

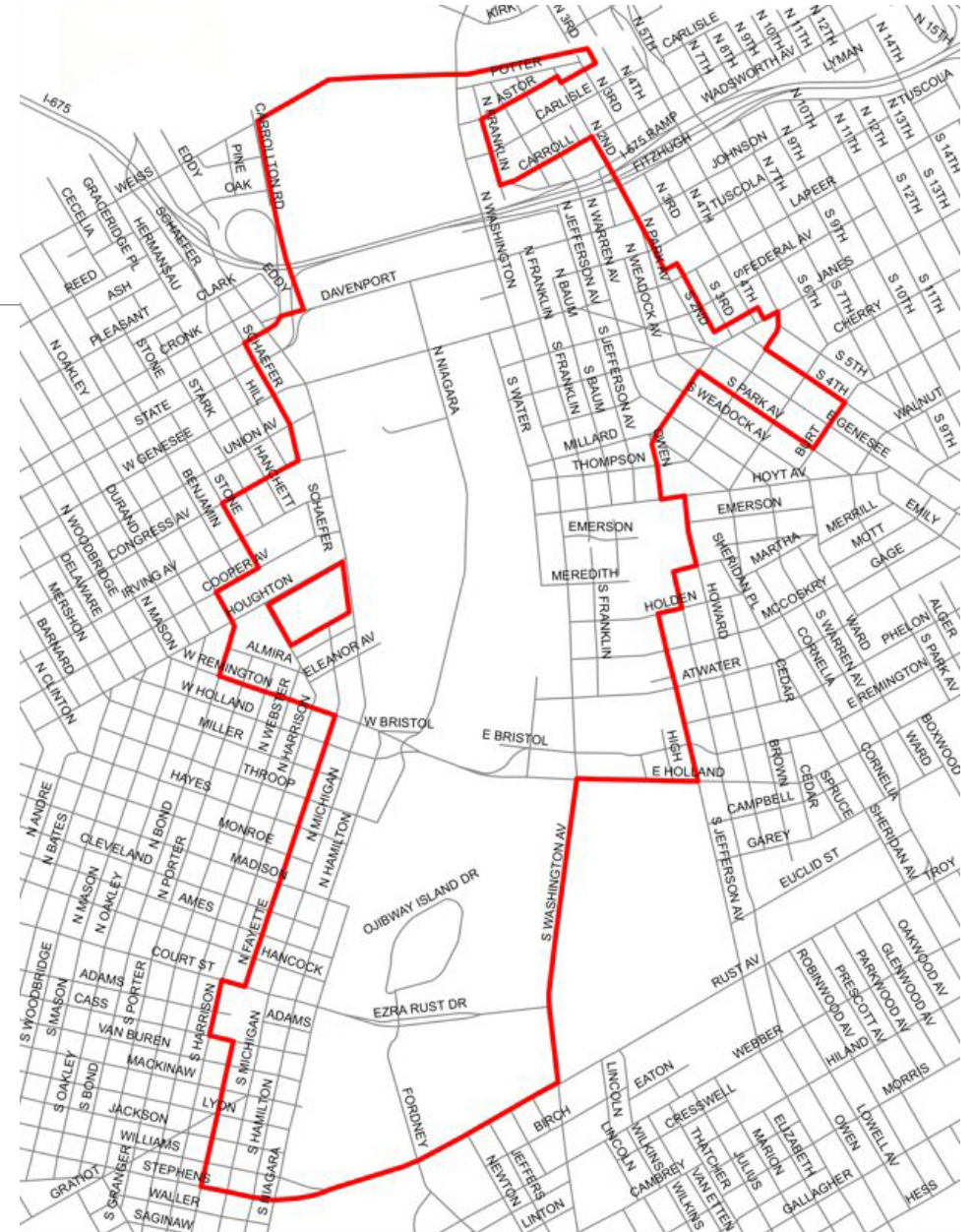
Downtown Development Authority

INFORMATIONAL MEETING

OVERVIEW OF FY 18/19 ACCOMPLISHMENTS

PLANS FOR FY 19/20

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:

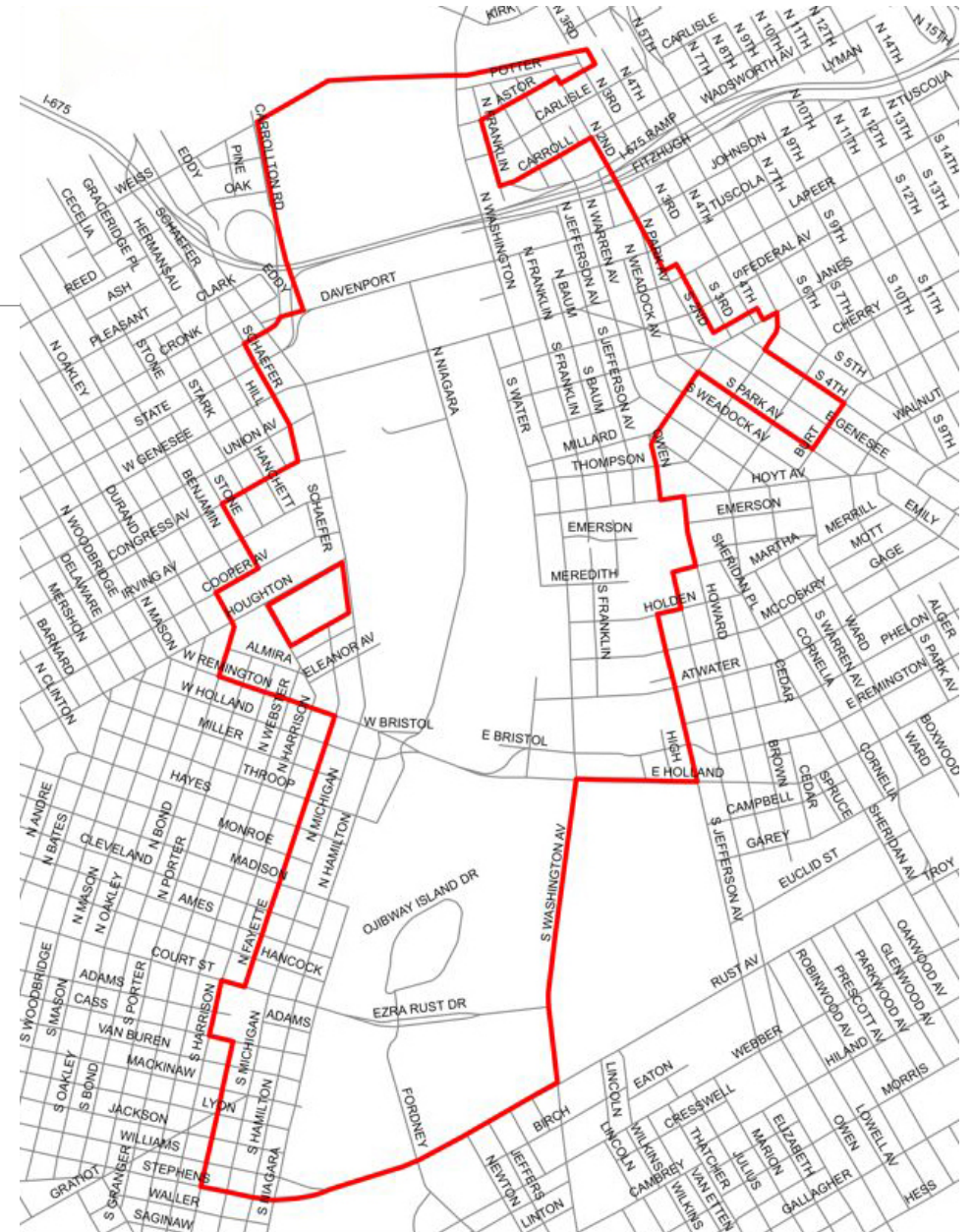
Tax Increment Finance (TIF) District - established in 2011, this funding mechanism allows the DDA to collect the incremental increase in taxes collected as properties increase in value from 2011 to now. Total we collect approximately \$15,000 annually.

- 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.

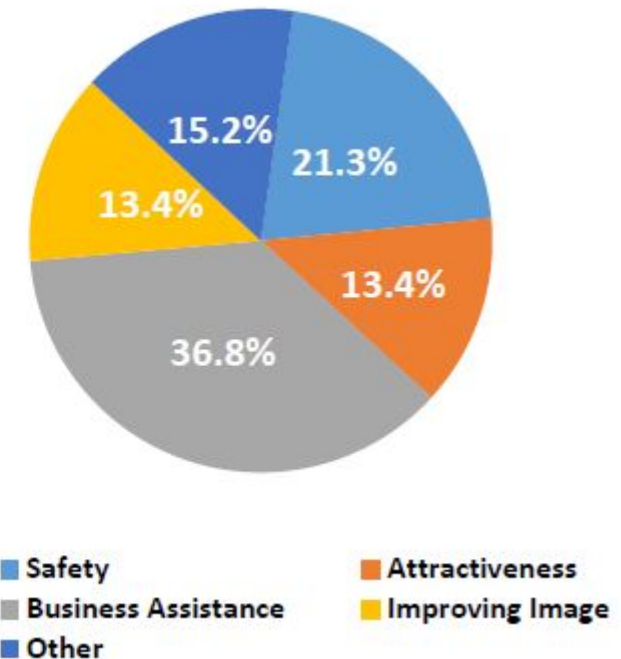
Funds for administration come from a City of Saginaw CDBG Grant.



FY 19/20 Budget

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.

Safety

Police Patrols

- \$15,000 budgeted, spent thus far \$1,285.54
- The DDA pays the overtime for two police officers to patrol the riverfront afterhours in the warmer months.



Security Cameras

- \$20,000
- The DDA is working with Police Chief Ruth and the City of Saginaw to increase the number of security cameras in the riverfront.
- This money went toward the purchase of a server to store the data collected from the cameras.

Business Assistance

Façade Grant Program

- 50/50 matching grant for façade improvements.
- The DDA has awarded 13 façade grants totaling \$44,844 and thus far \$7,140 has been reimbursed to awardees



- Old Town
 - 205 Hamilton St
 - Court Street (422, 420, 418, 416, 412)
 - EZ Pro
 - Hamilton (201, 207, 209)
 - Shoemaker Ski Sho
- Downtown
 - Valerie's Downtown
 - Dawn of a New Day Coffee House
- Inbetween
 - Saginaw Sugar Beets
 - Fischer family Funeral Home
 - Mistequay
 - 508 Remington & 1107 Michigan
 - Kingdom of care Day Care
 - Lee Mansion

Business Assistance

Saginaw Soup Pitch Competition

- The goal is to increase awareness of the many resources in Saginaw County and stimulate entrepreneurship
- The DDA allocated \$1,000 to the first competition on February 12th
- Thus far Saginaw Soup has 14 applicants



Development Assistance

- \$2,500
- The DDA helped fund murals to improve the Bearinger Building in the interim before being redeveloped.



Image

New Business Welcome Baskets

- The DDA purchased 10 baskets for \$207
- Thus far 4 have been given to new businesses that opened in the DDA District



Special Event Sponsorship

- The DDA has sponsored two events thus far this FY year, Friday Night Live and a Saginaw Sugar Beets Baseball Tournament for a total of \$5,000



Image

Facebook and Instagram

- Saginaw DDA - Facebook page was created in 2017
- This is Saginaw – Instagram page was created on August 1, 2019
- Some items regularly posted about include:
 - Business owner highlights
 - Updates on events and happenings
 - Photos of different buildings and areas throughout the DDA district
 - DDA updates – grants, sponsorships, projects, etc.
 - Historic facts and highlights
 - Community and small business focused facts and figures
 - Highlights of what other groups are doing in Saginaw

City and Riverfront Saginaw Marketing

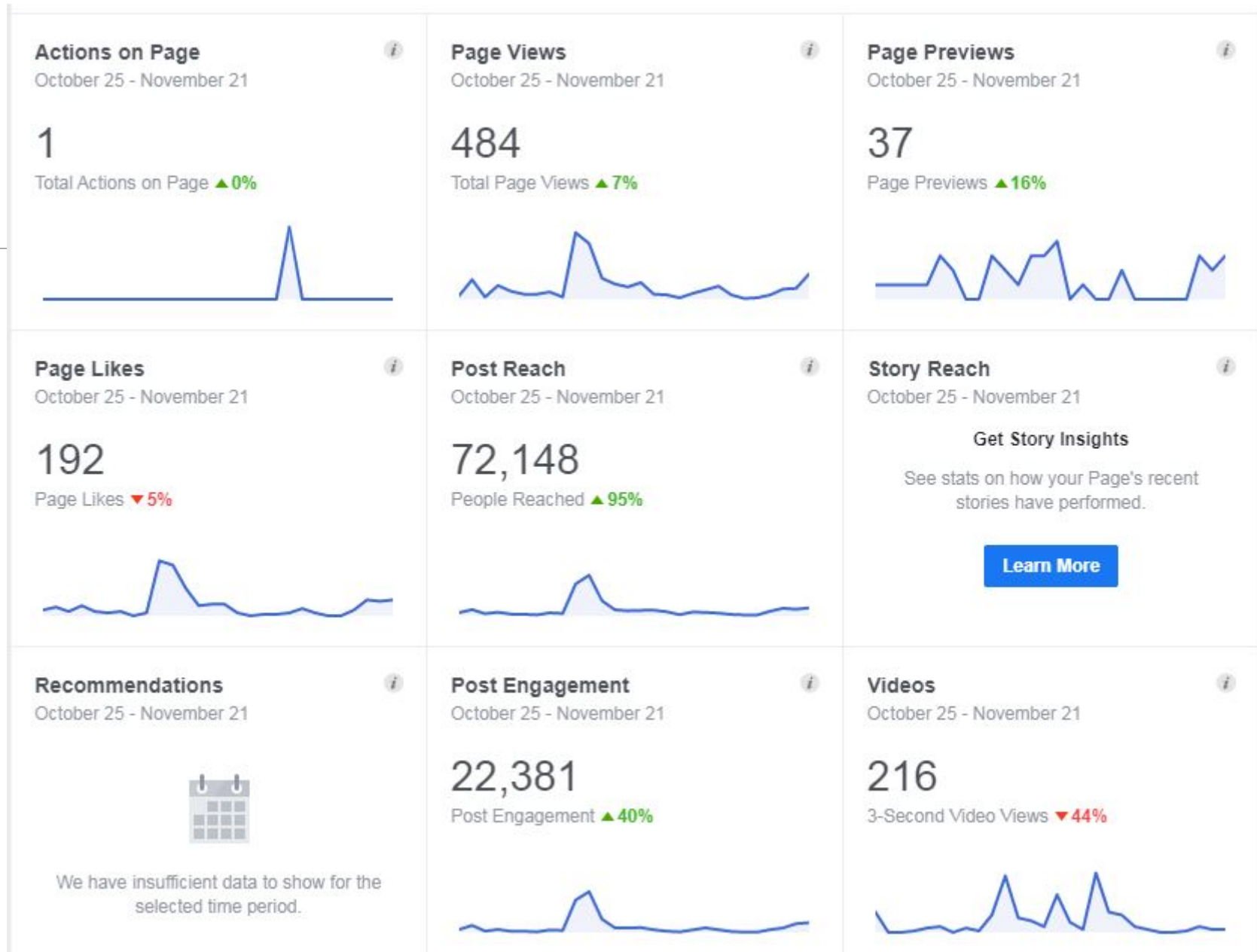
- The DDA has allocated \$15,000 between working with the city of Saginaw and Riverfront Saginaw on marketing efforts.
- Riverfront Saginaw hired Phil Eich to complete a story a week highlighting something good happening in Riverfront Saginaw
- The city developed a new logo treatment, branding video, is creating radio ads, social media content and regularly purchasing SWAG items which are shared with the DDA.

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

Image

Facebook Analytics

- 1,545 likes
- 1,591 follows
- 14,504 weekly post reaches
 - 11/15-11/22
- 72,148 monthly post reach
- 22,381 monthly post engagements
 - 10/25-11/21



Valerie's Downtown



New business that opened in Downtown in October 2019

- Connected the owner with the city building inspector
- Helped locate a liquor license
- Connected the owner with the SBDC
- Awarded a façade grant (\$2,600)
- Marketed the business
- Gave a welcome basket

Case Funeral Home Renovation



Existing building that is undergoing major renovations to become an office building

- Helped obtain an Obsolete Property Rehabilitation Tax Abatement (OPRA)
- Help obtain a Brownfield Plan
- Entered an agreement to forgo tax revenue to reimburse the developer for eligible expenditures

Other Developments/Projects the DDA Assisted

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
- 218 S. Washington

Bearinger Building

Flex Fresh Mart

Saginaw Soup Pitch Competition

Ernst&Young Infrastructure Study

City and Riverfront Saginaw Marketing

Plan for the rest of FY 19/20

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
- Make Improvements to the Lovely Nails Building
- Update our Website to Meet PA-57 Regulations