater

Solutions for Automation

CMURC

The SVSU Nightline

Riverfront Gateway Signs

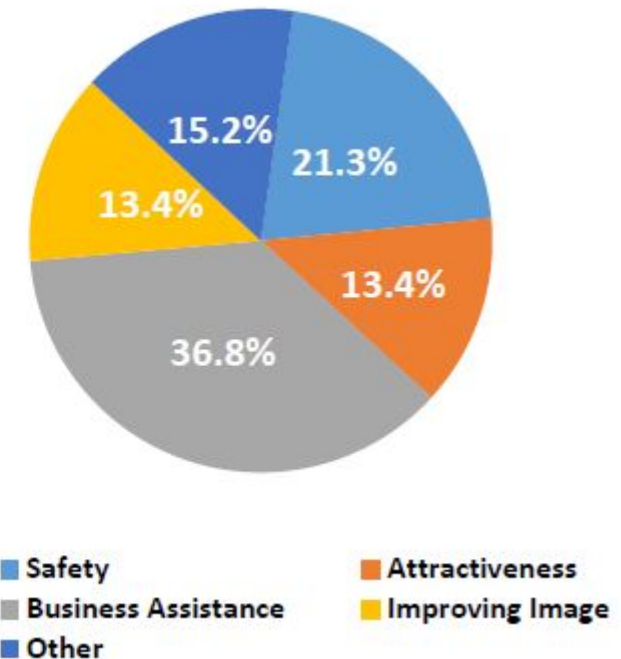
Riverfront Wayfinding



# FY 19/20 – Proposed Budget

**Proposed Budget - Two Mill Levy 2019-2020**

Category	Item	Budget
Safety	Police Patrols	\$ 15,000
	Lighting & Cameras	\$ 16,800
Attractiveness	Lovely Nails Building Renovations	\$ 10,000
	Streetscape Improvements	\$ 10,000
Business Assistance	Façade Grant Program	\$ 35,000
	Development Project Assistance	\$ 20,000
Improving Image	Marketing	\$ 10,000
	Special Event Sponsorship	\$ 10,000
Other	Consultant Services	\$ 7,805
	Dues	\$ 550
Total		\$ 135,155



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

# Plan for this coming FY 19/20

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## **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

## **New Projects and Programs**

- Special Event Sponsorship Program
- New Business Welcome Baskets
- Make Improvements to the Lovely Nails Building
- Update our Website to Meet PA-57 Regulations