

Traverse City Downtown Development Authority Zoom Meeting

Friday, November 20, 2020

8:00 am

The Downtown Development Authority Meeting Will Not
Be Held At the Governmental Center.

The Downtown Development Authority Meeting Will Be
Conducted Remotely Via Zoom Webinar

Quick Highlights for Viewing and Participating (Finer
Details Below)

The Downtown Development Authority Meeting will be
broadcast live on Cable Channel 191 and streamed at:
<https://www.tacm.tv/govtvnow.asp>

Anyone wishing to give public comment will need to call
in and wait in a "virtual waiting room" where their
microphones will be muted until they are called upon:

Dial: 312-626-6799

Meeting ID: 857 2037 1897

Participant ID: # (yes just #)

Posted and Published



The DDA recognizes the importance of not bringing people together unnecessarily in an effort to stop the spread of COVID-19. The Governmental Center has been closed to walk-in traffic and will be closed for DDA meetings for the foreseeable future. Members of the DDA will not be present in the Governmental Center for official DDA meetings.

For the foreseeable future, the DDA does not intend to convene other committees of the DDA unless there is critical action to be taken; meetings that do not need to be held will not be held. The meeting is being conducted remotely to assist in stopping the spread of COVID-19. Individuals with disabilities may participate in the meeting by calling-in to the number as though they were going to be giving public comments as outlined below or by calling the TDD#. Individual members of the DDA may be contacted via email. Member email addresses can be found at the DDA website: dda.downtowntc.com

DDA meetings will continue to be broadcast live on Cable Channel 191 and will be streamed live at: <https://www.tacm.tv/govtvnow.asp>.

For members of the DDA and key staff, their name will appear on screen when they are speaking. For individuals who may wish to give public comment, the method for providing

public comment during these remote-participation meetings is to call: 312-626-6799 and enter the Meeting and Participant ID.

Callers wishing to give public comment may call in before the meeting starts and wait in a "virtual waiting room." Going forward, these instructions will be included in every published agenda of the DDA. Those calling in will be able to hear the audio of the DDA meeting, yet their microphone will be muted.

When the DDA accepts public comment, in the order calls were received, the meeting facilitator will identify the caller by the last four digits of their telephone number and ask them if they would like to make a comment. While not required, but so we do not have to go through an unnecessarily long list of callers, we ask, if possible, that those who do not wish to give public comment refrain from calling in and instead listen to the meeting online at: <https://www.tacm.tv/govtvnow.asp> or on Cable Channel 191.

The DDA CEO has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA Office

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Jean Derenzy, CEO
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting!

Agenda

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1. CALL TO ORDER	
2. ROLL CALL	
3. OPENING PUBLIC COMMENT	
4. CONSENT CALENDAR	
<i>The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.</i>	
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D. Downtown Tree Management Contract (approval recommended)	27
CEO Memo	
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A.	CIP 2020/2021 Introduction CEO Memo - PDF Preliminary CIP List and Narratives - PDF	47 - 61
8.	OLD BUSINESS	
A.	Board appointments for the following sub-committees 1. Farmers Market Subcommittee 2. Parking Subcommittee Subcommittee Appointments (CEO) Memo - PDF	63
B.	Appointments to the DDA Board (Board Grid) CEO Memo - PDF Revised Board Grid - PDF	65 - 67
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11. CLOSING PUBLIC COMMENT

12. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, October 23, 2020**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 8 a.m.

The following Board Members were in attendance: Mayor Jim Carruthers, Board Vice Chair Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Secretary Stephen Constantin, Board Treasurer Scott Hardy, Commissioner Debbie Hershey, Board Member T. Michael Jackson, Board Chair Leah Bagdon-McCallum, and Board Member Richard Lewis

The following Board Members were absent: Board Member Jeff Joubran

Chairperson Schneider presided at the meeting.

Board members Bagdon-McCallum and Lewis left meeting at 10:19am. Board member Kirkwood left meeting at 10:20am. Board member Carruthers left meeting at 10:35am. At 10:35am, a quorum was no longer met and the remainder of the meeting was strictly informational.

- (a) **CALL TO ORDER**
- (b) **ROLL CALL**
- (c) **OPENING PUBLIC COMMENT**
- (d) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

- (1) Approval of the September 18, 2020 regular meeting minutes
- (2) Approval of the financial reports and disbursements for the DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for September 2020
- (3) Governance Committee Minutes
- (4) Finance Committee Minutes
Motion to approve the consent calendar as presented.

Moved by T. Michael Jackson, Seconded by Scott Hardy

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(e) **ITEMS REMOVED FROM CONSENT CALENDAR**

(f) **OLD BUSINESS**

- (1) Approval of amending the rules for remote attendance by Board members to reflect changes in the legislation pending before the Governor.

Carruthers - clarification from the City Attorney regarding the duration of this amendment and the location of each DDA Board representative

Hershey - Edit within the resolution to have the word "singd" be changed to "signed".

Motion to approve the amendments to the Rules for Remote Attendance by DDA Board Members and other DDA Subcommittee's, as submitted with the October 23, 2020 regular board meeting.

Moved by Leah Bagdon-McCallum, Seconded by Steve Nance

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(g) **SPECIAL ORDER OF BUSINESS**

- (1) Traverse Connect - Overview of Work and Results

Constantin - Inquired about the response rate and what the average is.

Kirkwood - Questioned the statistic regarding the 73% that expect depressed

operations lasting over six months

Schneider - Commended the breadth of questioning and a standard for us for future surveys and decision-making

Jackson - Inquired how many of the respondents were within the DDA District

Hardy - Asked about the makeup of respondents.

Hershey - Questioned the correlation, or lack thereof, of the 73% that expect depressed operations and the 27% that list financial concerns as a primary issue

(2) Sub-Committee Appointments

Motion of the appointment of Leah Bagdon-McCallum to the Traverse City Arts Commission and the appointment of Peter Kirkwood to the Lower Boardman Ad Hoc Committee.

Moved by Richard Lewis, Seconded by Debbie Hershey

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(h) CEO REPORT

(1) Riverwalk Update

Jackson - Expressed gratitude to Derenzy and the DDA for the work on this.

Carruthers - Asked about the terms of the agreement regarding the hiring of additional contractors/consultants and if that would accrue more costs and if a not-to-exceed amount is needed.

Lewis - Reminded the board that all third party contractors/consultants would need to be reviewed by the DDA or the hiring body.

Motion to approve the Settlement Agreement and Mutual Release for the Boardman Riverwalk Phase 1 and authorize the Chair and Secretary to execute the agreement subject to approval as to substance by the DDA CEO and as to form by DDA Attorney.

Moved by T. Michael Jackson, Seconded by Richard Lewis

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(2) Consideration of RFP for East Front Street Streetscapes

Schneider - Inquired about whether or not a streetscape RFP has been conducted before by the DDA. Asked for clarity on the funding sources as both Hardy Parking Deck bond & TIF 97 are listed.

Lewis - Acknowledged that the funding for this RFP came from the Hardy Parking Deck bond issue.

Motion to approve the development and release of a RFP for streetscape improvements for East Front Street.

Moved by Richard Lewis, Seconded by Stephen Constantin

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(3) New Development Updates

Carruthers - Asked about some of the street markings and the management of vehicular traffic on some developments on East Front.

Jackson - Expressed concern on infrastructure (i.e. stormwater management) with the growing population.

(4) Project Updates

(5) Retail Study

Schneider - Inquired about asking about parking counts and walkability within the database.

Carruthers - Seconded Schneider's recommendation and commended the DDA on going forward with this project.

Kirkwood - Expressed that some of the information documented may be sensitive to being shared to the public.

(i) COMMITTEE BUSINESS AND RECOMMENDATIONS

(1) Overview of Lower Boardman Scope of Work

Lewis - Expressed that that The City Commission confirmed a contract with The Smith Group on the river wall stabilization project.

Carruthers - Confirmed that The City Commission confirmed a contract with The Smith Group on the river wall stabilization project.

Hardy - Asked about the scope of the project and if it would include research on the

stormwater issues.

Motion to approve additional site assessment along the Boardman River for a cost provided by the DDA not to exceed \$46,255. Further, that the total contract for assessment work will be split into two contracts. First contract will be held by the DDA for \$13,320 for hydraulic modeling, with full cost to come from TIF 97. Second contract will be held by the City of Traverse City for \$65,870; to be split equally between the DDA and City of Traverse City.

Moved by Richard Lewis, Seconded by Scott Hardy

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis
Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(2) Legal Council RFP

Motion that the RFP for legal services, as provided in the packet, be issued with a recommendation to be brought back to the DDA Board at their November meeting.

Moved by Debbie Hershey, Seconded by Richard Lewis

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis
Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(3) 2021 Rates and Violation Ordinance Changes

Motion to approve the 2021 rate increases as presented in Attachment A 2021 Rate Maximums.

Moved by Scott Hardy, Seconded by Debbie Hershey

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis
Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(4) Board Qualifications

Kirkwood - Expressed interest in having the voice of businesses outside of Front Street within the matrix. Also expressed that this matrix can be a great tool in recruitment. Emphasized the need for diversity (age, gender identity, race, etc.) on the Board.

Lewis - Reiterated that this is meant to be a tool that helps the appointing body in

Board makeup.

Jackson - Followed up Kirkwood's comment by indicating it should be "core of Downtown" opposed to "Front Street"

Carruthers - Asked about non-profit development and management being included in the matrix.

Bagdon-McCallum - Inquired about when the current vacancy may be filled. Emphasized the need of a property owner on this Board. Requested that this to be included in November's agenda.

Schneider - Recommended visual indicators on the matrix to indicate the statute requirements of the Board makeup.

Hardy - Asked about the end of his term and urged the communication of that from the Mayor.

Motion to approve the overview of the attached board-grid to be used by the Mayor and City Commission for future appointments to the DDA Board with modifications from today's discussion.

Moved by Richard Lewis, Seconded by Leah Bagdon-McCallum

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, and Richard Lewis

Absent: Jeff Joubran

CARRIED. 10-0-1 on a recorded vote

(j) **STAFF REPORTS**

- (1) COO Report
- (2) Transportation and Mobility Director Report
- (3) Community Development Director Report

Jackson -Suggested communications to those in the residential parking program.

- (4) Downtown Experience Coordinator

(k) **BOARD MEMBER UPDATES**

- (1) Arts Commission (Hershey)
- (2) Lower Boardman (Kirkwood)
- (3) Parking Subcommittee (Hardy)

(l) **RECEIVE AND FILE**

- (1) DTCA September 2020 Minutes
- (2) Parking Subcommittee October 2020 Minutes
- (3) Arts Commission September 2020 Minutes

(4) Lower Boardman September 2020 Minutes

(m) **CLOSING PUBLIC COMMENT**

(n) **ADJOURNMENT**

(1) Motion to adjourn at 10:40am.

Moved by Debbie Hershey, Seconded by Steve Nance

Yes: Gabe Schneider, Steve Nance, Stephen Constantin, Scott Hardy,
Debbie Hershey, and T. Michael Jackson

Absent: Jim Carruthers, Peter Kirkwood, Leah Bagdon-McCallum, Jeff
Joubran, and Richard Lewis

CARRIED. 6-0-5 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

2:53 PM

11/16/20

Accrual Basis

Downtown Development Authority

Balance Sheet

As of October 31, 2020

	Oct 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	2,613,209.70
Fifth Third Savings - 6740	202,369.33
Petty Cash	548.19
Total Checking/Savings	2,816,127.22
Accounts Receivable	
Accounts Receivable	397,486.70
Total Accounts Receivable	397,486.70
Other Current Assets	
Due From APS	1,503.68
Due From Arts Council	352.00
Due From DTCA	920.51
Payroll Advance	2,001.86
Total Other Current Assets	4,778.05
Total Current Assets	3,218,391.97
Other Assets	
Due From Other Funds	51,790.00
Pre-Paid Expense	6,920.00
Total Other Assets	58,710.00
TOTAL ASSETS	3,277,101.97
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	17,056.69
Total Accounts Payable	17,056.69
Credit Cards	
First National - 8689	710.21
First National - 8870	70.00
Total Credit Cards	780.21
Other Current Liabilities	
Accrued Payroll Liabilities	2,025.55
Accrued Salaries	14,169.22
Buy Local Give Local Campaign	1,000.00
Deferred Income	2,000,000.00
Deposits Payable	
Double Up Food Bucks	-11,679.39
EBT Bridge Card	-2,749.84
NCF Reimbursements	346.00
Prescriptions for Health	2,300.64
Project Fresh	2,849.00
Senior Project Fresh	-10,081.00
Deposits Payable - Other	2,288.00
Total Deposits Payable	-16,726.59
Direct Deposit Liabilities	-66.96
Due to Other Funds	385,993.65
GRANTS	
EGLE -- Cornwell Development	-1,237.50
Lower Boardman	-23,750.00
Tech Incubator Fund	40,625.00

2:53 PM

11/16/20

Accrual Basis

Downtown Development Authority

Balance Sheet

As of October 31, 2020

	<u>Oct 31, 20</u>
Total GRANTS	15,637.50
Payroll Liabilities	
457k Payable	-3,564.36
Federal Income Tax Payable	1,878.00
Health Insurance Payable	2,863.49
Life Insurance Payable	2,807.16
Medicare Tax Payable	831.54
Social Security Tax Payable	3,555.62
State Income Tax Payable	2,884.39
State Unemployment Tax Payable	-728.93
Total Payroll Liabilities	<u>10,526.91</u>
Total Other Current Liabilities	<u>2,412,559.28</u>
Total Current Liabilities	<u>2,430,396.18</u>
Total Liabilities	2,430,396.18
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	632,841.89
Net Income	<u>106,257.63</u>
Total Equity	<u>846,705.79</u>
TOTAL LIABILITIES & EQUITY	<u><u>3,277,101.97</u></u>

2:52 PM
11/16/20
Accrual Basis

DDA - TIF97
Balance Sheet
As of October 31, 2020

	Oct 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	2,954,124.72
Total Checking/Savings	2,954,124.72
Accounts Receivable	
Accounts Receivable	672,248.19
Total Accounts Receivable	672,248.19
Total Current Assets	3,626,372.91
Other Assets	
Due From Other Funds	292,933.23
Total Other Assets	292,933.23
TOTAL ASSETS	3,919,306.14
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	4,350.04
Total Accounts Payable	4,350.04
Other Current Liabilities	
Deferred Revenue	672,248.19
Due To Other Funds	48,290.00
Total Other Current Liabilities	720,538.19
Total Current Liabilities	724,888.23
Total Liabilities	724,888.23
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	2,995,400.29
Net Income	220,217.62
Total Equity	3,194,417.91
TOTAL LIABILITIES & EQUITY	3,919,306.14

2:54 PM
11/16/20
Accrual Basis

DDA Old Town TIF
Balance Sheet
As of October 31, 2020

	Oct 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0650	186,512.54
Total Checking/Savings	186,512.54
Total Current Assets	186,512.54
Other Assets	
Due From Other Funds	93,060.42
Total Other Assets	93,060.42
TOTAL ASSETS	279,572.96
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	27,630.75
Total Accounts Payable	27,630.75
Other Current Liabilities	
Due To Other Funds	3,500.00
Total Other Current Liabilities	3,500.00
Total Current Liabilities	31,130.75
Total Liabilities	31,130.75
Equity	
Retained Earnings	219,377.21
Net Income	29,065.00
Total Equity	248,442.21
TOTAL LIABILITIES & EQUITY	279,572.96

11/10/2020 12:31 PM
 User: nvanness
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/20	YTD BALANCE 10/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	10,500.00	0.00	0.00	0.00	10,500.00	0.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	14,895.00	0.00	(14,895.00)	100.00
282-000-695.000	TRANSFERS IN	35,000.00	0.00	0.00	0.00	35,000.00	0.00
282-000-699.000	PRIOR YEARS' SURPLUS	37,700.00	0.00	0.00	0.00	37,700.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	0.00	0.00	2,200.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	19,000.00	0.00	1,578.83	14,895.00	2,526.17	86.70
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	20,000.00	0.00	0.00	0.00	20,000.00	0.00
282-282-970.000	CAPITAL OUTLAY	72,000.00	0.00	0.00	0.00	72,000.00	0.00
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		113,200.00	0.00	1,578.83	14,895.00	96,726.17	14.55
TOTAL EXPENDITURES		113,200.00	0.00	1,578.83	14,895.00	96,726.17	14.55
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL EXPENDITURES		113,200.00	0.00	1,578.83	14,895.00	96,726.17	14.55
NET OF REVENUES & EXPENDITURES		0.00	0.00	13,316.17	(14,895.00)	1,578.83	100.00

11/10/2020 12:29 PM
 User: nvanness
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/20	YTD BALANCE 10/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	0.00	67.50	0.00	(67.50)	100.00
585-000-502.000	FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-651.000	PARKING DECK PROCEEDS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-652.000	PARKING FEES-COIN	800,000.00	76,165.73	508,108.13	0.00	291,891.87	63.51
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	8,964.00	39,020.00	0.00	110,980.00	26.01
585-000-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	320.00	1,160.00	0.00	(1,160.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	200.00	0.00	0.00	0.00	200.00	0.00
585-000-656.010	PARKING FINES	50,000.00	19,404.00	70,503.03	0.00	(20,503.03)	141.01
585-000-656.020	PARKING FINES-AIRPORT	0.00	0.00	0.00	0.00	0.00	0.00
585-000-656.030	PARKING FINES-COLLEGE	0.00	0.00	0.00	0.00	0.00	0.00
585-000-664.000	INTEREST & DIVIDEND EARNINGS	40,000.00	0.00	19,494.63	0.00	20,505.37	48.74
585-000-668.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-673.000	SALE OF FIXED ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-677.000	REIMBURSEMENTS	0.00	768.00	1,123.24	0.00	(1,123.24)	100.00
585-000-683.000	RECOVERY OF BAD DEBTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-686.000	MISCELLANEOUS INCOME	0.00	0.00	418.06	0.00	(418.06)	100.00
585-000-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-000-699.000	PRIOR YEARS' SURPLUS	1,455,500.00	0.00	0.00	0.00	1,455,500.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,495,700.00	105,621.73	639,894.59	0.00	1,855,805.41	25.64
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		0.00	0.00	0.00	0.00	0.00	0.00
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	100,000.00	13,809.80	87,544.75	0.00	12,455.25	87.54
585-586-653.000	PERMITS-SURFACE LOTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-653.005	PERMITS-PARKING DECK	175,000.00	7,164.00	25,131.00	0.00	149,869.00	14.36
585-586-668.000	RENTS AND ROYALTIES	26,300.00	1,530.00	12,288.00	0.00	14,012.00	46.72
585-586-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-586-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 586 - HARDY DECK		301,300.00	22,503.80	124,963.75	0.00	176,336.25	41.47
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	25,000.00	6,138.50	25,605.50	0.00	(605.50)	102.42
585-587-653.005	PERMITS-PARKING DECK	325,000.00	4,560.00	210,972.00	0.00	114,028.00	64.91
585-587-677.000	REIMBURSEMENTS	0.00	15.00	15.00	0.00	(15.00)	100.00
585-587-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-587-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 587 - OLD TOWN DECK		350,000.00	10,713.50	236,592.50	0.00	113,407.50	67.60

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/20	YTD BALANCE 10/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,147,000.00	138,839.03	1,001,450.84	0.00	2,145,549.16	31.82
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	17,800.00	258.37	741.34	0.00	17,058.66	4.16
585-585-704.000	EMPLOYEE OVERTIME	0.00	3.25	3.25	0.00	(3.25)	100.00
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	(0.58)	32.68	0.00	(32.68)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	1,400.00	19.38	54.80	0.00	1,345.20	3.91
585-585-716.000	EMPLOYEE HEALTH INSURANCE	200.00	10.65	42.59	0.00	157.41	21.30
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	2.61	10.42	0.00	89.58	10.42
585-585-718.000	RETIREMENT FUND CONTRIBUTION	200.00	23.02	70.24	0.00	129.76	35.12
585-585-719.000	RETIRES HOSPITALIZATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-720.000	UNEMPLOYMENT COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
585-585-721.000	WORKERS COMPENSATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-727.000	OFFICE SUPPLIES	6,000.00	372.60	840.69	0.00	5,159.31	14.01
585-585-740.000	OPERATION SUPPLIES	37,000.00	3,118.68	12,445.73	562.59	23,991.68	35.16
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,232,500.00	2,602.32	245,176.81	189,840.00	797,483.19	35.30
585-585-810.000	COLLECTION COSTS	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-850.000	COMMUNICATIONS	25,000.00	1,109.26	4,850.86	0.00	20,149.14	19.40
585-585-854.000	CITY FEE	169,200.00	0.00	0.00	0.00	169,200.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	139.83	551.45	0.00	4,448.55	11.03
585-585-862.000	PROFESSIONAL DEVELOPMENT	8,000.00	0.00	0.00	0.00	8,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	66,000.00	139.50	8,719.50	0.00	57,280.50	13.21
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	133.74	2,429.60	0.00	11,570.40	17.35
585-585-910.000	INSURANCE AND BONDS	9,000.00	0.00	1,740.05	0.00	7,259.95	19.33
585-585-920.000	PUBLIC UTILITIES	20,000.00	828.12	3,451.88	0.00	16,548.12	17.26
585-585-930.000	REPAIRS AND MAINTENANCE	121,000.00	12,007.09	17,389.41	0.00	103,610.59	14.37
585-585-930.005	RAMSDELL GATE REPAIR & MAINT	1,000.00	0.00	848.00	0.00	152.00	84.80
585-585-940.000	RENTAL EXPENSE	90,000.00	6,757.00	26,771.22	0.00	63,228.78	29.75
585-585-956.000	MISCELLANEOUS	600.00	0.00	6,100.33	0.00	(5,500.33)	1,016.72
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00	0.00
585-585-964.000	TRANSFERS OUT	0.00	0.00	0.00	0.00	0.00	0.00
585-585-977.000	EQUIPMENT	149,000.00	0.00	2,013.12	0.00	146,986.88	1.35
585-585-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,112,000.00	27,524.84	334,283.97	190,402.59	1,587,313.44	24.84
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	9,000.00	665.42	7,898.19	0.00	1,101.81	87.76
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	89,000.00	2,783.47	27,779.37	15,860.00	45,360.63	49.03
585-586-850.000	COMMUNICATIONS	3,500.00	256.00	1,024.00	0.00	2,476.00	29.26
585-586-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-586-910.000	INSURANCE AND BONDS	7,000.00	0.00	678.15	0.00	6,321.85	9.69
585-586-920.000	PUBLIC UTILITIES	55,000.00	2,034.32	7,829.99	0.00	47,170.01	14.24
585-586-930.000	REPAIRS AND MAINTENANCE	117,000.00	7,575.74	26,781.46	15,325.48	74,893.06	35.99
585-586-940.000	RENTAL EXPENSE	13,000.00	0.00	0.00	0.00	13,000.00	0.00
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.00
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	0.00	0.00	0.00	220,000.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 586 - HARDY DECK		529,500.00	13,314.95	71,991.16	31,185.48	426,323.36	19.49

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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PERIOD ENDING 10/31/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 10/31/20	YTD BALANCE 10/31/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
585-587-740.000	OPERATION SUPPLIES	8,000.00	829.74	1,169.10	0.00	6,830.90	14.61
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	69,500.00	499.80	9,495.04	10,600.00	49,404.96	28.91
585-587-850.000	COMMUNICATIONS	6,000.00	256.00	1,597.53	0.00	4,402.47	26.63
585-587-863.000	TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-910.000	INSURANCE AND BONDS	6,000.00	0.00	605.18	0.00	5,394.82	10.09
585-587-920.000	PUBLIC UTILITIES	50,000.00	1,754.18	6,736.12	0.00	43,263.88	13.47
585-587-930.000	REPAIRS AND MAINTENANCE	167,000.00	5,778.22	10,985.49	4,322.00	151,692.51	9.17
585-587-940.000	RENTAL EXPENSE	13,000.00	0.00	0.00	0.00	13,000.00	0.00
585-587-956.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
585-587-959.000	DEPRECIATION EXPENSE	181,000.00	0.00	0.00	0.00	181,000.00	0.00
585-587-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 587 - OLD TOWN DECK		505,500.00	9,117.94	30,588.46	14,922.00	459,989.54	9.00
TOTAL EXPENDITURES		3,147,000.00	49,957.73	436,863.59	236,510.07	2,473,626.34	21.40
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,147,000.00	138,839.03	1,001,450.84	0.00	2,145,549.16	31.82
TOTAL EXPENDITURES		3,147,000.00	49,957.73	436,863.59	236,510.07	2,473,626.34	21.40
NET OF REVENUES & EXPENDITURES		0.00	88,881.30	564,587.25	(236,510.07)	(328,077.18)	100.00

Minutes
Traverse City Downtown Development Authority
Finance Committee
9:30am
November 2, 2020
Virtual Zoom Meeting

Scott Hardy called the meeting to order at 9:33 am

Present: Scott Hardy, Debbie Hershey, Richard Lewis. Gabe Schneider

Absent: Steve Constantin

Attendees: Jean Derenzy, Harry Burkholder

Opening Public Comment: None

Minutes of September 28, 2020: **MOVED** by Hershey seconded by Schneider to approve minutes of September 28, 2020. **Approved unanimously.**

Review of 2021/2022 CIP Projects Budget: Derenzy provided overview of list of priorities for TIF 97 and Old Town TIF. The list is based on the DDA Strategic Plan and Work over the last year. Discussion noted that the priority list is a good start, but we need to understand that different projects (lower on the list) might be realized before project listed higher on the list based on new funding or redevelopment opportunities. The DDA Board just needs to state that and be clear and its based on mixed projections.

2020/2021 Budget: Derenzy provided the 2020/2021 budget for the two TIF budgets, and General Budget, noting these serve as a “where are we” within the budget. Lewis noted that we should note the timing of the reimbursements into each budget.

Neighborhood Enterprise Zone (NEZ): Derenzy noted a NEZ is being considered for the new development at 124 West Front Street and that she is working with the Housing Commission to ensure that restricted income levels are met for the development.

Closed Session: **MOVED** by Hershey seconded by Schneider to move into a closed session at 10:15am. **Approved unanimously.**

Return from Closed Session: **MOVED** by Hershey seconded by Schneider to come out of closed session at 10:42. **Approved by Hersey, Schneider and Hardy.**

Other Business: None.

Public Comment: None.

Meeting Adjourned at 10:45.

Scott Hardy, Chair



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: DDA Board

From: Jean Derenzy – DDA, CEO

Date: November 15, 2020

Subject: Downtown Tree Management Plan

Last month, following approval from the DDA Board, the DDA developed and submitted an RFP for a Downtown Tree Management Plan. Our goal of this project (as stated in the RFP) is not to duplicate the city's 2018 Tree Management Plan, but rather build upon it with a more focused and specific approach for tree management in Downtown.

We received two responses to our RFP. We are currently working with the Davey Group to develop an agreement for services not to exceed \$23,000.

Recommendation

That the DDA approves a final agreement with the Davey Group to develop a Tree Management Plan for Downtown Traverse City and authorize the Chair and Secretary to execute the agreement subject to approval as to substance by the DDA CEO and as to form by DDA Attorney.



303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: November 15, 2020

Re: Downtown Survey

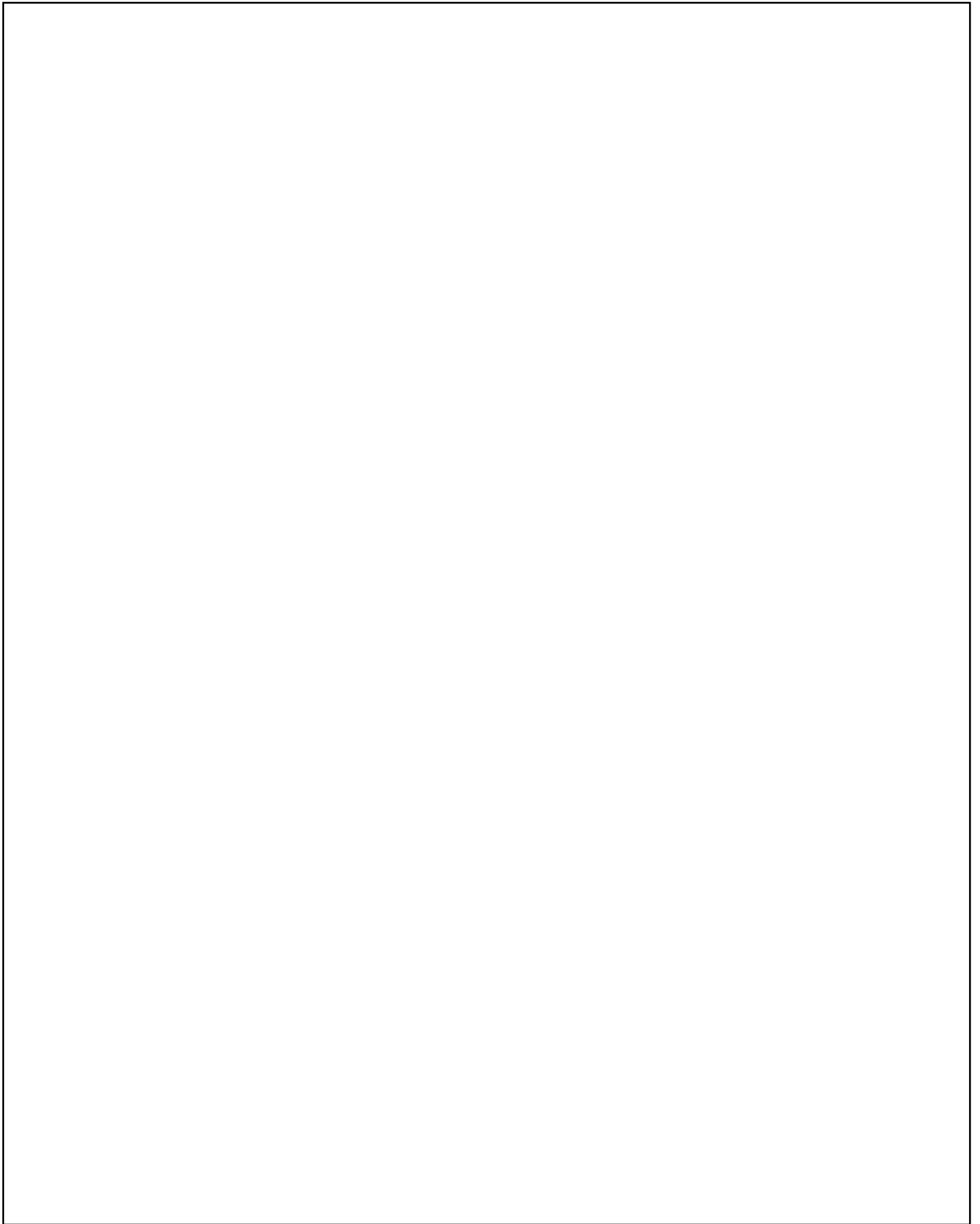
As you may recall, in September, the DDA worked with Avenue ISR to develop and conduct an online survey regarding our efforts (e.g. Front Street Pedestrian Zone) over the summer to allow residents and visitors to take advantage of Downtown while staying safe and in compliance with government regulations.

The survey aimed to learn more about what worked (or didn't work), what businesses and visitors appreciated most, shopping habits and when employees working remotely might return. One of the more interesting findings can be found on page twelve of the PowerPoint - all business respondents (both in type and location) anticipate that the percentage of employees working remotely will decline from October levels by June 2021, if no COVID restrictions were in place.

Considering that and some of the other key findings from the survey, I will continue to work on creative ways to balance the elements of the street closure that were most appreciated with the needs for retailers and second floor commercial businesses. This will likely include looking for new ways to create additional public space. That is, creating additional public space through wider sidewalks or bump-outs for café seating or other placemaking elements, without significantly disrupting business access and parking.

In addition, we will continue to pursue converting State Street to a two-way street. This effort will not be easy or a "quick fix" as there are several considerations and practices that would need to be reconfigured for such a conversion. However, the opportunity to collectively consider such a conversion is the first step.

As identified on numerous occasions, Downtown is not a "one size fit all", it is diverse with different needs and considerations. However, Downtown is always moving forward.



The Traverse City Downtown Development Authority

Summer 2020

EXECUTIVE SUMMARY

Prepared by Avenue ISR

November 12, 2020

Overview

The Traverse City Downtown Development Authority (DDA), implemented a number of modifications in Summer 2020 in response to the COVID-19 pandemic.

Among other steps, the DDA created a pedestrian zone for the 100 and 200 blocks of East Front Street where vehicle traffic was prohibited and where restaurants were permitted to provide seating on the sidewalks and street.



In fall 2020, the DDA conducted a survey of multiple stakeholder groups to assess the effectiveness of the modifications and to determine what steps, if any, to take going forward.

Key Questions

- What were the positives and negatives associated with the DDA's approach in 2020?
- How were specific amenities and services (e.g. traffic flow, cleanliness) rated?
- Looking forward, should the DDA repeat creation of the pedestrian zone or take any other steps?

Sources and Methods

- Information presented in this report is based on an online survey conducted September 24 to October 5, 2020; the survey was promoted through media release, social media posts and other public communications
- 1,472 unique individuals participated; Downtown owners and employees were allowed to also complete questions as City of Traverse City residents, if applicable
- Respondents knew the DDA was the sponsor of the survey

	Characteristics	Sample Size
Traverse City Business Owners/Managers	Own or manage a business within the City of Traverse City	197
Downtown Traverse City Employees	Work for (but not an owner or manager) a business within Downtown Traverse City	187
Traverse City Residents	Own or rent a home within the City of Traverse City	660
2020 Visitors to Downtown	Visited Downtown Traverse City since March 15, 2020 (but not any of the above)	530
Others	Not any of the above	78

Note: respondents were offered the opportunity to enter a drawing for one of three \$50 gift cards as an honorarium for participating in the study

Executive Summary of Results

- The majority of all audiences surveyed are supportive of the modifications the Downtown Development Authority (DDA) made in the summer of 2020 including
 - Closure of two blocks of Front St. to vehicle traffic
 - Change to 2-way traffic on portions of State Street
 - Additional outdoor restaurant/café seating allowed on city streets
 - Use of colorful paint on Front Street
- In verbatim comments, many respondents cite these changes as causing Downtown Traverse City to be even more of a destination; by safely drawing in additional visitors, these modifications had a positive impact on many Downtown businesses in a very challenging time; many are deeply appreciative
- Looking forward to 2021, many would support extending the modifications, though support is a little less than for 2020
- However, there are significant numbers of all groups of respondents who are not supportive of these modifications
 - Some Traverse City business owners/managers and Downtown employees believe the modifications caused direct harm to their businesses and negatively impacted older and disabled customers
 - Some among all groups were disappointed by the loss of parking and traffic flow
- Finding opportunities to provide what was appreciated about the street closure – a Downtown public space, opportunities to spread out away from other visitors, additional café seating and placemaking opportunities – without significantly disrupting business access and parking, would likely be the ideal solution

Key Audiences: Summary of Modification Ratings

- At a high level, the majority of respondents from each group are supportive of key modifications in 2020

Summary Ratings for Modifications in 2020 **(Top 2 Box Scores: 2020 “Worked Well” or “Somewhat Well”)**

Modifications	TC Business Owners / Manager	Downtown TC Employees	TC Residents	2020 Downton Visitors
Closure of 2 blocks of Front Street to vehicle traffic	73%	84%	88%	88%
Change to 2-way traffic on portions of State Street	68%	72%	79%	77%
Additional outdoor restaurant/café seating allowed on city streets	79%	90%	91%	91%
Colorful paint on Front Street	64%	77%	80%	76%

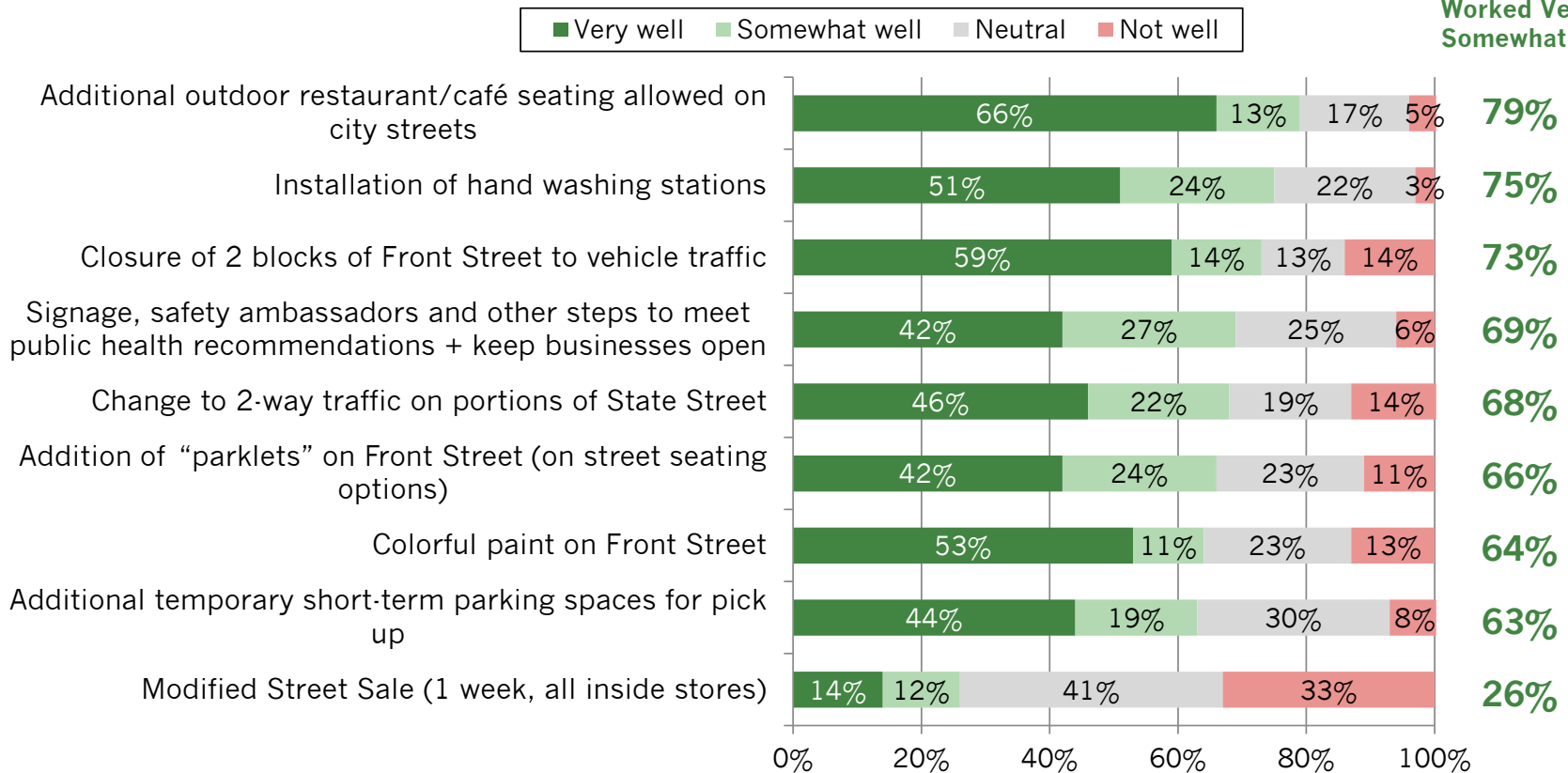
Questions: Which of these modifications would you say worked well for Downtown Traverse City?

Traverse City Business Owners/Managers: Ratings of Modifications Made in 2020

- A significant majority of business owners/managers surveyed believe that almost all modifications made in 2020 worked very well or somewhat well

Ratings of Modifications: Worked Well for Downtown Traverse City? **(Traverse City Business Owners/Managers)**

**Top 2 Box:
Worked Very or
Somewhat Well**



Question: Which of these modifications would you say worked well for Downtown Traverse City?

2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers

Traverse City Business Owners/Managers: Verbatim Responses to Summer of 2020

- Select verbatim comments give a sense of the intensity of feeling – mostly positive (negative comments follow on a subsequent slide)

Many Affirmed Their Appreciation for Modifications Made in the Summer of 2020

- *“Under the circumstances of dealing with the pandemic, I think Downtown TC dealt effectively and efficiently with the parameters of the Covid mandates. I commend the DTCA for their thoughtful response to a quagmire of issues once the pandemic hit and grateful for their guidance. Great job, DTCA Board 🙌” (Front Street Retail Store: Retail Store: Clothing, Gifts and Accessories)*
- *“I absolutely loved the way this was handled. I loved the Front Street closure because it provided so much space for people to move around. Even without Covid, Front Street can get so crowded and unpleasant. This was a dream! It was so much easier to access businesses and enjoy downtown TC. It was much easier for my clients to reach me and have things to do while they wait.” (Front Street Personal Services)*
- *“Summer was good for us. Please close Front St again and put out igloos, tents, and fire pits!!!” (Front Street Restaurant)*
- *“Street closure was brilliant and should be done every year. Hand wash stations were great for public health.” (Downtown Personal Services Company (salon, barber, fitness, mental/physical health, etc.))*
- *“Keep the street open to pedestrians! It's helping creating a Downtown we can really be proud of!!” (Downtown Nonprofit/NGO)*
- *“Great start...lets keep improving!” (Downtown Professional Services Firm)*

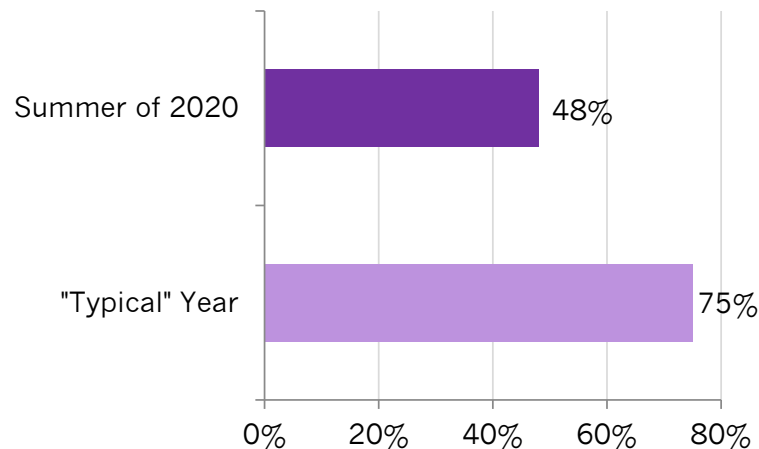
Question: (optional) Use this space if you would like to explain any of your answers to the previous 2 questions about the summer of 2020 in Traverse City.

2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers

Visitation to Downtown Traverse City

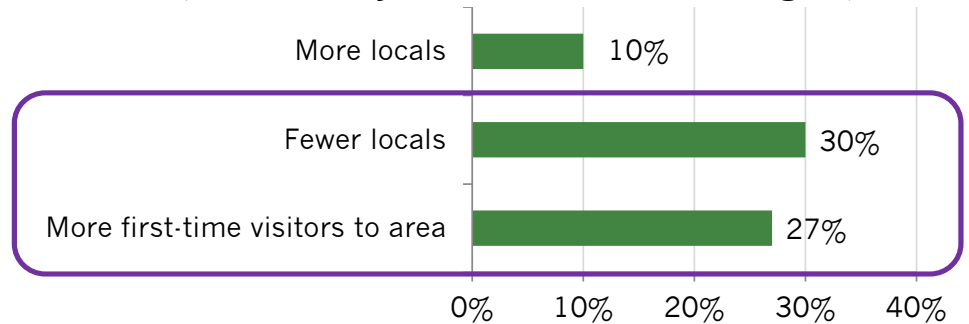
- Although city residents report visiting Downtown Traverse City less frequently in Summer 2020, nearly half visited weekly or more; in addition, many Downtown business owners, managers and employees report an up-tick in first time visitors to the area

Visiting Downtown Weekly or More (Traverse City Residents)



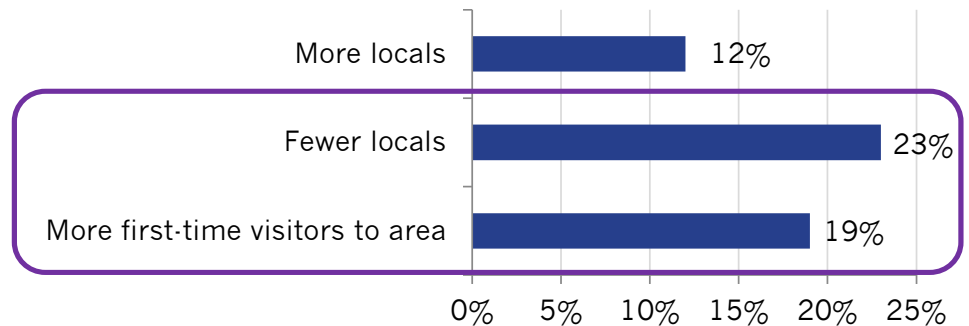
Question: How often did you visit Downtown Traverse City in the summer of 2020? How often would you say you visit in a 'typical' year?

Change In the Mix of Visitors: Summer, 2020 (Traverse City Business Owners/Managers)



Question: Did you see a change in the mix of people coming to your business in the summer of 2020 compared to a "typical" summer? Please select all that apply.

Change In the Mix of Visitors: Summer, 2020 (Downtown Traverse City Employees)



Traverse City Business Owners/Managers: Impact on Business of Modifications Made in 2020

- The majority of business owners/managers reported no impact from DDA modifications on their businesses; positives mostly outweigh negatives

Ratings of Modifications: Worked Well for Downtown Traverse City? And Impact on Your Business **(Traverse City Business Owners/Managers)**

2020 Modification	Worked Well For Traverse City (Top 2 Box)	Impact On Your Business		
		Positive	Neutral	Negative
Additional outdoor restaurant/café seating allowed on city streets	78%	30%	64%	6%
Installation of hand washing stations	75%	29%	70%	1%
Closure of 2 blocks of Front Street to vehicle traffic	73%	33%	53%	14%
Signage, safety ambassadors and other steps intended to meet public health recommendations & keep businesses open	68%	29%	68%	3%
Change to 2-way traffic on portions of State Street	68%	20%	71%	9%
Addition of “parklets” on Front Street (on street seating options)	66%	21%	74%	5%
Colorful paint on Front Street	64%	25%	70%	5%
Additional temporary short-term parking spaces for pick up	63%	14%	79%	7%
Modified Street Sale (1 week, all inside stores)	26%	6%	75%	20%

Question: Which of these modifications would you say worked well for Downtown Traverse City? Overall, was the impact on your business positive, negative or neutral compared to what summer 2020 might have been like if the change hadn't been made but COVID-19 conditions along with state and federal mandates were still happening?

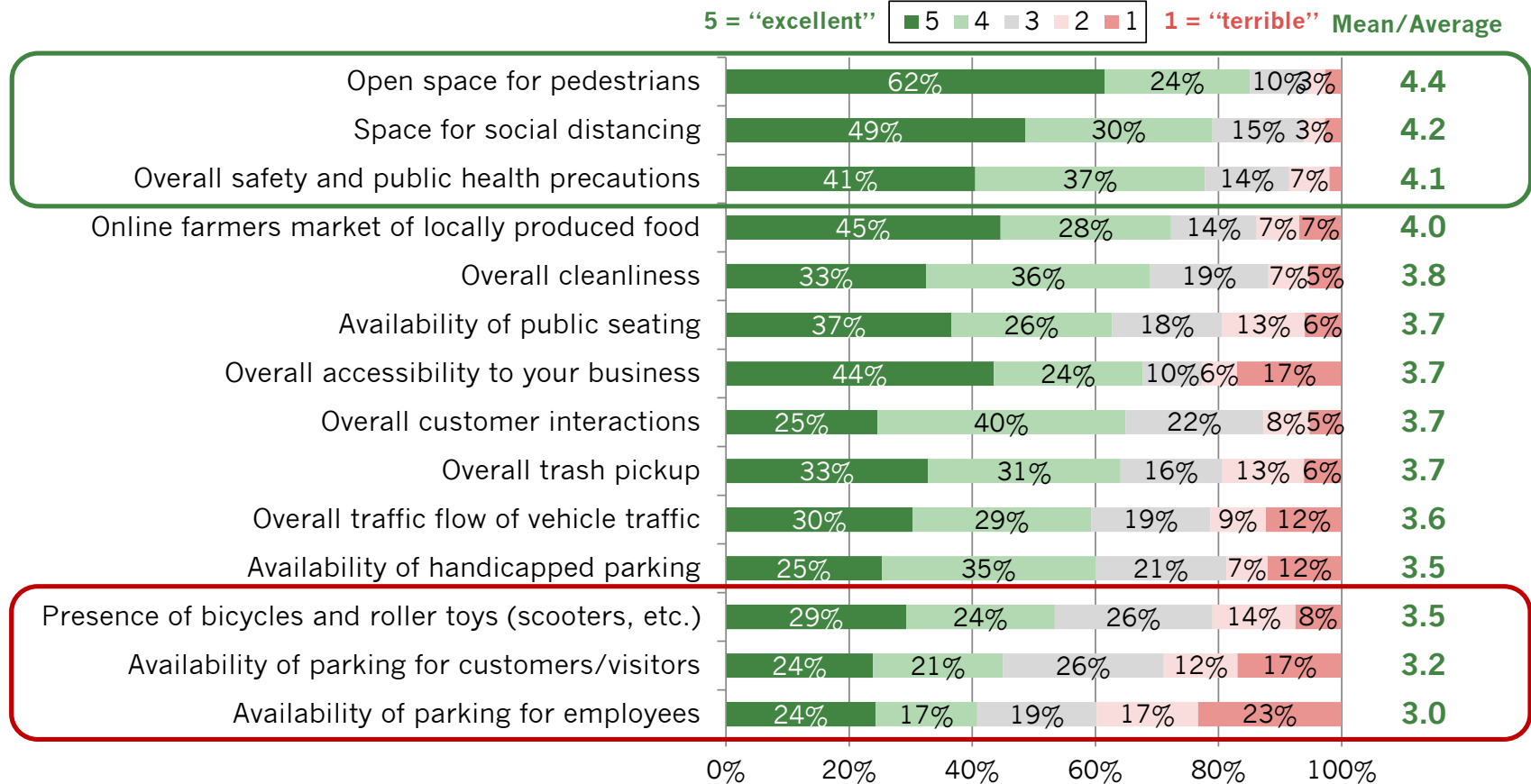
Impacts with 30% of respondents indicating positive or negative are highlighted in green or red

2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers

Traverse City Business Owners/Managers: Ratings of Conditions During the Summer of 2020 in Traverse City

- Summer 2020 modifications are associated with high ratings in terms of open space for pedestrians, ability to distance and overall safety and public health

Ratings of Conditions (Traverse City Business Owners/Managers)



Question: Please rate the following during the summer of 2020 in Traverse City from 1 to 5 with "1" indicating "terrible" and "5" indicating "excellent." Indicate "N/A" for "not applicable" or "no opinion."

2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers

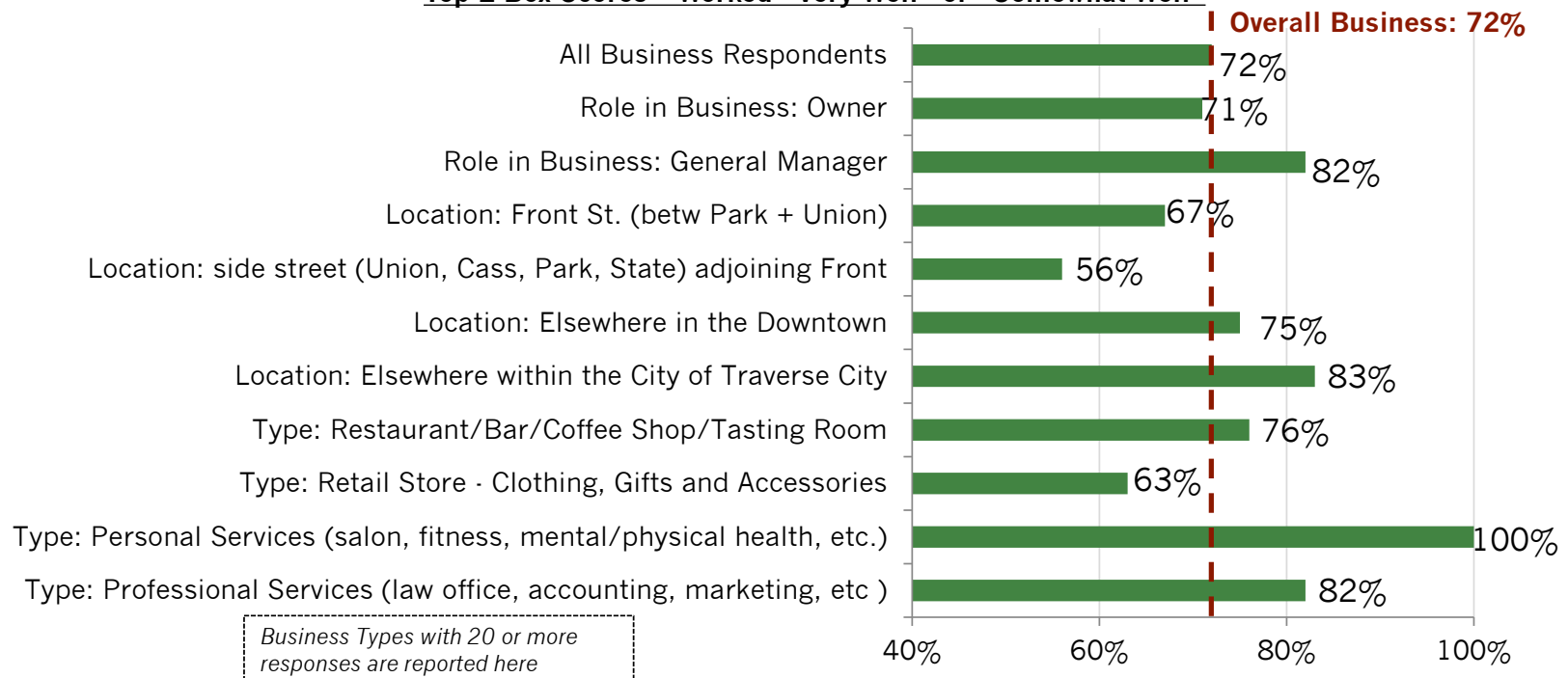
Traverse City Business Owners/Managers: Ratings of Modifications Made in 2020, Comparisons By Respondent Role and Business Type and Location

- Across types of businesses and respondents, the majority support the 2020 Front Street closure; however some groups are less supportive

Ratings of Modifications: Worked Well for Downtown Traverse City? **(Traverse City Business Owners/Managers)**

■ Closure of 2 blocks of Front Street to vehicle traffic

Top 2 Box Scores – Worked “Very Well” or “Somewhat Well”



Question: Which of these modifications would you say worked well for Downtown Traverse City?

2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers

Traverse City Business Owners/Managers: Remote Work

- Although many Traverse City businesses have higher rates of remote work at present, most intend to revert to something close to pre-COVID rates

Past, Current and Likely Future Rates of Remote Work (Traverse City Business Owners/Managers)

Business Types with 20 or more responses are reported here

Type and Location of Business	% of Employees Working Remotely		
	Before March, 2020	Today	June, 2021 If no COVID restrictions
All Business Respondents	10%	18%	12%
Type: Professional Services (law office, accounting, marketing, etc.)	14%	30%	16%
Type: Personal Services (salon, fitness, mental/physical health, etc.)	6%	27%	18%
Type: Retail Store - Clothing, Gifts and Accessories	4%	5%	5%
Type: Restaurant/Bar/Coffee Shop/Tasting Room	6%	4%	3%
Location: Front St. (between Park + Union)	4%	6%	5%
Location: side street (Union, Cass, Park, State) adjoining Front St.	22%	31%	9%
Location: Elsewhere in the Downtown	15%	29%	21%
Location: Elsewhere within the City of Traverse City	11%	23%	15%

Question: How many employees (full time equivalents) work in person at this location? How many work remotely? Please answer for the time before March 14, 2020 and today. Also, please make your best guess of what might happen in June, 2021 if all COVID-related mandates have been lifted.

*2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers*

Traverse City Business Owners/Managers: Verbatim Responses to Summer of 2020

- Select verbatim comments give a sense of the intensity of negative feeling held by some

Some Saw a Direct Negative Impact On Their Businesses or the Downtown

- *"We had more customer traffic in June before the street closure and in Sept after the street was opened back up." (Front Street Retail Store: Clothing, Gifts and Accessories)*
- *"The terrible ratings above are in no way due to a lack of space except relating to PARKING. Gazing daily at the empty street where there would normally be traffic and parking was frustrating. Public mostly used sidewalks like always." (Front Street Retail Store: Clothing, Gifts and Accessories)*
- *"Our mature customers found it difficult to shop." (Front Street Retail Store: Specialty Foods)*
- *"Closing the street was a terrible idea that I hope will NEVER happen again other than for one day or evening special events. It was bad for the businesses and will destroy the Downtown. See Kalamazoo, etc." (Side Street Professional Services Firm)*

A Handful Feel That Modifications Were Necessary for '20, But Should Not Be Extended

- *"Overall, business was down - but probably due to COVID. I was happy to try the Front St. closure, but can't see it working well along with festivals. Given the choice, I would prefer the festivals." (Front Street Retail Store: Clothing, Gifts and Accessories)*

Question: (optional) Use this space if you would like to explain any of your answers to the previous 2 questions about the summer of 2020 in Traverse City.

2020 Traverse City DDA Survey
197 Traverse City Business Owners/Managers

Key Audiences: Summary of Modification Ratings

- At a high level, the majority of respondents from each group are supportive of key modifications in 2020; support is somewhat lower (but still majority) for extending these modifications in 2021

Summary Ratings for Modifications in 2020 and 2021
(Top 2 Box Scores: 2020 “Worked Well” or “Somewhat Well”;
2021 “Strongly Support” or “Somewhat Support”)

Modifications	TC Business Owners/Manager		Downtown TC Employees		TC Residents		2020 Downton Visitors	
	2020	2021	2020	2021	2020	2021	2020	2021
Closure of 2 blocks of Front Street to vehicle traffic	73%	69%	84%	80%	88%	87%	88%	85%
Change to 2-way traffic on portions of State Street	68%	62%	72%	69%	79%	76%	77%	69%
Additional outdoor restaurant/café seating allowed on city streets	79%	75%	90%	82%	91%	90%	91%	89%
Colorful paint on Front Street	64%	61%	77%	73%	80%	78%	76%	70%

Questions: Which of these modifications would you say worked well for Downtown Traverse City? AND Looking forward, in your opinion should the DDA and City of Traverse City consider implementing any of the following modifications in 2021?

Executive Summary of Results

- The majority of all audiences surveyed are supportive of the modifications the Downtown Development Authority (DDA) made in the summer of 2020 including
 - Closure of two blocks of Front St. to vehicle traffic
 - Change to 2-way traffic on portions of State Street
 - Additional outdoor restaurant/café seating allowed on city streets
 - Use of colorful paint on Front Street
- In verbatim comments, many respondents cite these changes as causing Downtown Traverse City to be even more of a destination; by safely drawing in additional visitors, these modifications had a positive impact on many Downtown businesses in a very challenging time; many are deeply appreciative
- Looking forward to 2021, many would support extending the modifications, though support is a little less than for 2020
- However, there are significant numbers of all groups of respondents who are not supportive of these modifications
 - Some Traverse City business owners/managers and Downtown employees believe the modifications caused direct harm to their businesses and negatively impacted older and disabled customers
 - Some among all groups were disappointed by the loss of parking and traffic flow
- Finding opportunities to provide what was appreciated about the street closure – a Downtown public space, opportunities to spread out away from other visitors, additional café seating and placemaking opportunities – without significantly disrupting business access and parking, would likely be the ideal solution



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: DDA Board

From: Jean Derenzy, DDA CEO

Date: November 15, 2020

Re: 2021/2022 CIP

We are starting to build the 2021/2022 budget. Building the budget is long process (see below). The first step in this process is to develop the six-year capital improvement plan (CIP). This plan is slated to be presented to the Planning Commission in January.

The Finance Committee met on November 2nd to review the preliminary CIP. The Finance Committee will be reviewing and discussing the CIP at their November 30th meeting, with plans to bring a full recommendation back to the Board for consideration in December.

The projects listed in the preliminary CIP are considered draft only. I am working to identify projects that we can pay for, leverage additional funds (e.g., grants) and have the largest ROI for downtown. From this pool of projects, the Board needs to identify which projects are a priority.

Based on the DDA's Strategic Plan, the following list of priorities have been identified:

TIF 97

- West End Parking Garage
- Civic Square
- Lower Boardman
- Farmer's Market
- Stormwater
- Streetscapes
- Infill Development
- Maintenance

Old Town

- Lower Boardman – Riverwalk's
- Streetscapes
- Hannah Park Improvements
- Maintenance

I will go through the CIP and ask for input for both myself and the Finance Committee as we work to develop and present a final draft for your consideration at your December meeting. The budget calendar is as follows:

December 14, 2020	December 14 Draft CIP Presented
January 19, 2021	Planning Commission Public Hearing on CIP
February 2, 2021	City Planning Commission Recommend CIP to City Commission
March, 2021	Draft Budget is Presented to DDA Board
April, 2021	Proposed Budget Presented to DDA Board and establishes Public Hearing for May
May, 2021	Budget Presented to City Commission
May, 2021	DDA Holds Public Hearing 2021/2022 Budget for June
June, 2021	DDA Approves 2021/2022 Budget

My recommendation is for the DDA Board to approve a CIP **prior** to presenting to the Planning Commission in January. Therefore, should the Board agree, the December meeting will require approval of the CIP.

As we work through the next few weeks, there will be projects that will be moved out and/or completely removed from the CIP, as the available dollars can only go so far. For TIF 97, I am projecting a little over \$3 million in available funds – with a fund balance available of over \$2 million. For Old Town TIF, I am projecting a little over \$500,000 in available funds, and fund balance available of over \$100,000.

Parking CIP: For Parking, CIP focus will remain on the two parking structures and annual maintenance. The important maintenance items for next fiscal year include:

- Hardy Garage Pedestrian Stair Tower: \$400,000
- Circulation conversion (this item relates to the possible change of State Street to two-way traffic): \$400,000
- Boiler Replacement (old town parking deck): \$80,000

Your thoughtful consideration of priorities is welcome and will be valuable. I look forward to talking through the CIP and getting your input.

CITY OF TRAVERSE CITY Six Year Capital Improvement Plan (DRAFT)
as of Budget Year 2021/2022
TIF 97 PROJECT NARRATIVES

Project ID:	Bridges 885-21-CIP	Project Description: Removal and replacement of the existing concrete box beam support deck, widening and replacement of sidewalks, railings, approach pavement and related work. \$45,000 from TIF 97 has been contributed to the project leaving a balance of \$201,500 to be contributed.
Project Title:	North Cass Street Bridge Rehabilitation	
Project Estimated Cost:	\$1,343,000	
Engineering / Design Included:	\$183,000	
Funding Sources:	TIF 97 - \$246,500	
	In-Kind - \$183,000	
	Federal/State Grant - \$913,500	
Project Year:	FY 2021/2022	

Project ID:	Bridges 586-21-CIP	Project Description: Carryover . Rehabilitate bridge superstructure
Project Title:	Park Street Bridge Repair	
Project Estimated Cost:	\$616,260	
Engineering / Design Included:	\$24,705	
Funding Sources:	TIF 97 - \$150,000	
	Federal/State Grant - \$807,500	
Project Year:	(FY 2020/2021) FY 2021/2022	

Project ID:	Bridges 187-21-CIP	Project Description: Carryover . Concrete arch rehabilitation.
Project Title:	South Cass Street Bridge Repair	
Project Estimated Cost:	\$807,720	
Engineering / Design Included:	\$62,578	
Funding Sources:	TIF 97 - \$66,000	
	Federal/State Grant - \$807,500	
	Old Town TIF - \$66,000	
Project Year:	(FY 2020/2021) FY 2021/2022	

Project ID:	Bridges 186-21-CIP
Project Title:	South Union Street Bridge Repair
Project Estimated Cost:	\$1,323,000
Engineering / Design Included:	\$189,000
Funding Sources:	TIF 97 - \$93,000
	Federal/State Grant - \$1,057,500
	General Fund - \$ 74,500
	Old TownvTIF - \$93,000
Project Year:	FY 2021/2022
Project Description: Rehabilitate bridge superstructure.	

Project ID:	Bridges 535-21-CIP
Project Title:	West Front Street Bridge Replacement
Project Estimated Cost:	\$1,323,000
Funding Sources:	TIF 97 - \$220,000
	Federal/State Grant - \$1,181,560
	Water Fund - \$149,375
Project Year:	(FY 2020/2021) FY 2021/2022
Project Description: Complete removal and replacement of the existing concrete arch bridge with a new concrete bridge including aesthetic treatments. This project would also include a staircase to the river/pathway in a potential cost-share with the developer of 309 West Front St.	

Project ID:	Civic 870-21-CIP
Project Title:	Civic Square
Project Estimated Cost:	\$6,000,000
Engineering / Design Included:	\$120,000
Funding Sources:	TIF 97 - \$1,000,000
	Private - \$5,000,000
Project Year:	FY 2023/2024
Project Description: Placeholder. Public gathering space for Traverse City Citizens and visitors. This project will feature a variety of placemaking features and connections with the new FishPass Project. Detail Engineering/Design and Cost Estimates as well as other funding sources will have to be undertaken prior to further consideration.	

Project ID:	Civic 781-21-CIP
Project Title:	Farmers Market
Project Estimated Cost:	\$330,000
Engineering / Design Included:	\$300,000
Funding Sources:	TIF 97 \$3,300,000
Project Year:	FY 2022/2023
Project Description: Placeholder. Reconstruction of the Farmers Market Lot B with permanent structure, wider sidewalks, river enhancements, lighting and reconstruction of parking lot. Preliminary plan options have been developed. This project will tie into additional improvements associated with the Lower Boardman River Unified Plan for the 100 Block Alley. Detail Engineering/Design and Cost Estimates as well as other funding	

Project ID:	Civic 82-21-CIP	Project Description: Placeholder. Multi-year Improvements along the Boardman River to beautify and enhance the river environment for recreationalists and fisheries and help the Downtown face/engage with the river. This project will include substantial placemaking elements and incorporate previous city and TIF projects (e.g., wellington plaza stabilization and 200 block alley improvements). Detail Engineering/Design and Cost Estimates as well as other funding sources will have to be undertaken prior to further consideration.
Project Title:	Lower Boardman River Universal Access	
Project Estimated Cost:	\$23,310,000	
Engineering / Design Included:	\$2,797,200	
Funding Sources:	TIF 97 - \$23,310,000	
	Federal/State Grant - TBD	
	General Fund - TBD	
Project Year:	FY 2021/2022 - FY 2027/2028	
Project ID:	Civic 1141-21-CIP	Project Description: Placeholder. Multi-year improvements to the City storm water system within the Downtown TIF 97 District per recommendations of the AECOM Study. Specific efforts will be made to add green infrastructure to the Downtown alleys. Detail Engineering/Design and Cost Estimates as well as other funding sources will have to be undertaken prior to further consideration.
Project Title:	Stormwater Management	
Project Estimated Cost:	\$504,400	
Engineering / Design Included:	\$54,000	
Funding Sources:	TIF 97 - \$504,000	
	Federal/State Grant - TBD	
	General Fund - TBD	
Project Year:	FY 2021/2022 - FY 2024/2025	
Project ID:	Civic 646-21-CIP	Project Description: Private/Public partnership to construct a mixed use development.
Project Title:	Redevelopment of Lot O	
Project Estimated Cost:	\$353,950	
Engineering / Design Included:	\$37,920	
Funding Sources:	TIF 97 - \$353,950	
Project Year:	FY 2021/2022	
Project ID:	Civic 1158-21-CIP	Project Description: Opportunity to partner with non-profits or for-profits to develop workforce housing.
Project Title:	Workforce Housing	
Project Estimated Cost:	\$200,000	
Engineering / Design Included:	N/A	
Funding Sources:	TIF 97 - \$200,000	
	Federal / State Grant - TBD	
	Private - TBD	
Project Year:	FY 2022/2023	

Project ID:	Parking 1162-21- CIP	Project Description: Private/Public partnership to construct a mixed use development. The development will feature first floor commercial space and the upper floors will be workforce housing. This project is tied to the civic square project.
Project Title:	Lot G	
Project Estimated Cost:	\$336,000	
Engineering / Design Included:	\$36,000.00	
Funding Sources:	TIF 97 - \$336,000	
Project Year:	FY 2021/2022	
Project ID:	Parking 645-21-CIP	Project Description: Placeholder. Construction of 481 space Parking Structure on the West Front Street and Pine. Project will need to be bonded through the City. Structure is planned to be 57.33 feet in height and will cover the alley. Property for the structure has or is in the process being acquired.
Project Title:	West Front Parking Structure	
Project Estimated Cost:	\$20,400,000	
Engineering / Design Included:	\$1,200,000	
Funding Sources:	TIF 97 - \$20,400,000	
Project Year:	FY 2023-2024	
Project ID:	Streets 1157-21-CIP	Project Description: Street reconstruction with utility rehabilitation and replacement. New curbs, street trees, benches, bike racks and sidewalk along East Front between Park Street and Grandview Parkway. Detail Engineering/Design and Cost Estimates as well as other funding sources will have to be undertaken prior to further consideration. RFP for such work in being developed.
Project Title:	East Front Street Improvements	
Project Estimated Cost:	\$4,191,600	
Engineering / Design Included:	\$449,100	
Funding Sources:	TIF 97 - \$4,191,600	
Project Year:	FY 2021/2022	
Project ID:	Streets 1087-21-CIP	Project Description: Continuation . Years two and three for project to upgrade streetscapes at 101 and 124 West Front in FY 21/22 and FY 22/23. Property owners to pay for half.
Project Title:	Front Street Streetscapes	
Project Estimated Cost:	\$1,680,000	
Engineering / Design Included:	\$180,000	
Funding Sources:	TIF 97 - \$840,000	
Project Year:	Property Owners - \$840,000 FY 2021/2022 & FY 2022/2023	

Project ID:	Streets 713-21-CIP	Project Description: Placeholder. Pedestrian enhancements to cross Grandview Parkway between Hall Street to Cass Street. Possible gateway treatment at Union Street. Project detail Engineering/Design and Cost Estimates to be coordinated with MDOT enhancements in 2022.
Project Title:	Enhancement	
Project Estimated Cost:	\$560,000	
Engineering / Design Included:	\$60,000	
Funding Sources:	TIF 97 - \$560,000	
Project Year:	FY 2023/2024	
Project ID:	Streets 1088-21-CIP	Project Description: Continuation: Years two and three for project to upgrade streetscapes, including snow-melt systems at 222 East Front in FY 21/22 and 231 East Front in FY 22/23. Property owners to pay for half.
Project Title:	State Street Streetscapes	
Project Estimated Cost:	\$1,680,000	
Engineering / Design Included:	\$180,000	
Funding Sources:	TIF 97 - \$840,000	
	Property Owners - \$840,000	
Project Year:	FY 2021/2022 & FY 2022/2023	
Project ID:	Streets 1089-21-CIP	Project Description: Carryover: Multi-year project to replace trees throughout the DDA TIF 97 District.
Project Title:	Tree Replacement	
Project Estimated Cost:	\$200,000	
Engineering / Design Included:	N/A	
Funding Sources:	TIF 97 - \$200,000	
Project Year:	(FY 2020/2021) FY 2021/2022 - FY 2027/2028	

CITY OF TRAVERSE CITY Six Year Capital Improvement Plan (DRAFT)
as of Budget Year 2021-2022
OLD TOWN TIF PROJECT NARRATIVES

Project ID:	Bridges 58-21-CIP	Project Description: Carryover . Concrete box beam deck removal and replacement, railing replacement, sidewalk widening, riverbank slope protection approach and related work including aesthetic treatments. Also includes Midtown Water Transmission Main improvement.
Project Title:	Eighth Street Bridge Repair	
Project Estimated Cost:	\$1,520,426	
Engineering / Design Included:	\$35,506	
Funding Sources:	Old Town TIF - \$150,000	
	Capital Projects Fund - \$195,000	
	Federal/State Grant - \$712,500	
	Water Fund - \$299,717	
Project Year:	FY 2020/2021	

Project ID:	Bridges 187-21-CIP	Project Description: Carryover . Concrete arch rehabilitation.
Project Title:	South Cass Street Bridge Repair	
Project Estimated Cost:	\$806,720	
Engineering / Design Included:	\$62,578	
Funding Sources:	Old Town TIF - \$66,000	
	Federal/State Grant - \$807,500	
	TIF 97 - \$66,000	
Project Year:	FY 2020/2021	

Project ID:	Bridges 186-21-CIP	Project Description: Rehabilitate bridge superstructure.
Project Title:	South Union Street Bridge Repair	
Project Estimated Cost:	\$1,318,000	
Engineering / Design Included:	\$189,000	
Funding Sources:	Old Town TIF - \$93,000	
	Federal/State Grant - \$1,057,500	
	General Fund - \$ 74,500	
	TIF 97 - \$93,000	
Project Year:	FY 2021/2022	

Project ID:	Parks 1195-21-CIP	Project Description: Maintenance, upgrades and possible replacement of Midtown Riverwalk
Project Title:	Midtown Riverwalk	
Project Estimated Cost:	\$672,000	
Engineering / Design Included:	\$72,000	
Funding Sources:	Old Town TIF - \$672,000	
Project Year:	FY 2021/2022 & FY 2022/2023	
Project ID:	Parks 1196-21-CIP	Project Description: Pedestrian access to possible pathway/boardwalk along the Riverine Development. This project is related to the Lower Boardman River Unified Plan.
Project Title:	Riverine Riverwalk	
Project Estimated Cost:	\$784,000	
Engineering / Design Included:	\$84,000	
Funding Sources:	Old Town TIF - \$784,000	
Project Year:	FY 2023/2024 & FY 2025/2025	
Project ID:	Parks 1194-21-CIP	Project Description: Improvements for Hannah Park would come from the final recommendations of the Lower Boardman River Unified Plan.
Project Title:	Hannah Park Improvements	
Project Estimated Cost:	\$336,000	
Engineering / Design Included:	\$36,000	
Funding Sources:	TIF 97 - \$336,000	
Project Year:	FY 2023/2024	
Project ID:	Streets 1197-21-CIP	Project Description: Enhance streetscapes along Union Street, including snow-melt.
Project Title:	Union Street Streetscapes	
Project Estimated Cost:	\$739,200	
Engineering / Design Included:	\$79,200	
Funding Sources:	Old Town TIF - \$739,200	
Project Year:	FY 2025/2026 & FY 2026/2027	
Project ID:	Walkways 1025-21-CIP	Project Description: Carryover . Replacement of decking on River's Edge Riverwalk. Delayed due to Fish Pass Project to determine if Project will include the decking replacement.
Project Title:	Rivers Edge Riverwalk Decking Replacement	
Project Estimated Cost:	\$119,693	
Engineering / Design Included:	\$12,824	
Funding Sources:	Old Town TIF - \$119,693	
Project Year:	(FY 2020/2021) FY 2022/2023	

CITY OF TRAVERSE CITY Six Year Capital Improvement Plan (DRAFT)
as of Budget Year 2021/2022
AUTO PARKING PROJECT NARRATIVES

Project ID:	Parking 1133-21-CIP	
Project Title:	Bike Infrastructure Expansion	
Project Estimated Cost:	\$100,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$120,000	Project Description: Expand bike parking options throughout the City; new or replace inverted Us, bike shelter, or bike shelter construction.
Project Year:	FY 2021/2022 - FY 2025/2026	
Project ID:	1209-21-CIP	
Project Title:	Hardy Pedestrian Stair Tower Interior	
Project Estimated Cost:	\$400,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$400,000	Project Description: This is a maintenance project that will be performed over multiple years. The work is to repaint the interior from the ground level to level 4 and will include the walls, handrails and doors. The towers have not been refreshed since the garage was built in 2003. The work will not be performed until the window seals are replaced/repared and all leaks are caulked.
Project Year:	FY 2021/2022 - FY 2024/2025	
Project ID:	1081-21-CIP	
Project Title:	Hardy PTAC Units	
Project Estimated Cost:	\$30,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$30,000	Project Description: Replace all PTAC units at the Hardy Parking Garage.
Project Year:	FY 2024/2025	

Project ID:	1214-21-CIP	Project Description: The Hardy Parking Garage circulation is configured based on the one way traffic patterns of 300 E Front and 300 E State. Discussions are underway to convert E Front and E State to two way traffic. This change will require the circulation at Hardy to change and equipment be purchased in order to meet the changing on-street traffic pattern. Items in the project will include painting, equipment purchase, new conduit and electrical, and signage.
Project Title:	Hardy Traffic Circulation Conversion	
Project Estimated Cost:	\$400,000	
Engineering / Design Included:	\$50,000	
Funding Sources:	Parking System - \$450,000	
Project Year:	FY 2021/2022 - FY 2022/2023	
Project ID:	545-21-CIP	Project Description: Reconstruct Lot B per Farmers Market Plan.
Project Title:	Lot B Rehab	
Project Estimated Cost:	\$400,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$400,000	
Project Year:	FY 2021/2022	
Project ID:	979-21-CIP	Project Description: Carryover Resurface Lot C which serves Clinch Park and downtown businesses.
Project Title:	Lot C Resurfacing	
Project Estimated Cost:	\$80,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$80,000	
Project Year:	(FY 2020/2021) FY 2021/2022	
Project ID:	1198-21-CIP	Project Description: The FishPass project will completely reconstruct parking lot J south of Sixth St Dam. The project scope includes providing marking off the locations where single space meters can be installed after the project is complete. This project is to purchase and install single space or multi-space parking meters.
Project Title:	Lot J - Parking Meters for Pay Stations	
Project Estimated Cost:	\$50,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2022/2023	

Project ID:	980-21-CIP	Project Description: Project is no longer needed as the lot will be reconstructed as part of the FishPass project.
Project Title:	Lot J Resurfacing	
Project Estimated Cost:	\$50,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2020/2021	
Project ID:	981-21-CIP	Project Description: Replace pavement with impervious surface pavers in the existing lot K so parking lot surface is contiguous with the five spaces added in the FishPass project.
Project Title:	Lot K Resurfacing	
Project Estimated Cost:	\$30,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$30,000	
Project Year:	FY 2023/2024	
Project ID:	708-21-CIP	Project Description: Mitigation of contamination that likely is affecting adjacent properties and the water table in close proximity to the Boardman River. Fiver underground storage tanks exist in Lot O and likely are contributing to soil contamination.
Project Title:	Lot O Remediation	
Project Estimated Cost:	\$430,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$430,000	
Project Year:	FY 2022/2023	
Project ID:	982-21-CIP	Project Description: Routine maintenance to resurface lot T.
Project Title:	Lot T Resurfacing	
Project Estimated Cost:	\$200,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$200,000	
Project Year:	FY 2022/2023	

Project ID:	1134-21-CIP	Project Description: Expand mobility amenities near parking locations.
Project Title:	Mobility Amenities	
Project Estimated Cost:	\$50,000	
Engineering / Design Included:	\$0.00	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2021/2022 - FY 2023/2024	

Project ID:	1136-21-CIP	Project Description: Replace ADA door openers at all pedestrian doors.
Project Title:	Old Town ADA Door Operators	
Project Estimated Cost:	\$18,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$18,000	
Project Year:	FY 2023/2024	

Project ID:	1082-21-CIP	Project Description: Carryover . Replace battery backup system with a natural gas powered generator.
Project Title:	Old Town Battery Backup Convert to Generator	
Project Estimated Cost:	\$50,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	(FY2020/2021) FY 2021/2022	

Project ID:	1072-21-CIP	Project Description: Carryover . Boilers and pumps are original to 2009 install. Boiler life is 10 years. There are (3) boilers and pumps onsite that will need to be replaced. Boiler/Pumps #1 and #2 are planned to 2020/2021. The project will include relocating the snow sensor from Level 4 to the ground level in order to increase boiler response time to kick on. Boiler/Pump #3 is planned for 2021/2022
Project Title:	Old Town Boiler Replacement	
Project Estimated Cost:	\$80,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$80,000	
Project Year:	(FY2020/2021) FY 2021/2022 - FY 2022-2023	

Project ID:	1210-21-CIP	Project Description: This work will be performed from the ground level to level 4. This work will be performed inside the towers and include repainting walls, handrails and doors. This is a multi-year project. Work will be performed after the window seals are replaced or caulked. Interior maintenance to refresh the towers has not been performed since the opening of the garage in 2010.
Project Title:	Old Town Pedestrian Stair Towers Interior	
Project Estimated Cost:	\$300,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$300,000	
Project Year:	FY 2023/2024 - FY 2025/2026	

Project ID:	1083-21-CIP	Project Description: Replace all PTAC units at the Old Town Parking Garage (elevators, pedestrian towers, office). Replacement will be from the Old Town Fund 585-587.
Project Title:	Old Town PTAC Units	
Project Estimated Cost:	\$50,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2024/2025	

Project ID:	1211-21-CIP	Project Description: The entrance off of Eighth Street into the Old Town Parking Garage is pavers. There is snow melt under the pavers. Over time, ruts have formed caused by vehicle traffic and the surface area is not longer level and has a waved appearance.
Project Title:	Old Town Reset Egress Pavers	
Project Estimated Cost:	\$60,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$60,000	
Project Year:	FY 2021/2022	

Project ID:	1137-21-CIP	Project Description: Replace or upgrade inverters for the solar panels. The current inverters were installed in 2009 and may be reaching the end of their useful life as the solar technology has changed.
Project Title:	Old Town Solar Panels/Inverters	
Project Estimated Cost:	\$30,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$30,000	
Project Year:	FY 2025/2026	

Project ID:	1201-21-CIP	Project Description: The restrooms were opened in 2018. A boilers lifespan is roughly 8 years. The Park Street Restroom area has a boiler that is used to operate the snow melt outside of the restroom area.
Project Title:	Park Street Restroom Boiler	
Project Estimated Cost:	\$15,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$15,000	
Project Year:	FY 2026/2027	

Project ID:	1199-21-CIP	Project Description: There are (3) pedestrian towers at the Hardy Parking Garage. All of the exterior sides of the towers are windows from ground to level 4. The window seals are failing and leaking in to the towers is occurring when snow melts or during heavy rain. The seals need to be caulked or replaced.
Project Title:	Pedestrian Tower Window Maintenance - Hardy	
Project Estimated Cost:	\$40,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$40,000	
Project Year:	FY 2021/2022	
Project ID:	1200-21-CIP	Project Description: There are (2) pedestrian towers that have windows from ground to level 4 on the exterior. The seals have failed and leaking is occurring after melting snow or heavy rain. The seals need to be replaced or caulked.
Project Title:	Pedestrian Tower Window Maintenance - Old Town	
Project Estimated Cost:	\$40,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$40,000	
Project Year:	FY 2021/2022	
Project ID:	1132-21-CIP	Project Description: This project will allow for expanding meter districts and adding metered parking. Funding is planned for multiple years.
Project Title:	Single Space Meter Expansion	
Project Estimated Cost:	\$150,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$150,000	
Project Year:	FY 2021/2022 - FY2026/2027	
Project ID:	1132-21-CIP	Project Description: This project will replace existing coin only meters with pay stations or single space mechanisms that accept coin, cash and credit.
Project Title:	Single Space Meter Replacement	
Project Estimated Cost:	\$400,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$400,000	
Project Year:	FY 2022/2023 - FY 2025/2026	



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: DDA Board
From: Jean Derenzy, CEO
Date: November 16, 2020
SUBJECT: Subcommittee Appointments

As you are aware, DDA Board members serve on subcommittees related to specific DDA initiatives.

Farmers Market Subcommittee: Scott Hardy, who has served as the DDA appointment to the Farmers Market subcommittee Committee for the last several years, has indicated his willingness to continue to serve.

Parking Subcommittee: Jeff Joubran currently sits on this sub-committee, but has indicated he would not like to be re-appointed.

A motion is required from the Board for nominations for each appointment, with the suggested motion as follows:

RECOMMENDATION:

Appointment of Scott Hardy to the Farmers Market Subcommittee.

Appointment of **ADD BOARD MEMBER** to the Parking Subcommittee



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
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231-922-2050

Memorandum

To: Downtown Development Authority

From: Jean Derenzy, DDA CEO
Governance Committee

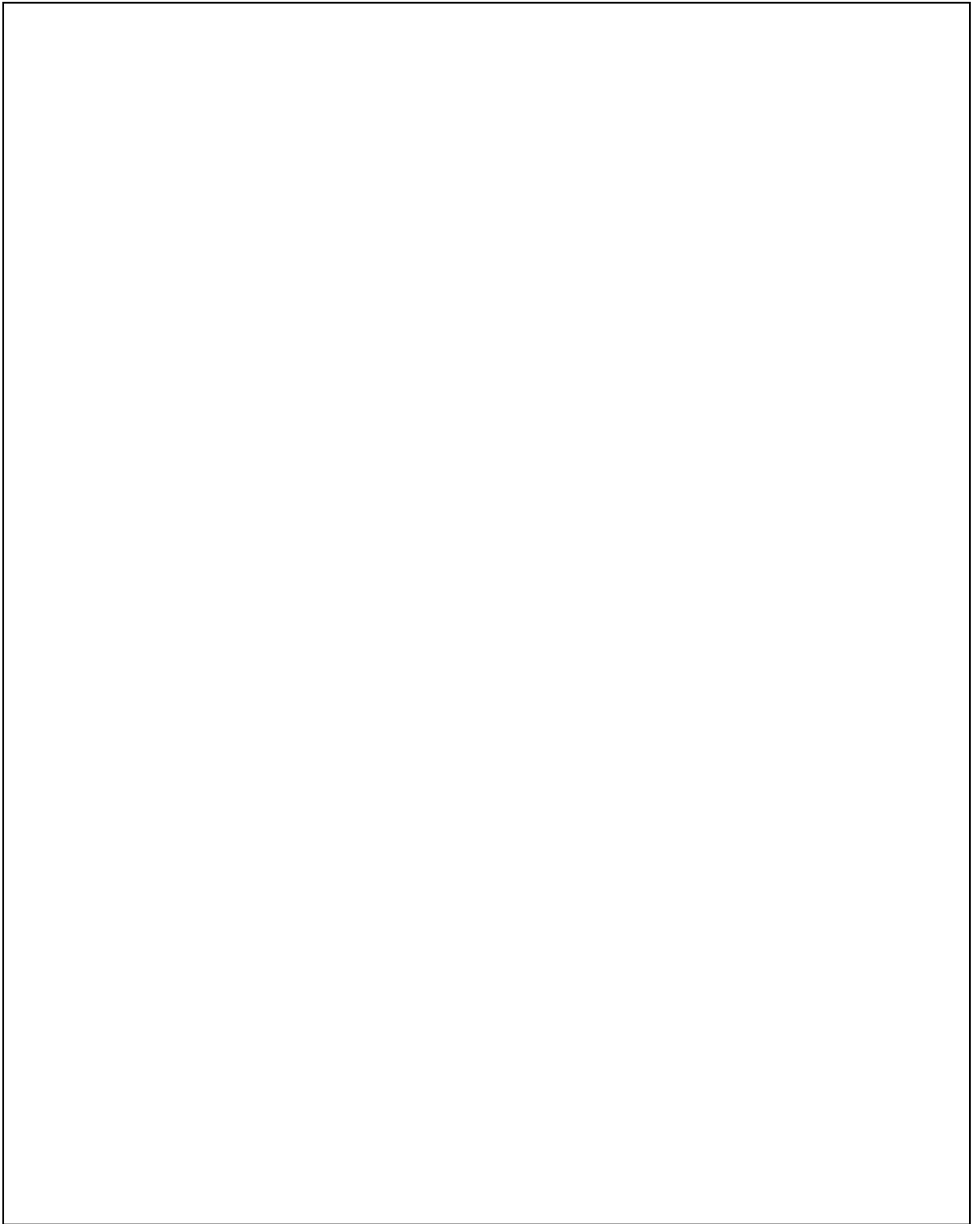
Date: November 16, 2020

SUBJECT: Board Membership/Qualifications

At the October DDA Board meeting, the Governance Committee reviewed and discussed their "board-grid" – a simple tool outlining the desired qualifications/characteristics for DDA board members. The board-grid (see attached) has been updated based on comments/suggestions from the October meeting. The board-grid is designed to assist the Mayor and City Commission when Board appointments are considered.

The section identified as "Statutory Requirements" is from the state statute that dictates that the majority of the board must be individuals with an ownership or business interest in property in the district and one member must reside in the district if there are more than 100 residents in the district.

A recommendation to approve the board-grid (with modifications) was approved at the October Board Meeting.



Traverse City Downtown Development Authority												
Board Membership Grid												
	Statutory Requirements *				Skills and Experience							
Board Member	Commercial Property Owner In DDA District	Business Owner In DDA District	Resident In DDA District	Governing Body Designee	Finance and Accounting	Legal	Business (DDA Core**)	Business (DDA Non Core)	Human Resources	Previous Board Experience	Public Relations and Communications	Non-Profit Experience
1 Gabe Schneider (Chair)		X				X	X	X		X	X	
2 Scott Hardy (Vice Chair)		X			X		X			X		
3 Steve Constantin (Treasurer)			X						X			X
4 Debbie Hersey (Secretary)			X									
5 Leah Bagdon McCallum		X					X			X	X	
6 Jim Carruthers				X								
7 T. Micheal Jackson								X	X	X	X	
8 Jeff Joubran	X	X					X					
9 Pete Kirkwood		X				X		X		X		X
10 Richard Lewis					X				X	X	X	X
11 Steve Nance					X			X	X	X	X	X
12 Vacant												

Statutory Requirement Met: Yes

* Board members must make up a majority of the Board

** DDA Core: Businesses located on the 100 and 200 blocks of Front/State Street and Park, Cass and Union Streets (between Front and State Street)



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: November 13, 2020
Re: Staff Report: Parking Services – November 2020

Smart Meter RFP

Last month, we issued an RFP for Smart Meter Technologies. The RFP includes three areas for response: single space meters, multi-space meters and real-time data technologies. Proposals are due Tuesday, November 17th. This information will be shared with the evaluation committee. The plan is to have a recommendation to the DDA Board for their December meeting.



303 E. State Street
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231-922-2050

Memorandum

To: Downtown Development Authority Board of Directors

From: Katy McCain, DDA Director of Community Development

Date: November 16, 2020

Re: Community Development Update

Relief Fund

Shop your Community Days officially kicked off the Relief Fund campaign. We have not yet gotten final numbers but have confirmation of minimum match of 30k from the DTCA---with a possibility of it being as high as 45k---depending on funds raised during SYC.

Fundraising will be a joint effort between the DDA and Venture North. The DDA is planning numerous fundraising and public engagement opportunities, including the Downtown Gift Basket Auction that will kickoff on Cyber Monday, as well as the December 12 Strolling Light Parade. For updates info on the fund visit downtowntc.com/relief.

Parking Management System Communications Plan

The communications plan has been in effect for over a month and moving along smoothly. An email has gone out to all passholders, resulting in numerous updates to passholder contact information. It has been a priority of the communication process to make sure that we have up-to-date info on our passholders, as there have been many changes within offices and Downtown businesses holding passes during the pandemic. Having this info on hand will allow us to properly communicate the changes taking place to all that will be affected. A second email is set to be sent to passholders within the coming weeks.

A mailing to all City Residents, as well as passholders, outline all of the January 1 changes has been drafted and will be sent at the beginning of December.

The parking website has been updated to reflect the current and upcoming changes. These changes include an in-depth master table for complete information on all changes. Equally as important, we will also have a basic "current rates" table that will launch January 1. This simplistic table will allow quick access on up-to-date rates, so

visitors and residents can easily see where they can park and what the cost will be. The goal of the Parking Communications Plan is to communicate all changes in an efficient and transparent manner with the community at large, while also providing basic parking information. The structure of the website allows us to do both in a clear and concise way.

Social Media

Our social media has been more effectively managed to bring more visibility to our downtown businesses. See attached social media reports to see how our pages are performing.

Neighborhood Engagement

Neighborhood outreach has been an ongoing effort and goal for the DDA. It is important for the city neighborhoods to be heard when making important Downtown decisions that may affect residents. It is pleasing to know that many city residents took part in our survey on the Downtown Pedestrian Zone. The neighborhoods are also being kept in the loop on all of the Managed Systems Approach parking changes that are occurring. This winter there will be a large emphasis on neighborhood outreach and engagement. Contact is being made with association representatives, as well as to key residents in neighborhoods who do not have an established association. Each neighborhood has their own wants, needs, and levels of interest in communication with the DDA. It is a first quarter goal to gather this information and determine the most effective outreach in each neighborhood.

Plans are also underway to highlight and celebrate all of our neighborhoods in Downtown Traverse City. This celebration will likely occur in February and include elements to get residents shopping and dining Downtown, as well as, highlighting the history and the faces behind the neighborhood.



Memorandum

To: DDA Board
From: Nick Viox
Re: DTCA Events Update
Date: November 16, 2020

Shop Your Community Days

Shop Your Community Days was November 12 - 14. This year, only 30 non-profits were selected and are listed below:

- AAUW Traverse City
- AC PAW
- Big Brothers Big Sisters
- Boots For Kids
- Catholic Human Services- Foster Grandparent & Senior Companion Programs
- Cherryland Humane Society
- City Opera House
- Company Dance Traverse
- Crosshatch Center for Art & Ecology
- FLOW for Water
- Grand Traverse Area Catholic Schools
- Great Lakes Children's Museum
- Habitat for Humanity Grand Traverse Region
- Justice For Our Neighbors Michigan
- Michael's Place
- Munson Healthcare Foundations (Munson Medical Center)
- National Alliance on Mental Illness Grand Traverse
- Norte
- Old Town Playhouse
- Planned Parenthood of Michigan
- Pregnancy Care Center
- TART Trails, Inc
- TCAPS Student Support Network
- The Children's House

- The Father Fred Foundation
- The Pathfinder School
- Traverse Area Historical Society
- Traverse Bay Children's Advocacy Center
- Traverse Health Clinic
- Women's Resource Center for the Grand Traverse Area

We hope to have final numbers from this event by Thanksgiving.

Downtown Light Parade & Tree Lighting

As a reminder this year, we will not be closing the street. Instead, we will be working with 9&10 News to broadcast the tree lighting to homes all across the region. We are not encouraging people to gather in one place, but rather with the love in their own homes to watch the tree lighting a la Dick Clark. We will be doing promotions throughout the entire week, in particular the day of the 20th, with 9&10 and the tree will be lit during their 5pm News broadcast.

As a way to make the crowds more safely spread out, we are deconstructing the light parade this year. Twelve different locations across Downtown TC will be partnering with 12 different nonprofits to light up corners of Downtown with light displays representing the 12 days of Christmas. This event will run 5pm - 9pm and has been postponed to December 12. More information, including the map of locations and nonprofits selected, will be shared soon.

Men's Night & Ladies' Night

At the DTCA Board's last meeting, it was discussed and voted upon that these two Downtown Traditions will not take place this year. This decision was not made lightly. The DTCA Board had numerous conversations with most business owners Downtown. We also sent email communications looking for feedback and most businesses felt that a cancellation was the right decision for their business, their employees, their customers, and our community. Instead, the DTCA will be investing in some video promotions with Mane Content that can be used for promotions on tv and online.

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Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO
Katy McCain, Community Development Director

For Meeting Date: November 20, 2020

Memo Date: November 16, 2020

SUBJECT: Arts Commission Memo

Art on the TART

The 10th Street Trailhead project is moving along smoothly. Site design has been completed per Caitlin Early (TART Trails) presentation at the October meeting. TART is also in the process of applying for a MCACA Sparks and Starts grant (\$4,000 max) to be used towards unforeseen landscaping design costs and/or unexpected expenses from the art instillation and permitting. These funds wouldn't be used towards art line items, but rather the placemaking project as a whole.

The RFQ draft has been completed and reviewed by Arts Commissioners Kelto and Niemi. We are in the process of renewing our CaFÉ account and will have it up and running in time for the call to open December 1, pending RFQ approval by the board.

Mural Project

The Arts Commission has formed a subcommittee to begin planning a Downtown mural project for 2021/22. The initial plan is to incorporate Union Street into the project as a mural location. Thus, adding both placemaking and wayfinding elements, encouraging people to travel off of Front Street and onto Union.



Memorandum

To: Scott Hardy
From: Nick Viox
Re: Farmers Market Advisory Board, May Update
Date: November 16, 2020

During the summer, the Farmers Market Advisory Board has held off on meeting. November 16th marked our first meeting since February. At this meeting the Advisory Board focused on a review of the 2020 season and what our steps were moving forward.

Elizabeth Dunham, with Seeds, brought the following statistics from the Online Farmers Market:

- Value of Sales this Year: \$164,750
 - 37% Vegetables & Herbs
 - 18% Value-Added (Breads, Dips, Condiments, etc...)
 - 14% Flowers, Nursery Stock & Plant Starts
 - 14% Meat, Dairy, & Eggs
 - 12% Fruit
 - 2.5% Honey & Maple Products
 - 2.5% Bath & Body Products
- Vendors Served: 49
- Number of Customers Registered: 2860
- Value of Food purchased with Food Assistance: \$10,000

With the success of the online market, in particular when the physical market wasn't an option, Seeds provided a proposal to have the online market return for our community, January - April. This proposal was reviewed and recommended for approval by the Advisory Board.

Over the month of December, the Advisory Board's two subcommittees will be hard at work. The Operations Subcommittee will be reviewing and updating the rules and applications to reflect the changes from the 2020 season and the pandemic. They will also be charged with reviewing the modified layout to the physical location that we saw this past summer. The Programming Subcommittee will be focusing on the logistics and promotions of the proposed online winter farmers market. Updates will be provided in January.



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Memorandum

To: Downtown Development Authority

From: Harry Burkholder, DDA COO
Pete Kirkwood, DDA Board Member

Date: November 15, 2020

Re: Lower Boardman Update

As you may recall, in February of last year, the Lower Boardman Leadership Team established two working subcommittees: (1) Unified Plan Subcommittee; and (2) Zoning Subcommittee. The purpose of the two subcommittees was to allow a smaller set of the Leadership Team to more closely review, discuss and formulate recommendations on important elements of the Unified Plan.

The Unified Plan Subcommittee is charged with looking at physical (built and natural) recommendations to the Lower Boardman River Corridor and the Zoning Subcommittee is primarily focused on a Riparian Buffer Ordinance.

Over the last two months the Unified Plan Subcommittee met once and the Zoning Subcommittee met twice. The Unified Plan Subcommittee will present their recommendations to the full Leadership Team on November 18th. The Zoning Committee is scheduled to also meet on November 18th to finalize their recommendations for consideration of the full Leadership Committee in December.

Once the draft Unified Plan is ready, the Leadership Team will initiate another comprehensive round of civic engagement.

DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, OCTOBER 8, 2020
8:30 AM • Hotel Indigo

MINUTES

1. Call to Order (*Fisher*) (8:33am)
 - a. Present: Susan Fisher, Liz Lancashire, Karen Hilt, Amanda Walton, Jeffrey Libman, Blythe Skarshaug, Dawn Gildersleeve & Margaret Morse
 - b. Jake Kaberle
2. Approval of [Minutes of the Board Meeting of September 10, 2020](#) (*Fisher*)
 - a. Motion to approve the minutes with the reflection of Kaberle being absent at the September meeting, **motion by Skarshaug and seconded by Morse. Motion carried unanimously.**
3. President's Report (*Fisher*)
 - a. Introduction of new Board Members
 - b. Election of Officers
 - i. Vice President - Dawn Gildersleeve
 - ii. Secretary - Liz Lancashire
 - iii. Treasurer - Jeff Libman
 - iv. Motion to approve the candidates as presented by President, Susan Fisher, **motion by Morse and seconded by Walton. Motion carried unanimously.**
4. CEO Report (*Derenzy*)
 - a. Front Street Update
 - b. DTCA Financials
 - i. Ann Bollinger from Independent Bank to come to a future meeting to talk about how to equitize the over \$600,000 in the Gift Certificate Fund.
 - ii. Libman, as the new Treasurer, will be working with Derenzy on this.
 - iii. Board has requested an annual report of what has been redeemed and a list of those certificates outstanding.
 - iv. Libman and Fisher would like to set up a time to review Financials with Derenzy.
5. Events Review (*Viox*)
 - a. Downtown Relief Fund (*McCain*)

- i. Motion to approve the use of an amount of at least \$30,000 and a not to exceed amount of \$45,000 from the DTCA General Fund for the Shop Your Community Days promotion for the Downtown Relief Fund, with the caveat that a DTCA Board member sits on the review committee, **motion by Fisher and seconded by Hilt. Motion carried unanimously.**
 - 1. Morse will be on the review committee.
 - ii. Motion to approve the use of charitable gaming license, **motion by Morse and seconded by Skarshaug. Motion carried unanimously.**
 - b. Happy Apple Days
 - c. Shop Your Community Day
 - d. Downtown Light Parade
 - i. Motion to approve the modification of the Downtown Light Parade to a strolling Downtown Light Parade, **motion by Gildersleeve and seconded by Morse. Motion carried unanimously.**
 - e. Men's Night & Ladies' Night
 - i. Event ideas
 - 1. No alcohol in stores and no token systems
 - 2. Closing the streets is important, more so than alcohol
 - 3. Statement of supporting masks
 - f. Enforcement of Masks Statement
 - i. We as a Downtown are still practicing safety measures that will protect our employees and our customers - our community.
 - 1. Offer respect.
 - 2. Protect your neighbor.
 - ii. Email to merchants with a window cling/sign option indicating safety
 - 1. Social Distancing
 - 2. Mask over mouth and nose
 - 3. Frequently sanitized
- 8. Adjourn (10:03am)



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
Wednesday, October 21, 2020**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:30 p.m.

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Charlotte Smith, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, Commissioner Megan Kelto, and Commissioner Matt Ross

The following Commissioners were absent: Commissioner Debbie Hershey

Chairperson Hershey presided at the meeting.

(a) **CALL TO ORDER**

(1) Meeting called to order by Chairperson Smith at 3:33pm

(b) **PUBLIC COMMENT**

(1) No public comment given.

(c) **APPROVAL OF MINUTES**

(1) Approval of September 29, 2020 Special Meeting Minutes
Motion to Approve September 16 and 29 minutes approved.

Moved by Ashlea Walter, Seconded by Chelsie Niemi

Yes: Ashlea Walter, Chelsie Niemi, Roger Amundsen, Megan Kelto, and
Matt Ross

Absent: Debbie Hershey

CARRIED. 5-0-1 on a recorded vote

(d) **PROJECT UPDATE**

(1) Art on the TART
a. Landscape Update from TART/Inhabitect

- Formal design plans with art installation dimensions were presented by Caitlyn Early of TART.
- Commissioner Walter asks about the existing plants that are shown in the rendering.
 - Early explains that they will remain but be trimmed back with the addition of new perennials.
- Early explains that the new trash and recycling receptacles will fit the aesthetic of their surroundings

(2) Draft RFQ

Will review the timeline and revise. Commissioners Niemi and Kelto will look at the revision and give suggestions for further changes prior to the November meeting where it will be finalized.

(e) FINANCIALS

(1) 2020 Financials Approved

2020 General Financials Approved
Approval of 2020 financials.

Moved by Ashlea Walter, Seconded by Roger Amundsen

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen, Megan Kelto, and Matt Ross

Absent: Debbie Hershey

CARRIED. 6-0-1 on a recorded vote

(f) OLD BUSINESS

(1) Mazinaadin Frames

Commission agreed to have mural photographs housed at Eyaawing Museum. The Tribe can then loan them out for different events/exhibits. Commissioner Walter brought up the idea of using them for an Indigenous Peoples Day celebration with the assistance of the Tribe.

(g) NEW BUSINESS

(1) Election of Vice-Chair
Motion to elect Roger Amundsen as Vice-Chair

Moved by Roger Amundsen, Seconded by Ashlea Walter

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen, Megan Kelto, and Matt Ross

Absent: Debbie Hershey

CARRIED. 6-0-1 on a recorded vote

(2) Mural Project Discussion

It was mentioned that the mural project was a part of the prioritization list that was developed in 2019 for the coming years, with everyone agreeing that this should be the next focus after the Art on the Tart Trailhead projects.

Other key points brought forth on the mural project:

- It should be a series across the city of smaller projects to include lesser known artists with works of smaller price points
- More pieces from women and BIPOC artists
- Part of the project would include a focal point area of S. Union Street to encourage more pedestrian traffic in that area
- A sub-committee will be forming to look further into this project and begin the brainstorming process. This committee includes: Commissioners Walter, Smith, and Niemi.

(h) PUBLIC COMMENT

(1) No public comment given

(i) ADJOURNMENT

(1) Motion to adjourn the meeting at 4:37pm

Charlotte Smith, Chairperson

**Minutes of the
Lower Boardman Leadership Team
Regular Meeting
Wednesday, September 16, 2020**

A regular meeting of the Lower Boardman Leadership Team was called to order via ZOOM on Wednesday, September 16.

The following members were in attendance: Elise Crafts, Christine Crissman, Jean Derenzy, Deni Scrudato, Russ Soyering, Tim Werner, Michael Vickery, Brett Fessell (Co-Chair), and Jennifer Jay (Co-Chair)

The following Members were absent: Frank Dituri, Rick Korndorfer, Pete Kirkwood and Sammie Dyal

Chairperson Jay presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS**

- (1) Meeting called to order at 5:31 by Chairperson, Jay.

(b) **PUBLIC COMMENT**

- (1) Tom Mair: Leave trees at Union Street Dam. Put any city parkland changes to a public vote.

Mitch Treadwell: Happy to see everyone meeting again. Thinks it is overdue that we have guidance on park maintenance.

(c) **APPROVAL OF MINUTES FOR FEBRUARY 19, 2020**

- (1) Meeting Minutes
Approval of February 2020 minutes.

Moved by Crafts , Seconded by Scrudato

Yes: Elise Crafts, Christine Crissman, Jean Derenzy, Brett Fessell, Deni Scrudato, Russ Soyering, Tim Werner, Michael Vickery, Jennifer Jay

Absent: Frank Dituri, Rick Korndorfer, Pete Kirkwood, Sammie Dyal

CARRIED 9-0-4.

- (d) Jennifer Jay welcomes Sammie Dahl (GT Band) to Leadership Team

(e) **PROJECT UPDATE**

- (1) Fessell provides a FishPass update
- Ground Breaking will be held October 24. It will be by invite only and live streamed.
- (2) Bob Doyle provides project review
- Committee discussed zoning and capitol projects for unified plan

(f) **NEW BUSINESS**

- (1) Next Steps
- Jay Proposes sub committees meet and review

(h) **PUBLIC COMMENT**

- (1) General
- Thomas White comments that that river is a central aspect of the community. Proposes that personhood should be extended to the Boardman so it has its own legal rights
 - Marcella from Riverine was concerned with setbacks in regard to Riverine. 10-15 ft would be right inside the buildings. Walkway should balance with nature. Kayakers and nature need a happy medium.

(i) **ADJOURNMENT**

- (1) Meeting was adjourned at 7:43pm

Moved by Vickery, Seconded by Scrudato

Yes: Elise Crafts, Christine Crissman, Jean Derenzy, Brett Fessell, Deni Scrudato, Russ Soyering, Tim Werner, Michael Vickery, Jennifer Jay

Absent: Frank Dituri, Rick Korndorfer, Pete Kirkwood, Sammie Dyal

CARRIED 9-0-4.



Facebook Pages for **Traverse City DDA**

October 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

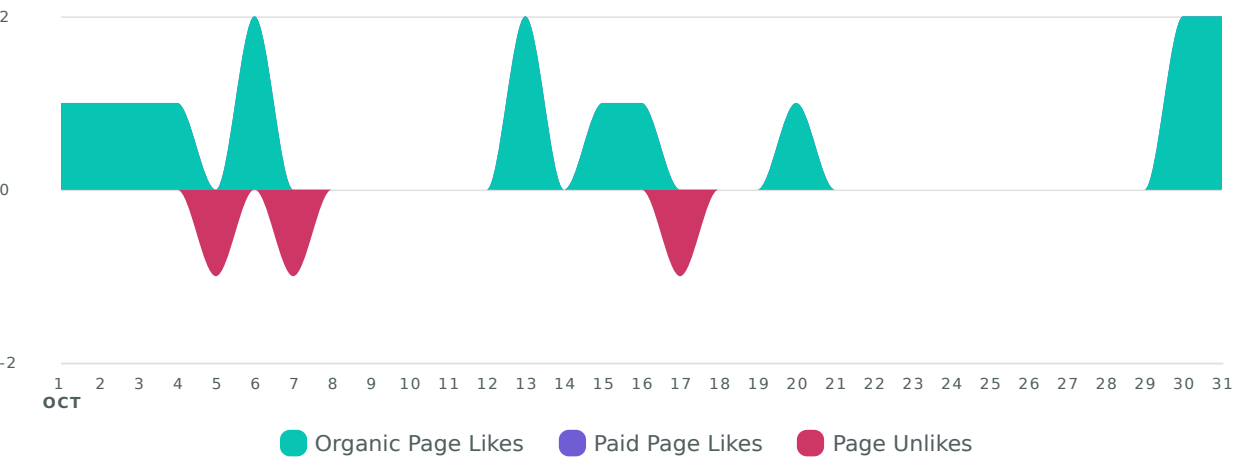
View your key profile performance metrics from the reporting period.

<div>Impressions</div> <div>21,256 ↘55.9%</div>	<div>Engagements</div> <div>1,045 ↘72.6%</div>	<div>Post Link Clicks</div> <div>181 ↘60.2%</div>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	1,379	↗ 0.80%
Net Page Likes	12	↘ 75.00%
Organic Page Likes	15	↘ 70.00%
Paid Page Likes	0	→ 0.00%
Page Unlikes	3	↗ 50.00%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	19	→ 0%
Published Videos	1	→ 0%
Published Photos	10	↘ 9.1%
Published Links	7	→ 0%
Published Text	1	↗ -

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements


TRAVERSE CITY DDA

Facebook

Traverse City D...

Fri 10/30/2020 9:18 am ...

Beginning November 1st, there will be two parking changes going into effect,



Total Engagements

573

Reactions

12

Comments

6

Shares

5

Post Link Clicks

43

Other Post Clicks

507

TRAVERSE CITY DDA

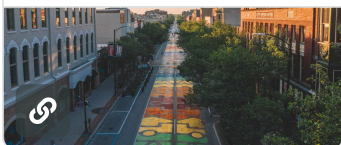
Facebook

Traverse City D...

Sun 10/4/2020 6:04 am ...

It's the last day to share your experience with this summer's Front Street pedestrian zone

2020 DDA



Total Engagements

113

Reactions

38

Comments

10

Shares

9

Post Link Clicks

44

Other Post Clicks

12


TRAVERSE CITY DDA

Facebook

Traverse City D...

Tue 10/13/2020 1:54 pm...

Support our local farmers by shopping for seasonal produce at the Sara Hardy Downtown



Total Engagements

79

Reactions

25

Comments

0

Shares

3

Post Link Clicks

-

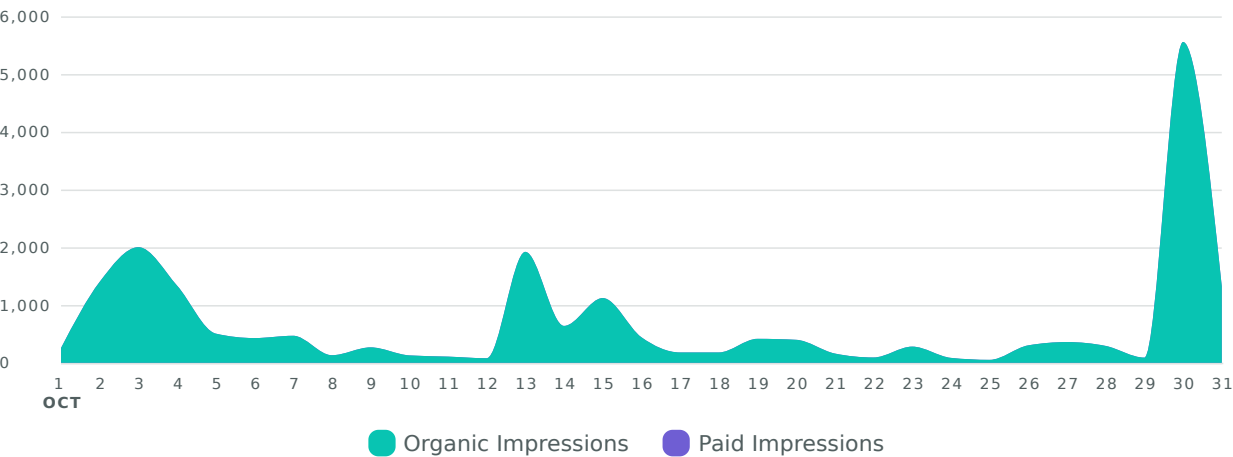
Other Post Clicks

51

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

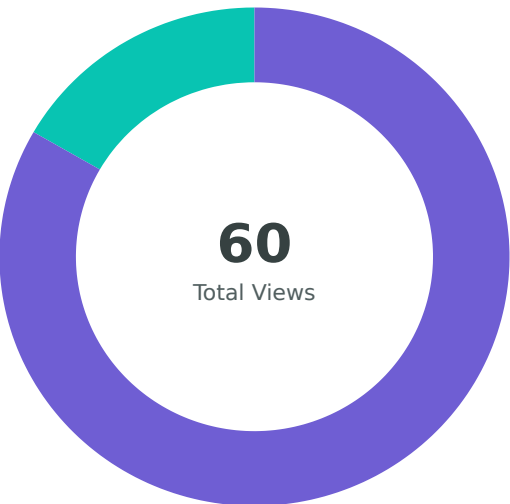


Impression Metrics	Totals	% Change
Total Impressions	21,256	↘ 55.91%
Organic Impressions	20,997	↘ 56.08%
Paid Impressions	0	→ 0.00%
Average Daily Impressions per Page	685.68	↘ 57.34%
Average Daily Reach per Page	574.77	↘ 57.67%

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



Organic Full

10

Organic Partial

50

Viewing Breakdown

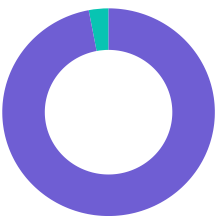


Organic Views

100%

Paid Views

0%



Click Plays

3%

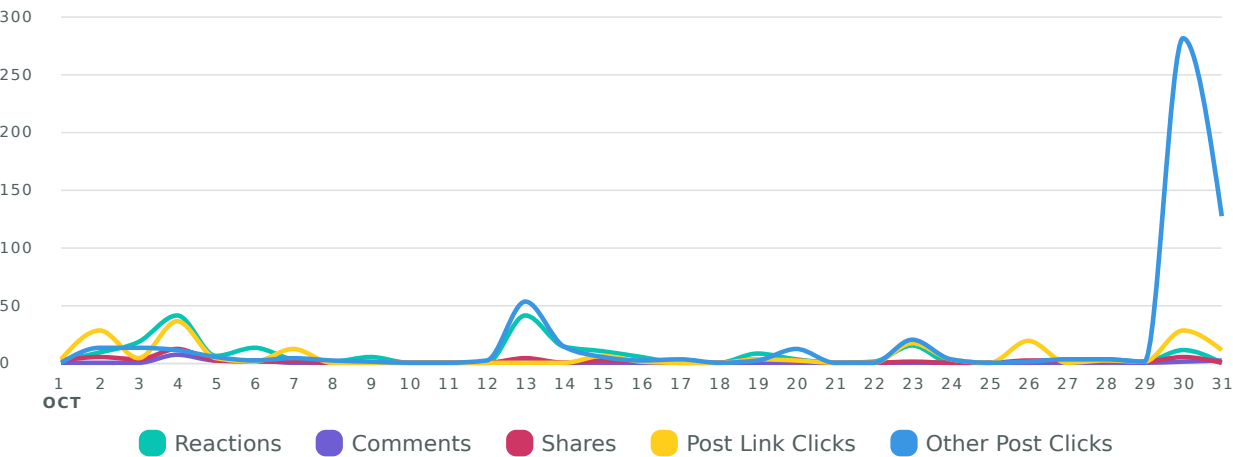
Auto Plays

97%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

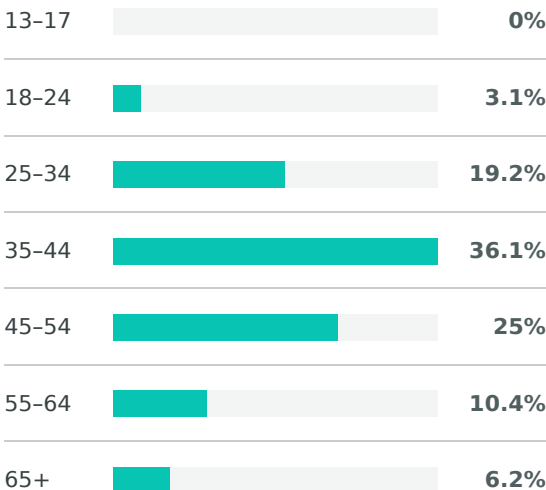


Engagement Metrics	Totals	% Change
Total Engagements	1,045	↘ 72.61%
Reactions	214	↘ 70.15%
Comments	16	↘ 85.45%
Shares	51	↘ 67.92%
Post Link Clicks	181	↘ 60.22%
Other Post Clicks	583	↘ 75.44%
Engagement Rate (per Impression)	4.9%	↘ 37.87%

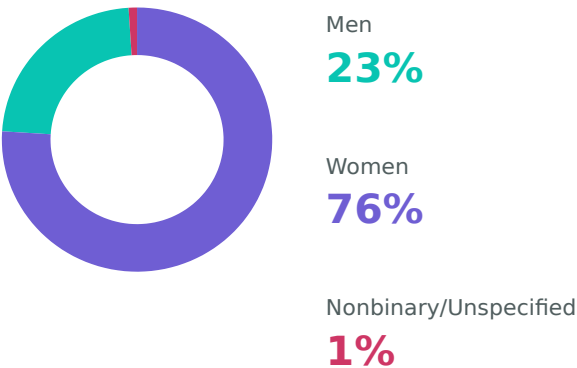
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ








Audience by Gender ⓘ



Women between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

 United States	1,366
 Nigeria	4
 Argentina	1
 The Bahamas	1
 Canada	1

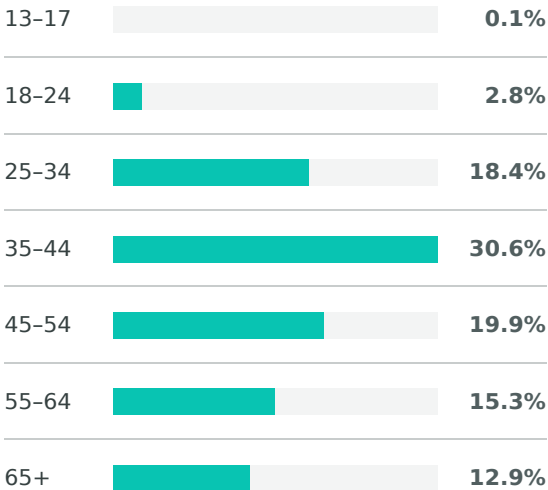
Audience Top Cities

Traverse City, MI	858
Interlochen, MI	14
Kalkaska, MI	14
Elk Rapids, MI	12
Grand Rapids, MI	12

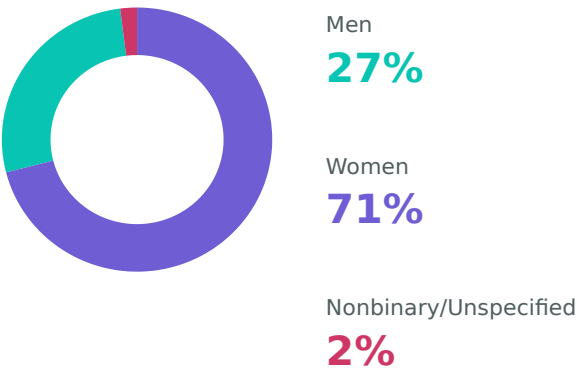
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries	Daily Average
United States	775
Canada	1.15
United Kingdom	0.75
Argentina	0.65
Germany	0.25

People Reached Top Cities	Daily Average
Traverse City, MI	452.95
Kingsley, MI	12.05
Grand Rapids, MI	11.8
Interlochen, MI	9.65
Suttons Bay, MI	8.55

Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...




Data Unavailable

We are unable to retrieve all of your data at this time.

Learn More

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ^	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	1,379	12	19	21,256	1,045	181
Oct 1, 2020 - Oct 31, 2020	↗ 0.8%	↘ 75%	→ 0%	↘ 55.9%	↘ 72.6%	↘ 60.2%
Compare to	1,368	48	19	48,215	3,815	455
Sep 1, 2020 - Sep 30, 2020						
 Traverse City DDA	1,379	12	19	21,256	1,045	181



Facebook Pages
for **Downtown TC (Official)**

October 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

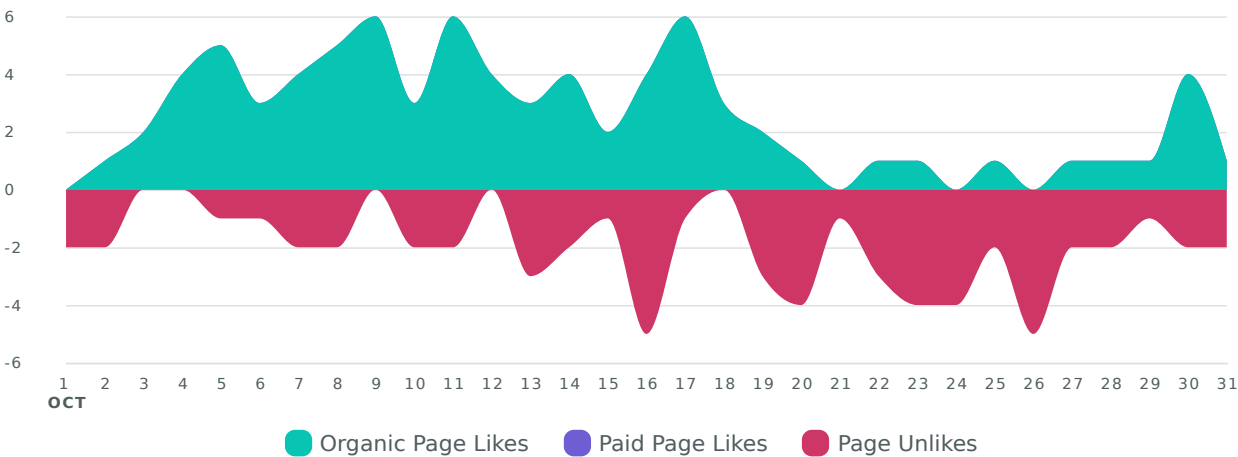
View your key profile performance metrics from the reporting period.

Impressions 156,869 ↗9.4%	Engagements 4,367 ↘29.6%	Post Link Clicks 380 ↗17.3%
-------------------------------------	------------------------------------	---------------------------------------

Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	22,567	↗0.03%
Net Page Likes	18	↘81.82%
Organic Page Likes	79	↘48.70%
Paid Page Likes	0	→0.00%
Page Unlikes	61	↗10.91%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day









Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	31	→ 0%
Published Videos	1	→ 0%
Published Photos	19	↘ 13.6%
Published Links	10	↗ 25%
Published Text	1	↗ -

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

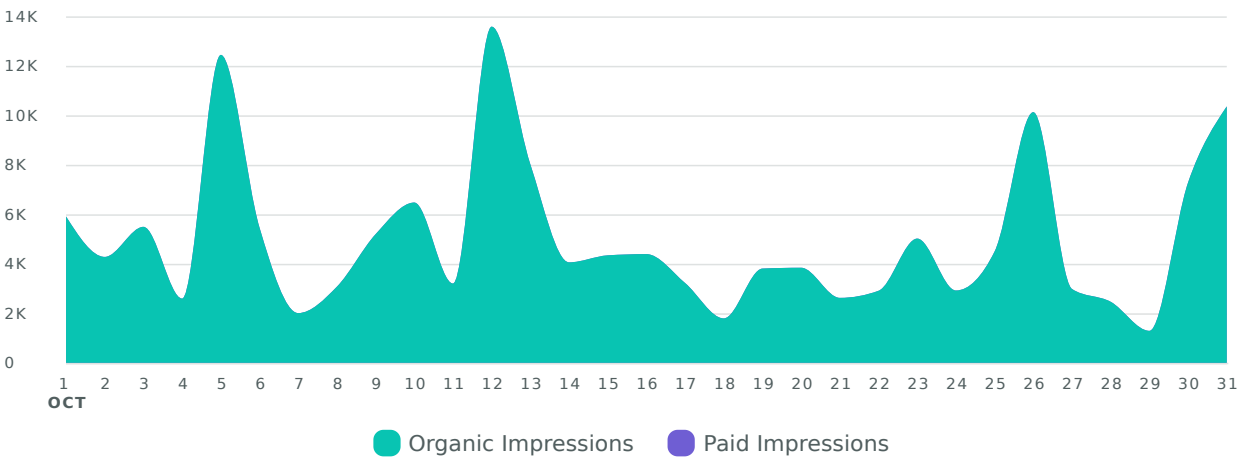
By Lifetime Engagements

 Downtown TC (...) Thu 10/8/2020 1:38 pm ...	 Downtown TC (...) Fri 10/9/2020 11:59 am ...	 Downtown TC (...) Tue 10/20/2020 11:48 a...
<p>While visiting Downtown, there are a number of colorful murals that are guaranteed t</p> 	<p>An exciting partnership between Patisserie Amie and The Parlor - Traverse City is</p> <p>Patisserie Amie, Parlo...</p> 	<p>Over 60 businesses are supporting 30 non-profits during Shop Your Community</p> 
Total Engagements 423	Total Engagements 348	Total Engagements 268
Reactions 56	Reactions 51	Reactions 91
Comments 2	Comments 25	Comments 3
Shares 9	Shares 7	Shares 15
Post Link Clicks -	Post Link Clicks 133	Post Link Clicks 14
Other Post Clicks 356	Other Post Clicks 132	Other Post Clicks 145

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

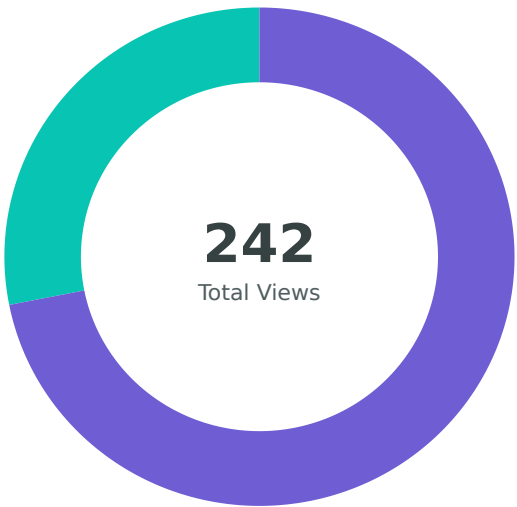


Impression Metrics	Totals	% Change
Total Impressions	156,869	↗9.44%
Organic Impressions	155,700	↗9.41%
Paid Impressions	0	→0.00%
Average Daily Impressions per Page	5,060.29	↗5.91%
Average Daily Reach per Page	2,836.32	↘3.87%

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics

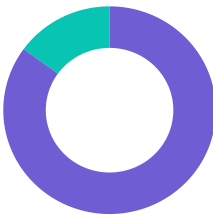


Viewing Breakdown



Organic Views
100%

Paid Views
0%



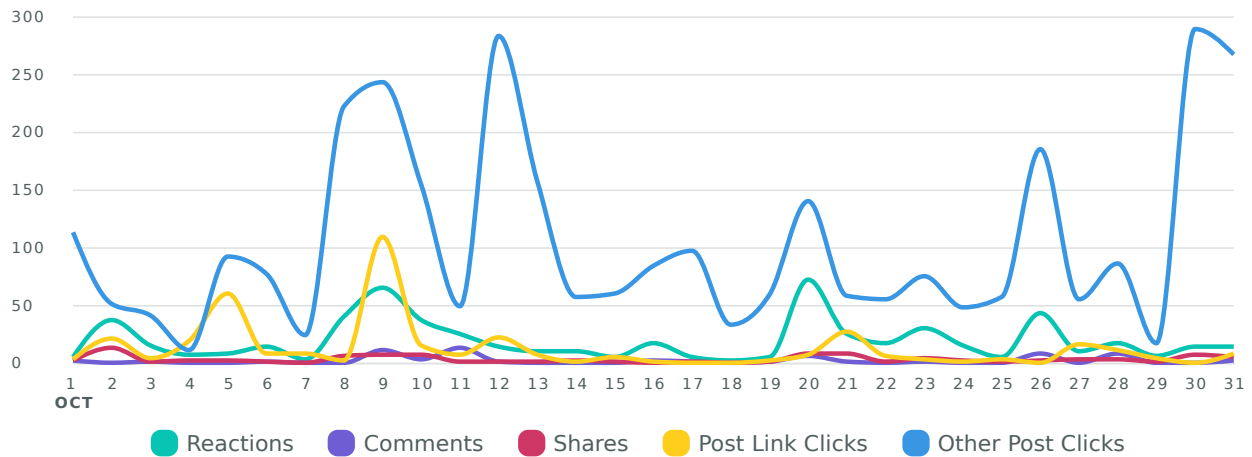
Click Plays
15%

Auto Plays
85%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

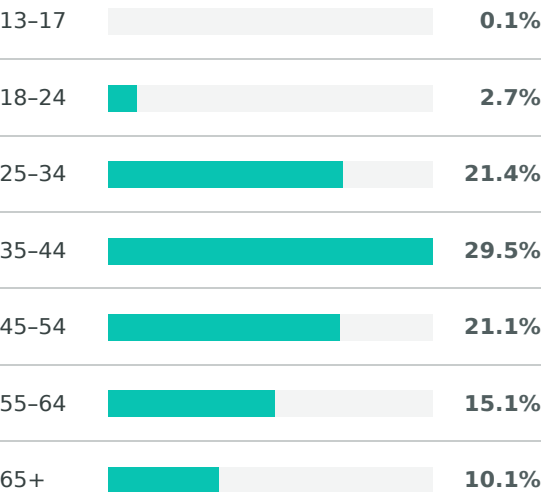


Engagement Metrics	Totals	% Change
Total Engagements	4,367	↘ 29.60%
Reactions	592	↘ 27.80%
Comments	62	↘ 23.46%
Shares	94	↗ 2.17%
Post Link Clicks	380	↗ 17.28%
Other Post Clicks	3,239	↘ 33.71%
Engagement Rate (per Impression)	2.8%	↘ 35.67%

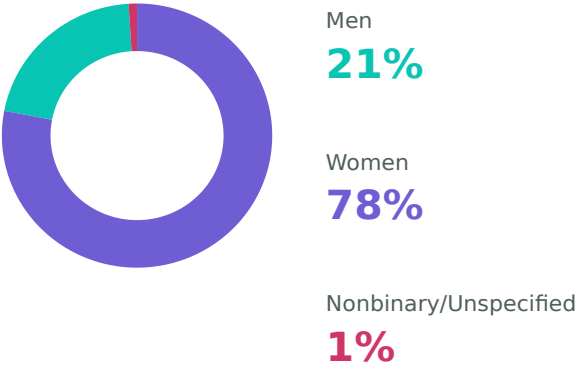
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ








Audience by Gender ⓘ



Women between the ages of 35-44 appear to be the leading force among your fans.

Audience Top Countries

 United States	22,295
 Canada	47
 Germany	19
 India	14
 United Kingdom	12

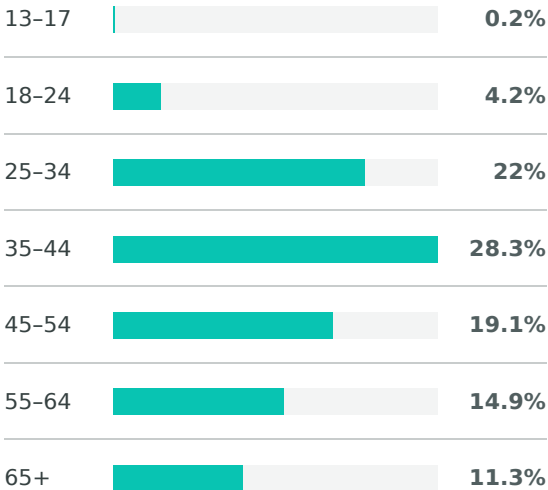
Audience Top Cities

Traverse City, MI	7,940
Grand Rapids, MI	465
Kingsley, MI	283
Kalkaska, MI	256
Interlochen, MI	237

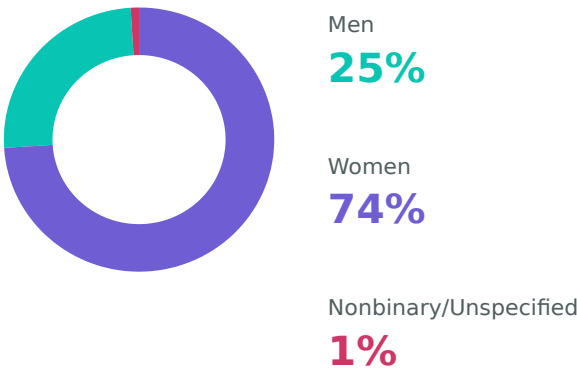
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ








People Reached by Gender ⓘ



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries Daily Average

 United States	2,641.29
 Canada	20.57
 Germany	11.68
 United Kingdom	10.04
 Philippines	5

People Reached Top Cities Daily Average

Traverse City, MI	978.37
Grand Rapids, MI	50.37
Kalkaska, MI	36.77
Cadillac, MI	35.97
Kingsley, MI	33.67

Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...





Data Unavailable

We are unable to retrieve all of your data at this time.

Learn More

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ^	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	22,567	18	31	156,869	4,367	380
Oct 1, 2020 - Oct 31, 2020	↗ 0%	↘ 81.8%	→ 0%	↗ 9.4%	↘ 29.6%	↗ 17.3%
Compare to	22,560	99	31	143,341	6,203	324
Sep 1, 2020 - Sep 30, 2020						
  Downtown TC (Offi...	22,567	18	31	156,869	4,367	380














Facebook Competitors Report




October 2020

The Facebook Competitor report lets you keep tabs on your Facebook Page's performance compared to competitors or other company Pages using proprietary metrics based on publicly available Page data.

Included in this Report

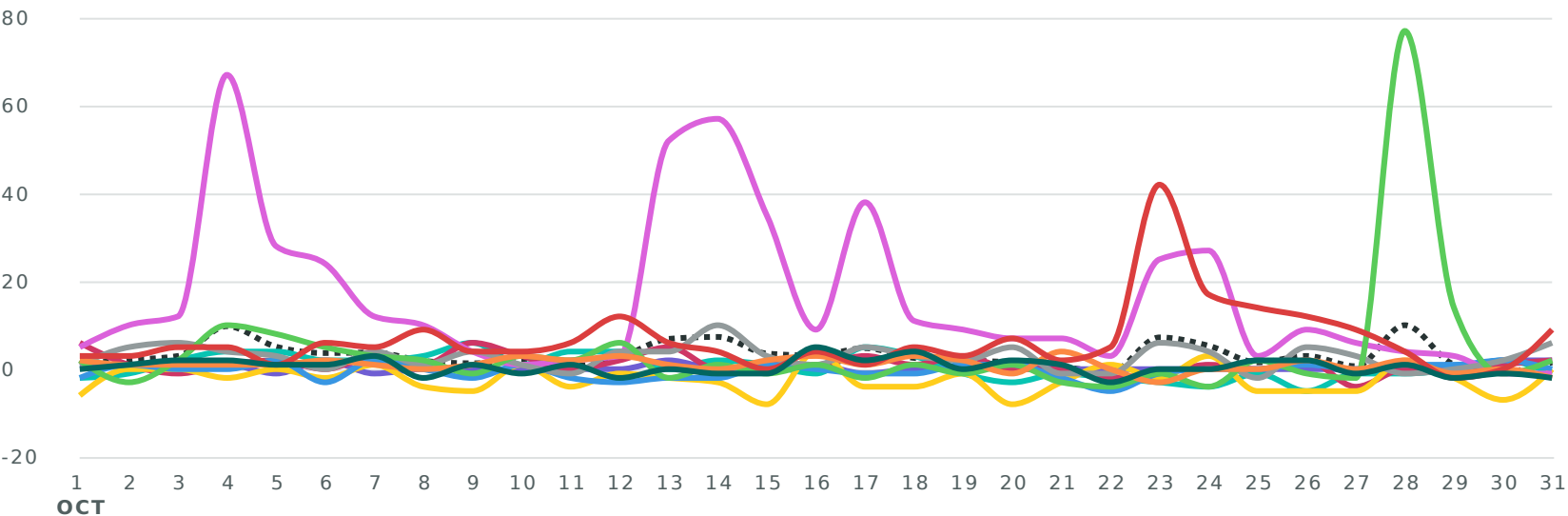
- | | | |
|--|--|--|
|  Downtown TC (Official) |  Traverse City DDA |  Downtown Charlevoix |
|  Downtown Detroit Partnership |  Downtown Ferndale |  Downtown Grand Rapids Inc. |
|  Downtown Holland |  Downtown Kalamazoo |  Downtown Ludington |
|  Downtown Petoskey |  Lansing Downtown | |

Activity Overview

<div>Your Fans</div> <div> 23.9k</div>	<div>Top Competitor (Downtown Detroit Partnership)</div> <div> 60.9k</div>	<div>Competitor Avg. Fans</div> <div> 23k</div>
--	--	---

Audience Growth









Net Fan Growth, By Day








Toggle Profiles

- | | | | |
|---|--|--|---|
| <input checked="" type="checkbox"/> Competitor Average ✓ | <input checked="" type="checkbox"/> Downtown TC (Official) ✓ | <input checked="" type="checkbox"/> Traverse City DDA ✓ | <input checked="" type="checkbox"/> Downtown Charlevoix ✓ |
| <input checked="" type="checkbox"/> Downtown Detroit Partner... ✓ | <input checked="" type="checkbox"/> Downtown Ferndale ✓ | <input checked="" type="checkbox"/> Downtown Grand Rapids I... ✓ | <input checked="" type="checkbox"/> Downtown Holland ✓ |
| <input checked="" type="checkbox"/> Downtown Kalamazoo ✓ | <input checked="" type="checkbox"/> Downtown Ludington ✓ | <input checked="" type="checkbox"/> Downtown Petoskey ✓ | <input checked="" type="checkbox"/> Lansing Downtown ✓ |

Audience Growth by Profile

Facebook Page	Fans	Net Fan Growth	% Change
 Owned Average	11,973	15	↗0.1%
 Competitor Average	22,987	98.56	↗0.4%
 Downtown TC (Official) Business Page	22,567	18	↗0.1%
 Traverse City DDA Business Page	1,379	12	↗0.9%
 Downtown Charlevoix Business Page	9,546	36	↗0.4%
 Downtown Detroit Partnership Business Page	60,919	-71	↘0.1%
 Downtown Ferndale Business Page	10,833	-12	↘0.1%
 Downtown Grand Rapids Inc. Business Page	30,442	481	↗1.6%

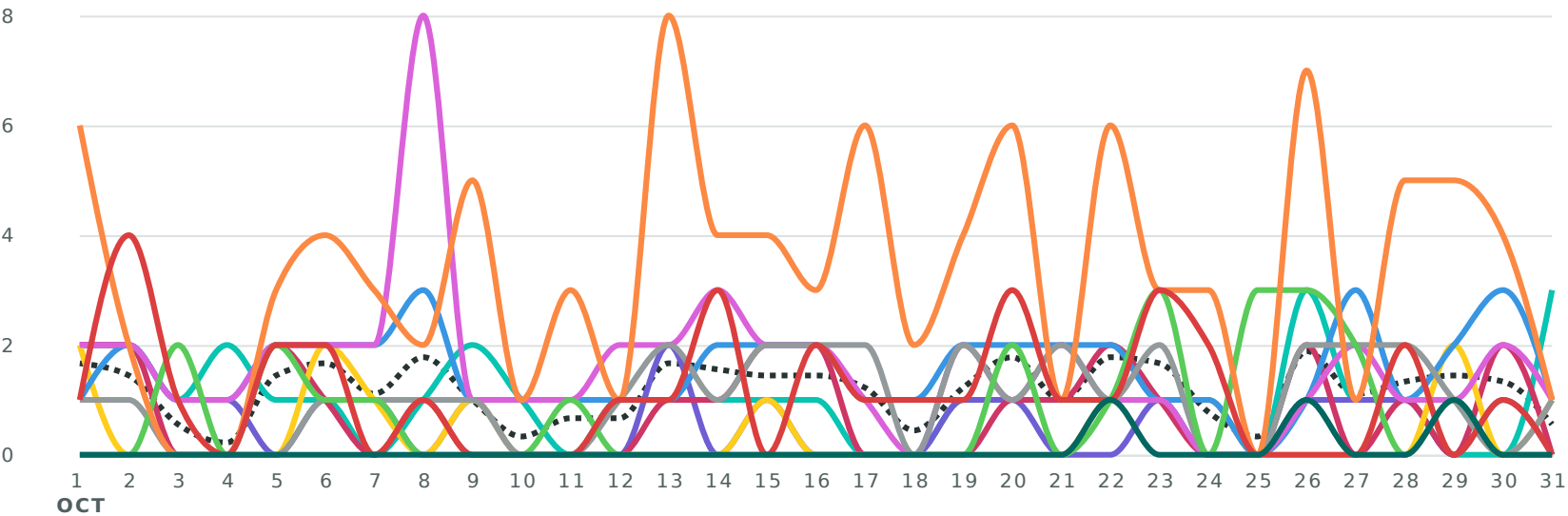
Audience Growth by Profile

Facebook Page	Fans	Net Fan Growth	% Change
 Downtown Holland Business Page	22,982	86	↗0.4%
 Downtown Kalamazoo Business Page	30,148	116	↗0.4%
 Downtown Ludington Business Page	14,406	31	↗0.2%
 Downtown Petoskey Business Page	14,960	205	↗1.4%
 Lansing Downtown Business Page	12,647	15	↗0.1%

Message Volumes

Published Posts Received Messages





























Published Posts, by Day





















Toggle Profiles

- | | | | |
|---|--|--|---|
| <input checked="" type="checkbox"/> Competitor Average | <input checked="" type="checkbox"/> Downtown TC (Official) | <input checked="" type="checkbox"/> Traverse City DDA | <input checked="" type="checkbox"/> Downtown Charlevoix |
| <input checked="" type="checkbox"/> Downtown Detroit Partner... | <input checked="" type="checkbox"/> Downtown Ferndale | <input checked="" type="checkbox"/> Downtown Grand Rapids I... | <input checked="" type="checkbox"/> Downtown Holland |
| <input checked="" type="checkbox"/> Downtown Kalamazoo | <input checked="" type="checkbox"/> Downtown Ludington | <input checked="" type="checkbox"/> Downtown Petoskey | <input checked="" type="checkbox"/> Lansing Downtown |

Stats by Page

Facebook Page	Published Posts	Received Messages	Post Breakdown	Public Engagements	Public Engagements per Post
 Owned Average	25	16	9.5  14.5  1 	455.5	18.24
 Competitor Average	36.56	0.44	6.78  26.89  2.89 	1,338	36.16
 Downtown TC (Official) Business Page	31	26	11  19  1 	636	20.52
 Traverse City DDA Business Page	19	6	8  10  1 	275	14.47
 Downtown Charlevoix Business Page	24	1	7  14  3 	940	39.17
 Downtown Detroit Partnership Business Page	13	0	3  10  0 	160	12.31
 Downtown Ferndale Business Page	48	0	10  33  5 	756	15.75

Stats by Page

Facebook Page	Published Posts	Received Messages	Post Breakdown	Public Engagements	Public Engagements per Post
 Downtown Grand Rapids Inc. Business Page	50	1	3 A 43  4 	4,301	86.02
 Downtown Holland Business Page	32	1	10 A 21  1 	1,471	45.97
 Downtown Kalamazoo Business Page	22	0	7 A 13  2 	672	30.55
 Downtown Ludington Business Page	103	0	17 A 77  9 	1,324	12.85
 Downtown Petoskey Business Page	34	1	3 A 29  2 	2,372	69.76
 Lansing Downtown Business Page	3	0	1 A 2  0 	46	15.33



Instagram Business Profiles for **Downtown Traverse City**

October 2020

Determine the impact of Instagram content by analyzing your activity.

Instagram Performance Summary

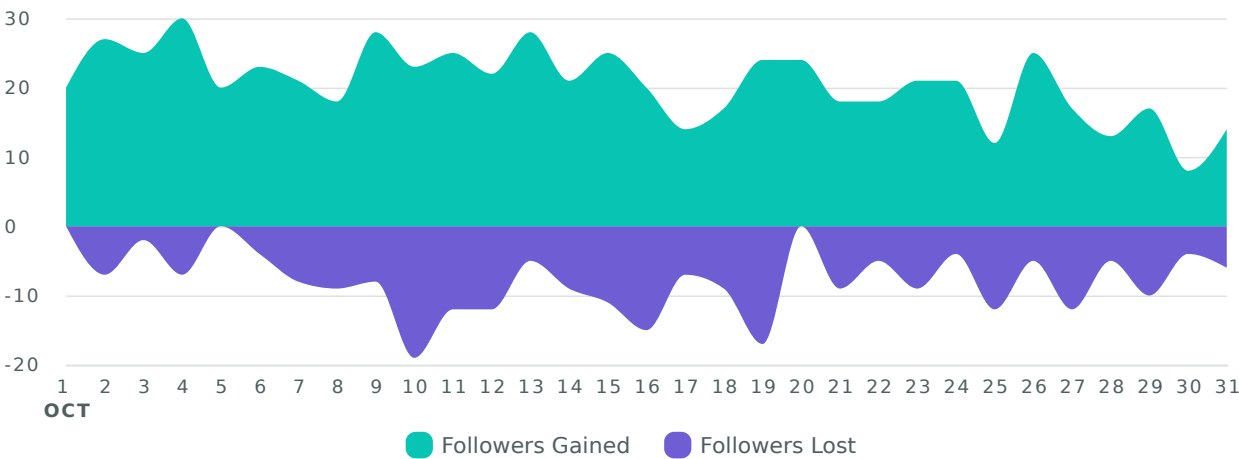
View your key profile performance metrics from the reporting period.

<div>Impressions</div> <div>273,597 ↘13.6%</div>	<div>Engagements</div> <div>3,755 ↘23.4%</div>	<div>Profile Actions</div> <div>31 ↘93.4%</div>
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Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

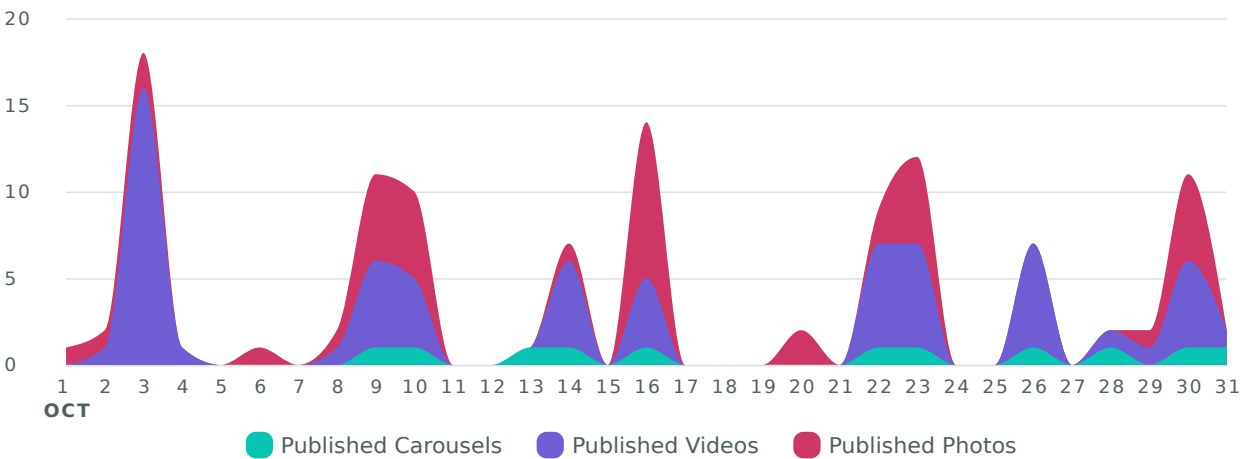


Audience Metrics	Totals	% Change
Followers	28,561	↗ 1.41%
Net Follower Growth	397	↘ 26.48%
Followers Gained	639	↘ 16.80%
Followers Lost	242	↗ 6.14%

Instagram Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Day



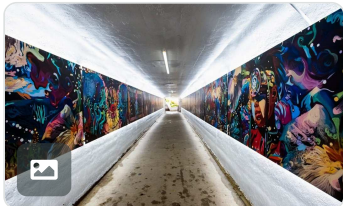







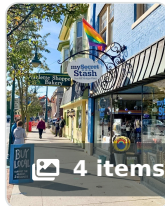


Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	115	↗17.3%
Published Carousels	11	↘8.3%
Published Videos	63	↗46.5%
Published Photos	41	↘4.7%

Instagram Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's life...

By Lifetime Engagements

<div><div> downtown_tc Tue 10/6/2020 1:55 pm ...</div><div>Traverse City has been recognized as one of the Most Vibrant Arts Communities in</div><div></div><div><div>Total Engagements647</div><div>Likes617</div><div>Comments11</div><div>Saves19</div></div></div>	<div><div> downtown_tc Fri 10/16/2020 11:34 am...</div><div>For this weekend's Red Hot Best of Downtown TC, we're featuring @mynorthmedia Re</div><div><div></div><div>8 items</div></div><div><div>Total Engagements344</div><div>Likes335</div><div>Comments2</div><div>Saves7</div></div></div>	<div><div> downtown_tc Sat 10/10/2020 1:52 pm ...</div><div>For this weekend's Red Hot Best of Downtown TC, we're featuring MyNorth Red Hot</div><div><div></div><div>4 items</div></div><div><div>Total Engagements323</div><div>Likes316</div><div>Comments0</div><div>Saves7</div></div></div>
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Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most ...

Most Used Hashtags

#downtownc	15
#traversecity	9
#redhotbest	4
#redhotbest2020	4
#tcmi	4
#shoplocal	3
#behindthemask	2
#fallseason	2
#halloween2020	2
#happyhalloween	2

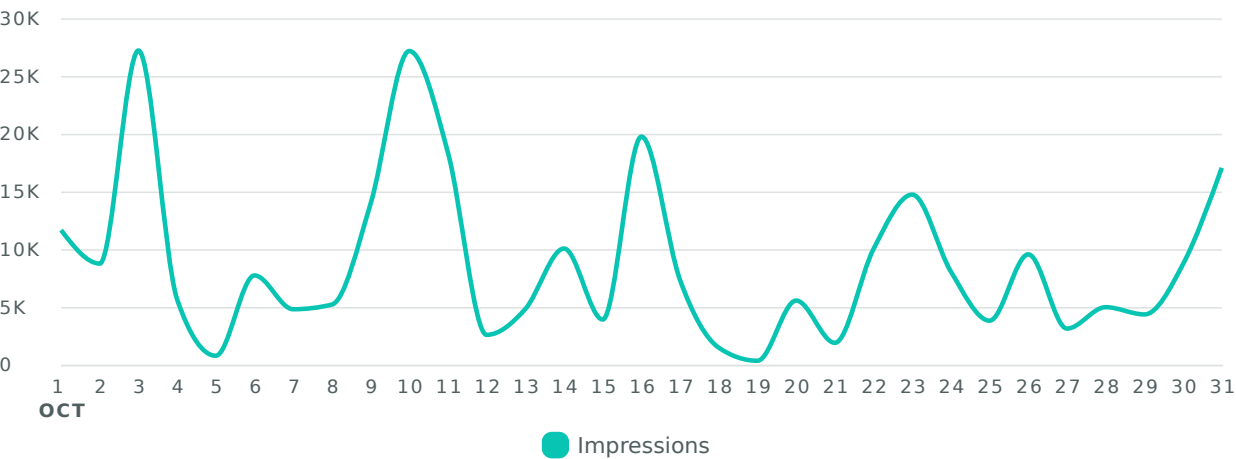
Top Hashtags by Lifetime Engagements

#downtownc	3,771
#traversecity	2,354
#redhotbest	1,182
#redhotbest2020	1,182
#tcmi	986
#shoplocal	697
#communityartwork	647
#publicartwork	647
#souvenirshop	622
#supportlocal	497

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day

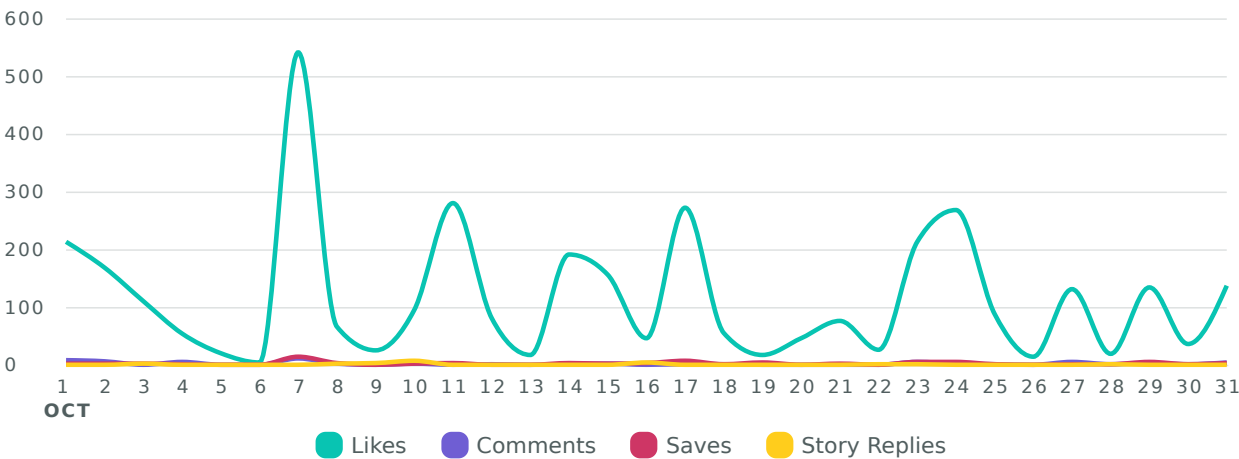


Impression Metrics	Totals	% Change
Impressions	273,597	↘ 13.6%
Average Daily Impressions per Profile	8,825.71	↘ 16.4%
Average Daily Reach per Profile	3,370.84	↘ 28.9%

Instagram Engagement

See how people are engaging with your posts and stories during the reporting period.

Engagements Comparison, by Day

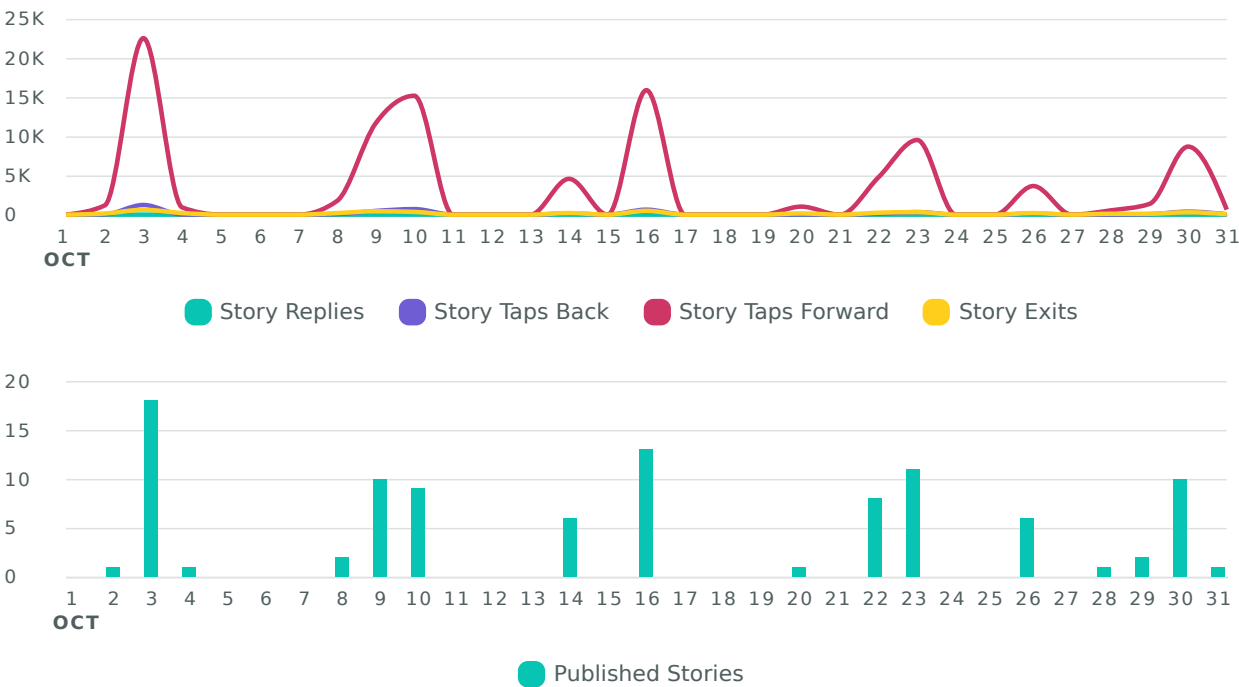


Engagement Metrics	Totals	% Change
Total Engagements	3,755	↘ 23.43%
Likes	3,599	↘ 23.28%
Comments	62	↘ 27.06%
Saves	73	↘ 15.12%
Story Replies	21	↘ 50.00%
Engagement Rate (per Impression)	1.4%	↘ 11.37%

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date r...

Published Stories, by Day

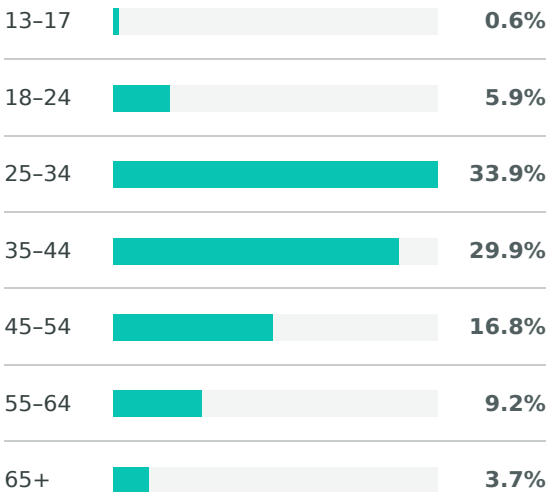


Story Metrics	Totals	% Change
Published Stories	100	↗23.5%
Story Replies	21	↘50%
Story Taps Back	4,445	↘8.5%
Story Taps Forward	103,912	↘4.2%
Story Exits	4,177	↘10.5%
Story Impressions	131,956	↘5.5%
Average Reach per Story	1,181	↘23.4%

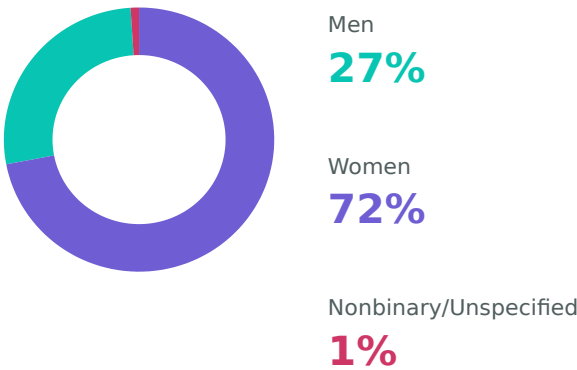
Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ








Audience by Gender ⓘ



Women between the ages of **25-34** appear to be the leading force among your followers.

Audience Top Countries


 United States	25,802
 Canada	120
 United Kingdom	48
 Germany	33
 Brazil	23

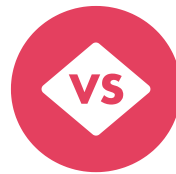
Audience Top Cities

Traverse City, Michigan	6,516
Grand Rapids, Michigan	942
Chicago, Illinois	386
Detroit, Michigan	338
Ann Arbor, Michigan	273

Instagram Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Oct 1, 2020 – Oct 31, 2020	28,561 ↗ 1.4%	397 ↘ 26.5%	115 ↗ 17.3%	273,597 ↘ 13.6%	3,755 ↘ 23.4%	1.4% ↘ 11.4%
Compare to Sep 1, 2020 – Sep 30, 2020	28,164	540	98	316,703	4,904	1.5%
 Downtown Travers... downtown_tc	28,561	397	115	273,597	3,755	1.4%



Instagram Competitors Report

October 2020

The Instagram Competitor report lets you keep tabs on your Instagram Profile's performance compared to competitors or other Profiles using proprietary metrics based on publicly available Profile data.

Included in this Report

@downtown_tc


@downtowndet

@downtownholland

@downtownpetoskey

@downtown.lansing

@downtownferndale




@downtownkalamazoo

@downtown_charlevoix

@downtowngrinc

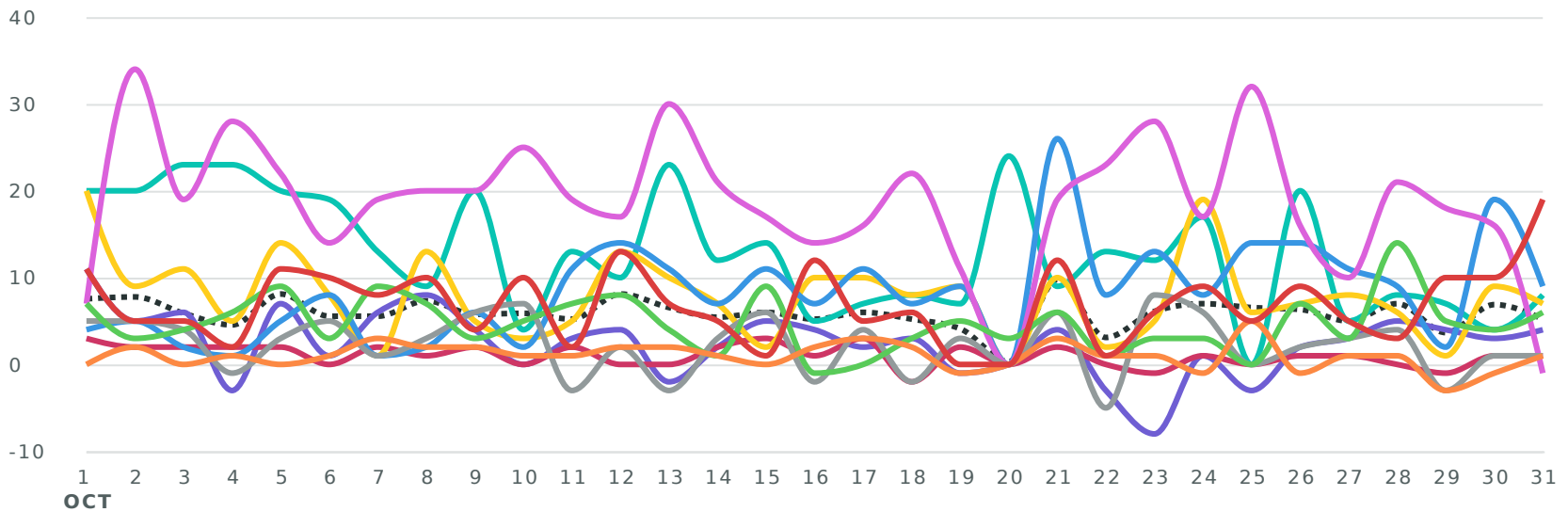
@downtownludington

Activity Overview

<div>Your Followers</div> <div> 28.6k</div>	<div>Top Competitor (downtowndet)</div> <div> 22.3k</div>	<div>Competitor Avg. Followers</div> <div> 10.8k</div>
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Audience Growth



















Net Follower Growth, By Day







Toggle Profiles

<input checked="" type="checkbox"/> Competitor Average	<input checked="" type="checkbox"/> downtown_tc	<input checked="" type="checkbox"/> downtown.lansing	<input checked="" type="checkbox"/> downtown.charlevoix
<input checked="" type="checkbox"/> downtowndet	<input checked="" type="checkbox"/> downtownferndale	<input checked="" type="checkbox"/> downtowngrinc	<input checked="" type="checkbox"/> downtownholland
<input checked="" type="checkbox"/> downtownkalamazoo	<input checked="" type="checkbox"/> downtownludington	<input checked="" type="checkbox"/> downtownpetoskey	

Audience Growth by Profile

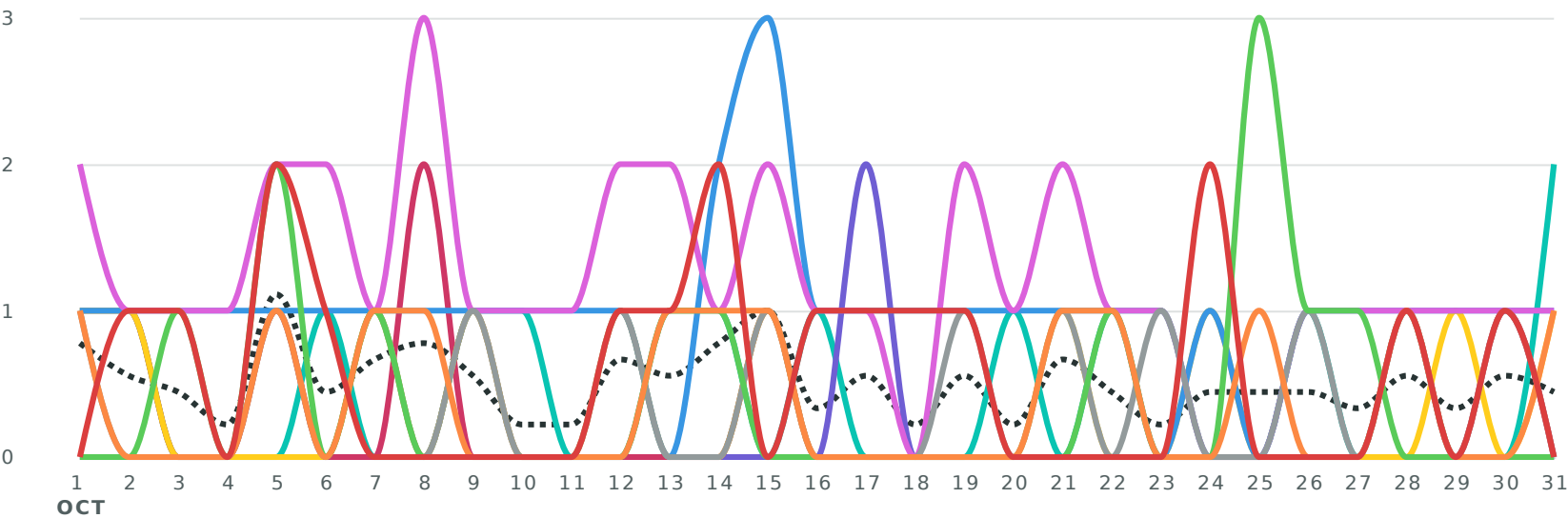
Instagram Profile	Followers	Net Follower Growth	% Change
  Competitor Average	10,844	182.89	1.7%
  downtown_tc downtown_tc	28,561	397	1.3%
  downtown.lansing downtown.lansing	9,546	77	0.8%
  downtown_charlevoix downtown_charlevoix	2,275	32	1.4%
  downtowndet downtowndet	22,257	243	1.1%
  downtownferndale downtownferndale	3,689	257	7.5%
  downtowngrinc downtowngrinc	19,717	574	3%
  downtownholland downtownholland	18,750	69	0.4%
  downtownkalamazoo downtownkalamazoo	10,928	147	1.4%

Audience Growth by Profile

Instagram Profile	Followers	Net Follower Growth	% Change
  downtownludington downtownludington	3,124	31	1%
  downtownpetoskey downtownpetoskey	7,313	216	3%

Publishing Behavior



















Published Posts, by Day







Toggle Profiles

<input checked="" type="checkbox"/> Competitor Average ✓	<input checked="" type="checkbox"/> downtown_tc ✓	<input checked="" type="checkbox"/> downtown.lansing ✓	<input checked="" type="checkbox"/> downtown_charlevoix ✓
<input checked="" type="checkbox"/> downtowndet ✓	<input checked="" type="checkbox"/> downtownferndale ✓	<input checked="" type="checkbox"/> downtowngrinc ✓	<input checked="" type="checkbox"/> downtownholland ✓
<input checked="" type="checkbox"/> downtownkalamazoo ✓	<input checked="" type="checkbox"/> downtownludington ✓	<input checked="" type="checkbox"/> downtownpetoskey ✓	










Publishing Behavior by Profile

Instagram Profile	Published Posts	Photos	Videos	Other
  Competitor Average	15.78	8.33	0.22	7.22
  downtown_tc downtown_tc	15	4	0	11
  downtown.lansing downtown.lansing	3	3	0	0
  downtown_charlevoix downtown_charlevoix	7	4	0	3
  downtowndet downtowndet	10	5	1	4
  downtownferndale downtownferndale	31	11	0	20
  downtowngrinc downtowngrinc	38	9	0	29
  downtownholland downtownholland	12	10	0	2
  downtownkalamazoo downtownkalamazoo	12	10	0	2


Publishing Behavior by Profile

Instagram Profile		Published Posts	Photos	Videos	Other
	 downtownludington downtownludington	12	8	1	3
	 downtownpetoskey downtownpetoskey	17	15	0	2

Stats by Profile

Instagram Profile	Published Posts	Most Used Hashtags	Likes	Comments	Public Engagements	Public Engagements per Post
 Competitor Average	15.78		2,421	53.89	2,474	154.63
 downtown_tc downtown_tc	15	#downtowntc #traversecity #redhotbest	3,663	45	3,708	247.2
 downtown.lansing downtown.lansing	3	#FallCutBack #SupportLansing #liftuplocal	197	1	198	66
 downtown_charlevoix downtown_charlevoix	7	#cafe #downtown #lovemidtowns	464	3	467	66.71
 downtowndet downtowndet	10	#Detroit #DowntownDetroit #blackentrepreneursday	1,905	52	1,957	195.7
 downtownferndale downtownferndale	31	#downtownferndale #openinferndale #hallowindowsferndale	2,480	46	2,526	81.48
 downtowngrinc downtowngrinc	38	#DowntownGR	9,914	272	10,186	268.05
 downtownholland downtownholland	12	#thegoodearthcafe	2,380	25	2,405	200.42
 downtownkalamazoo downtownkalamazoo	12	#skelfiekzoo #Skelfie #NationalPumpkinDay	1,065	46	1,111	92.58

Stats by Profile

Instagram Profile	Published Posts	Most Used Hashtags	Likes	Comments	Public Engagements	Public Engagements per Post
  downtownludington downtownludington	12	#DowntownLudington #RunLudington #downtownludington	614	16	630	52.5
  downtownpetoskey downtownpetoskey	17	#DowntownPetoskey #GaslightDistrict #LightoftheNorth	2,766	24	2,790	164.12