

November 12 & 19 Informational Meetings for the South Lyon Downtown Development Authority



IN COMPLAINT WITH
MICHIGAN PUBLIC ACT 57
OF 2018

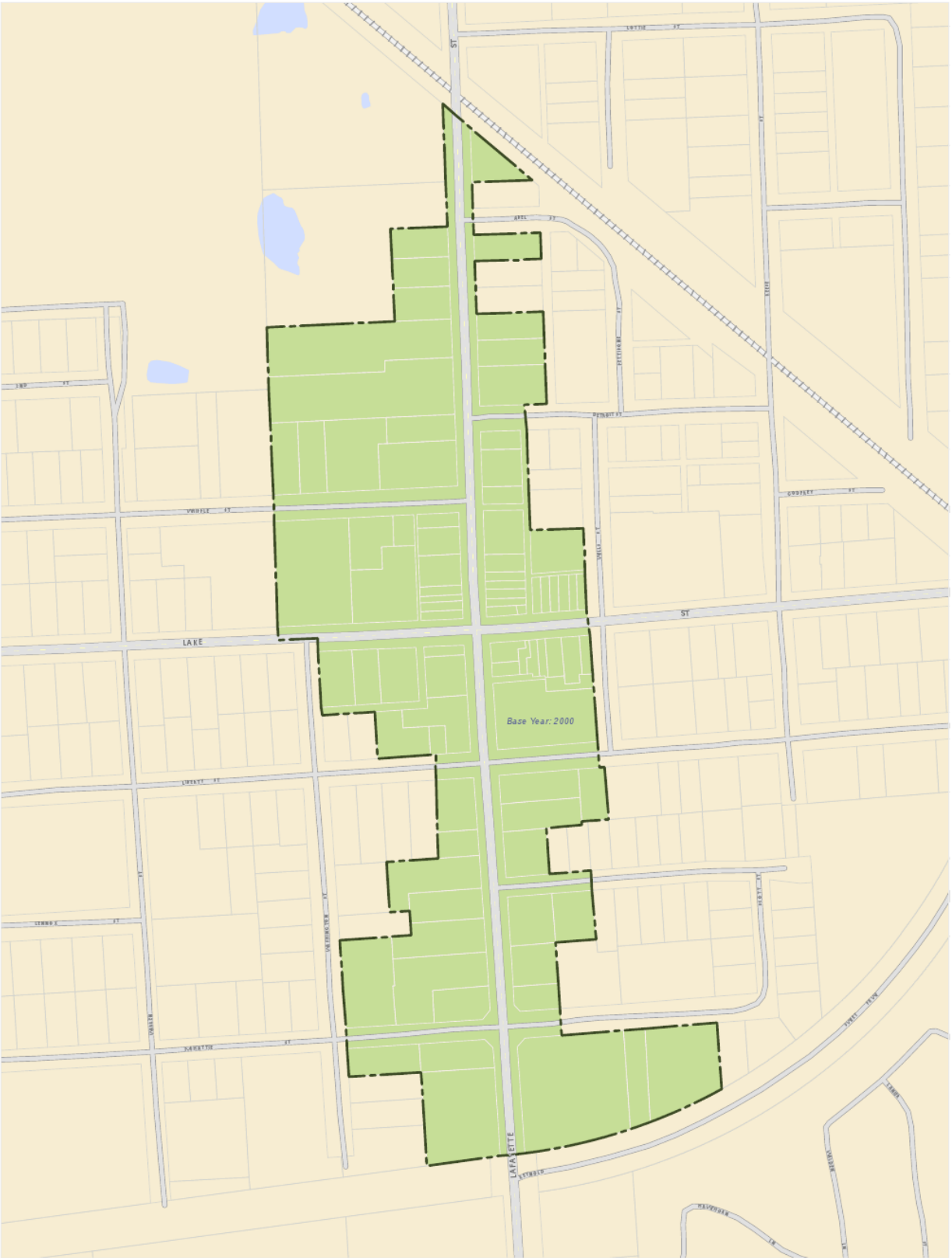




DOWNTOWN DEVELOPMENT AUTHORITY

building a community with character

DDA
BOUNDARY
MAP



Downtown Development Authority
of the City of South Lyon

Contact
Kristen Delaney
335 S. Warren
South Lyon, MI 48178
248-437-1735

Statistics
Authority: 31 acres
Dev. Area: 31 acres
Millage: No

Legend
— Authority Boundary
■ Development/Capture Area
Area defined in the development
plan where TIF capture can occur.



Map date: February 26, 2008
Created by: Oakland County Planning and
Economic Development Services
The information provided herewith has been compiled
from recorded deeds, plats, tax maps, surveys and
other public records. It is not a legally recorded map or
survey and is not intended to be used as one. Users
should consult the information sources mentioned
above when questions arise.

DOWNTOWN DEVELOPMENT AUTHORITY LAW

- All DDAs in the State of Michigan are governed by the provisions of Michigan Public Act 57 of 2018.
- This new law replaced the original DDA law, Public Act 197 of 1975.
- Copies of PA 57 of 2018 are available at michiganlegislature.org

DDA Board of Directors & Staff

Dereck Mashburn	Board Chairperson, DDA/Downtown Resident
Jeff Heinanen	Vice Chairperson, DDA Business and Property Owner
Gene Carroll	Treasurer, DDA Property Owner
Mark Childs	Secretary, DDA Business and Property Owner
Tanya Nevitt	Director, DDA Business Owner
Norm Fultz	Director, DDA Business and Property Owner
Gary Fagin	Director, DDA Business and Property Owner
Paul Zelenak	Director, City of South Lyon City Manager
Nathan Mack*	DDA Executive Director
Carol Brandon*	Recording Secretary

*Staff: Not a voting member

DDA Board Meetings

Board of Directors meetings are held on the second Thursday of each month at 8:00a.m. Meetings will be held virtually for the foreseeable future due to the pandemic. When in-person meetings can resume, they will be held at 8:00a.m. at City Hall. Meetings end by 10:00 a.m.

When in-person meetings can take place again, the Downtown Business and Property Owner Meetings will resume. These occur on the 4th Thursday of the month from 8:30a.m. – 9:30 a.m., except December, at the Corner Social, 101 S. Lafayette St.

Fiscal Year 2020/2021 DDA Budget

Tax Increment Financing

The primary source of the DDA's revenue is tax increment financing (TIF).

So, what is it?

TIF is not a new tax. TIF is the normal increase in taxes, only within the DDA district, on an annual basis, due to new investment (building sales, building rehabilitations) and/or inflation.

COVID-19 and the DDA Budget for 2020/2021

Due to the COVID-19 pandemic, the South Lyon DDA budget is different than projected.

Revenues and expenditures are less due to the cancellation of events for the year. Michigan Gov. Gretchen Whitmer issued a stay-at-home order on March 23, 2020, which forced all non-essential businesses to close their doors. The governor lifted the stay-at-home order on June 1. This meant that for 70 days Michiganders should only leave their homes to perform essential jobs or to go to the grocery store or hospital.

All events for the South Lyon DDA have been canceled for 2020 to protect the health and safety of South Lyon residents and to reduce the spread of COVID-19.

Cancellation of events was done in accordance with guidance from the Centers for Disease Control, State of Michigan Health Department, and Oakland County Health Department.

Projected DDA Budget for Fiscal Year 2020/2021

Revenue:

A. Real Property Tax (TIF).....	\$48,229
B. Interest.....	\$350
C. Farmers' Market Sponsor Fees.....	\$12,500
D. Farmers' Market Vendor Fees.....	\$8,000
E. Ladies' Night Out Sponsor Fees (May & November).....	\$3,000
F. Winter Events Sponsor Fees.....	\$4,000
G. Contributions (Street Banners).....	\$180
H. Contributions – Downtown Business Directory.....	\$500
I. Transfer In – General Fund.....	<u>\$4,000</u>
Total Revenues:	\$80,759

DDA Budget for Fiscal Year 2020/2021

Expenses

A. Farmers Market (Manager Wages & Training & Supplies).....	\$12,500	
B. Operating Expenses (Administrative Office Items).....	\$1,000	
C. Seasonal Improvements (Flowers, Cornstalks, Garland).....	\$7,500	
D. Professional Services (Consultants, Design, Marketing, etc.).....	\$3,000	
E. Community Promotion (Misc. promotional expenses for DDA programs & projects).. <td>\$4,500</td>	\$4,500	
F. Community Promotion Design (Professional graphic design, sign grant).....	\$2,500	
G. Community Events (Ladies' Nights, Trick or Treat, Cool Yule, & farmers market).....	\$12,500	
H. Printing (Posters, Flyers, Post Cards, Signs, Directory, Event Guide, etc.).....	\$5,500	
I. Education and Training.....	\$4,500	
J. Miscellaneous Expense.....	\$1,000	
K. Capital Improvements (Trash Can Lids, Holiday Lights).....	<u>\$5,000</u>	
Total Expenditures:		\$59,500

DDA Budget Summary Fiscal Year 2020/2021

Total Revenues: \$80,759

Total Expenditures: \$59,500

Net of Revenues and Expenditures: \$21,259

Our Downtown Management Philosophy

Comprehensive, ongoing, community involved, transparent, professional

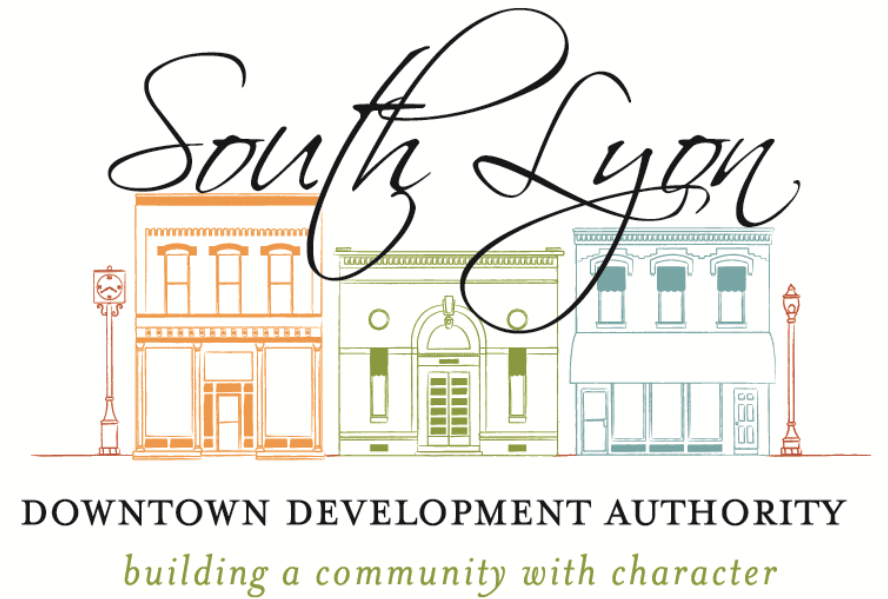
Utilize the National Main Street *Four Point Approach*. A trademarked program of Main Street America, a subsidiary of the National Trust for Historic Preservation.

Organization
Design
Promotion
Economic Vitality

The Main Street Approach

A proven economic development strategy

- Main Street is one of the most effective economic development programs ever created.
- In 2017, every \$1 of public money invested in Main Street communities leveraged over \$26 of private investment.



1. Organization



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building a community with character

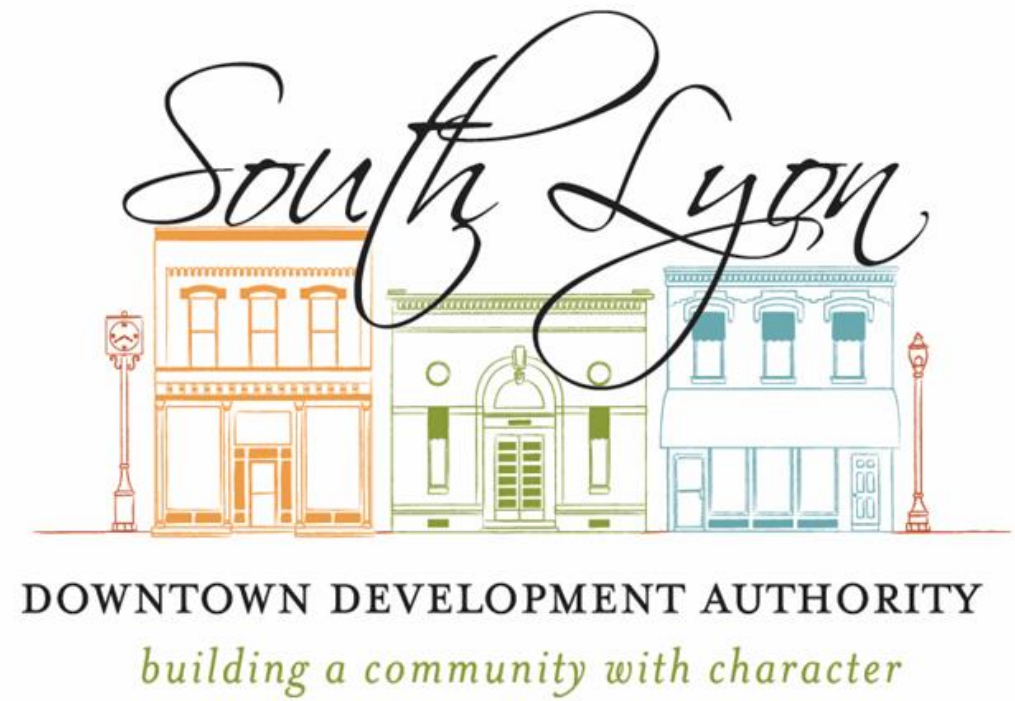


Important Memberships/Partnerships



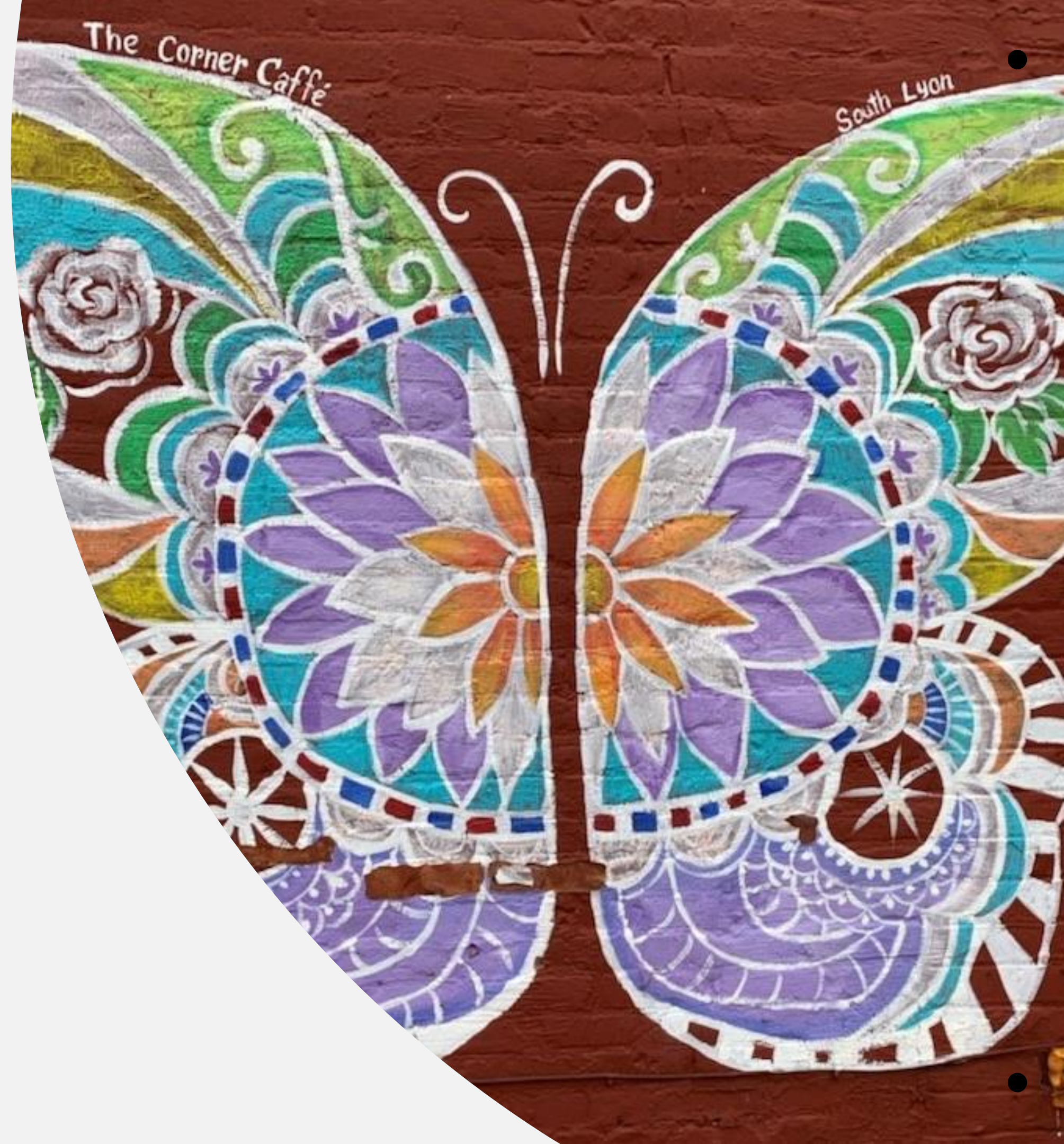
2. DESIGN

Downtown Public Art
Partnership:
*Cultural Arts
Commission and the
DDA*



Downtown Public Art Activities

- Building murals (Planned to begin in 2021 & ongoing)
- Sidewalk Chalk Art (Planned to begin in 2021 & ongoing)
- Sculptures (Planned to begin in 2021/2022)
- Public Art Park (Planned to begin 2021/2022)
- History and Architecture Tours (2021)
- Holiday Vignettes (2020)



3. Economic Vitality

Business Investment and Reinvestment Total for 2020

The business investment and reinvestment numbers are found from building permits that were issued in the downtown development authority district for 2020.

Total investment and reinvestment: \$1.5 million

Building Rehabs in the DDA

399 S. Lafayette St. (Lefty's Cheesesteaks)



120 E. Lake St. (KV Sports)



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Historic Preservation and Rehabilitation: *Preserving Our Unique Sense of Place*

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102 N. Lafayette St. (Diane's Doll House)



• 135 E. Lake St. (Former RCA Building) •



COVID-19 Business Recovery Grants

The COVID-19 pandemic has presented unprecedented challenges to small businesses in South Lyon. This year, many small businesses were forced to close their doors for 70 days to slow the spread the spread of COVID-19. In March, the federal government passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act provided fast and direct economic assistance for American workers and families, small businesses, and to preserve jobs for American industries.

Fortunately, there were many South Lyon small businesses that were able to apply for and receive these funds. However, additional federal funding is needed as we move into the winter months.

COVID-19 Business Recovery Grants

The South Lyon DDA engaged in a crowdfunding campaign and were able to raise \$4,000, which was matched by Main Street Oakland County. Further, MSOC announced that an additional \$2,600 would be given to the South Lyon DDA as they were successful in obtaining a grant from PNC Bank, which brought the total to nearly \$12,000 raised for downtown businesses.

Staff from the South Lyon DDA provided the business community with updates regarding other grant opportunities and updates on how loans, such as the PPP, had changed due to the federal government reinterpreting guidelines.

4. Promotions and Marketing

Promotions and Marketing



Show Your Love for Lyon
This campaign was developed as a response to the COVID-19 pandemic in order to increase exposure of local businesses and to encourage residents to shop and dine local during the pandemic.



Feather flags were placed along Lafayette Street to remind residents to shop and dine local.



Banners were placed on light poles in the downtown to encourage residents to shop and dine local.

Promotions & Marketing



The Lyon Area Taskforce was awarded *Best Promotions and Marketing Project/Program: Mid-Size and Large Communities Over 10,000 Population* by the Michigan Downtown Association!

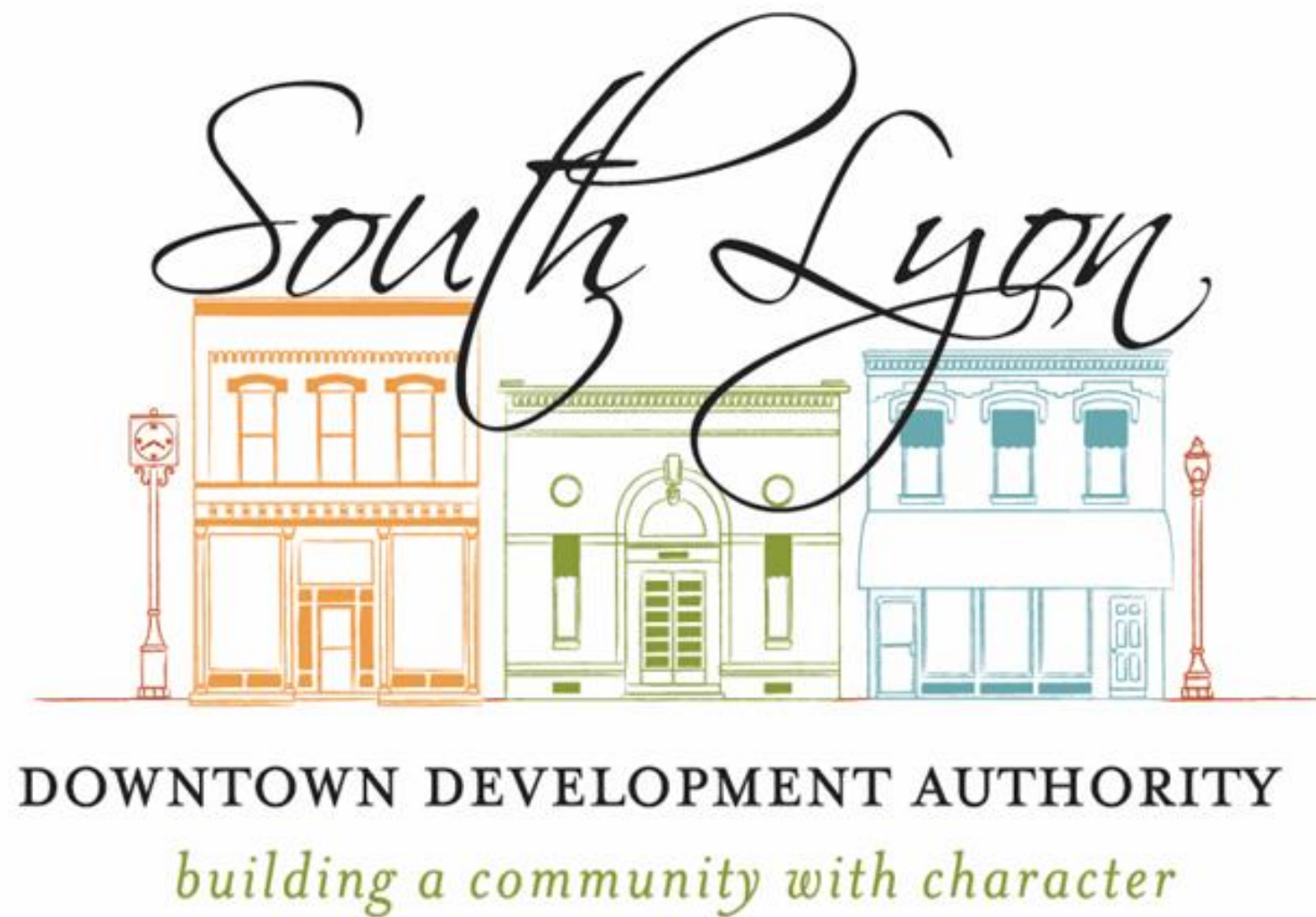
The South Lyon DDA has made a concerted effort to obtain better engagement with its social media posts. An Instagram account has been created and will be utilized to better promote the downtown.

Lyon Today, Downtown Business Directory, Shop Small Saturday

South Lyon Fire Department Tribute to September 11th



South Lyon Farmers' and Artisans' Market



June 6, 2020 – October 31, 2020

THE FARMERS' MARKET IN PHOTOS



FOOD TRUCKS AT THE FARMERS' MARKET



Scarecrows Downtown



Cornstalks (and Minions)



QUESTIONS?

Thank You for Attending!