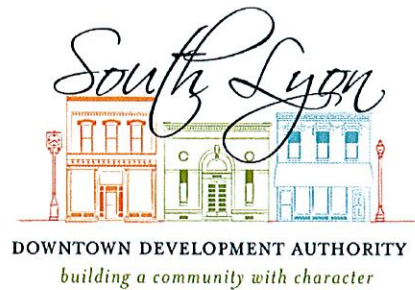


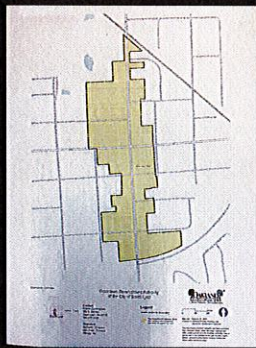
November 4 & 14, 2019
PUBLIC INFORMATION MEETINGS
 for the
SOUTH LYON DDA
 In compliance with Michigan Public Act 57 of 2018

1



2

DDA
 Boundary Map



3

Downtown Development Authority (DDA) Law

All DDAs 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 can be obtained at Michiganlegislature.org)

4

DDA Board of Directors

5

DDA Board & Staff

- Dereck Mashburn, *Board Chair* (DDA/Downtown Resident)
- Jeff Heinanen, *Vice Chair* (DDA Business & Property Owner)
- Gene Carroll, *Treasurer* (DDA Property Owner)
- Mark Childs, *Secretary* (DDA Business & Property Owner)
- Tanya Nevitt, (DDA Business Owner)
- Annie Buchtrup, (DDA Business Owner)
- Norm Fultz, (DDA Business & Property Owner)
- Gary Fagin, (DDA Business & Property Owner)
- Paul Zelenak, (City Manager)
- Bob Donohue, DDA Executive Director*

*Staff, not a voting member

6

DDA Board Meetings are held on the Second Thursday of each month, except December, at 8:00 a.m., at City Hall. Meetings end by 10:00.

- Informal Downtown Business & Property Owners Meetings take place each month, except December, on the 4th Thursday, 8:30 – 9:30 a.m., at The Corner Caffé, 101 S. Lafayette Street

7

FY 2019/20 DDA Budget

8

What is Tax Increment Financing (TIF)?

- The Primary Source of DDA Budget Revenue is Tax Increment Financing.
- 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 rehabs) and/or inflation. School taxes are exempt, since 1994. Thus, the DDA Budget is based upon the regular increase in taxes from all tax jurisdictions, since it was formed in 2001. Tax revenues are annually verified and provided to the City of South Lyon by the Oakland County Equalization Office.

9

DDA BUDGET FY 19/20*

REVENUE:

A. Real Property Tax (TIF).....	\$45,933.00
B. Interest.....	300.00
C. Farmers Market Sponsor Fees.....	11,805.00
D. Farmers Market Vendor Fees.....	5,450.00
E. Ladies Night Out Sponsor Fees (May & November).....	2,500.00
F. Winter Events Sponsor Fees (Cool Yule).....	4,000.00
G. Contributions – Street Banners.....	180.00
H. Contributions – Downtown Business Directory.....	500.00
TOTAL REVENUES \$70,668.00	

*A component of the Overall City Budget: Fund #280 - DDA

10

DDA BUDGET FY 19/20*

EXPENSES:

A. Farmers Market (Manager Wages & Training & Supplies).....	\$15,000.00
B. Operating Expenses (Administration Office Items).....	1,000.00
C. Seasonal Improvements (Flowers, Cornstalks, Garlands).....	7,000.00
D. Professional Services (Consultants: Design, Marketing, etc).....	3,000.00
E. Community Promotions.....	1,000.00
F. Community Promotion Design.....	1,000.00
G. Community Events (Ladies Nights, Kids Trick or Treat, Cool Yule)	8,500.00
H. Printing (Posters, Flyers, Post Cards, Signs, Directory, Event Guide, etc).....	4,000.00
I. Education & Training.....	4,000.00
J. Miscellaneous Expense.....	1,000.00
K. Capital Improvements (Trash cans, Flower containers).....	5,000.00
TOTAL EXPENDITURES	\$50,500.00

*A component of the overall City Budget: Fund #280 – DDA

11

DDA BUDGET SUMMARY FY 2019/2020

TOTAL REVENUES.....	\$70,668.00
TOTAL EXPENITURES.....	\$50,500.00
NET OF REVENUES & EXPENDITURES.....	\$20,168.00

12

Our Downtown Management Philosophy & Strategy

- 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.



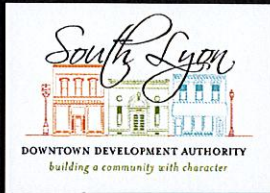
ORGANIZATION
DESIGN
PROMOTION
ECONOMIC VITALITY



13

ORGANIZATION

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Important Memberships/Partnerships



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



16

DESIGN

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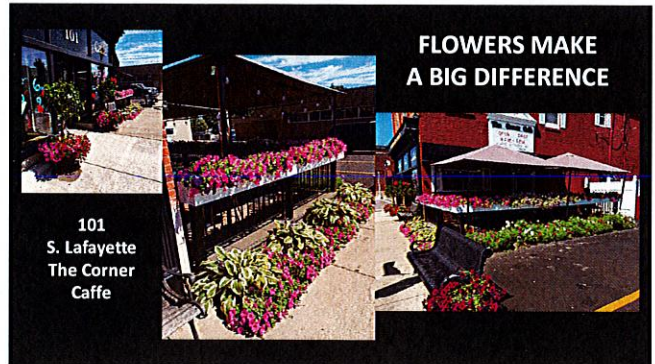
IMPROVED PEDESTRIAN SAFETY



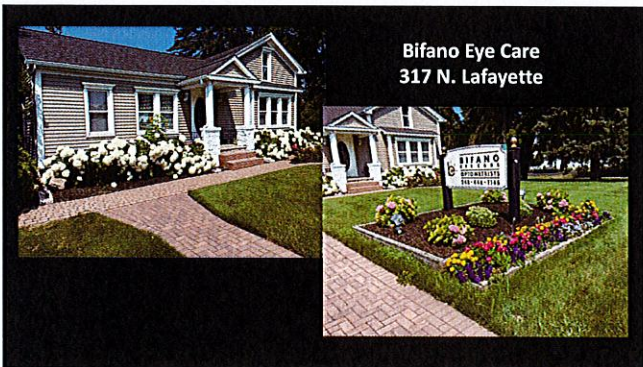
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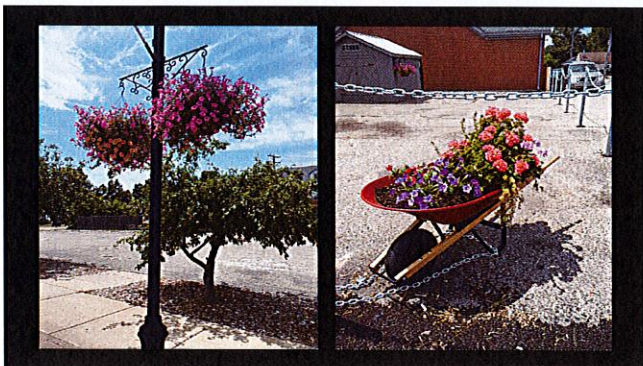
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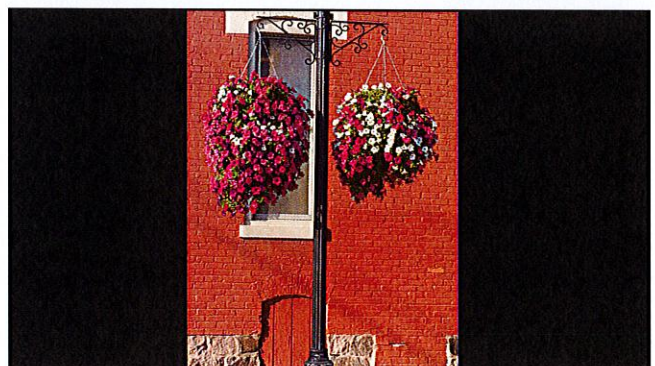
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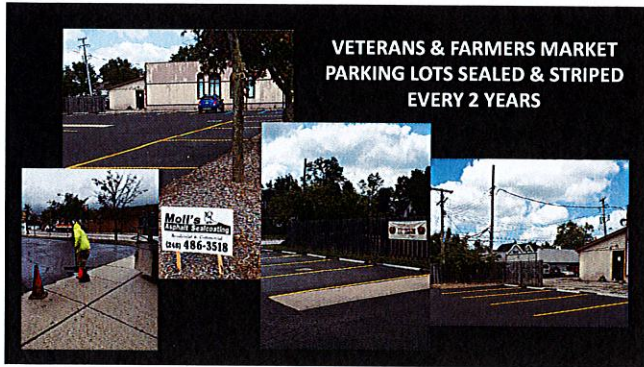
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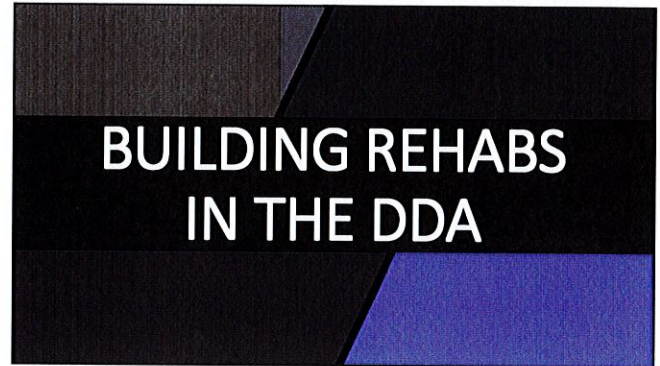
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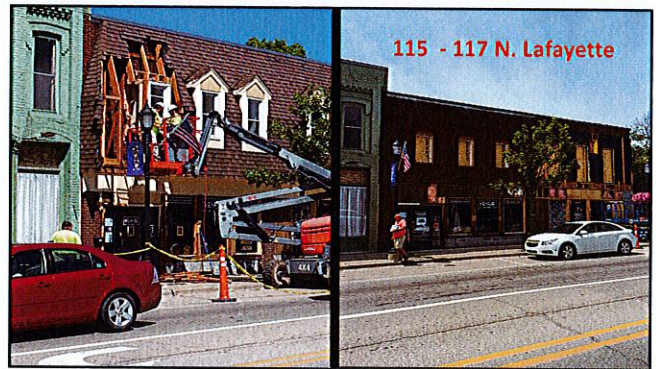
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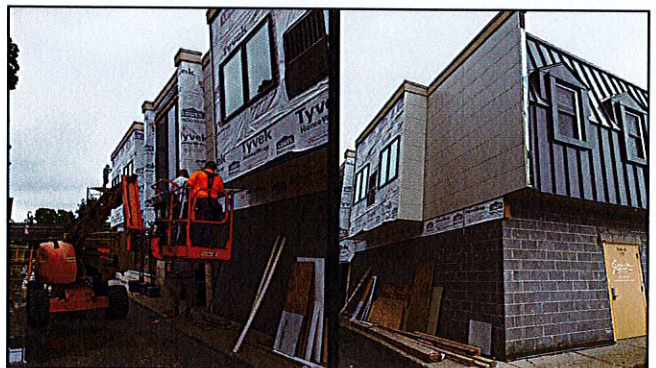
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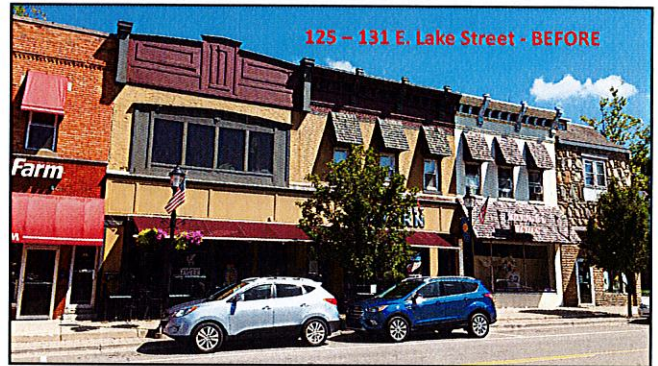
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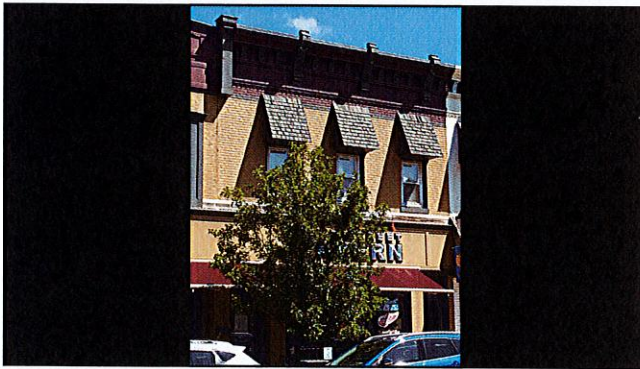
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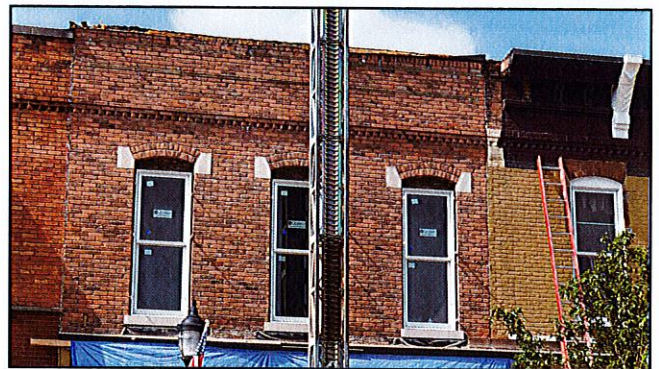
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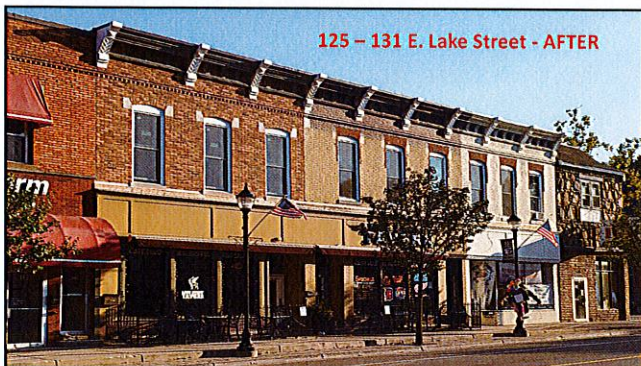
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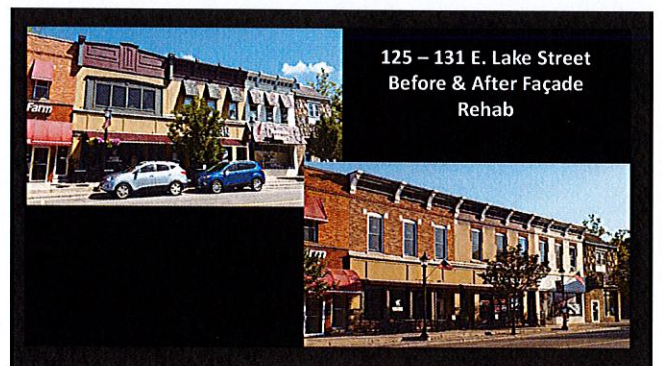
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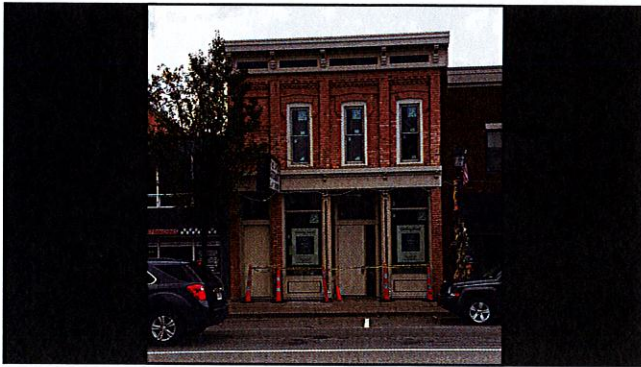
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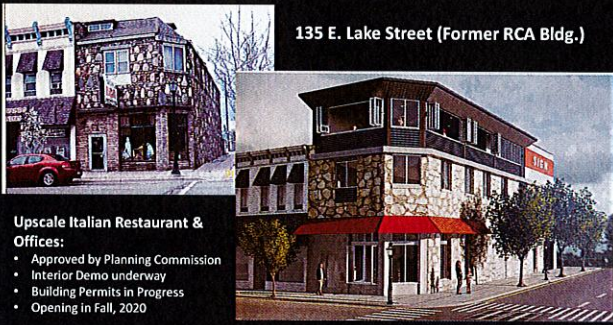
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135 E. Lake Street (Former RCA Bldg.)

Upscale Italian Restaurant & Offices:

- Approved by Planning Commission
- Interior Demo underway
- Building Permits in Progress
- Opening in Fall, 2020

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DOWNTOWN PUBLIC ART
PARTNERSHIP
Cultural Arts Commission
& Downtown Development
Authority





40

Downtown Public Art Activities

- Sustainable Art/Recycled Materials: Trash cans, Flower Containers, Business railings, screen walls, benches, etc., Superb Fabricating (2018, 2019 & Ongoing)
- NASA Moon & Other Space Photos Displayed (June – Sept. 2019)
 - American Art Photos Displayed (October, Now & Ongoing)
 - Business Poetry Readings/Displays (October & Ongoing)
 - Building Murals (Planned to begin in 2020 & Ongoing)
 - Sidewalk Chalk Art (Planned to begin in 2020 & Ongoing)
 - Sculptures (Planned to begin in 2020/2021 & Ongoing)
 - History and Architecture Tours (2018, 2019 & Ongoing)

41

101 S. Lafayette St.
The Corner Caffe



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<u>BUSINESS INVESTMENT 2018</u>	
New Construction Completed (SL Hotel).....	\$1,400,000.
10 Building Rehabilitations in the DDA.....	<u>801,000.</u>
TOTAL	2,201,000.
<u>BUILDING SALES 2018</u>	
4 Building Sales in the DDA.....	1,735,000.

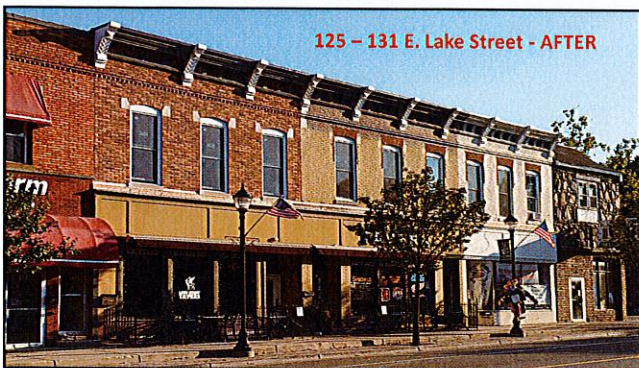
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<u>BUSINESS INVESTMENT 2019</u>	
9 Building Rehabilitations (Interior, Exterior, Painting). \$502,000.	
<u>BUILDING SALES 2019</u>	
2 Building Sales in the DDA.....	\$275,000.

46



47



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DDA 2018/2019 Combined

Business Investment

- 19 Building Rehabs (Interior, Exterior, Painting)..... \$2,703,000.

Building Sales

- 6 Building Sales..... \$2,010,000.

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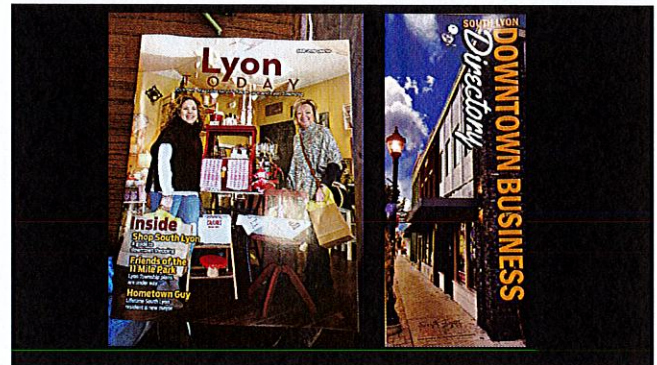
PROMOTION & MARKETING

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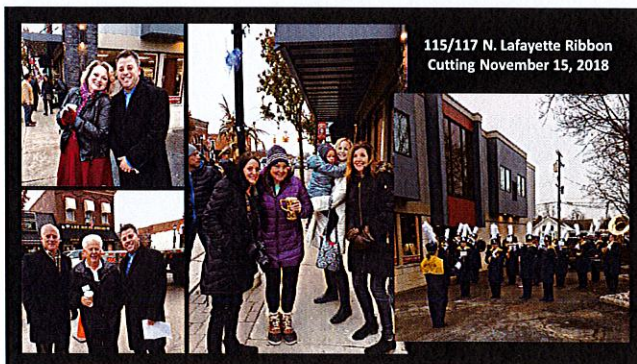
"The Lemon Tree had our highest monthly sales ever in December"

- Anne Buchtrup, Owner, The Lemon Tree
January, 2019

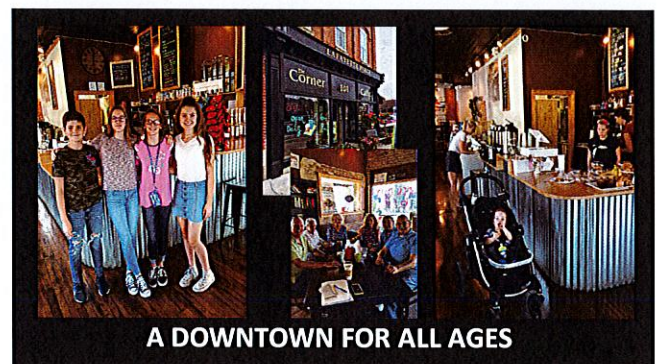
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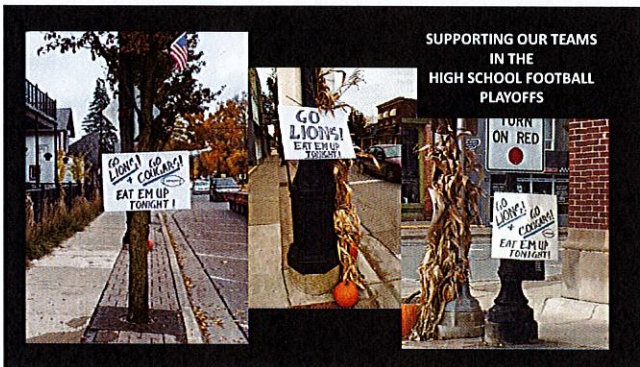
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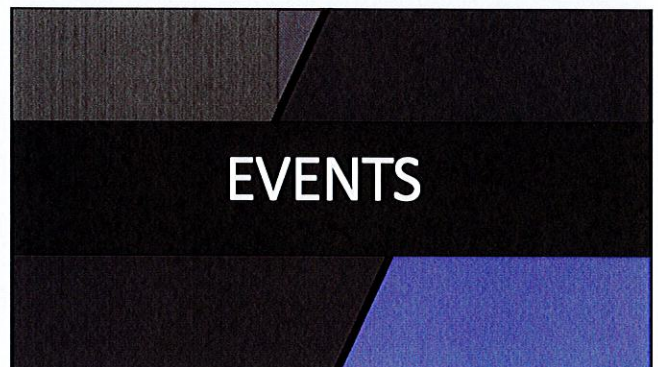
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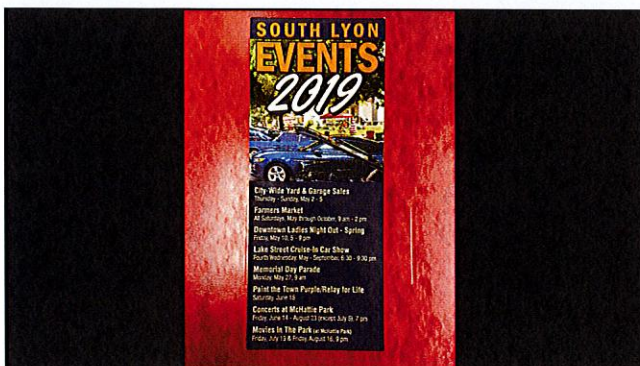
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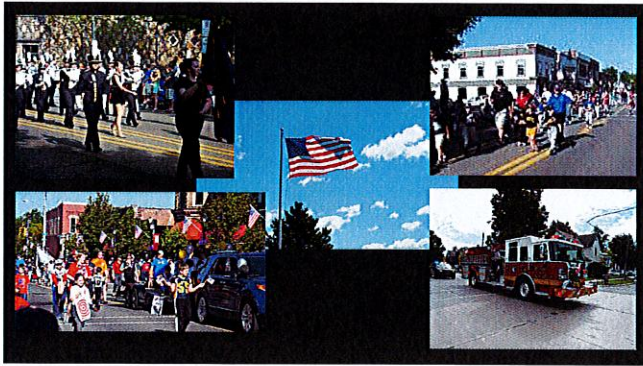
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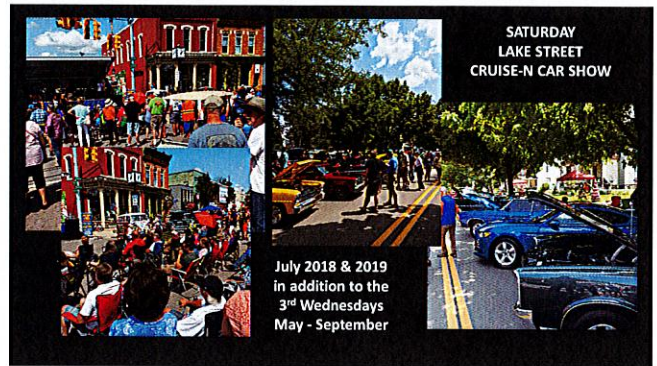
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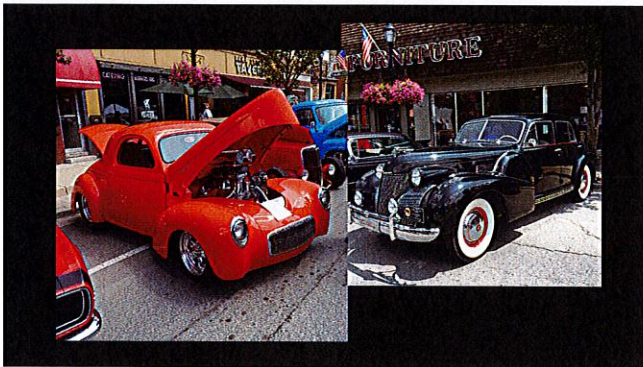
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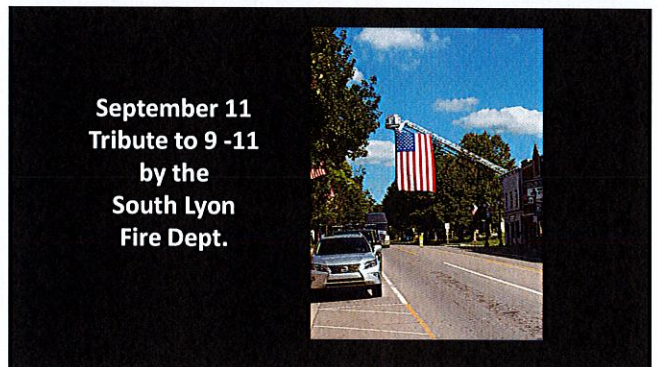
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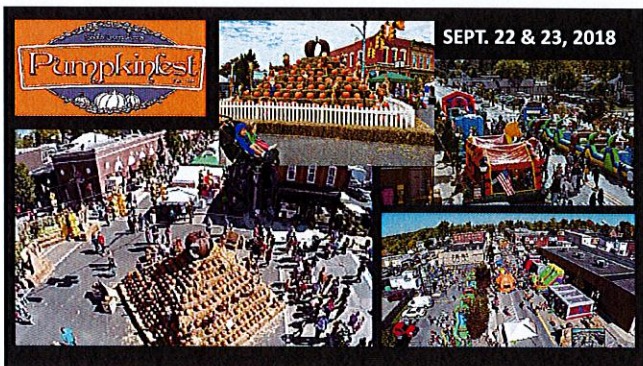
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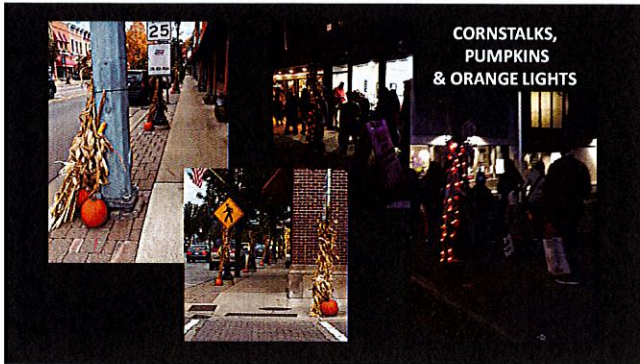
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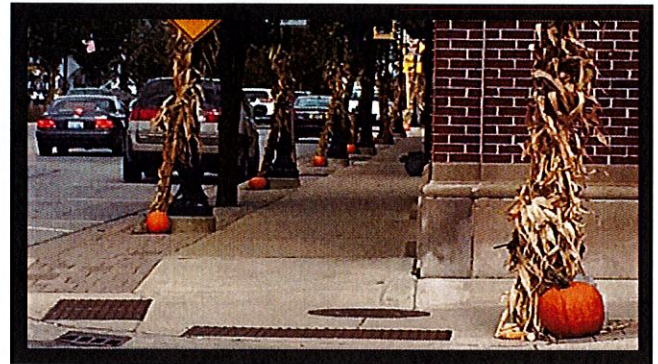
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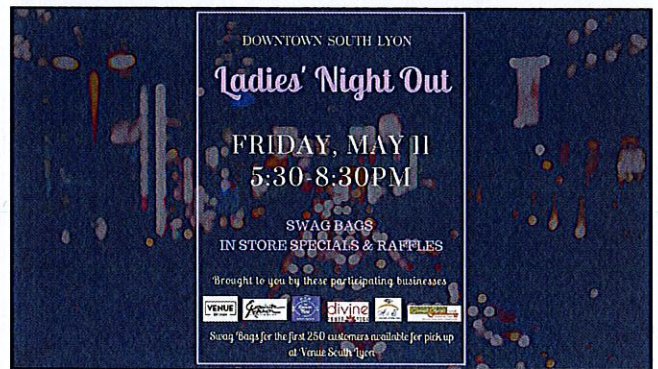
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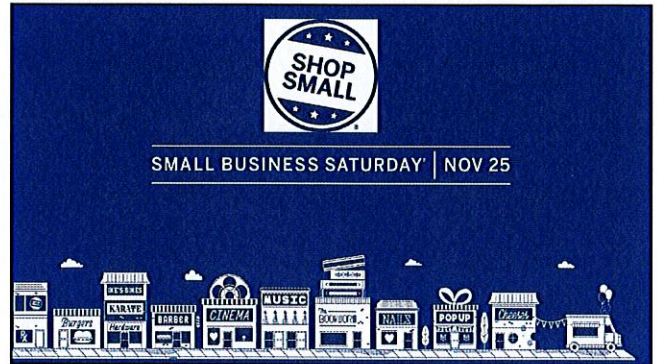
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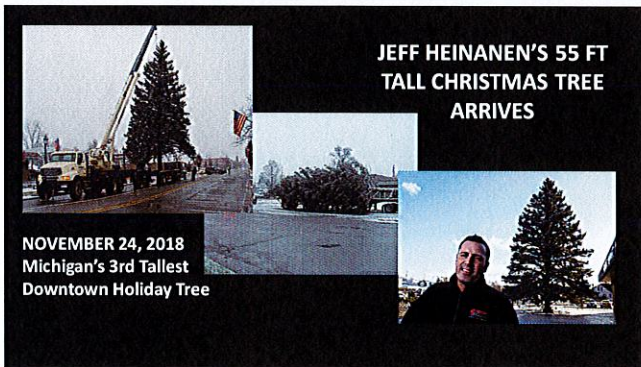
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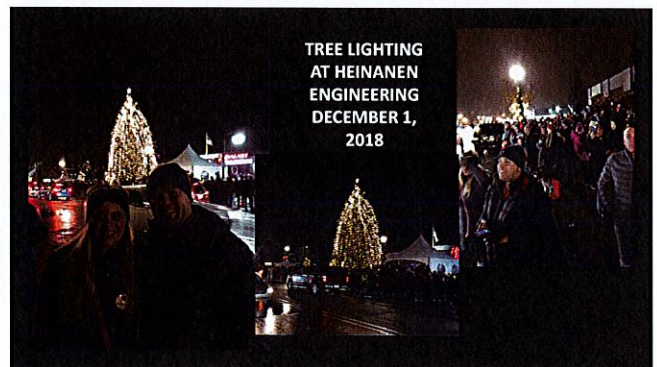
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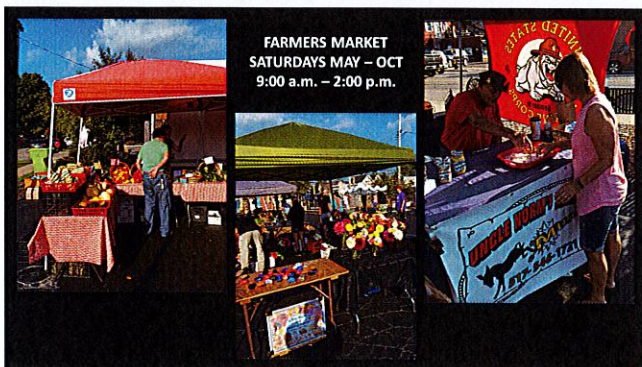
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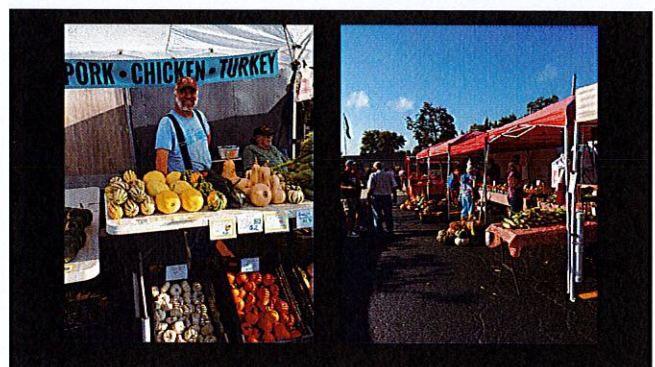
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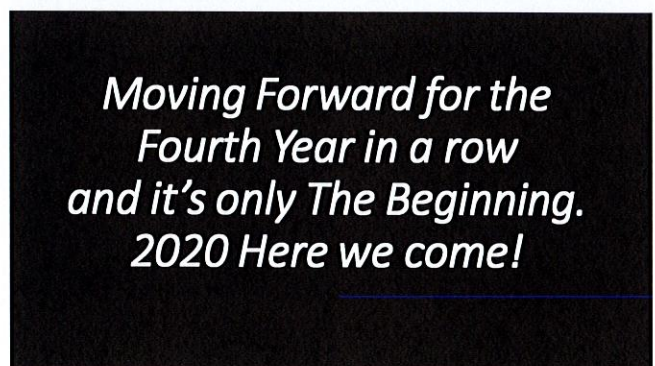
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Q & A

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Thank You
for Attending!

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