



2018/2019 Annual Work Plan -- Downtown Development Authority

The work for the Traverse City Downtown Development Authority (DDA) staff, is based on the three-year Strategic Plan of the DDA Board. To implement the vision, mission and values of the attached Strategic Plan in a specific, measurable, achievable realistic and time-bound approach, this Work Plan is the guiding document to reach yearly goals of the Board.

Understanding that the strategic plan is visionary, this yearly work plan are the identified high priority projects for the DDA. Each project identified, upholds the values of the DDA to achieve the mission and vision.

Real Estate Development & Place Making:

There will be four (4) projects that will be focused on for the 2018/2019 fiscal year being:

Project 1:

1. Lower Boardman River Unified Plan from Boardman Lake to the mouth of Grand Traverse Bay. This Unified Plan will engage City Planning Commission, City Parks Commission and City Commission to adopt the identified Plan.

Time: 18 months, for adoption of by all boards and commissions.

With the Unified Lower Boardman River Plan, the DDA will realize access for the use of Boardman River, reduction/elimination of non-point sources of pollution within the downtown and repurpose the alley into more useable space for businesses and community.

Tools Needed:

- A. Engagement from stakeholders including: Watershed Center, Rotary Charities, Downtown Property Owners, Residents, Department of Natural Resources, City Commission, Planning Commission, DDA Board.
- B. Communication. Ensure involvement, processes, timeline and activity is provided to all.
- C. Facilitator. Writing of grant to hire Facilitator to write the Plan and identify costs to implement.

Project 2:

1. Redevelopment of Parking Lot O (being 159 East State Street). Project will be a public/private project with the DDA leading the redevelopment process that meets three components a) redeveloping surface parking spaces. b) bringing property on tax rolls and c) Identify business opportunities (current business to expand, or new business opportunities).

Time: 12 Months to have developer identified to work with the DDA to implement identified project.

Tools Needed:

- A. Development of Request for Qualification Process. Engagement from public to identify building type.
- B. Parking components to be identified within Plan
- C. Communication. Ensure process is clearly communicated to community, DDA and City Commission.

Project 3:

1. Farmer's Market. Current design within the current parking lot, has been developed in 2017. As the design will cement the future of the market for the next 20 to 30 years, it is critical to answer the questions: 1) Are there other locations within the DDA District that could hold the Farmer's Market and 2) Can the Farmer's Market "space" whatever the space is determined be used for more civic activities.

Timeline: 12 months

Tools Needed:

- a. Create data base of properties for reuse
- b. Work plan for implementation
- c. Communication strategy
- d. Include parking elements of implementation components.

Project 4:

1. Building Standards. This is a broad term with the simple goal of identifying for new development and façade improvements for current buildings to have design standards to protect the quality of the downtown. This approach meets the DDA's mission to be a world class downtown.

Timeline: 15 months

Tools Needed:

- a. Facilitator / Planner to assist in public involvement process
- b. City Planning Commission / City Planner to agree with the approach and standards

Parking and Transportation

Two projects make up the 2018/2019 work plan being:

Project 1:

1. West End Parking Deck. Property located at 145 West Front Street, located inside the DDA District provides the opportunity for business growth inside our district. There are numerous steps to complete before building a parking deck. For this yearly work plan identifies two steps to complete:
 - A. Schematic Design
 - B. Cost to build

Timeline: 12 Months

Tools Needed:

- a. Community Outreach

- b. Architect and Engineering to complete schematic design
- c. Communication Plan
- d. Parking Need Components (how the parking garage has a cause and effect on surface needs).

Project 2:

1. Identify three-year implementation plan for the Transportation Demand Management Plan. This three-year plan to be approved by DDA and City Commission. With the approval of the implementation plan provides staff direction to begin making changes.

Timeline: 6 months

Tools Needed:

- a. Communication Plan to ensure public is aware of strategy
- b. Parking Advisory Committee for oversight and recommending body to the DDA

Leadership:

Leadership will be the component for each activity listed within this work plan. In addition, specific to Leadership development two programs will be established being:

1. Implement Board orientation and growth program. This program will help new board members understand the roles, responsibilities and challenges of the DDA and how Board leadership within the community is an integral part of the success of the DDA.

TimeLine: 8 months

Tools Needed:

- a. Review of all policies, procedures and by-laws
- b. Develop “book” or on-line tool for board members to have access to learning tools.

Project 2:

1. Write for grants and other funding opportunities to help with capacity building within the DDA organization.

Project 3:

1. Develop Leadership opportunity for corridors. The DDA skillsets for marketing, promoting and communicating will assist the City of Traverse City in implementing corridors connecting to the Downtown District.

Timeline: 12 months

Tools Needed:

- a. Partnership with City of Traverse City to determine best practices to work together on development opportunities for the City.
- b. Communication on strategy on promotion of activities.

Project 4:

1. Assist in the Implementation of High Speed Fiber in Downtown. The opportunities for Downtown can, and will, increase for business development with the deployment of high-speed fiber. This opportunity allows for the diversification of the economic health of our Downtown.

Tools Needed:

- a. Partnerships with Traverse City Light and Power to assist in identifying varying funding opportunities for deployment.
- b. Communication on promotion of activities.