

**Traverse City Downtown
Development Authority Regular
Meeting
Zoom Meeting
Friday, July 17, 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 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.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting!

Agenda

	Page
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>	
A. Consideration of Minutes for the Regular Meeting of June 19, 2020 (approval recommended) Downtown Development Authority Regular Meeting - 19 Jun 2020 - Minutes - Pdf	5 - 8
B. Consideration of approving the financial report and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for June 2020 (approval recommended) DDA, TIF 97, and Old Town TIF Financials June 2020 - PDF TC Parking Services Financials June 2020 - PDF TC Arts Commission Financials June 2020 - PDF	9 - 17
5. CEO REPORT	
A. TraverseConnect One-Year Agreement (Motion Required) TraverseConnect Agreement - Memo TraverseConnect Contract	19 - 28
B. Approval of Grant Agreement - MEDC Salons/Spas/Fitness Centers (Motion Required) MEDC - Memo	29 - 31

	MEDC Attachment A - PDF	
C.	Discussion and Overview Parking Fees (Input/Overview to be brought back in August)	33 - 44
	Parking Introduction - Memo	
	TDM Rate Study and Management Implementation Plan - Memo	
D.	Progress on Strategic Plan (Information / Discussion)	45 - 56
	Dashboard Priorities - PDF	
	Dashboard - PDF	
E.	Uptown Riverwalk (Verbal Report)	
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6.	BOARD MEMBER UPDATES	
A.	Farmers Market (Hardy)	57 - 59
	Farmers Market Board Update July 2020 - Memo	
B.	Arts Commission (Hersey)	61
	Arts Commission Report - Memo	
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7.	STAFF REPORTS	
A.	Community Police Update (Officer Culver)	
B.	Update on Front Street Closure (Burkholder & Viox)	63 - 64
	Front Street Memo Update - Memo	
C.	Parking Services Update (VanNess)	65 - 66
	TC Parking Services Update July 2020 - Memo	
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8.	RECEIVE AND FILE	
A.	DTCA June 2020 Minutes	67 - 68
	DTCA Board Minutes June 11, 2020 - PDF	
B.	TCBN Article June 2020	69
	TCBN Article June 2020 - PDF	
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9.	PUBLIC COMMENT	
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10.	ADJOURNMENT	



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, June 19, 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, Board Member Debbie Hershey, Board Member Collette Champagne, Board Member T. Michael Jackson, Board Chair Leah Bagdon-McCallum, Board Member Jeff Joubran, and Board Member Richard Lewis

The following Board Members were absent: None

Chairperson Bagdon-McCallum presided at the meeting.

(a) **CALL TO ORDER**

(1)

Meeting called to order at 8:09 AM by Chairperson Bagdon-McCallum

(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) Consideration of Minutes for the Regular Meeting of May 15, 2020 (approval

recommended)

- (2) Approval of Budget Amendment
 - (3) Consideration of approving the financial report and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for May 2020 (approval recommended)
 - (4) Transfer Ownership of Golf Cart
 - (5) Christmas Lights Display
 - (6) Employee Handbook Update
- The DDA Board of Directors approves the consent calendar as presented.

Moved by Debbie Hershey, Seconded by Steve Nance

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

(e) **CEO REPORT**

- (1) Acceptance of the 2020/2021 Budget
Approval of budget adjustment to increase grant revenue and expenditure line item.

Moved by Stephen Constantin, Seconded by Gabe Schneider

Yes: Gabe Schneider, Stephen Constantin, Steve Nance, Peter Kirkwood, Scott Hardy, Debbie Hershey, Collette Champagne, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

No: Jim Carruthers and T. Michael Jackson

Absent: None

CARRIED. 10-2-0 on a recorded vote

- (2) Parking Budget 2020/2021
The Parking Budget was reviewed and discussed with the Board and will be submitted to the City Commission for their July 6, 2020 meeting.
- (3) Recreational Marijuana Request to Review by City Commission
That the DDA Board recommends to the City Commission that only two (2) Adult Use Marijuana Facilities be allowed in the DDA District, and a 1,500-foot buffer be included in the zoning ordinance and that no such facility is located in the C-4b Regional Center District

Moved by Scott Hardy, Seconded by Richard Lewis

Yes: Steve Nance, Stephen Constantin, Scott Hardy, Collette

Champagne, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubbran, and Richard Lewis
No: Gabe Schneider, Peter Kirkwood, and Debbie Hershey
Abstained: Jim Carruthers
Absent: None

CARRIED. 8-3-0 on a recorded vote

- (4) Pine Street Streetscapes
That the DDA Board authorizes the Chair and Secretary to execute an Agreement with Traverse City Light and Power for the purchase and installation of decorative Lights for a cost not to exceed \$2,669.68, subject to review as to substance by the CEO and as to form by DDA Attorney.

Further, that the DDA Board authorizes the Chair and Secretary to execute an Agreement with Pine Street Development One for one-half of the cost for streetscapes for a cost not to exceed \$266,504, subject to review as to substance by the CEO and as to form by DDA Attorney.

(f) **BOARD MEMBER UPDATES**

- (1) Farmers Market (Hardy)

(g) **STAFF REPORTS**

- (1) Community Police Update (Officer Culver)
(2) Parking Services Update (VanNess)

(h) **RECEIVE AND FILE**

- (1) DTCA April and May 2020 Minutes
(2) Update on Closing Front Street
(3) Update of Projects/Dashboard

(i) **CLOSED SESSION FOR POSSIBLE PROPERTY PURCHASE MCL 15.268(D)**
(MOTION REQUIRED)

- (1) Motion to enter into Closed Session
Motion by Schneider at 9:26 AM to enter into Closed Session.

Moved by Gabe Schneider, Seconded by Debbie Hershey

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

- (2) Closed Session adjourned at 9:52 AM

(j) **POSSIBLE ACTION TO APPROVE PROPERTY PURCHASE**

- (1) That the Chairperson and Secretary execute the Letter of Intent with TCF National Bank for 203 South Union Street with the terms as described in the CEO's memorandum of June 18, 2020, with such Letter of Intent subject to approval as to its substance by the DDA CEO and its form by the DDA General Counsel and further that the Chairperson and Secretary be authorized to execute the subsequent purchase agreement subject to its terms being materially the same as the Letter of Intent with such purchase agreement subject to approval as to its substance by the DDA CEO and its form by the DDA General Counsel.

Moved by T. Michael Jackson, Seconded by Gabe Schneider

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

Absent: None

CARRIED. 12-0-0 on a recorded vote

(k) **PUBLIC COMMENT**

- (1) Mr. Kirkwood left the meeting at 10:07 AM
Urban - is there a purchase price on the agreement? \$1,750,000

(l) **ADJOURNMENT**

- (1) Motion by Jackson to adjourn meeting, supported by Schneider at 10:13 AM.
Adjourn

Moved by T. Michael Jackson, Seconded by Gabe Schneider

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

Absent: Peter Kirkwood

CARRIED. 11-0-1 on a recorded vote

Benjamin Marentette, City Clerk

2:57 PM

07/13/20

Accrual Basis

Downtown Development Authority
Balance Sheet
As of June 30, 2020

	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	2,751,069.41
Fifth Third Savings - 6740	202,369.33
Petty Cash	548.19
Total Checking/Savings	2,953,986.93
Accounts Receivable	
Accounts Receivable	125,183.98
Total Accounts Receivable	125,183.98
Other Current Assets	
Due From APS	-941.56
Due From Arts Council	352.00
Due From DTCA	285.51
Payroll Advance	2,001.86
Total Other Current Assets	1,697.81
Total Current Assets	3,080,868.72
Other Assets	
Due From Other Funds	51,790.00
Pre-Paid Expense	6,920.00
Total Other Assets	58,710.00
TOTAL ASSETS	3,139,578.72
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	25,212.00
Total Accounts Payable	25,212.00
Credit Cards	
First National - 8689	4,281.35
Total Credit Cards	4,281.35
Other Current Liabilities	
Accrued Payroll Liabilities	2,025.55
Accrued Salaries	14,169.22
Deferred Income	2,000,000.00
Deposits Payable	
Double Up Food Bucks	5,268.00
EBT Bridge Card	7,896.90
Ironman	-2,180.00
NCF Reimbursements	346.00
Prescriptions for Health	2,700.00
Project Fresh	4,926.00
Senior Project Fresh	-6,647.00
Deposits Payable - Other	4,468.00
Total Deposits Payable	16,777.90
Direct Deposit Liabilities	-66.96
Due to Other Funds	282,099.46
GRANTS	
Rotary Charities	-2,600.00
EGLE -- Cornwell Development	517.50
Coastal Zone Management	-240.00
Lower Boardman	5,510.17
MEDC (Civic Square)	1,990,000.00
Seed Grant	-1,325.06

2:57 PM

07/13/20

Accrual Basis

Downtown Development Authority
Balance Sheet
As of June 30, 2020

	Jun 30, 20
Tech Incubator Fund	22,200.00
Total GRANTS	2,014,062.61
Payroll Liabilities	
457k Payable	-3,564.36
Federal Income Tax Payable	7,342.00
Health Insurance Payable	629.85
Life Insurance Payable	2,444.55
Medicare Tax Payable	1,335.60
Social Security Tax Payable	5,710.96
State Income Tax Payable	2,659.66
State Unemployment Tax Payable	-696.66
Total Payroll Liabilities	15,861.60
Total Other Current Liabilities	4,344,929.38
Total Current Liabilities	4,374,422.73
Total Liabilities	4,374,422.73
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	-1,534,905.38
Net Income	192,455.10
Total Equity	-1,234,844.01
TOTAL LIABILITIES & EQUITY	3,139,578.72

2:59 PM
07/13/20
Accrual Basis

DDA - TIF97
Balance Sheet
As of June 30, 2020

	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	2,781,390.10
Total Checking/Savings	2,781,390.10
Accounts Receivable	
Accounts Receivable	860,000.00
Total Accounts Receivable	860,000.00
Total Current Assets	3,641,390.10
Fixed Assets	
Land	5,000.00
Total Fixed Assets	5,000.00
Other Assets	
Due From Other Funds	11,968.65
Total Other Assets	11,968.65
TOTAL ASSETS	3,658,358.75
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	123,242.36
Total Accounts Payable	123,242.36
Other Current Liabilities	
Deferred Revenue	805,000.00
Due To Other Funds	48,290.00
Total Other Current Liabilities	853,290.00
Total Current Liabilities	976,532.36
Total Liabilities	976,532.36
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	1,760,484.69
Net Income	942,541.70
Total Equity	2,681,826.39
TOTAL LIABILITIES & EQUITY	3,658,358.75

2:58 PM

07/13/20

Accrual Basis

DDA Old Town TIF Balance Sheet As of June 30, 2020

	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0650	141,288.79
Total Checking/Savings	141,288.79
Total Current Assets	141,288.79
Other Assets	
Due From Other Funds	82,379.00
Total Other Assets	82,379.00
TOTAL ASSETS	223,667.79
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	55,194.74
Total Accounts Payable	55,194.74
Other Current Liabilities	
Due To Other Funds	3,500.00
Total Other Current Liabilities	3,500.00
Total Current Liabilities	58,694.74
Total Liabilities	58,694.74
Equity	
Retained Earnings	0.60
Net Income	164,972.45
Total Equity	164,973.05
TOTAL LIABILITIES & EQUITY	223,667.79

PERIOD ENDING 06/30/2020

GL NUMBER	DESCRIPTION	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		AMENDED BUDGET	MONTH 06/30/20	06/30/2020	YEAR-TO-DATE	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	0.00	0.00	0.00	0.00	0.00
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	1,500,000.00	79,628.64	1,280,330.08	0.00	219,669.92	85.36
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	12,212.00	236,738.90	0.00	(36,738.90)	118.37
585-000-653.005	PERMITS-PARKING DECK	0.00	0.00	48.00	0.00	(48.00)	100.00
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	160.00	1,040.00	0.00	(1,040.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	0.00	415.00	0.00	(415.00)	100.00
585-000-656.010	PARKING FINES	300,000.00	9,889.39	253,872.40	0.00	46,127.60	84.62
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	25,000.00	0.00	91,409.15	0.00	(66,409.15)	365.64
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	352.75	8,363.82	0.00	(8,363.82)	100.00
585-000-683.000	RECOVERY OF BAD DEBTS	0.00	0.00	349.00	0.00	(349.00)	100.00
585-000-686.000	MISCELLANEOUS INCOME	79,800.00	67.50	1,989.88	0.00	77,810.12	2.49
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	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,104,800.00	102,310.28	1,874,556.23	0.00	230,243.77	89.06
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	325,000.00	11,572.50	263,673.00	0.00	61,327.00	81.13
585-586-653.000	PERMITS-SURFACE LOTS	0.00	0.00	324.00	0.00	(324.00)	100.00
585-586-653.005	PERMITS-PARKING DECK	250,000.00	7,422.00	261,738.00	0.00	(11,738.00)	104.70
585-586-668.000	RENTS AND ROYALTIES	26,300.00	3,586.00	26,584.00	0.00	(284.00)	101.08
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		601,300.00	22,580.50	552,319.00	0.00	48,981.00	91.85
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	50,000.00	4,190.75	52,894.21	0.00	(2,894.21)	105.79
585-587-653.005	PERMITS-PARKING DECK	400,000.00	6,144.00	473,892.00	0.00	(73,892.00)	118.47
585-587-677.000	REIMBURSEMENTS	0.00	9.95	9.95	0.00	(9.95)	100.00
585-587-686.000	MISCELLANEOUS INCOME	0.00	0.00	75.00	0.00	(75.00)	100.00
585-587-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 587 - OLD TOWN DECK		450,000.00	10,344.70	526,871.16	0.00	(76,871.16)	117.08

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

PERIOD ENDING 06/30/2020

GL NUMBER	DESCRIPTION	2019-20	ACTIVITY FOR	YTD BALANCE	ENCUMBERED	UNENCUMBERED	% BDGT
		AMENDED BUDGET	MONTH 06/30/20	06/30/2020	YEAR-TO-DATE	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,156,100.00	135,235.48	2,953,746.39	0.00	202,353.61	93.59
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	23,200.00	167.03	13,740.08	0.00	9,459.92	59.22
585-585-704.000	EMPLOYEE OVERTIME	4,000.00	0.00	0.00	0.00	4,000.00	0.00
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	(0.57)	27.02	0.00	(27.02)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	2,100.00	12.28	502.67	0.00	1,597.33	23.94
585-585-716.000	EMPLOYEE HEALTH INSURANCE	100.00	9.27	120.64	0.00	(20.64)	120.64
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	2.61	30.97	0.00	69.03	30.97
585-585-718.000	RETIREMENT FUND CONTRIBUTION	200.00	0.00	183.52	0.00	16.48	91.76
585-585-719.000	RETIREE'S 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	109.50	3,970.14	0.00	2,029.86	66.17
585-585-740.000	OPERATION SUPPLIES	37,000.00	5,134.79	46,104.98	11,612.72	(20,717.70)	155.99
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,200,000.00	133,044.48	1,160,858.96	37,137.55	2,003.49	99.83
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	41,000.00	1,059.59	17,318.24	0.00	23,681.76	42.24
585-585-854.000	CITY FEE	307,600.00	0.00	0.00	0.00	307,600.00	0.00
585-585-860.000	TRANSPORTATION	8,000.00	110.50	2,674.18	0.00	5,325.82	33.43
585-585-862.000	PROFESSIONAL DEVELOPMENT	8,000.00	0.00	40.00	0.00	7,960.00	0.50
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	0.00	23,670.62	0.00	42,329.38	35.86
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	0.00	5,083.34	0.00	8,916.66	36.31
585-585-910.000	INSURANCE AND BONDS	9,000.00	0.00	11,670.67	0.00	(2,670.67)	129.67
585-585-920.000	PUBLIC UTILITIES	30,000.00	626.44	11,258.20	0.00	18,741.80	37.53
585-585-930.000	REPAIRS AND MAINTENANCE	65,000.00	1,014.62	13,399.99	372.50	51,227.51	21.19
585-585-930.005	RAMSDELL GATE REPAIR & MAINT	1,000.00	480.00	480.00	0.00	520.00	48.00
585-585-940.000	RENTAL EXPENSE	93,000.00	7,977.00	115,272.72	0.00	(22,272.72)	123.95
585-585-956.000	MISCELLANEOUS	500.00	0.00	6,541.53	0.00	(6,041.53)	1,308.31
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	50,000.00	0.00	17,589.99	2,513.00	29,897.01	40.21
585-585-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,104,800.00	149,747.54	1,450,538.46	51,635.77	602,625.77	71.37
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	6.29	0.00	993.71	0.63
585-586-740.000	OPERATION SUPPLIES	5,000.00	5,388.35	14,940.81	856.00	(10,796.81)	315.94
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	143,800.00	25,718.52	74,105.49	6,053.00	63,641.51	55.74
585-586-850.000	COMMUNICATIONS	3,500.00	256.00	3,261.11	0.00	238.89	93.17
585-586-900.000	PRINTING AND PUBLISHING	4,000.00	0.00	0.00	0.00	4,000.00	0.00
585-586-910.000	INSURANCE AND BONDS	7,000.00	0.00	6,798.00	0.00	202.00	97.11
585-586-920.000	PUBLIC UTILITIES	55,000.00	1,766.92	55,584.92	0.00	(584.92)	101.06
585-586-930.000	REPAIRS AND MAINTENANCE	50,000.00	9,466.89	158,782.56	4,820.00	(113,602.56)	327.21
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	8,198.06	0.00	1,801.94	81.98
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	89,000.00	0.00	0.00	0.00	89,000.00	0.00
Total Dept 586 - HARDY DECK		601,300.00	42,596.68	321,677.24	11,729.00	267,893.76	55.45

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

PERIOD ENDING 06/30/2020

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/20	YTD BALANCE 06/30/2020	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	4,000.00	2,789.24	15,065.28	1,143.40	(12,208.68)	405.22
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	100,000.00	33,951.32	66,880.94	3,650.00	29,469.06	70.53
585-587-850.000	COMMUNICATIONS	6,000.00	256.00	4,992.04	0.00	1,007.96	83.20
585-587-863.000	TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-900.000	PRINTING AND PUBLISHING	4,000.00	0.00	0.00	0.00	4,000.00	0.00
585-587-910.000	INSURANCE AND BONDS	6,000.00	0.00	6,067.27	0.00	(67.27)	101.12
585-587-920.000	PUBLIC UTILITIES	50,000.00	2,050.86	27,770.76	0.00	22,229.24	55.54
585-587-930.000	REPAIRS AND MAINTENANCE	75,000.00	1,600.95	54,332.02	7,349.84	13,318.14	82.24
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	171,000.00	0.00	0.00	0.00	171,000.00	0.00
585-587-977.000	EQUIPMENT	21,000.00	0.00	414.06	0.00	20,585.94	1.97
Total Dept 587 - OLD TOWN DECK		450,000.00	40,648.37	175,522.37	12,143.24	262,334.39	41.70
TOTAL EXPENDITURES		3,156,100.00	232,992.59	1,947,738.07	75,508.01	1,132,853.92	64.11
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,156,100.00	135,235.48	2,953,746.39	0.00	202,353.61	93.59
TOTAL EXPENDITURES		3,156,100.00	232,992.59	1,947,738.07	75,508.01	1,132,853.92	64.11
NET OF REVENUES & EXPENDITURES		0.00	(97,757.11)	1,006,008.32	(75,508.01)	(930,500.31)	100.00

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

PERIOD ENDING 06/30/2020

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	ACTIVITY FOR MONTH 06/30/20	YTD BALANCE 06/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	15,000.00	0.00	0.00	0.00	15,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	35,000.00	0.00	6,686.35	0.00	28,313.65	19.10
282-000-695.000	TRANSFERS IN	30,000.00	30,000.00	30,000.00	0.00	0.00	100.00
282-000-699.000	PRIOR YEARS' SURPLUS	32,900.00	0.00	0.00	0.00	32,900.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		112,900.00	30,000.00	36,686.35	0.00	76,213.65	32.49
TOTAL REVENUES		112,900.00	30,000.00	36,686.35	0.00	76,213.65	32.49
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	164.00	0.00	2,036.00	7.45
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	35,700.00	0.00	8,934.61	8,144.33	18,621.06	47.84
282-282-930.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00	0.00
282-282-970.000	CAPITAL OUTLAY	75,000.00	350.00	54,029.14	0.00	20,970.86	72.04
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		112,900.00	350.00	63,127.75	8,144.33	41,627.92	63.13
TOTAL EXPENDITURES		112,900.00	350.00	63,127.75	8,144.33	41,627.92	63.13
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		112,900.00	30,000.00	36,686.35	0.00	76,213.65	32.49
TOTAL EXPENDITURES		112,900.00	350.00	63,127.75	8,144.33	41,627.92	63.13
NET OF REVENUES & EXPENDITURES		0.00	29,650.00	(26,441.40)	(8,144.33)	34,585.73	100.00



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

Memorandum

To: Downtown Development Authority

From: Jean Derenzy, DDA CEO

Date: July 10, 2020

Re: Traverse Connect Contract

Consistent with the Board's new budget, I have negotiated with Warren Call a contract (attached) with TraverseConnect for business services throughout the DDA District. As a reminder for the Board, my recommendation within the budget process was pretty specific - contract with TraverseConnect, our regional economic development organization to: (1) meet with our businesses to determine their needs, goals and barriers; and (2) connect the businesses to resources and services.

Like the rest of the county, Downtown Traverse City is facing unprecedented economic challenges that require a comprehensive and immediate response. TraverseConnect is committed to assisting the DDA in providing businesses in the DDA district with economic due diligence and define and aggregate resources that address their long-term business needs. TraverseConnect, in collaboration with the DDA, will provide assistance to business in their attempt to secure the assistance and resources needed to successfully emerge from this pandemic driven shutdown. In this collaborative effort, TraverseConnect will focus more on leading private sector businesses, early-stage growth companies and large institutional employers (e.g., Gen-Tech, Health Bridge, Otwell Mawby, Hagerty, Blue Cross Blue Shield, etc.) and the DDA will focus on retail, restaurants and small business incubators.

While this contract is certainly relevant to today's economic crisis, it represents a critical need the DDA has recognized for several years. By working together, the DDA and TraverseConnect will take a more comprehensive approach to economic development – helping the very businesses that contribute to our tax base and employ or residents.

I believe this contract is fair, direct, and is consistent with the approach I provided to the Board during the budget process. This contract provides additional resources to our efforts to retain and grow our downtown district.

Services within the Contract include:

- A. Employ a Comprehensive Business Retention and Expansion (BRE) Program to targeted employers within the DDA District. This effort will include:
 - i. Surveys
 - ii. Focus Groups
 - iii. Site Visits
 - iv. Report outlining findings
- B. Develop a marketing program to feature parcels that are available and suitable for commercial and retail occupancy.
- C. Feature the DDA District and specific district businesses in a new placemaking, marketing, and branding program – the “creative coast” branding initiative.
- D. Services shall be made available to businesses within the DDA District, including chamber professional development and networking and Venture North funding and technical assistance.
- E. Written annual report on all activities conducted and successful outcomes and achieved.

In an effort to track the success of the partnership and our efforts, a matrix/dashboard will be created that factors job creation, job sustainability, business growth, retention rates, parcels marketed and redeveloped, and customer satisfaction. This matrix will put various emphasis on qualitative versus quantitative measurement metrics.

Cost: The negotiated contract is \$40,000, with \$30,000 to be provided by August 1st. The remaining \$10,000 will be released after the initial business retention visits have been completed, which is anticipated to be completed by December 15, 2020.

Reporting: For this first contract, I have asked for quarterly check-in/reporting to the DDA Board. I believe it is important for the DDA Board to hear directly from TraverseConnect about the results of their efforts. Furthermore, I have asked that TraverseConnect meet with the Finance Committee at least twice during the year. This may seem like an overabundance of check-in/review meetings points, but I feel it is important for the board to understand the effort and results we anticipate under this collaboration.

Warren Call, CEO of TraverseConnect, will be present at our meeting to directly answer questions that Board members may have. After discussion by the Board, my recommended motion is below.

RECOMMENDED MOTION: Approval of the TraverseConnect Contract for services in the total amount of \$40,000. Furthermore, that authorization is hereby given to the Chair to sign the contract, subject to approval as to substance by the CEO and form by the DDA Attorney.



PROFESSIONAL SERVICES CONTRACT

Between the Traverse City Downtown Development Authority and Traverse Connect

THIS AGREEMENT is entered into this 17th day of July, 2020, by and between the Traverse City Downtown Development Authority, hereinafter referred to as the "DDA" and Traverse Connect, a non-profit corporation, qualified to do business in the State of Michigan, hereinafter referred to as "Connect."

RECITALS

WHEREAS, the DDA desires to encourage the commercial and economic development of the DDA District and surrounding region, the retention, expansion and attraction of employment opportunities within the DDA District and region, and increase the property tax base of the district; and

WHEREAS, Traverse Connect is the economic development organization for the Grand Traverse Region and exists to drive economic growth by providing business expansion, talent development, and business attraction efforts, and supporting development and infrastructure enhancements; and

WHEREAS, Connect advocates, promotes, and facilitates activities which support the growth and expansion of existing business and attraction of new primary sector business, by providing targeted lead generation and support to business prospects; maintaining a repository of data on the region's economy; undertaking regional marketing through publications and media; and

WHEREAS, the DDA and Connect, as partners in economic development, wish to support one another in building a stronger regional economy and increasing family-sustaining jobs, property tax base, and economic diversification;

NOW THEREFORE BE IT RESOLVED by the DDA and Connect that in consideration of the mutual promises set forth herein, it is agreed as follows:

1. The Parties Agree on the following purpose:

- A. The purpose of this agreement is to enter into a partnership for the planning and implementation of economic development strategies as outlined in the Traverse Connect 2020-2023 Strategic Plan, including leading regional economic development strategy, providing business expansion services, managing talent attraction, and implementing business attraction programs, as well as supporting entrepreneurship and innovation, community development, and public sector development and infrastructure.
- B. The DDA will provide oversight and coordination as may be required to support the objectives of this agreement and will provide funding for the services as detailed below.

2. The Parties Agree on the following scope of services:

- A. Connect shall implement a comprehensive Business Retention and Expansion (BRE) program to targeted employers within the DDA district, in a phased approach as directed by the DDA.
 - I. Surveys: The BRE program includes initial surveys of existing businesses to better understand current and projected needs in light of the post COVID-19 environment. Surveys will help Traverse Connect and the DDA to identify the needs, goals, and barriers faced by key employers in the district, as well as stay abreast of business concerns and trends.
 - II. Focus Groups: After initial surveys to assess needs, this market analysis will serve as the basis for focus group discussions to bring business owners/managers together and discuss issues related to recovery from the COVID-19 pandemic and long-term resiliency. Focus groups may be organized by industry type or business size.
 - III. Site Visits: Scheduled interviews with select businesses will be focused on identifying at-risk companies, or those that are considering closing or relocating. Interview follow-up correspondence will address specific issues raised in the site visits.
 - IV. DDA Business Retention and Expansion Program Report: Feedback and data gathered from surveys, focus groups and site visits shall be combined in a comprehensive report that will include specific recommendations for downtown businesses, as well as DDA district recommended actions.

- B. Connect shall develop a site-specific marketing program to feature DDA district parcels that are (1) available and suitable for commercial and retail occupancy, and (2) vacant and/or underutilized sites that have the potential for redevelopment.
 - I. Determine and outline list of specific sites that are high-profile and central to the DDA's objectives in the 2019-2024 Strategic Plan.
 - II. Research site-specific data generally requested by site selectors for the specific sites, including owner information, total and usable land area, topography/water features, zoning/height restrictions, on-site and adjacent future land use plans, soil and water conditions, providers & capacity of water, sewer, gas, telecom, electric power, and logistics. transportation & logistics, still photographs, aerial photographs. Coordinate with real estate listing agents on properties that are currently listed for sale/lease.
 - III. Compile and package pertinent information for each parcel into site profiles with specific data to be utilized by site selectors or companies inquiring into available DDA District property.
 - IV. Actively promote and market these sites via web and digital media. Engage site selectors and prospective businesses interested in locating to the district and provide resources and support regarding the selected parcels.
- C. Connect shall feature the DDA District and specific district businesses in a new placemaking, marketing, and branding program. This program, featuring the creative and cultural economy, will create a recognizable and distinct brand identity for Downtown Traverse City and the larger Grand Traverse region. It is designed to attract creative business to the region, highlight existing creative culture in the community, and retain and attract creative and cultural talent.
- D. Connect shall make available to the DDA all of the services, including economic development, economic data and dashboard metrics, chamber professional development and networking, and Venture North funding and technical assistance, which are currently being offered by Connect or which may be offered in the future.
- E. Connect shall provide the DDA with a written annual report on all activities conducted and successful outcomes achieved pursuant to this Agreement and all other pertinent economic development project activities that may affect the DDA. Connect shall also attend meetings of the DDA on a quarterly basis in October, January, April, and July to present such verbal or written reports on its activities. In addition, Connect will attend two DDA Finance Committee meetings per year in December and April, or as the DDA Board requests.

3. Compensation:

The DDA shall pay Connect forty thousand dollars (\$40,000.00) in two instalments; the first payment of \$30,000 no later than August 1, 2020 and the remaining \$10,000 at the

completion of the initial BRE program, and after satisfactory progress reporting has been submitted to the DDA CEO by Connect. Connect shall be responsible for its expenses, including out of pocket expenses, in providing services to the DDA.

4. Term:

The term of this Professional Services Agreement shall be for the period of July 1, 2020 through June 30, 2021. It is understood that this Professional Services Agreement requires the review and approval of the DDA Board of Directors.

5. Independent Contractor Status:

The relationship of Connect to the DDA is that of an independent contractor and in accordance therewith, the Consultant covenants and agrees to conduct itself consistent with such status and that neither it nor its employees, officers or agents will claim to be an officer, employee or agent of the DDA or make any claim, demand or application to or for any rights or privileges applicable to any officer or employee of same, including but not limited to worker's compensation coverage, unemployment insurance benefits, social security coverage, or retirement membership or credit. The parties do not intend the services provided by the Consultant to be a joint venture. Traverse Connect shall be deemed to be an independent contractor with full control over the manner and method of its performance hereunder.

6. Written Amendment Required:

No amendment, modification, or waiver of any condition, provision or term shall be valid or of any effect unless made in writing signed by the party or parties to be bound, or a duly authorized representative, and specifying with particularity the extent and nature of such amendment, modification or waiver. Any waiver by any party of any default of another party shall not affect or impair any right arising from any subsequent default. Except as expressly and specifically stated otherwise, nothing herein shall limit the remedies and rights of the parties thereto under and pursuant to this Agreement.

7. Severability Clause:

Each provision, section, sentence, clause, phrase, and word of this Agreement is intended to be severable. If any provision, section, sentence, clause, phrase, and word hereof is held by a court with jurisdiction to be illegal or invalid for any reason whatsoever, such illegality or invalidity shall not affect the validity of the remainder of this Agreement.

8. Agreement Binding on Successors:

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective personal representatives, successors and assigns.

9. Michigan law Applies:

This Agreement shall be controlled by the laws of the State of Michigan, and any action brought as a result of any claim, demand or cause of action arising under the terms of this Agreement shall be brought in an appropriate venue in the State of Michigan.

- 10. Dispute Resolution:** If any party has a dispute with another regarding the meaning, operation, or enforcement of any provision of this Agreement, the disputing parties agree to meet and confer to negotiate a resolution of the dispute. All meetings, hearings and actions to resolve the dispute shall be in Grand Traverse County. They further agree if they are unable to resolve the dispute themselves and before formally instituting any other dispute mechanism, they shall utilize the services of a mutually acceptable neutral mediator, who meets the qualifications of MCR 2.411, to bring them together in at least one mediation session.
- 11. Termination:** Whenever the City determines that termination of this Agreement in whole or in part is in the best interest of the City or in the event that termination is required by any state or federal agency, the City Manager may terminate this Agreement by written notice to the Connect specifying the services terminated and the effective date of such termination, which shall not be less than thirty (30) days from the date notice is given to Connect. Upon termination, Connect shall be entitled to and the City shall pay the costs actually incurred in compliance with this Agreement until the date of such termination.
- 12. Non-Discrimination:** The parties agree not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of their actual or perceived race, color, religion, national origin, sex, age, height, weight, marital status, physical or mental disability, family status, sexual orientation, or gender identity. Breach of this covenant may be regarded as a material breach of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Professional Services Contract as of the day and year first above written.

TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY

Leah Bagdon McCallum, Board Chair
Traverse City DDA

APPROVED AS TO SUBSTANCE:

Jean Derenzy, Chief Executive Officer
Traverse City DDA

APPROVED AS TO FORM:

Lauren Tribble-Laucht, Attorney
Traverse City DDA

TRAVERSE CONNECT

Warren M. Call, Chief Executive Officer
Traverse Connect



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: July 13, 2020

Subject: MEDC Grant Award

Last month, DDA staff submitted and was awarded a \$50,000 grant from the Michigan Economic Development Corporation's (MEDC) *Match on Main COVID-19 Response Program*. The grant award was one of twenty-two selected from a pool of 286 eligible communities.

Grant funding will be split evenly between 18 downtown salon's spas and fitness centers, to support their efforts to re-open after being closed since the *Stay-Home Stay Safe* order was issued in March.

The Contract has three main components:

1. DDA Accepts the Grant
2. DDA will submit disbursement request to MEDC.
3. DDA will complete compliance certificate

Conditions must be completed by July 31, 2020.

Attachment A is provided for the Board's review. Each board member should identify if there are any conflict of interest (that is, does any Board member have an interest in the businesses receiving grant dollars).

Upon review and discussion, the following motion is recommended:

RECOMMENDATION: That the DDA Board approve the Michigan Economic Development Corporation Match on Main COVID-19 Response Program Grant Agreement with authorization for the Chair and Secretary to execute such Agreement subject to approval as to substance by the DDA CEO and to form by the DDA Attorney.

Further, that the DDA Board authorizes the CEO to submit the disbursement request to MEDC and compliance certificate.

ATTACHMENT A

	Name of the business	Physical address of the business	Amount of Sub-Grant funding to the business
1	Good People Hair	128 S. Union, TC, MI 49684	\$2,777
2	Pavlova Salon & Spa	114 S Union St, TC, MI 49684	\$2,777
3	Yen Yoga & Fitness	332 E. Front, TC, MI 49684	\$2,777
4	Pure Essence Salon	430 E. Front, TC, MI 49684	\$2,777
5	Studio 415	415 S. Cass St, TC, MI 49684	\$2,777
6	Formative Fitness	131 E. State, TC, MI 49684	\$2,777
7	Modus Fitness	144 Hall St. #103, TC, MI 49684	\$2,777
8	Bulldog's Barbershop	444 Cass St., TC, MI 49684	\$2,777
9	Burrone's Barbershop	120 Boardman Ave., TC, MI 49684	\$2,777
10	Olde Towne Hair	418 S. Union, TC, MI 49684	\$2,777
11	Robertson's Hair Center	109 S. Union St. #109, TC, MI 49684	\$2,777
12	Suite Jayne	121 E. Front St., TC, MI 49684	\$2,777
13	Luxbody	128 S. Union St., TC, MI 49684	\$2,777
14	Union Beau	116 S. Union, TC, MI 49684	\$2,777
15	Solitude Float & Wellness Spa	111A E Front, TC, MI 49684	\$2,777
16	Living Light Massage	134 W. State, TC, MI 49684	\$2,777
17	Epiphany Salon & Spa	518 E. Front, TC, MI 49684	\$2,777
18	Styles Inn	411 S. Union, TC, MI 49684	\$2,777



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

For Meeting Date: July 17, 2020

SUBJECT: Systematic Approaches to Parking

Attached is a memorandum from Nicole VanNess, Transportation Mobility Director, providing information relating parking rate changes to move the parking program from a piecemeal program to a management program.

Board members are aware that in 2017 a Transportation Demand Management Study was completed that identified various approaches in helping implement best practices. In 2018, a three-year plan was started which the parking subcommittee was leading the charge.

Over the course of the last 2-years, the Parking Subcommittee established an overall goal with three guiding principles being:

Goal: Develop and improve parking to enhance the experience and vibrancy of the city center.

1. Use incentives, as well as, disincentives.
2. Respect and apply zoning ordinances.
3. Encourage public/private partnerships.

The process that is being proposed is to go to a parking management program systematic approach meaning providing the flexibility to make changes when needed. By providing a minimum and maximum approach for all parking provides the flexibility to appropriately manage the surface, meters and garages appropriately.

Example: Currently all meters are \$1.00 per hour 12-months out of the year. With this approach the meter rates could change to a higher hourly rate June through August depending on demand.

The piece to this will be effective communication of changes. Further, this will also provide in tandem the promotion of multi-modal transportation through BATA, bike, and other modes available.

The challenges will be real; however, the paradigm shift of this model is important as we work towards bettering our services. As outlined in Ms. VanNess memorandum, those challenges are:

- Increased costs to employees
- Possible that patrons will be opposed to increases
- Parking behaviors may impact neighborhoods where there is no charge for parking
- Communication will be critical to ensure that patrons understand that the changes include rate changes, hour limits etc.

Understanding that rates are a range, and the rates will gradually increase over the plan. The rate increase plan will be published in advance so the public has time to plan for the changes. Understanding that the goal is to not harm the employee but to manage the parking system appropriately.

This is a two-step process for the DDA. July will be an introduction and overview with feedback asked by Board members. In August, staff will be looking for a recommendation to present to the City Commission in September.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Parking Director
Date: July 13, 2020
Re: TDM Rate Study and Management Implementation Plan

History

In September 2016, the Transportation Demand Management (TDM) study RFP was awarded to Nelson Nygaard. At the time that we made the recommendation to move forward with a TDM study, our intent was to get ahead of future growth and make modifications incrementally rather than an after-thought approach. Over the course of the year, they gathered occupancy data, met with various stakeholder groups, performed public engagement and delivered the final report in August 2017. The final report was presented to the DDA Board, Planning Commission and City Commission.

The first three-year plan was developed in April 2018. The focus was on implementing commuter options that would provide an alternative to parking for when parking rates are increased and policies are changed. The revised three-year plan was approved in October 2019 and focused on implementing a residential program that would be in effect before any spillover would occur as a result shifting parking behavior.

The Parking Subcommittee was formed and first met in November 2018. In the first year, their focus was on learning the fundamentals of the Traverse City Parking Services. They began year two with public engagement which included communicating TDM objectives of probable changes of parking rates, practices and operations.

The Subcommittee had been taking a month-by-month approach to dive into each area of parking rates since November 2019. We were making progress, but due to in-person restrictions on Subcommittee meetings, we have not been able to meet since February 2020. I have communicated with the Subcommittee and let them know we are moving forward with gathering input from the DDA Board and a study session with City Commission. The COVID pandemic has slowed us down, but the Subcommittee would have been on pace to have a recommendation this year. Rather than halting our progress, we are going to continue with our plan to provide a recommendation for parking rate increases and a managed solution approach this fall.

What is the problem?

We have continued to discuss how parking looks today, and how it may look in the future. We have reviewed recommendations for implementing larger objectives in order to make sure the system is ready to adapt to the change of businesses and parker habits. We are responsible for the overall parking budget and need to ensure we are properly maintaining the facilities and assets.

With the limited real estate in the downtown district, we have to be wise about how we achieve and promote smart growth. We are not building parking to ensure every anticipated employee or resident has a dedicated parking space. Industry information indicates that a vehicle's typical use is one hour a day which means that it is parked for the other 23 hours. Studies also show that a car uses no less than three parking spaces a day; home, work and errands. When we build a parking space for a car that is temporarily going to use the space for one of its three trips, the time that it does not occupy the space results in the space being underutilized or vacant. The TDM blends parking rates and multimodal transportation to balance the use of the spaces.

Our current occupancy issues reside during traditional weekday business hours with peak occupancies occurring between 10 AM-2 PM. This is due to visitors seeking parking that is already occupied by employees. Park-once initiatives are needed to provide alternatives for employees that will reduce their demands for parking while establishing a balance of parking needs for visitors, residents and employees.

We aim to be realistic about the fact that people currently use motorized vehicles to meet the vast majority of their transportation needs, and will likely continue to do so for the foreseeable future. We must simultaneously acknowledge the growing demand for other safe, convenient and comfortable travel choices. By default, motor vehicles have been prioritized at the expense of other modes in current practices. We recognize that people are unlikely to use other modes of transportation unless we design, operate, and devise a plan to balance parking with all users in mind. Traverse City's size and desire to continue to increase quality of life for residents and visitors offers a strong foundation for creating this environment.

Solution: Managed Parking Fee Structure

It is important to note that just by covering the operational costs of the parking system and parking structures, we are attributing to congested facilities. This does not allow us to plan on capital improvements, repairs or commit to TDM initiatives. Many of the objectives implemented in the TDM will be financed with revenues from parking fees. In addition to financing the objectives, we must plan to sustain them long-term. The parking system needs to improve in order to continue to be self-sustaining.

In order to address the concerns and implement change, we need to have the flexibility to effectively manage the Parking System. Managing the system is not an approach that we have taken or been provided the opportunity to perform to the fullest extent. Past practice has always been to address one issue at a time and make accommodations where needed. This practice can no longer continue as parking is comprised of interdependent areas and each contribute to the performance of the other in the integrated system. The multimodal shift is the incentive to change parking habits to better utilize high demand parking spaces more efficiently and

encourage the use of the less convenient spaces to ensure the spaces are used for all economic activities that are serviced in the downtown district. New objectives will be to fund alternative modes of transportation which will reduce traffic and congestion, increase rates to increase turnover while decreasing rates to encourage use of underutilized spaces.

We have to embrace that parking is not going to be what we consider “rock star parking” for everyone, and we need to acknowledge our “walking problem” instead of parking problem. Managing the Parking System will be a more comprehensive approach that will take into account optimizing space usage by leveraging other modes of transportation to relieve pressure on the overall system. Along with parking rates, we will implement the best management practices for offering pedestrian, bicycle and transit options as an alternative to parking. This will not be an easy or painless task. This is a complete shift from how “we have always done parking” to managing parking as a systems approach.

Implementing Change

A management fee structure provides for the flexibility to implement change based the ebbs and flows of a dynamic system. Rates will be increased at an incremental level and based on the overall plan. The plan will not have a definitive timeframe, and will regularly evolve and change. For example, in order to change the current permit process, we will need to: 1) implement a waitlist, 2) suspend selling new permits, 3) raise permit rates based on new permit locations 4) monitor occupancy 5) reduce/remove overflow locations, and 6) increment permit pricing until occupancy thresholds are met.

There will be many challenges that accompany implementing new practices, changing past processes and increasing rates:

- Increased cost to Employees – Employees may have an increased expense if their employers are not subsidizing parking fees, but revenues will be used to increase multimodal amenities and alternative transportation for employees.
- Reduced Patron Activity – Businesses may hear that patrons are choosing other shopping areas that provide free parking, but over time merchants should see a positive turn as there are more available spaces, increased use of the spaces, and shorter parking durations.
- Spillover – New parking behaviors may impact neighborhoods where there is no charge for parking, and may impact private lots that are unmonitored.
- Technology - For patrons, all areas of parking will expand to include coin, cash, credit and mobile payment options. For management, new devices will decrease maintenance, allow for flexible hour limits and rate configurations.
- Communication – Our challenge will be to communicate process changes, rate changes, post hour limits, identify rate zones, and commuter amenities or benefits.

Proposed Fee Structure

I cannot stress enough that this is a paradigm shift from how we have managed parking in the past. The rate structure we are recommending is the approval for rate maximums. Many of our objectives are linked across parking areas or interdependent of one another, (i.e. on-street meters and garage hourly rates; hourly rates and violations) and will have a cause and effect outcome. In order to plan and communicate changes, we need to have the ability to form a rate increase plan that we can manage without having to seek one off increases. As the plan is implemented,

we will monitor and progress through our plan as identified by process changes or performance markers. The systems approach is not a one-year plan or a five-year plan, it is a new way of managing the overall parking system.

Reference Attachment A for proposed fee recommendation
Reference Attachments B-E for supporting documentation

Next Steps

Following the July 17, 2020 meeting, the DDA Board should provide any feedback on the discussion or supporting documentation. A study session with City Commission is planned for August 2020. A recommendation for the DDA Board will be presented at the August or September meeting followed by a recommendation to the City Commission by October 2020.

Attachment A: Proposed Parking Rates

	Current Rate	Rate Maximum
Metered Parking		
2-4 hour	\$1.00/Hr	\$2.50/Hr
10 hour	\$0.60/Hr	\$2.50/Hr
Parking Garage		
*Transient	\$1.00/Hr	\$2.50/Hr
*Transient Daily Max	\$10.00/Day	\$25.00/Day
Lost Ticket	\$10.00/Flat	Up to \$25.00 Flat
*New day starts at 7 AM		
Permit Parking		
Surface Permit	\$36.00/Mo, \$432.00/Yr	\$75.00/Mo, \$900.00/Yr
Garage Permit**	\$48.00/Mo, \$576.00/Yr	\$100.00/Mo, \$1,200/Yr
**Proximity Card	\$6.00/card	\$10.00/card
Violations		
Expired Meter	\$10.00 Base/\$30.00 Max	\$75.00 Max
Overnight Parking	\$15.00 Base/\$45.00 Max	\$90.00 Max
Past Time Limit	\$10.00 Base/\$30.00 Max	\$60.00 Max
Without Permit/Failure to Display	\$10.00 Base/\$30.00 Max	\$75.00 Max
Improper Parking/Where Prohibited	\$15.00 Base/\$45.00 Max	\$75.00 Max
Handicap	\$100.00 Base/\$200.00 Max	\$300.00 Max
Event Parking		
Meters	Up to \$15.00/Day	Up to \$25.00/Day
Parking Garage	Up to \$15.00/Entry	Up to \$25.00/Entry
High/Low Impact For Profit (City Permit)	Up to \$7.50/Day	Up to \$12.50/Day
High/Low Impact Events Non-Profit (City Permit)	Up to \$3.25/Day	Up to \$6.25/Day
Commuter		
Bike Locker	\$10.00/Mo, \$100.00/Yr	\$25.00/Mo, \$300.00/Yr
Destination Downtown Program Fees	\$25.00-\$100.00/Yr	
Destination Downtown Pass	\$5.00/pass	\$10.00/pass
Services		
Meter Bag w/ROW	\$12.00/Day	\$24.00/Day
Meter Bag w/o ROW	\$15.00/Day	\$30.00/Day
Construction Project Parking	Rate based on actual block revenues	
Cones	\$2.50/Day	
Barricades	\$25.00/Day	
Platform Café	\$10.00/Day	
Validations	Free printing, billed on actual use	
Residential		
Resident Parking Permit	\$0.00/Permit	
Construction ROW/Land Use - Day (City Permit)	\$5.00/Day	
Construction ROW/Land Use - Month (City Permit)	\$40.00/Month	
Incochee Woods - Access Device	\$32.50/device	
Incochee Woods - Activation Fee	\$35.00/one-time fee	

Attachment B: Parking Rate Comparisons in other Michigan Communities

(Rate Comparison performed July 2020)

Meter Rates

City	Metered Parking (Per Hour)	
	Short Term/High Demand	Long Term/Low Demand
Midland	\$0.20	\$0.20
Mount Clemens	\$0.75	\$0.50
Ferndale	\$1.00	\$1.00
Flint	\$1.00	\$1.00
Traverse City	\$1.00	\$0.60
Royal Oak	\$1.25-\$1.50	\$0.50-\$0.75
Birmingham	\$1.50	\$1.00
Rochester	\$1.50-\$2.50	\$0.50
Grand Rapids	\$1.75	\$1.00
Kalamazoo	\$1.75	\$0.30-\$0.50
Lansing	\$1.75	\$0.75
Ann Arbor	\$2.00	\$1.20

Permit Rates

City	Garage Permits	Surface Permits
	Month	Month
Flint	\$5 Flat Rate Per Day	\$5 Flat Rate Per Day
Ferndale	\$20	\$20
Midland	\$28	\$21
Royal Oak	\$45-\$50	
Traverse City	\$48	\$36
Grand Rapids	\$48-\$154	\$48-\$154
Birmingham	\$50-\$70	\$35-\$70
Lansing	\$92-\$163	\$36-\$92
Kalamazoo	\$94-\$135	\$94-\$135
Rochester	\$145-\$224	\$145-\$224
Ann Arbor	\$180-\$250	\$120-\$145
Mount Clemens	N/A	N/A

Note: Rates published are current rates. Cities that have moved to a progressive system have published future rate increases up to 5 years.

Attachment C: Parking Meter - Rate History

		2010	2015
2 Hr/4 Hr		\$0.60	\$1.00
10 Hr		\$0.50	\$0.60

Attachment D: Parking Permit - Rate History

Permit Purchase Price

		2006	2010	2011	2014	2015	2018
Surface							
	Month	\$35.00	\$35.00	\$40.00	\$45.00	\$44.00	\$36.00
	Quarter	\$85.00	\$85.00	\$90.00	\$95.00	\$113.75	\$108
	Annual	\$290.00	\$290.00	\$320.00	\$345.00	\$390.00	\$432.00
Garage							
	Month	\$45.00	\$50.00	\$60.00	\$65.00	\$55.00	\$48.00
	Quarter	\$100.00	\$105.00	\$120.00	\$130.00	\$146.25	\$144.00
	Annual	\$360.00	\$370.00	\$405.00	\$425.00	\$520.00	\$576.00

Rate Calculations

	Days	FT Hrs	PT Hrs
Month	22	176	88
Quarterly	65	520	260
Annual	261	2088	1044

Permit Fee Breakdown by Day, FT Hourly, and PT Hourly

		2006				2018			
Surface			Daily	FT	PT		Daily	FT	PT
	Month	\$35.00	\$1.59	\$0.20	\$0.40	\$36.00	\$1.64	\$0.20	\$0.41
	Quarter	\$85.00	\$1.31	\$0.16	\$0.33	\$108	\$1.66	\$0.21	\$0.42
	Annual	\$290.00	\$1.11	\$0.14	\$0.28	\$432.00	\$1.66	\$0.21	\$0.41
Garage									
	Month	\$45.00	\$2.05	\$0.26	\$0.51	\$48.00	\$2.18	\$0.27	\$0.55
	Quarter	\$100.00	\$1.54	\$0.19	\$0.38	\$144.00	\$2.22	\$0.28	\$0.55
	Annual	\$360.00	\$1.38	\$0.17	\$0.34	\$576.00	\$2.21	\$0.28	\$0.55

Daily Rate

		2006		2018		
Surface			Daily		Daily	Rate Change
	Month	\$35.00	\$1.59	\$36.00	\$1.64	\$0.05
	Quarter	\$85.00	\$1.31	\$108	\$1.66	\$0.35
	Annual	\$290.00	\$1.11	\$432.00	\$1.66	\$0.55
Garage						
	Month	\$45.00	\$2.05	\$48.00	\$2.18	\$0.13
	Quarter	\$100.00	\$1.54	\$144.00	\$2.22	\$0.68
	Annual	\$360.00	\$1.38	\$576.00	\$2.21	\$0.83

Full-time Hourly Rate

		2006		2018		
Surface			FT		FT	Rate Change
	Month	\$35.00	\$0.20	\$36.00	\$0.20	\$0.00
	Quarter	\$85.00	\$0.16	\$108	\$0.21	\$0.05
	Annual	\$290.00	\$0.14	\$432.00	\$0.21	\$0.07
Garage						
	Month	\$45.00	\$0.26	\$48.00	\$0.27	\$0.01
	Quarter	\$100.00	\$0.19	\$144.00	\$0.28	\$0.09
	Annual	\$360.00	\$0.17	\$576.00	\$0.28	\$0.11







Part-time Hourly Rate

		2006		2018		
Surface			PT		PT	Rate Change
	Month	\$35.00	\$0.40	\$36.00	\$0.41	\$0.01
	Quarter	\$85.00	\$0.33	\$108	\$0.42	\$0.09
	Annual	\$290.00	\$0.28	\$432.00	\$0.41	\$0.13
Garage						
	Month	\$45.00	\$0.51	\$48.00	\$0.55	\$0.04
	Quarter	\$100.00	\$0.38	\$144.00	\$0.55	\$0.17
	Annual	\$360.00	\$0.34	\$576.00	\$0.55	\$0.21

Attachment E: Parking Violation Rate Comparison


(Rate Comparison performed November 2018)

	Expired Meter	Overnight Parking	Past Time Limit	Without Permit/Failure to Display	Improper Parking/Where Prohibited	Handicap
	\$10	\$15	\$10	\$10	\$15	\$100
Traverse City	\$5 (within 24 hrs.) \$10 (1 day) \$20 (16+ days) \$30 (31+ days)	\$15 (Initial) \$30 (31+ days) \$45 (60+ days) *Enforced 3am-6am	\$10 (Initial) \$20 (16+ days) \$30 (31-60 days)	\$10 (Initial) \$20 (16+ days) \$30 (31-60 days)	\$15 (Initial) \$30 (31+ days) \$45 (60+ days)	\$100 (Initial) \$200 (31+ days)
	\$15	N/A	\$25	\$25	\$25	\$115
Ann Arbor	\$15 (within 24 hrs.) \$25 (1 day) \$60 (14+ days) \$70 (30+ days)	*No overnight ordinance noted	\$25 (within 24 hrs.) \$35 (Fine) \$55 (14+ days) \$75 (30+ days) *Past time on signs & meters	\$25 (within 24 hrs.) \$35 (Fine) \$55 (14+ days) \$75 (30+ days)	\$25 (within 24 hrs.) \$35 (Fine) \$55 (14+ days) \$75 (30+ days)	\$115 (within 24 hrs.) \$125 (Fine) \$145 (14+ days) \$165 (30+ days)
	\$10	\$30	\$10	N/A	\$30	\$100
Birmingham	\$10 (Initial) \$20 (10+ days)	\$30 (Initial) \$40 (10+ days)	\$10 (Initial) \$20 (10+ days)		\$30 (Initial) \$40 (10+ days)	\$100 (Initial) \$125 (10+ days)
	\$25	N/A	\$25	\$45	\$45	\$145
Flint	\$25 Base		\$25 Citation	\$45 Citation	\$45 Citation	\$145 Citation
	\$20	\$30	\$20	\$20	\$20	\$100
Grand Rapids	\$20 (1-10 days) \$40 (11-90 days) \$60 (91+ days) *Central City	\$30 (1-10 days) \$60 (11-90 days) \$90 (91+ days) (*No parking posted hours, on street/Snow Routes- same fine)	\$20 (1-10 days) \$40 (11-90 days) \$60 (91+ days) *Central City	\$20 (1-10 days) \$40 (11-90 days) \$60 (91+ days) *Central City	\$20 (1-10 days) \$40 (11-90 days) \$60 (91+ days)	\$100 (1-10 days) \$200 (11-90 days) \$300 (91+ days)
	N/A	\$15	\$10	\$15	\$15	\$75
Holland		\$15 (within 7 days) \$20 (8-30 days) \$30 (30+ days)	\$10 (within 7 days) \$15 (8-30 days) \$20 (30+ days) *Overtime violation in off-street lots	\$15 *Violation of Parking Deck Ordinance	\$15 (within 7 days) \$20 (8-30 days) \$30 (30+ days)	\$75 Citation
	\$20	\$20	\$20	\$20	\$20	\$90
Lansing	\$10 ("Early Pay") \$20 (Fine) \$30 (14+ days) \$40 (28+ days)	\$20 (Initial) \$20 (14+ days) \$29 (28+ days) *Enforced 2am-5am	\$20 (Initial) \$30 (14+ days) \$40 (28+ days)	\$20 (Initial) \$30 (14+ days) \$40 (28+ days)	\$20 (Initial) \$30 (14+ days) \$40 (28+ days)	\$90 (Initial) \$100 (14+ days) \$110 (28+ days)
	\$15	\$75	\$25	\$25	\$25	\$100
Marquette	\$15 Citation *No escalation fees, boot w/4 unpaid citations	\$75 Citation *Enforced Nov. 1 - May 1	\$25 Citation *No escalation fees, boot w/4 unpaid citations	\$25 Citation *No escalation fees, boot w/4 unpaid citations	\$25 Citation *No escalation fees, boot w/4 unpaid citations	\$100 Citation *No escalation fees, boot w/4 unpaid citations
	\$10	\$30	\$10	\$15	N/A	N/A
Midland	\$10 *Per offense	\$30 *Enforced 3am-6am	\$10 *Per offense	\$15 *Per offense		
	\$10	\$25	\$25	N/A	\$15	\$100
Monroe	\$10 *Doubled after 5 days	\$25 *Violating 28hr. Parking ordinance/hourly time limit in residential	\$25 Citation		\$15 *Any Improper violation	\$100 Citation
	\$5	N/A	\$20	N/A	\$25	\$50
Petoskey	Warning (1st Citation) \$5 (1-4 Citations) \$15 (5-9 Citations) \$30 (10+ Citations)	N/A *Handled by Public Works	\$20 Citation *Any citation- Escalation policy 8+days overdue +\$20 14+days overdue +\$50 30+days overdue +\$80 60+days overdue +\$120 90+days overdue +\$220		\$25 Citation *Any citation- Escalation policy 8+days overdue +\$20 14+days overdue +\$50 30+days overdue +\$80 60+days overdue +\$120 90+days overdue +\$220	\$50 (1st Citation) \$100 (2nd Citation)
	\$10	\$30	\$20	\$30	\$30	\$100
Rochester	\$10 (1-14 days) \$40 (14+ days)	\$30 (1-14days) \$60 (14+ days) *Enforced 2am-6am	\$20 (1-14 days) \$50 (14+ days)	\$30 (1-14 days) \$60 (14+ days) *Restricted Parking-No Residential Permit	\$30 (1-14 days) \$60 (14+ days)	\$100 (1-14 days) \$200 (14+ days)
	N/A	\$25	\$15	N/A	\$25	\$150
Saginaw		\$25 Initial \$50 10+ days *Enforced 3am-6am	\$15 Initial \$30 10+ days		\$25 Initial \$50 10+ days	\$150 Initial \$200 10+ days

Traverse City Downtown Development Authority				2019-2024 Strategic Plan Dashboard	
Jul-20					
Mission: To create, support and promote critical infrastructure and other improvements that enhance the downtown experience, promote business growth, serve as a catalyst for private investment and contribute to the year-round vitality and unique sense of place of downtown Traverse City.					
Vision: Serve as the regional hub for commerce, culture, arts and entrepreneurship. By 2030, downtown Traverse City will make needed infrastructure and institutional investments that will provide for added business, residential and retail capacity in the downtown. These investments will attract new private investment and create jobs.					
Metrics					
Key	In progress/on track	In progress/slow	Stalled	Achieved	
Increase public parking capacity while reducing surface parking needs			Decrease incidents of unlawfulness by 50%		
Decrease vacant land by 30%			Attract \$200 million in new investment in the downtown district		
Be home to at least two 500 person companies			Increase public art installations		
Increase public/greenspace by 10%			Increase workforce housing stock in the downtown district		
Increase the quality/rating of our sidewalks and roads			Continue to manage and maintain critical infrastructure investments		
			Increase connectivity and enhance the relationship with the Boardman River		
Values					
Long-term sustainability of the TCDDA and the Downtown District.				An economically healthy and vital TCDDA and Downtown District.	
Inclusivity and collaboration in developing and implementing this Strategic Plan				Transparency in the TCDDA's strategies, priorities and plans for Downtown.	
Strategic Plan Areas of Focus					
1. Real Estate and Placemaking		2. Mobility - Parking and Transportation		3. Business Recruitment and Retention	
4. Leadership		5. Marketing and Promotion		6. Partnership and Collaboration	
Priorities for 2020		Percent Complete	Progress from Previous Month		Notes
1. Extend TIF 97		15%			Most efforts have been on pause since March due to COVID-19.
2. Adopt the Unified Plan for the Lower Boardman		80%			The Leadership Team has not met since February. However, the plan is roughly 80% complete and will be ready for final review by the Leadership Tea, once it is able to meet again. The draft plan would then goo through another round of public review.
3. Move forward on parking structure for 145 West Front Street		30%			We secured the 115 parcel in March.
4. Move forward with Civic Square		30%			We have a Letter of Intent signed by TCF for Rotary Square and are working within the 240 days of due diligence. I attended the City Commission meeting to begin the process of declaring Lot G as a surplus. We will have recommendations for the City Commission relating to Lot G by August 3rd. We will be organizing a sub-committee to oversee the RFQ process.
5. Support alternative modes of transportation and examine redevelopment of surface parking lots		40%			We continue to support BATA initiatives.
6. Develop comprehensive responsive retail program		5%			We have identified the data needs and will be working with the city to identify what we already have and gaps.

			Key	In progress/on track	In progress/slow	Stalled	Achieved
	Real Estate and Placemaking						
	Goals and Action Steps	Target Year	% Complete	M/Progress	Notes		
A. Extend TIF 97		2020	15%	➡	We are working with other DDA's throughout Michigan on best practices.		
One. Develop a strategic campaign to extend TIF 97, including the following components: a communication plan; marketing materials; presentations; fact sheets and talking points.		2020	42%	➡	We continue to communicate how effective TIF has been for the city and the participating taxing jurisdictions.		
Two. Work with neighborhoods and stakeholders to implement the strategic campaign and plan and recruit supporters to participate.		2020	50%	↔	Efforts were paused in March in response to COVID-19.		
Three. Continue to meet with taxing authorities, neighborhoods, and stakeholders to discuss the benefit of TIF 97		2020	50%	➡	We met with Neighborhood Associations prior to the COVID shutdown. We will talk about TIF (what has been done and future plans) at our August meeting.		
B. Establish process to identify and acquire properties for reuse and redevelopment.		2020	5%	➡			
One. Complete a process to inventory and identify key properties for acquisition and reuse or redevelopment.		2020	5%	➡	Inventory has not yet been completed.		
Two. Identify internal or external capacities needed to carry out the inventory and potentially find new funding to support the process.		2020	5%	➡	We are working with the State of Michigan to secure funding opportunities.		
C. Finalize the Unified Plan for the Boardman River while complimenting the Union Street Dam work.		2020	80%	➡	Work is approximately 80% complete. We paused the planning process in March due to COVID-19. Additional public outreach will be needed to get feedback on the draft plan and then final approval by boards/commissions.		
One. Continue to support the planning efforts of the Lower Boardman Leadership Team, including extensive civic engagement.		2020	100%	➡	Efforts were paused in March in response to COVID-19.		

Two. Continue to research and apply for external funding sources to provide needed intelligence and background information about potential physical limitations and opportunities along the Lower Boardman corridor.	2020	50%	➡	We continue to identify funding sources, which will be part of the final report.
Three. Continue to work with the City of Traverse City and the Fishery Commission to support and compliment the planning efforts of the Unified Plan and the Union Street Dam.	2022	25%	➡	We are working with Smith Group on some due diligence regarding the channel wall along the Boardman.
D. Establish design standards and guidelines for new development in the downtown district.	2020	20%	➡	We drafted and continue to refine zoning language.
One. Work with the planning commission to amend zoning ordinance language about design standards.	2020	10%	↔	
Two. Meet with developers and property owners to discuss goals of the zoning amendments.	2020	0%	Not Started	We will schedule meetings with stakeholders when meetings are allowed.
E. Explore opportunities to develop workforce housing within Downtown Traverse City.	2020	5%	➡	We are working with the development group of 309 West Front and 124 West Front to secure 154 rental units between the two developments. We are working with the City on in-fill development (including housing) at Lot G
One. Work with Housing North, MEDC and other stakeholders to create innovative approaches to provide for workforce housing in downtown Traverse City.	2020	5%	➡	Housing North has been asked to support 309 and 124 West Front Street. We continue to work with MEDC to identify funding opportunities and resources.
F. Explore opportunities to incorporate stormwater management.	2021	2%	➡	Working to incorporating best practices into the Lower Boardman Unified Plan.
One. Utilize the AECOM stormwater report to guide and make strategic infrastructure improvements.	2021	5%	➡	We implemented components of stormwater management into designs for 309 West Front and 124 West Front.
G. Identify process to move forward with the Farmers Market and Civic Square.	2020	50%	➡	Accomplished, for the Civic Square
One. Continue to examine the feasibility of site locations for the Farmers Market and Civic Square.	2020	50%	➡	We have a Letter of Intent signed by TCF for Rotary Square and are working within the 240 days of due diligence.





Two. Develop a strategic plan to implement the development of a refined Farmers Market and new Civic Square.	2020	15%		<p>I attended the City Commission meeting to begin the process of declaring Lot G as a surplus.</p> <p>We will have recommendations for the City Commission relating to Lot G by August 3rd.</p> <p>We will be organizing a sub-committee to oversee the RFQ process.</p>
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Key				In progress/on track	In progress/slow	Stalled	Achieved
Mobility - Parking and Transportation							
Goals and Action Steps		Target Year	% Complete	M/Progress	Notes		
A. Ensure that parking infrastructure and parking programs support the vision and mission of the TCDD, as well as the needs of businesses, organizations and events.		2024	5%	→			
One. Update definitive parking strategy and develop parking business plan using results of Transportation Demand Management Study.		2020	10%	→	We are starting a process this month to move towards a systematic management approach to parking/mobility. Changed the of Parking Director to "Transportation Mobility Director"		
Two. Continue to explore opportunities to eliminate surface parking lots, if feasible, especially along the Boardman River.		2022	5%	→			
B. Construct a West End Parking Deck.		2021	15%	→	Purchased property at 115 Pine Street		
One. Secure extension of TIF 97.		2020	15%	→			
Two. Continue to use the results of the TIF 97 Ad Hoc Committee Final Report and Financial Analysis as the foundation for moving forward with a West End Parking Deck.		2020	10%	→			
Three. Continue to facilitate civic engagement around the need for a West End Parking Deck.		2020	10%	↔	Civic engagement activities are on pause due to COVID-19		
C. Continue to explore options for alternative modes of transportation.		2024	25%	→			
One. Work with regional stakeholders, BATA, Groundworks, NORTE and TART to set guidelines and regulatory standards for alternative modes of transportation.		2020	15%	→	We are currently working on drafting an ordinance for e-scooters and a bike-share program. DDA is participating on the Active Transportation Committee organized by the City.		
D. Provide leadership for regional commuting strategy.		2024	50%	→			
One. Continue to work with BATA to expand the use of the Destination Downtown Program and the Bayline.		2020	100%	→	We continue to partner with BATA on both programs. DDA staff is working to determine the costs for marketing each program.		







				Key	In progress/on track	In progress/slow	Stalled	Achieved
Business Recruitment and Retention								
Goals and Action Steps		Target Year	% Complete	M/Progress	Notes			
A. Goal. Develop Responsive Retail Program, which includes the retention and protection of existing businesses.		2020	2%	➡				
One. Develop an Action Plan, in collaboration with Downtown Traverse City stakeholders to address key issues and opportunities facing Traverse City's downtown retail base and how the DDA will respond.		2020	0%	Not started				
Two. Develop a comprehensive retail factbook and dash-board.		2020	2%	➡	We have identified the data needs and will be working with the city to identify what we already have and gaps.			
B. Recruit two major employers into downtown Traverse City.		2024	0%	↔				
One. Work with local and regional economic development stakeholders to determine where existing business may be looking to expand and develop materials that will aid in the recruitment of major employers.		2021	5%	➡	We have secured a contract with TraverseConnect.			
C. Expand Redevelopment Ready Certification and attain true development readiness.		2020	5%	➡	Obtained access to Redevelopment Ready Certification site and uploading information. Obtained \$50,000 grant due to RCC and effectiveness of DDA.			
One. Work with the city to complete the Redevelopment Readiness Certification.		2020	100%	Done				
D. Assess all the commercial properties within the downtown district.		2020	2%	➡	We have developed a database to get us started.			
One. Identify and map commercial properties - noting their locations/address, dimensions, amenities, owner and other important pedigree information.		2020	2%	➡	We have developed a database and map to get us started. We are starting to aggregate the pedigree information.			
Two. Work with a consultant to develop a market analysis of the retail and commercial market, noting potential opportunities and gaps.		2021	0%	Not Started				

Three. Develop a retail ambassador program that would assist with identifying retail and business needs, providing trainings and certifications, discussing best practices, and helping with job recruitment.	2021	0%	Not Started	
Four. Continue to work with downtown business owners and merchants to study needs and opportunities.	2020	5%	On-going	

		Key		In progress/on track	In progress/slow	Stalled	Achieved
Leadership							
	Goals and Action Steps	Target Year	% Complete	M/Progress	Notes		
A. Establish experience and qualification criteria for the TCDDA Board representation		2020	0%	↔	Governance Committee will help complete this task.		
One. Work with DDA subcommittees to determine experience and qualification criteria.		2020	0%	↔			
B. Implement a Board Development Program to ensure board capacity		2020	0%	↔			
One. Hold an annual retreat (or meeting) to discuss short-term and long-term DDA activities and initiatives and determine the progress (and needed revisions) to this Strategic Plan.		2020	0%	→	Annual retreats have been held for two consecutive years. We are identifying approaches to ensure the DDA Board continues to support long-term and short-term goals.		
C. Continue to educate staff and board on emerging trends and best practices.		2020 - 2024	100%	↻			
One. Provide opportunities for staff members and board members to attend conferences on topics related to downtowns and the initiatives outline in the strategic plan.		2020- 2024	100%	↻			
Two. Invite experts and community stakeholders to present on topics related to initiatives outlined in the strategic plan at monthly board meetings.		2020-2024	100%	↻			
D. Create capacity to seek grants or other funding to support implementation of the strategic plan.		2021	10%	→			
One. Look at internal capacity for grant writing opportunities .		2021	10%	→	We have utilized internal staff to develop and write grants (several of which have been awarded)		
Two. Look at opportunities for diversification of revenue opportunities to fund projects.		2020 - 2024	100%	↻			
E. Work to incorporate the 8th Street Corridor into core DDA activities.		2020 - 2024	50%	→	Completed all necessary approvals up to the City Commission which stopped due to the COVID-19 pandemic.		
One. Continue to meet with the North Boardman Lake District Association to discuss DDA activities and their needs.		2020 - 2024		↔	We will be meeting with the North Boardman Lake District to discuss next steps.		

Two. Continue to seek redevelopment opportunities along the 8th Street Corridor.	2020 - 2024		Not Started	
Three. Explore if and how the DDA staff may work with the North Boardman Lake District Association on business promotion and marketing.	2020 - 2024		Not Started	
F. Develop Revenue Diversification.	2020 - 2024	100%		
One. Identify opportunities for diversification by obtaining foundation and philanthropic opportunities.	2020 - 2024	100%		
Two. Meet with model DDA's around the United States to explore alternative organizational and revenue models.	2020 - 2024	100%		
Three. Assess options, approaches and needs to create a fund development function of the TCDDA that identifies, secures and manages public and private funding sources and take advantage of collaborative opportunities with local partners. This may also establish a process by which the TCDDA entities could seek capital and other formats of financing from a variety of local business and philanthropic sources.	2020 - 2024	100%		

Key				In progress/on track	In progress/slow	Stalled	Achieved
Marketing and Promotion							
	Goals and Action Steps	Target Year	% Complete	M/Progress	Notes		
A. Clearly delineate the marketing and communications of the DDA, DTCA and the North Boardman Lake District (NOBO)		2020	5%	↔			
One. Work internally to set a direction for the operation of marketing and communication for the DDA and the two business associations of DTCA and NOBO.		2020	5%	↔			
B. Create a comprehensive communication plan for the DDA.		2020		Not Started	Draft plan will be under the direction of the new Community Development Director.		
One. Work to set communication goals and activities for the DDA.		2020		Not Started	Draft plan will be under the direction of the new Community Development Director.		
C. Develop marketing for the DDA.				↻			
One. Work with a branding and marketing firm to develop the "look and feel" framework for DDA marketing materials.		2020		Not Started	Will be working on separate branding initiatives for the DDA and DTCA.		
Two. Work to incorporate the "look and feel" into existing marketing and promotion activities.		2020		Not Started			
D. Determine if added processes are needed to assess the costs/benefits of promotional events and programs.		2020		Not Started			
One. Meet with property owners and the DTCA to determine the need and desire for events and programs within the downtown.		2020		Not Started			

Key				In progress/on track	In progress/slow	Stalled	Achieved
Partnership and Collaboration							
	Goals and Action Steps	Target Year	% Complete	M/Progress	Notes		
A. Continue to work closely with city and regional economic development agencies and stakeholders to support and retain existing business and recruit new business and development opportunities.		2020- 2024	100%				
One. Continue to meet with TraverseConnect, Venture North and others to discuss business development needs and resources.		2020- 2024	100%		Working with Traverse Connect on business retention visits and other resources. Working with Venture North on different funding opportunities (and I am sitting on a grant committee for small business giving) Working with 20Fathoms on various proposals to keep tech incubators Downtown.		
B. Continue to communicate with regional entities about the role of the DDA in city-wide and regional economic development activities.		2020- 2024	100%				
One. Regularly present on DDA activities and initiatives to regional jurisdictions, taxing entities and community stakeholders		2020- 2024	100%		Continued through yearly reports and communications		
C. Use multiple channel's of outreach to invite partnership and collaboration in on-going development and refinement of this Strategic Plan and in programs and activities to implement the Strategic Plan.		2020- 2024	100%				
One. Regularly communicate the DDA's desire to partner and collaborate on programs and activities with local and regional stakeholders and the public.		2020- 2024	100%				



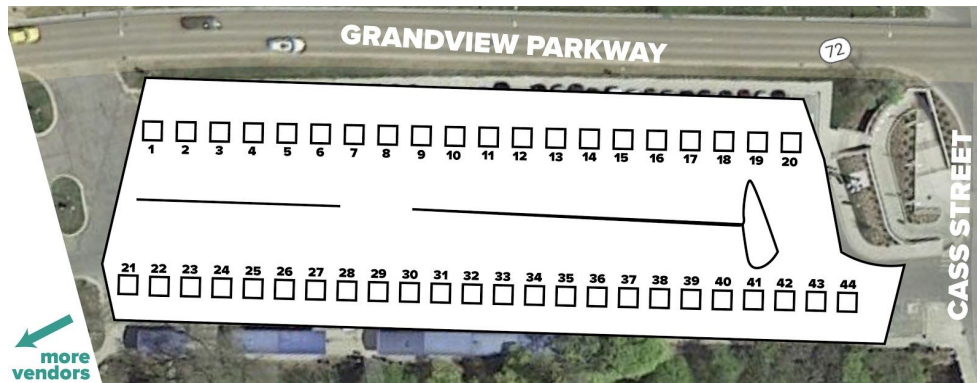
Memorandum

To: Scott Hardy
From: Nick Viox
Re: Farmers Market Advisory Board, May Update
Date: July 8, 2020

As the Farmers Market Advisory Board is still on a meeting hiatus, I will be providing an update through this memorandum. Since the last DDA Board meeting, two major updates have occurred at our market: expansion into Lot T and bringing back the Wednesday physical market.

Expansion Into Lot T

With many of our growers having products that are ready to sell at market, additional space was needed to accommodate the vendor booths and the social distancing measures in place. After discussion with vendors and City Department heads, it was decided that the expansion of our market into Lot T would be the best fit. The layout for July can be seen in the images below. As always, we will evaluate every month the best way to move forward and will share with the Board any edits to the layout.

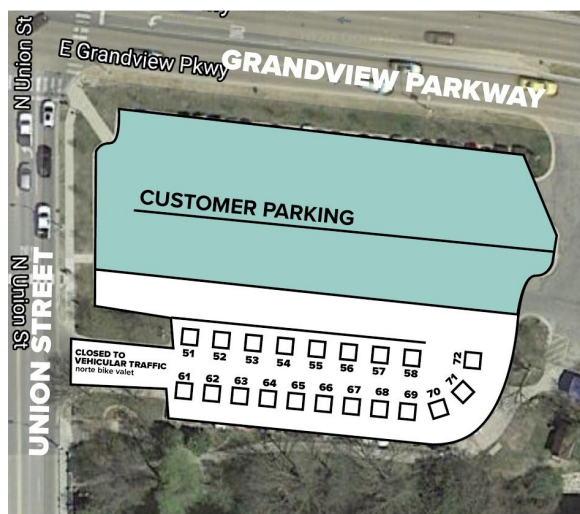


JULY LAYOUT & VENDORS

- | | | | | |
|----------------------------|-----------------------------|---------------------------------|---------------------------|----------------------------|
| 1. Second Spring Farms | 10. Boss Mouse Cheese | 19. Guntzville's | 27. Greenrock Farm | 36. Loma Farms |
| 2. Bear Earth Herbals | 11. Gray's Fruit | 20. Northern Growin' | 28. Heartwood Forest Farm | 37. ONA Mission Honey Farm |
| 3. Flying Cranes Farm | 12. Buchan's Blueberry Hill | 21. North Country Farm | 29. Bramble Bee Gardens | 38. TLC Farms |
| 4. Bardenhagen Berries | 13. Harbor View Farm | 22. Treaty Fish Co. | 30. Silver Star Goods | 39. Leelanau Savory's |
| 5. Lakeview Hills Farm | 14. Nicholas Farms | 23. One Love Garden | 31. Wildflower Soap Works | 40. Westmaas Farms |
| 6. - | 15. BMG Enterprises | 24. Bee Joyful | 32. Great Lakes Treats | 41. Norconk |
| 7. Providence Organic Farm | 16. Altonen Orchards | 25. La Casa Verde | 33. Northern Lavendar | 42. Leo Ocanas Farm |
| 8. Modern Bird | 17. Ken's Farm | 26. Gallagher's Centennial Farm | 34. Old Mission Farms | 43. Spring Hollow Farm |
| 9. Old Hundredth Farm | 18. Saltless Sea Creamery | | 35. Leelanau Gourmet | 44. 9 Bean Rows |

JULY LAYOUT & VENDORS

proposed for this month to be evaluated monthly based on booth space needs for vendors



51. Middle Branch Farms
52. Winnie's
53. Greentown Foods
54. Ark's Seeds
55. -
56. Cherry Connection
57. Twin Maples
58. Hall's Sweet Corn
61. Tim Murray
62. Heritage Gardens
63. Inevitable Farms
64. Yuba Orchards
65. Fullmoon Microgreens
66. Sugarview Farms
67. Mike Leabo
68. Pierport Orchards
69. -
70. Edmondson's
71. Interwater Farms
72. Olds Paradise Farms (starting July 18)

Wednesday Physical Market

As we start to see more and more vendors and customers, there has been a higher demand for our Wednesday physical market. With the recent drop in sales for the online platform, a survey

went out to customers and vendors to find the most agreeable times. Based on that feedback, we have decided to bring back the physical market, and continue with Wednesday evening pickups for online orders. This option allows for consistency with our online customers and for vendors to drop off products before they leave that day. Our first physical market is slated to begin on July 15.



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

Memorandum

To: Downtown Development Authority

From: Harry Burkholder, DDA COO
Debbie Hersey, DDA Board Member

Date: July 13, 2020

Re: Arts Commission Update

In an effort to adhere to City guidelines, the Arts Commission has not formally met since March. However, work has begun on a number of art projects that were slated for the summer of 2020.

Hull Park

On June 30th, Daniel Roache, an artist from Petoskey installed his sculptural mural “Pertaining to Wind and Water” on the TACS Boat House at Hull Park. The formal dedication ceremony for the sculpture is scheduled for 5:00 pm on July 17th. The large and colorful sculpture was funded directly by Denise Bowman to honor the memory of her late brother. Board members are invited to dedication ceremony.

The Birdhouse

We are targeting July 28th for the installation of Em Randall’s mural on the side of the birdhouse (next to Lot T near the Farmer’s Market). Miss Randell was the winner of the Pitch Night contest in the early part of this year.

TART

We are also working with TART to initiate landscaping work on their 10th Street Trailhead (behind Oryana). Part of their “Art on the TART” program, the landscaping work will dramatically improve the trailhead. Once the Arts Commission is able to meet again, the Commission will work to secure and fund an art piece that will be the focal-point of the improved trailhead.



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

Memorandum

To: Downtown Development Authority Board

From: Harry Burkholder, DDA COO
Nick Viox, Downtown Experience Coordinator

Date: July 13, 2020

SUBJECT: Front Street Update

State Street (between Park Street and Union Street) was changed from a one-way street to a two-way street on June 19th and Front Street was opened to pedestrians on June 22nd. After getting everything in place and in working order (e.g., barricades, planters, bike racks, painting, signage, banners, parklets, etc.), we held our “opening day” ceremony on June 26th - thank you to everyone who was able to attend.

Two weeks ago, UpNorth Pride and their incredible team of volunteers were able to paint the 100 block of Front Street. This effort has been critical in transforming Front Street into a pedestrian zone. In addition, several restaurants have begun to place outdoor seating in the street. We continue to receive applications from restaurants for outdoor café's so expect to see more over the next few weeks.

Last week, we began installing visual markers (color circles) that will lead to six art installations throughout Downtown. The locations and partner organizations include:

- Red - National Cherry Festival - National Cherry Festival Office
- Orange - Norte - The Little Fleet
- Yellow - Arts for All - The Cheese Lady
- Green - TART - Rare Bird Brewpub
- Blue - Hotel Indigo - FLOW
- Violet - Crooked Tree Arts Center - Crooked Tree Arts Center

Over the next several weeks, we will facilitate a series of “check-in” Zoom meetings with business owners, property owners and residents to assess how the opening of Front Street is working and address any concerns.

We are installing additional “outside the blocks” banners on the white water-barriers to help direct people to side streets and other parts of Downtown.

We assisted the Workshop in expanding their patio space along Garland. In addition, we continue to work with restaurants in their efforts to get outdoor seating.

In regards to State Street, we have not received any reports of accidents associated with the directional changes.

Key Points:

- 100 & 200 Blocks remain open for pedestrian traffic through September 7th.
- Restaurant space will continue to be available within the street.
- Handicap parking is provided on side streets.
- We continue to work to direct pedestrian traffic to other parts of Downtown through signage and the placement of other public amenities.
- We will facilitate Zoom meetings to check-in with business owners, property owners and residents regarding the street closure.
- New banners are being installed to help direct pedestrian traffic to other parts of Downtown.



Memorandum

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

June Parking Revenue

We have completed our June revenue reports. Throughout the month, we continued to see a steady increase week over week. Compared to June 2019, meter revenues are 71%, Hardy admissions are 31%, and Old Town admissions are 50%. These numbers are in line with what we had projected back in March.

Parking Office Hours

We have monitored the increase use at the Hardy Parking Structure. Given the activity, we have adjusted scheduling to extend hours on the weekend. Any one who remains in the building after closing time, has access to leave via the pay-in-lane.

Sunday 10 AM-4 PM
Monday-Thursday 7 AM-10 PM
Friday 7 AM-12 AM
Saturday 9 AM-12 AM

Scheduled Sweeper Replacement Purchase Approved

The City Commission approved the purchase of the ride on sweeper at their July 6, 2020 meeting. This is a budgeted replacement. The new sweeper will be a one-to-one equivalent. The only exception is that we have added a cab so the staff is protected in the shoulder seasons when the temperatures vary as the sweeper work is always performed in the early morning hours.

DOWNTOWN TRAVERSE CITY ASSOCIATION

BOARD MEETING

THURSDAY, JUNE 11, 2020
8:30AM • The State Theatre

MINUTES

1. Call to order (Fisher) 8:39am
 - a. Present: Susan Fisher, Liz Lancashire, John McGee, Amanda Walton, Jake Kaberle, Blythe Skarshaug, Margaret Morse, & Misha Neidorfler
 - b. Absent: Dawn Gildersleeve
2. Approval of [Minutes of the Board Meeting of March 14, 2020](#) (Fisher)
 - a. Motion to approve the minutes, **motion by McGee and seconded by Morse. Motion carried unanimously.**
3. CEO Report (Derenzy)
 - a. Front Street Closure
 - b. Budget Discussions
 - i. Motion to approve the financials, **motion by Skarshaug and seconded by Lancashire. Motion carried unanimously.**
4. [New Business](#) (Viox)
 - a. Thinking Outside the Blocks
 - i. Wayfinding: String Lights & Signage
 - ii. Placemaking Project Update
 1. Motion to approve the expenditure from the Public Art Fund not to exceed \$2,000 for the DDA Placemaking Project with eight area nonprofits and their selected artists. **Motion by Morse and seconded by Neidorfler. Motion carried unanimously.**
 - iii. Friday Night Live Alternative
 - b. Membership Dues
 - i. Quarterly
 - ii. Base Rate Information
 - iii. Benefits
 - iv. Square Invoicing
 1. Convenience Fee v. Check
 - v. Motion to adopt the new invoicing biannual membership structure. **Motion by Morse and seconded by Walton. Motion carried unanimously.**

5. President's Report (*Fisher*)
 - a. Colleen's Farewell
6. [Marketing & Events Update](#) (*Viox*)
 - a. Farmers Market Update - *written report*
 - b. Street Sale Update
 - i. Motion to approve the new Street Sale plan and start planning for the 2020 Street Sale. **Motion by Morse and seconded by Walton. Motion carried unanimously.**
7. Adjourn

THE TOURISM ECONOMY / SUMMER 2020 PREVIEW: RETAIL & HOSPITALITY



BY JEAN DERENZY, columnist

COME RAIN OR SHINE:

This summer, downtown TC must adapt to new normal

The streets of downtown Traverse City have been eerily quiet due to the COVID-19 pandemic. With the exception of a few restaurants that have been able to adapt their practices, most businesses have shut their doors and are waiting to reopen when it is safe.

The question remains: How will they re-open, adopting what will be mandatory changes to ensure the safety of their customers and the public at large?

Facing an already challenging economy with online retail and national chains moving in, the COVID-19 pandemic has accelerated the need for downtown businesses to change the way they operate. In recent weeks, restaurants like Mama Lu's and The Dish Café have launched online ordering. Stores like Sweet Pea, Cherry Hill Boutique and Running Fit have been publishing their inventory online using Instagram and virtual stores, with curbside pickup or home delivery.

It is change like this that we anticipate seeing across all of our retailers and restaurants as we ease back into opening our economy. For some, questions like the following remain:

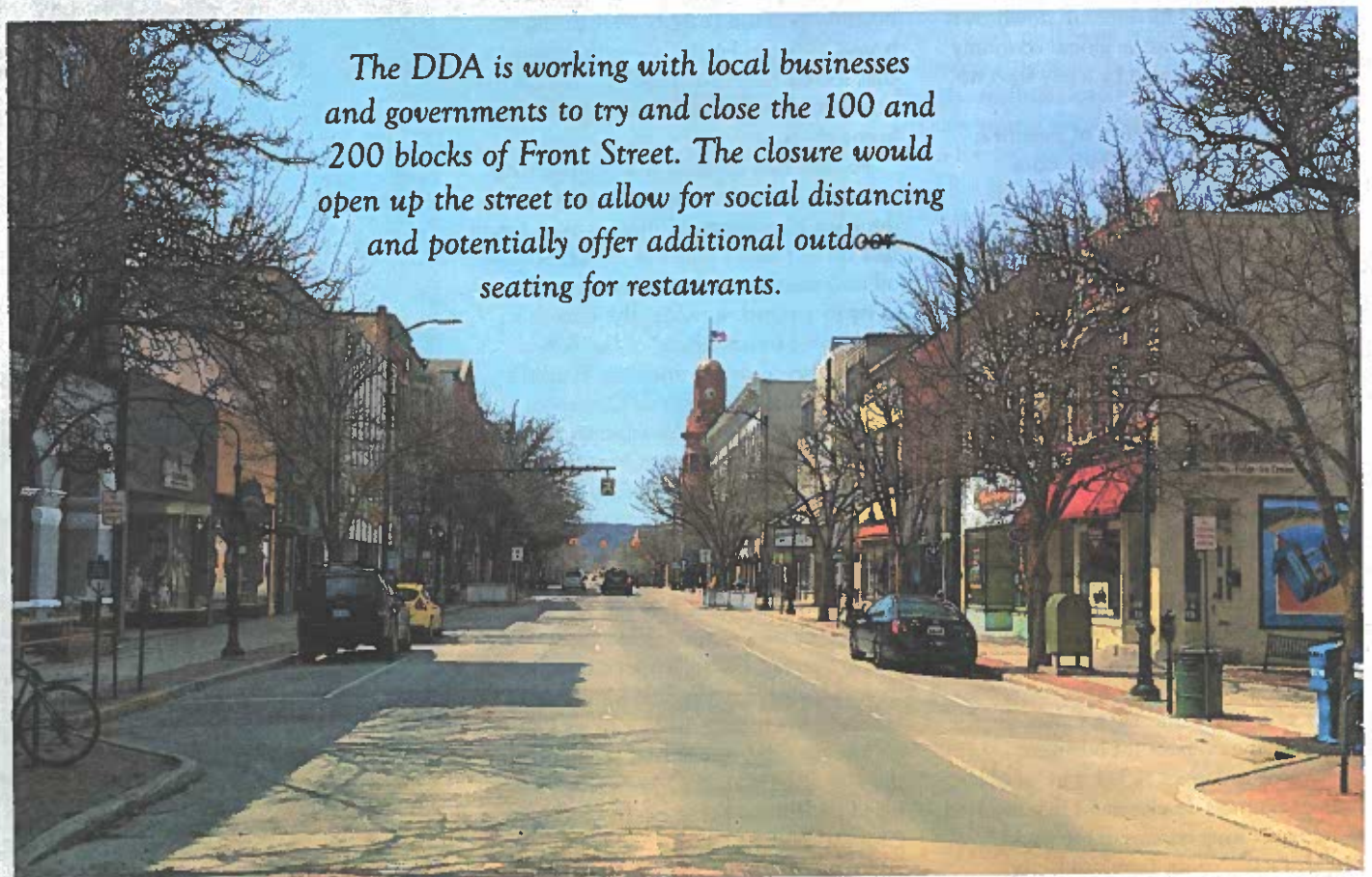
Why support downtown businesses?

Traverse City is truly a unique place and now more than ever it will be important to support our downtown businesses. This not only impacts their survival, but also the overall financial health of our county. For every \$100 spent downtown, \$68 of that stays local through taxes, salaries, supplies, donations and business services.

Our community has benefited from downtown's entrepreneurial spirit. It is this spirit from our independently owned businesses that will help move us forward during these uncertain times. Downtown Traverse City businesses drive our regional economy and a majority are locally owned.

What will the summer look like?

With an anticipated large drop in tourism across northern Michigan this summer, there is a lot of uncertainty about what downtown will look like. Some changes have already been implemented, including an online marketplace for the farmers market, which is allowing customers to order from our area and then pick up while being able to socially distance.



The DDA is working with local businesses and governments to try and close the 100 and 200 blocks of Front Street. The closure would open up the street to allow for social distancing and potentially offer additional outdoor seating for restaurants.

Not knowing what new guidelines might look like, the Downtown Development Authority (DDA) is working with local businesses and governments to try and close the 100 and 200 blocks of Front Street. The closure would open up the street to allow for social distancing and potentially offer additional outdoor seating for restaurants. This will provide all who come downtown the assurance that social distance standards are available and safety is a priority, while all enjoy shops and restaurants responsibly.

What are the DDA's recovery plans?

The DDA has developed a series of guidance and best practice documents for retailers and restaurateurs that are intended to highlight important safety measures and recommendations. In addition, the DDA has established a Recovery Team, a group of local business and health professionals that can answer specific questions and help guide decisions and protocols as we move into the recovery phase of this pandemic.

We will continue to work collabora-



tively with our city and county leaders to keep our city thriving.

Businesses will be open for each and every customer, serving our community needs. Is there hesitation and anxiety that customers will come? Yes. But our small downtown businesses have stayed the course, they pivoted, they reacted the only way they knew how - with entrepreneurial spirit. It is a mindset. It's an attitude and approach to thinking that actively seeks out change. It embraces critical questioning, innovation, service



and continuous improvement.

Adaptability will be key for our downtown moving forward. We understand there will be challenges, but we will pivot as needed to keep moving forward. As stewards of this amazing place, we will continue to work hard to help our businesses work through the challenges ahead with strength and perseverance.

Jean Derenzy is the chief executive officer of Traverse City Downtown Development Authority.