

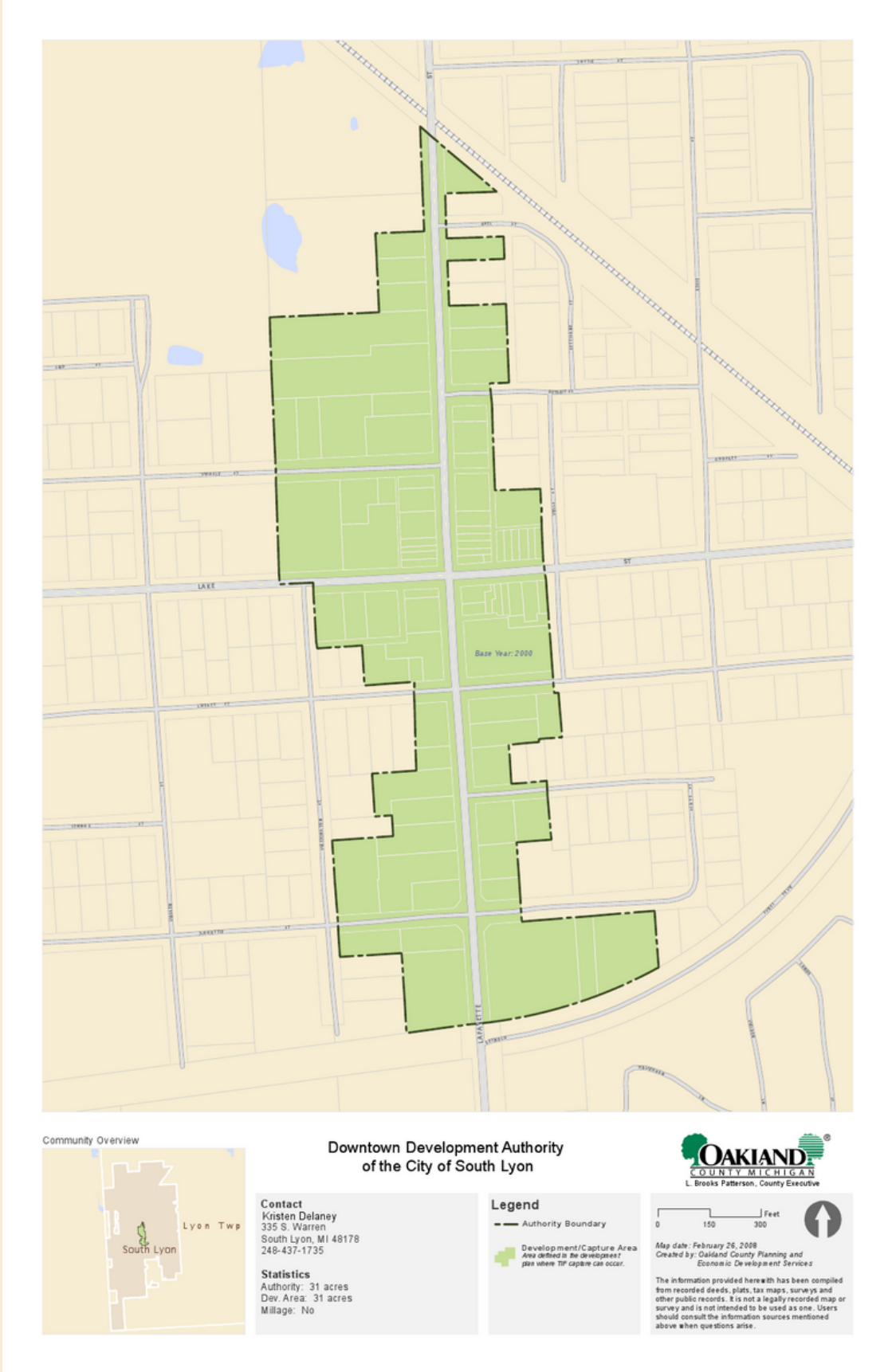
Informational Meeting for the South Lyon Downtown Development Authority

In compliance with Michigan Public Act 57 of 2018.



Photo by: M. Johnson Photography

DDA Boundaries



01

PA 57 OF 2018

All DDAs in Michigan are governed by the provisions of this act.

THE NEW LAW

Replaces the original DDA law, PA 197 of 1975

02

03

FIND COPIES ONLINE

A copy of the law can be found at www.michiganlegislature.org

Downtown Development Authority Law

DDA Board of Directors and Staff

Dereck Mashburn, Chair, DDA/Downtown Resident
Jeff Heinanen, Vice Chair, 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
Anne Vuillemot, Director, DDA Business Owner
*Nathan Mack, DDA/Economic Development Director
*Carol Brandon, DDA Recording Secretary

*= Not a voting member



DDA Board of Directors Meetings

DDA Board of Directors meetings are held on the second Thursday of each month at 8:00 am. Meetings will be and have been held virtually due to the pandemic. Once in-person meetings may resume, they will be held at city hall. All meetings will end by 10am.

The DDA Budget

HOW IS THE DDA FUNDED?

The DDA 's primary source of revenue is Tax Increment Financing (TIF).

TIF capture occurs through the normal increase in property taxes over the base year the DDA was established, due to new investment (building sales and rehabilitation, for example) and/or inflation. So, as property values rise in the DDA District over the base year, the DDA captures the increase in value and invests those funds back into the district.

The DDA's Revenue as of June 30, 2021

Real Property Tax (TIF) Final Levy.....	\$50,032
Real Property Tax (TIF) Taxes Collected.....	\$48,496
Returned Delinquent.....	\$1,536
Delinquent 2019/2020 Taxes Collected.....	<u>\$6,356</u>
Total TIF Capture.....	\$54,862
Farmers Market Sponsor Fees.....	\$6,273
Farmers Market Vendor Fees.....	\$6,721
Patronicity Grant Funds.....	<u>\$7,183</u>
Total Revenue.....	\$75,039



DDA Expenditures as of June 30, 2021

Farmers Market.....	\$9,646
Operating Expense.....	\$2,461
Seasonal Improvements.....	\$5,990
Community Promotions.....	\$1,083
Community Events.....	\$669
Grant Expenditures.....	\$11,992
Printing.....	\$2,945
Education and Training.....	\$1,534
Miscellaneous Expense.....	\$4,865
Capitol Improvements.....	<u>\$1,955</u>
Total.....	\$34,411

DDA Budget Summary for Fiscal Year end June 30, 2021

Total Revenues: **\$75,039**

Total Expenditures: **34,411**

Net of Revenues and Expenditures: **\$40,628**

South Lyon DDA Downtown Management Philosophy

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

The Four Points are: Organization, Design, Promotion, Economic Vitality



The Main Street Approach

Main Street is one of the most effective economic development programs ever created.

In 2017, the most recent year data is available, every \$1 of public money invested in Main Street communities leveraged over \$26 of private investment.

Main Street utilizes a Four Point Approach. The Four Points consist of:

- Organization
- Design
- Promotion
- Economic Vitality



Organization



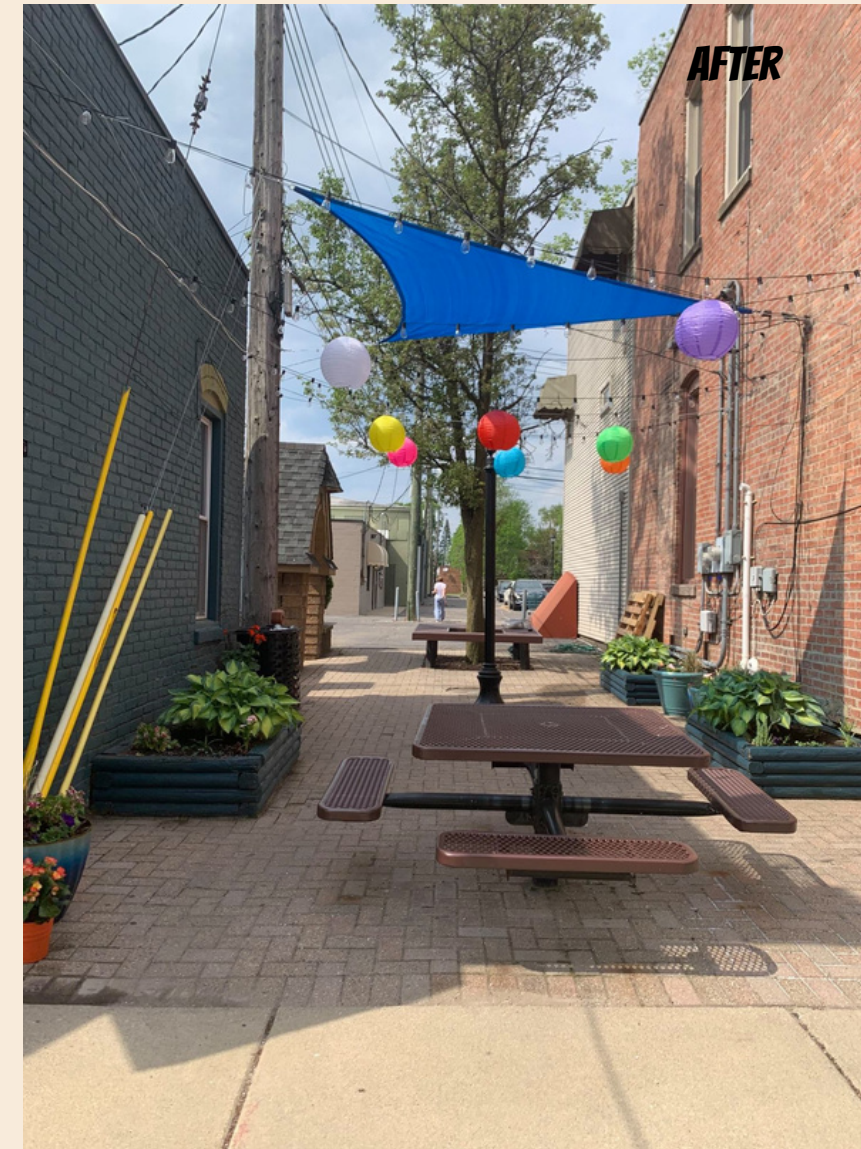
Design

Grande Trunke Home Mural completed by Kevin Burdick



Photo by Michael Johnson, South Lyon, MI

Design Continued



Economic Vitality

New Businesses Downtown



Promotions



Promotions Continued



EVENTS RETURN IN 2021!

DOWNTOWN SOUTH LYON EVENTS 2021

HALLOWEEN AT THE SOUTH LYON FARMERS MARKET!

costumes, face painting, and awesome vendors!

SATURDAY | OCTOBER 30 | 9AM-2PM
SOUTH LYON FARMERS MARKET

Wear your spookiest Halloween costume!



2021 SEASON

.....

South Lyon Farmers' and Artisans' Market

.....

MAY - OCT 2021



THIS WEEK AT THE SOUTH LYON FARMERS AND ARTISANS MARKET

SOUTH LYON CYCLE PRESENTS:



ROLL TO THE MARKET



9:00AM - 2:00PM | **FARMERS MARKET PARKING LOT** | **SATURDAY AUG. 21**

ALL WHEELS WELCOME! REMEMBER TO ASK ABOUT THE SL YOUTH CYCLE CLUB!



Questions?

Thank you for listening!

