

Traverse City Downtown Development Authority Regular Meeting

Friday, May 20, 2022

8:30 am

Commission Chambers, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, 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 ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

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

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

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

Page

1. CALL TO ORDER

2. ROLL CALL

3. REVIEW AND APPROVAL OF AGENDA

A.

Consideration of approving the agenda as presented.

4. 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.

A.

Consideration of approving the minutes of the April 22, 2022
Downtown Development Authority Board of Directors meeting
(Approval Recommended) (Jean Derenzy)

[Downtown Development Authority Regular Meeting - 22 Apr 2022 - Minutes - PDF](#)

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B.

Consideration of approving financial report and disbursements for
DDA, TIF 97, Old Town TIF, Parking and Arts Commission for April
2022 (Approval Recommended) (Jean Derenzy)

[DDA General, TIF 97, OT TIF Combined April 22 Financials - PDF](#)
[TC Parking Services April 2022 Financials - PDF](#)
[TC Arts Commission April 2022 Financials - PDF](#)

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5. ITEMS REMOVED FROM CONSENT CALENDAR

6. SPECIAL ORDER OF BUSINESS

A.	Traverse Connect Business Attraction Program Report (Jean Derenzy, Warren Call) Business Attraction Plan Memo (Jean Derenzy) - PDF DDA Business Attraction Program (Jean Derenzy, Warren Call) - PDF	23 - 38
B.	Public Hearing: 2022/2023 Annual Budget (Jean Derenzy) Budget Public Hearing Cover Memo (Jean Derenzy) - PDF 2022 2023 Proposed Budgets - PDF	39 - 47
<hr/>		
7.	CEO REPORT	
A.	Project Updates (Jean Derenzy) Project Updates (Jean Derenzy) - PDF	49 - 50
B.	Moving Downtown Forward Update (Jean Derenzy) Moving Downtown Forward Update (Jean Derenzy) - PDF	51 - 53
C.	Circulation Subcommittee Update (Jean Derenzy) Circulation Subcommittee Update Memo (Jean Derenzy) - PDF	55
D.	Riverwalk Pedestrian Plaza Board Appointment (Approval Recommended) (Jean Derenzy) Riverwalk Pedestrian Plaza Board Appointment (Jean Derenzy) - PDF	57
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8.	BOARD MEMBER REPORTS	
A.	Arts Commission Update (Steve Nance, Harry Burkholder) Arts Commission Update Memo (Steve Nance, Harry Burkholder) - PDF	59
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9.	STAFF REPORTS	
A.	Downtown Experience Coordinator Report (Abby Taylor) Downtown Experience Coordinator Report (Abby Taylor) - PDF	61
B.	Communications and Outreach Director Report (Art Bukowski)	63

[Communications and Outreach Director Report Memo \(Art Bukowski\) - PDF](#)

- C. 65
Transportation Mobility Director (Nicole VanNess)
[Transportation Mobility Director Report \(Nicole VanNess\) - PDF](#)
-

10. RECEIVE AND FILE

- A. 67 -
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DTCA April 2022 Meeting Minutes
[April 14, 2022 DTCA Board Meeting Minutes - PDF](#)
- B. 69 -
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Finance Committee April 2022 Meeting Minutes
[April 11, 2022 Finance Committee Meeting Minutes - PDF](#)
-

11. PUBLIC COMMENT

12. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, April 22, 2022**

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 8:30 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Mayor Richard Lewis, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Michael Brodsky, and Student Liaison Audrey Michael

The following Board Members were absent: Board Member Damian Lockhart, Board Member Pam Marsh, and Board Member Katy Bertodatto

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:29AM.

(b) **ROLL CALL**

Nance arrived at 8:32am.

(c) **REVIEW AND APPROVAL OF AGENDA**

(1) Consideration of approving the agenda as presented.

Approval of the agenda as presented.

Moved by Scott Hardy, Seconded by Jeff Joubran

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran,
Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and
Audrey Michael

Absent: Steve Nance, Damian Lockhart, Pam Marsh, and Katy Bertodatto
CARRIED. 9-0-4 on a recorded vote

(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 approving the minutes of the March 18, 2022 Downtown Development Authority Board of Directors meeting (Approval Recommended) (Jean Derenzy)

(2)

Consideration of approving financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking and Arts Commission for March 2022 (Approval Recommended) (Jean Derenzy, Harry Burkholder, Nicole VanNess)

(3)

Transportation Demand Management Revised Report (Jean Derenzy, Nicole VanNess)

(4)

Parking Ordinance Amendments (Approval Recommended) (Parking Advisory Board)

That the DDA Board approve the consent calendar as presented.

Moved by Richard Lewis, Seconded by Jeff Joubran

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubran, Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and Audrey Michael

Absent: Damian Lockhart, Pam Marsh, and Katy Bertodatto

CARRIED. 10-0-3 on a recorded vote

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

(f) **SPECIAL ORDER OF BUSINESS**

(1)

Review of Draft of Two-Way Traffic Conversion (Jean Derenzy, Chris Zull)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Chris Zull
Peter Kirkwood
Jeff Joubran
Richard Lewis
Steve Nance
Scott Hardy
Audrey Michael
Michael Brodsky
Gabe Schneider
Scott Howard

Gabe Schneider suggested that a subcommittee be formed to review the proposal for State Street being converted and if a Winter pilot is necessitated and costs involved. Schneider will appoint subcommittee.

That the DDA Board form a subcommittee to advise the board on identifying the needs of a two-way circulation in Downtown Traverse City.

Moved by Gabe Schneider, Seconded by Scott Hardy

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubran, Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and Audrey Michael

Absent: Damian Lockhart, Pam Marsh, and Katy Bertodatto

CARRIED. 10-0-3 on a recorded vote

(g) **NEW BUSINESS**

(1)

Presentation of 2022/2023 Budget and Schedule Public Hearing for May 20, 2022
(Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Gabe Schneider
Peter Kirkwood
Scott Hardy
Michael Brodsky
Richard Lewis
Pam DeMerle
Martin Colburn
Steve Nance

That the DDA Board of Directors schedule a public hearing for Friday, May 20, 2022 for the 2022/2023 Fiscal Year Budget.

Moved by Richard Lewis, Seconded by Peter Kirkwood

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and Audrey Michael

Absent: Damian Lockhart, Pam Marsh, and Katy Bertodatto

CARRIED. 10-0-3 on a recorded vote

(2)

Consideration of authorizing an agreement for coordination, engineering, engagement and planning services for Grandview Parkway and East Front Street (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

That the DDA Board of Directors approve a not to exceed contract of \$75,000, with 46% of total project budget or \$34,500 being the DDA's share and 54% or \$40,500 being the City's share, with Progressive AE to facilitate general coordination, engineering, engagement and planning service related to the Grandview Parkway project subject to approval as to substance by the DDA CEO and as to form by DDA Attorney.

Moved by Richard Lewis, Seconded by Scott Hardy

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and Audrey Michael

Absent: Damian Lockhart, Pam Marsh, and Katy Bertodatto

CARRIED. 10-0-3 on a recorded vote

(3)

Budget Adjustment (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO
Richard Lewis

That the DDA Board of Directors approve a budget adjustment to increase revenue and expenditure by \$1,721,900.

Moved by Richard Lewis, Seconded by Steve Nance

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and Audrey Michael

Absent: Damian Lockhart, Pam Marsh, and Katy Bertodatto

CARRIED. 10-0-3 on a recorded vote

(h) **CEO REPORT**

(1)

Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO

(i) **BOARD MEMBER REPORTS**

(1)

Arts Commission Update (Steve Nance, Harry Burkholder)

The Following Addressed the Board:

Steve Nance

(2)

Parking Advisory Board Update (Scott Hardy)

The Following Addressed the Board:

Scott Hardy
Jean Derenzy, DDA CEO

(j) **STAFF REPORTS**

(1)

Downtown Experience Coordinator Report (Abby Taylor)

The Following Addressed the Board:

Abby Taylor

(2)

Communications and Outreach Director Report (Art Bukowski)

The Following Addressed the Board:

Art Bukowski

(3)

Transportation Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess
Scott Hardy
Gabe Schneider

(k)

RECEIVE AND FILE

(1)

Arts Commission March 2022 Meeting Minutes

(2)

DTCA March 2022 Meeting Minutes

(3)

Finance Committee March 2022 Meeting Minutes

(4)

Farmers Market Advisory Board February 2022 Meeting Minutes

(l)

PUBLIC COMMENT

No public comment.

(m)

ADJOURNMENT

Chairperson Schneider adjourned the meeting at 10:18AM.

(1)

Motion to adjourn the meeting.

That the DDA Board adjourn the meeting.

Moved by Richard Lewis, Seconded by Pam DeMerle

Yes: Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Jeff Joubbran, Richard Lewis, Pam DeMerle, Todd McMillen, Michael Brodsky, and Audrey Michael

Absent: Damian Lockhart, Pam Marsh, and Katy Bertodatto

CARRIED. 10-0-3 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

Draft

Balance Sheet
As of April 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Fifth Third Checking - 3112	925,244.68
1072 Bill.com Money Out Clearing	0.00
Fifth Third Savings - 6740	202,507.72
Petty Cash	548.19
Total Bank Accounts	\$1,128,300.59
Accounts Receivable	\$789,950.03
Other Current Assets	\$ -3,408.01
Total Current Assets	\$1,914,842.61
Other Assets	\$4,701.00
TOTAL ASSETS	\$1,919,543.61
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	688,713.21
Total Accounts Payable	\$688,713.21
Credit Cards	
2150 First National Bank Card	
2153 First National - 8689	-7,067.25
Total 2150 First National Bank Card	-7,067.25
Total Credit Cards	\$ -7,067.25
Other Current Liabilities	
2110 Direct Deposit Liabilities	0.00
2200 Payroll Liabilities	6,965.65
2400 GRANTS	0.00
Accrued Payroll Liabilities	5,957.53
Accrued Salaries	25,907.43
Bryan Crough Memorial Fund	0.00
Bumpout Project Funds Collected	0.00
Buy Local Give Local Campaign	0.00
Deferred Income	219,829.23
Deposits Payable	-23,253.66
Due to Oldtown TIF	0.00
Due to Other Funds	0.00
Due to TIF 97	4,328.39
Suspense	0.00
Total Other Current Liabilities	\$239,734.57
Total Current Liabilities	\$921,380.53
Total Liabilities	\$921,380.53

Traverse City DDA - General

Balance Sheet
As of April 30, 2022

	TOTAL
Equity	\$998,163.08
TOTAL LIABILITIES AND EQUITY	\$1,919,543.61

Traverse City DDA - TIF 97

Balance Sheet
As of April 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVALENTS	
1001 Fifth Third Checking - 8026	4,839,792.73
Total 1000 CASH AND CASH EQUIVALENTS	4,839,792.73
Total Bank Accounts	\$4,839,792.73
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	832,143.38
Total Accounts Receivable	\$832,143.38
Other Current Assets	
1100 OTHER CURRENT ASSETS	4,328.39
Undeposited Funds	0.00
Total Other Current Assets	\$4,328.39
Total Current Assets	\$5,676,264.50
Fixed Assets	
Land	0.00
Total Fixed Assets	\$0.00
Other Assets	\$0.00
TOTAL ASSETS	\$5,676,264.50
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	\$323,031.65
Total Liabilities	\$323,031.65
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	3,887,812.60
Net Income	1,486,620.25
Total Equity	\$5,353,232.85
TOTAL LIABILITIES AND EQUITY	\$5,676,264.50

DDA Old Town TIF

Balance Sheet
As of April 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVILENTS	
1001 Fifth Third Checking - 0650	746,853.57
Total 1000 CASH AND CASH EQUIVILENTS	746,853.57
Total Bank Accounts	\$746,853.57
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	97,045.47
Total Accounts Receivable	\$97,045.47
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	0.00
Total 1100 OTHER CURRENT ASSETS	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$843,899.04
TOTAL ASSETS	\$843,899.04
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	34,206.25
Total Accounts Payable	\$34,206.25
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$34,206.25
Total Liabilities	\$34,206.25
Equity	
Retained Earnings	522,467.68
Net Income	287,225.11
Total Equity	\$809,692.79
TOTAL LIABILITIES AND EQUITY	\$843,899.04

05/05/2022 04:55 PM
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DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 04/30/2022

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DB: TRAVERSE CITY			ACTIVITY FOR				
GL NUMBER	DESCRIPTION	2021-22YTD BALANCE ENDED BUDGET	04/30/2022	MONTH ENCUMBERED 04/30/22 YEAR-TO-DATE	ENCUMBERED BALANCE	% BDT USED	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	467.50	0.00	0.00	(467.50) 100.00	
585-000-652.000	PARKING FEES-COIN	1,000,000.00	1,578,834.36	9,993.29	0.00	(578,834.36) 157.88	
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	216,355.90	2,991.50	0.00	(66,355.90) 144.24	
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	645.00	0.00	0.00	(645.00) 100.00	
585-000-653.010	DESTINATION DOWNTOWN	0.00	120.00	30.00	0.00	(120.00) 100.00	
585-000-656.010	PARKING FINES	150,000.00	240,616.03	4,362.02	0.00	(90,616.03) 160.41	
585-000-664.000	INTEREST & DIVIDEND EARNIN	60,000.00	39,680.79	0.00	0.00	20,319.21 66.13	
585-000-677.000	REIMBURSEMENTS	0.00	3,372.03	0.00	0.00	(3,372.03) 100.00	
585-000-686.000	MISCELLANEOUS INCOME	0.00	6,836.42	20.00	0.00	(6,836.42) 100.00	
585-000-687.000	REFUNDS AND REBATES	0.00	10,000.00	0.00	0.00	(10,000.00) 100.00	
585-000-699.000	PRIOR YEARS' SURPLUS	1,682,700.00	0.00	0.00	0.00	1,682,700.00 0.00	
Total Dept 000 - NON-DEPARTMENTAL		3,042,700.00	2,096,928.03	17,396.81	0.00	945,771.97 68.92	
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	120,000.00	255,567.35	4,303.95	0.00	(135,567.35) 212.97	
585-586-653.005	PERMITS-PARKING DECK	150,000.00	185,453.00	962.00	0.00	(35,453.00) 123.64	
585-586-668.000	RENTS AND ROYALTIES	13,000.00	7,344.00	0.00	0.00	5,656.00 56.49	
Total Dept 586 - HARDY DECK		283,000.00	448,364.35	5,265.95	0.00	(165,364.35) 158.43	
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	35,000.00	67,594.45	386.00	0.00	(32,594.45) 193.13	
585-587-653.005	PERMITS-PARKING DECK	40,000.00	117,304.13	4,200.00	0.00	(77,304.13) 293.26	
585-587-677.000	REIMBURSEMENTS	0.00	254.40	0.00	0.00	(254.40) 100.00	
Total Dept 587 - OLD TOWN DECK		75,000.00	185,152.98	4,586.00	0.00	(110,152.98) 246.87	
TOTAL REVENUES		3,400,700.00	2,730,445.36	27,248.76	0.00	670,254.64 80.29	
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	8,900.00	7,079.24	276.58	0.00	1,820.76 79.54	
585-585-704.000	EMPLOYEE OVERTIME	2,200.00	1,257.63	0.00	0.00	942.37 57.17	
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	29.17	(0.58)	0.00	(29.17) 100.00	
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	147.62	20.52	0.00	52.38 73.81	
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	91.49	9.15	0.00	8.51 91.49	
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	22.30	2.23	0.00	(22.30) 100.00	
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	482.66	0.00	0.00	217.34 68.95	
585-585-727.000	OFFICE SUPPLIES	6,000.00	3,159.49	213.59	0.00	2,840.51 52.66	
585-585-740.000	OPERATION SUPPLIES	37,000.00	15,950.17	775.84	38,415.66	(17,365.83) 146.93	
585-585-801.000	PROFESSIONAL AND CONTRAC	1,180,800.00	342,665.12	10,023.65	1,068,070.88	(229,936.00) 119.47	
585-585-810.000	COLLECTION COSTS	500.00	0.00	0.00	0.00	500.00 0.00	
585-585-850.000	COMMUNICATIONS	21,600.00	17,033.74	564.64	132,529.00	(127,962.74) 692.42	
585-585-854.000	CITY FEE	120,000.00	0.00	0.00	0.00	120,000.00 0.00	
585-585-860.000	TRANSPORTATION	5,000.00	2,358.95	356.29	0.00	2,641.05 47.18	
585-585-862.000	PROFESSIONAL DEVELOPMENT	1,000.00	0.00	0.00	0.00	1,000.00 0.00	
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00 0.00	
585-585-880.000	COMMUNITY PROMOTION	65,000.00	0.00	0.00	0.00	65,000.00 0.00	

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 04/30/2022

		2021-22YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	04/30/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				04/30/22	EAR-TO-DATE	USED	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	2,437.99	0.00	97.94	11,464.07	18.11
585-585-910.000	INSURANCE AND BONDS	13,000.00	6,981.87	0.00	0.00	6,018.13	53.71
585-585-920.000	PUBLIC UTILITIES	15,000.00	7,038.65	653.04	0.00	7,961.35	46.92
585-585-930.000	REPAIRS AND MAINTENANCE	99,700.00	21,889.77	627.55	7,023.28	70,786.95	29.00
585-585-930.005	RAMSDELL GATE REPAIR & MA	1,000.00	262.15	0.00	0.00	737.85	26.22
585-585-940.000	RENTAL EXPENSE	83,000.00	53,423.65	1,930.68	39,139.63	(9,563.28)	111.52
585-585-956.000	MISCELLANEOUS	0.00	3,475.30	0.00	0.00	(3,475.30)	100.00
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00	0.00
585-585-977.000	EQUIPMENT	0.00	47,391.26	0.00	2,513.00	(49,904.26)	100.00
585-585-977.000-22-7EQUIPMENT		100,000.00	0.00	0.00	0.00	100,000.00	0.00
585-585-977.000-22-7EQUIPMENT		25,000.00	0.00	0.00	0.00	25,000.00	0.00
585-585-977.000-22-8EQUIPMENT		20,000.00	0.00	0.00	0.00	20,000.00	0.00
585-585-977.000-22-8EQUIPMENT		15,000.00	0.00	0.00	0.00	15,000.00	0.00
585-585-977.000-22-8EQUIPMENT		5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		1,976,700.00	533,178.22	15,453.18	1,287,789.39	155,732.39	92.12
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	9,000.00	6,140.57	1,846.47	4,181.37	(1,321.94)	114.69
585-586-801.000	PROFESSIONAL AND CONTRAC'	125,800.00	32,477.76	675.17	47,281.90	46,040.34	63.40
585-586-850.000	COMMUNICATIONS	3,300.00	2,560.00	256.00	0.00	740.00	77.58
585-586-910.000	INSURANCE AND BONDS	8,000.00	4,243.68	0.00	0.00	3,756.32	53.05
585-586-920.000	PUBLIC UTILITIES	55,000.00	46,304.95	3,354.64	0.00	8,695.05	84.19
585-586-930.000	REPAIRS AND MAINTENANCE	318,100.00	57,213.98	2,483.30	74,939.57	185,946.45	41.54
585-586-940.000	RENTAL EXPENSE	16,500.00	13,482.90	1,348.29	0.00	3,017.10	81.71
585-586-956.000	MISCELLANEOUS	10,000.00	8,357.52	0.00	0.00	1,642.48	83.58
585-586-959.000	DEPRECIATION EXPENSE	206,000.00	0.00	0.00	0.00	206,000.00	0.00
585-586-977.000	EQUIPMENT	0.00	30,616.50	0.00	30,387.70	(61,004.20)	100.00
Total Dept 586 - HARDY DECK		752,700.00	201,397.86	9,963.87	156,790.54	394,511.60	47.59
Dept 587 - OLD TOWN DECK							
585-587-740.000	OPERATION SUPPLIES	8,000.00	8,623.25	7.88	5,579.03	(6,202.28)	177.53
585-587-801.000	PROFESSIONAL AND CONTRAC'	107,500.00	51,838.19	682.50	46,345.18	9,316.63	91.33
585-587-850.000	COMMUNICATIONS	5,100.00	4,094.47	975.54	465.53	540.00	89.41
585-587-910.000	INSURANCE AND BONDS	6,000.00	3,787.14	0.00	0.00	2,212.86	63.12
585-587-920.000	PUBLIC UTILITIES	55,000.00	26,102.43	3,159.95	0.00	28,897.57	47.46
585-587-930.000	REPAIRS AND MAINTENANCE	294,400.00	130,295.25	617.19	122,377.35	41,727.40	85.83
585-587-940.000	RENTAL EXPENSE	14,300.00	11,691.60	1,169.16	0.00	2,608.40	81.76
585-587-959.000	DEPRECIATION EXPENSE	181,000.00	0.00	0.00	0.00	181,000.00	0.00
585-587-977.000	EQUIPMENT	0.00	20,330.75	0.00	20,330.75	(40,661.50)	100.00
Total Dept 587 - OLD TOWN DECK		671,300.00	256,763.08	6,612.22	195,097.84	219,439.08	67.31
TOTAL EXPENDITURES		3,400,700.00	991,339.16	32,029.27	1,639,677.77	769,683.07	77.37
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,400,700.00	2,730,445.36	27,248.76	0.00	670,254.64	80.29

		2021-22YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	ENDED BUDGET	04/30/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				04/30/22	EAR-TO-DATE	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
TOTAL EXPENDITURES		3,400,700.00	991,339.16	32,029.27	1,639,677.77	769,683.07	77.37
NET OF REVENUES & EXPENDITURES		0.00	1,739,106.20	(4,780.51)	(1,639,677.77)	(99,428.43)	100.00

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User: nvanness
DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 04/30/2022

Page: 1/1

		2021-22YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	04/30/2022	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				04/30/22	EAR-TO-DATE	BALANCE	USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOUR	15,000.00	15,000.00	10,000.00	0.00	0.00	100.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOU	0.00	1,500.00	0.00	0.00	(1,500.00)	100.00
282-000-695.000	TRANSFERS IN	30,000.00	30,000.00	0.00	0.00	0.00	100.00
282-000-699.000	PRIOR YEARS' SURPLUS	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		50,000.00	46,500.00	10,000.00	0.00	3,500.00	93.00
TOTAL REVENUES		50,000.00	46,500.00	10,000.00	0.00	3,500.00	93.00
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	500.00	0.00	0.00	0.00	500.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRAC	15,000.00	23,705.59	0.00	14,395.78	(23,101.37)	254.01
282-282-930.000	REPAIRS AND MAINTENANCE	4,500.00	0.00	0.00	0.00	4,500.00	0.00
282-282-970.000	CAPITAL OUTLAY	15,000.00	0.00	0.00	0.00	15,000.00	0.00
282-282-970.000-22-7	CAPITAL OUTLAY	15,000.00	11,595.78	0.00	0.00	3,404.22	77.31
Total Dept 282 - PUBLIC ARTS COMMISSION		50,000.00	35,301.37	0.00	14,395.78	302.85	99.39
TOTAL EXPENDITURES		50,000.00	35,301.37	0.00	14,395.78	302.85	99.39
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		50,000.00	46,500.00	10,000.00	0.00	3,500.00	93.00
TOTAL EXPENDITURES		50,000.00	35,301.37	0.00	14,395.78	302.85	99.39
NET OF REVENUES & EXPENDITURES		0.00	11,198.63	10,000.00	(14,395.78)	3,197.15	100.00



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

Memorandum

To: Downtown Development Authority Board
From: Jean Derenzy, DDA CEO
Date: May 16, 2022
SUBJECT: Business Attraction Plan

Part of our current contract with Traverse Connect (our regional economic development organization) included efforts to develop a business attraction program and identify target industries to attract. Warren Call, President and CEO of Traverse Connect, will be in attendance to go through the proposed attraction program with the board.

The DDA team will be working to implement the identified recommendations through our extensive network.

TRAVERSE CITY DOWNTOWN
DEVELOPMENT AUTHORITY

BUSINESS ATTRACTION PROGRAM

APRIL 2022

prepared by



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INTRODUCTION

The 2020 Traverse City Downtown Development Authority COVID-19 Economic Resiliency Report, produced in partnership with Traverse Connect, outlined recommendations for the DDA to update marketing and branding efforts in an attempt to shift the perception of locals, visitors and potential tenants in the downtown district. The report called for the development of a strong and distinct sense of place by broadening the ‘personality’ of the district and to refine the Downtown Traverse City brand by highlighting the opportunity and attractiveness of downtown as a place to live and work full-time in a culturally-rich and diverse environment, not just visit for shopping and restaurants.

To address the recommendations outlined in the Resiliency Report, the DDA established objectives for the 2021 contract with Traverse Connect to develop a business attraction program that clearly defines the target industries to attract, provides an updated marketing plan to appeal to these businesses, and outlines a marketing campaign to spread the message.

Traverse Connect recommends that the Traverse City DDA implement the initial steps outlined in this program and also consider longer-term digital marketing activities to extend and reinforce the attraction message.

The principal objectives of the business attraction program are to appeal to office-based companies and professional services firms, specifically targeting second-story/upper-story office vacancies within the DDA district. The program leverages and clarifies the DDA brand positioning to attract prospective businesses interested in locating in the district.

The business attraction program includes four components;

1. Target Market: Identify and define the types of businesses to recruit and outline the features and benefits that are most attractive and decisive for these firms.
2. Marketing Plan: Outline the marketing mix, including unique value proposition, talking points, information, resources, and messaging to appeal to target market businesses.
3. Marketing Campaign: Design a digital marketing campaign to actively promote and market the district. Initiate the campaign and outline future resource requirements.
4. DDA Business Attraction Program Report: Present marketing data, target company analytics, and campaign reach, as well as further recommendations for continuing and expanding firm recruitment over time.

TARGET MARKET

The initial step in developing the marketing program is to define the appropriate target market of business types that are most likely and most beneficial to relocate to the downtown district.

Traverse Connect began by interviewing a broad cross sector of current upper-story tenants that are operating successfully in the district to determine the features and benefits that are most attractive to these companies.

Interview Findings

Current employers view their downtown location as imparting legitimacy and stability for their firm, as well as providing valuable visibility for promoting their business brand. Further, these companies see their downtown location as significantly beneficial for attracting top talent, because employees view a downtown location as a higher-quality environment, offering more opportunity to connect with their professional and personal networks.

- **Legitimacy for the business:** A downtown address imparts prestige to the business and denotes an aura of success. The company is seen to have ‘made it’ and is viewed as both more professional and more stable with better long-term prospects.
- **Visibility for the company’s brand:** District location makes the company more visible to existing and potential clients. Business owners view the location as a key part of their branding and marketing strategy, with their downtown office serving as a ‘billboard.’ With lease rates not that much higher than other locations, they consider the added expense a good marketing investment.
- **Exposure for professionals:** Professional employees value the dynamic environment, providing frequent interactions with clients, partners, and other professionals. As the regional hub for professional firms, with a great mix of businesses, activities, and people, downtown creates more opportunity to ‘make business happen.’ Unplanned interactions and bumping into each other are often profitable and beneficial.
- **Accessibility for employees:** Employees greatly value the accessibility of social and personal activities. The close proximity to downtown events, cultural amenities, and after work activities (ski, bike, swim, sail) is a significant draw. Convenient access to coffee shops, lunch locations, retail shopping, etc. provides employees with an attractive professional and personal life balance (meet up with clients for lunch, join friends for drinks, or meet the family at the beach after work).

The attractive features and benefits detailed above were analyzed in the context of the vision and ideal future state of the downtown district, as outlined in the TC DDA 2019 Strategic Plan priorities to attract new investment and ‘be home’ to additional large private firms.

The process included benchmarking of ideas and best practices gleaned from case studies of other cities that share similar attributes, as well as defining the market positioning of the district and the unique value of downtown. Important consideration was also given to the types of business and activities that add to and enhance the existing dynamism and success of the Traverse City downtown district.

Benchmarking

Research provides models for market positioning and business attraction, especially those locations that have leveraged a ‘barbell’ approach that balances year-round economic activity with robust tourism. Examples include Bozeman, Montana, Rapid City, South Dakota, and Palm Springs, California. The similarities between Traverse City and these locations are limited, yet valuable. Bozeman has built a reputation as a boom town for entrepreneurs in tech and media. Rapid City serves as the commercial and financial hub of western South Dakota and the Black Hills region. The economy of Palm Springs balances strong tourism (15.5% of the economy) with professional, scientific, technical industries as a close second sector (15.4% of the economy).

While all considerably different from Traverse City in size and economic makeup, these destinations share several attributes applicable to our region.

- **Gateway to National Park:** The proximity to national parks is valuable not only for the ability to attract tourism, but also for the considerable recreational benefits for year-round residents. It is a key quality of life attractor for entrepreneurs and professionals.
- **Commercial Hub for Remote Region:** There is significant value to be leveraged by cities that serve as the hub for a remote region, as the concentration of financial and professional firms drives employment and provides access to capital for businesses.
- **Successful Hybrid Economy:** Small and medium sized cities can productively combine recreation and quality of life attributes to attract year-round advanced industries and remote and hybrid workers, while continuing to promote tourism in a balanced way.

The Traverse City Downtown District is a unique location that brings together many of the most attractive aspects of both urban and rural locations, namely population density and commercial activity in close proximity to quality recreation and the natural environment. The city also serves as the commercial hub for a remote rural region. As such, the marketing program should focus on businesses and sectors involved in innovation and professional services that value the unique rural/urban microcosm, natural environment, and accessible amenities.

Targeted Sectors

While the overall marketing program should be developed in a way that appeals to a broad spectrum of businesses in innovation and professional services, it is also valuable to target specific sectors for recruitment. In order to drive investment and encourage the development of additional 'anchor' companies located in the downtown district, recruitment should be targeted toward businesses and entrepreneurs in financial services, real estate development and design, marine technology, and the outdoor recreation industry.

- **Financial Services:** Downtown Traverse City serves as the de facto financial center of northern Michigan. The DDA District has an opportunity to embrace this reality and intentionally reinforce its position as The Financial District of the wider region. The district is currently home to many financial service firms and one of the premier insurance companies in the world. The concentration of firms reinforces an industry cluster and strengthens talent attraction. Professionals in banking, accounting, wealth management, and insurance, as well as real estate services, value downtown amenities and the opportunity to interact with clients and partners over lunch or coffee. This activity supports restaurants and retail stores year-round, especially in the shoulder seasons. In addition, recent surveys confirm that access to capital is one of the biggest challenges for local businesses. Retaining and attracting more financial firms will help district businesses and companies across the region, further strengthening our regional economy. Regional businesses will see positive impact from additional firms and supportive capital.
- **Real Estate Related STEM:** Commercial and residential real estate development is a key challenge for our region, but it is also a vibrant local industry with strong demand across the spectrum for commercial buildings, year-round and seasonal housing, transient facilities, and the supporting infrastructure. Data indicates the strong demand for development is a long-term trend and downtown can serve as a hub for this industry. The district is a natural location for firms engaged in engineering, construction management, architecture, design, and related technologies. Much like financial services, real estate design and development professionals value the clustering and density of related firms.
- **Marine Technology:** The formal collaboration between Northwestern Michigan College and Michigan Technological University on Great Lakes research provides a unique business attraction opportunity. MTU and NMC are leveraging their complementary strengths to cooperatively develop marine technology and an internationally recognized center of excellence in freshwater science and research. Our region has the potential to be a center of applied technology innovation in the marine environment. Firms engaged in marine mapping, hydrographic surveying, autonomous subsurface exploration, and similar fields are a natural fit for the district.

- **Outdoor Recreation:** The accessibility of outdoor recreation in close proximity to downtown provides a unique and intriguing longer-term opportunity to attract and develop outdoor recreation firms. Companies in this sector could see value in district office locations in close proximity to the TART Trails, ORV trails, equestrian facilities, and water resources for testing and promotion. It would be most effective to develop a narrow sub-sector focus for this target market, such as the electrification of mobility in boats, bicycles, and off-road vehicles or the growing sector of equestrian sports technology (wearables for horses that monitor health and performance).

The growth and development of these industry groupings will augment and compliment the continued strong tourism-led retail and restaurant operations in the district. Unlike other downtown financial and real estate districts, such as Grand Rapids or Lansing, Traverse City is much less likely to ‘empty out’ at night and on the weekends. The proximity of downtown to a world-class lakefront, beach, and river access will ensure continued evening and weekend traffic. The attractiveness for businesses to locate downtown will be further enhanced as the district continues to encourage and support housing for year-round living.

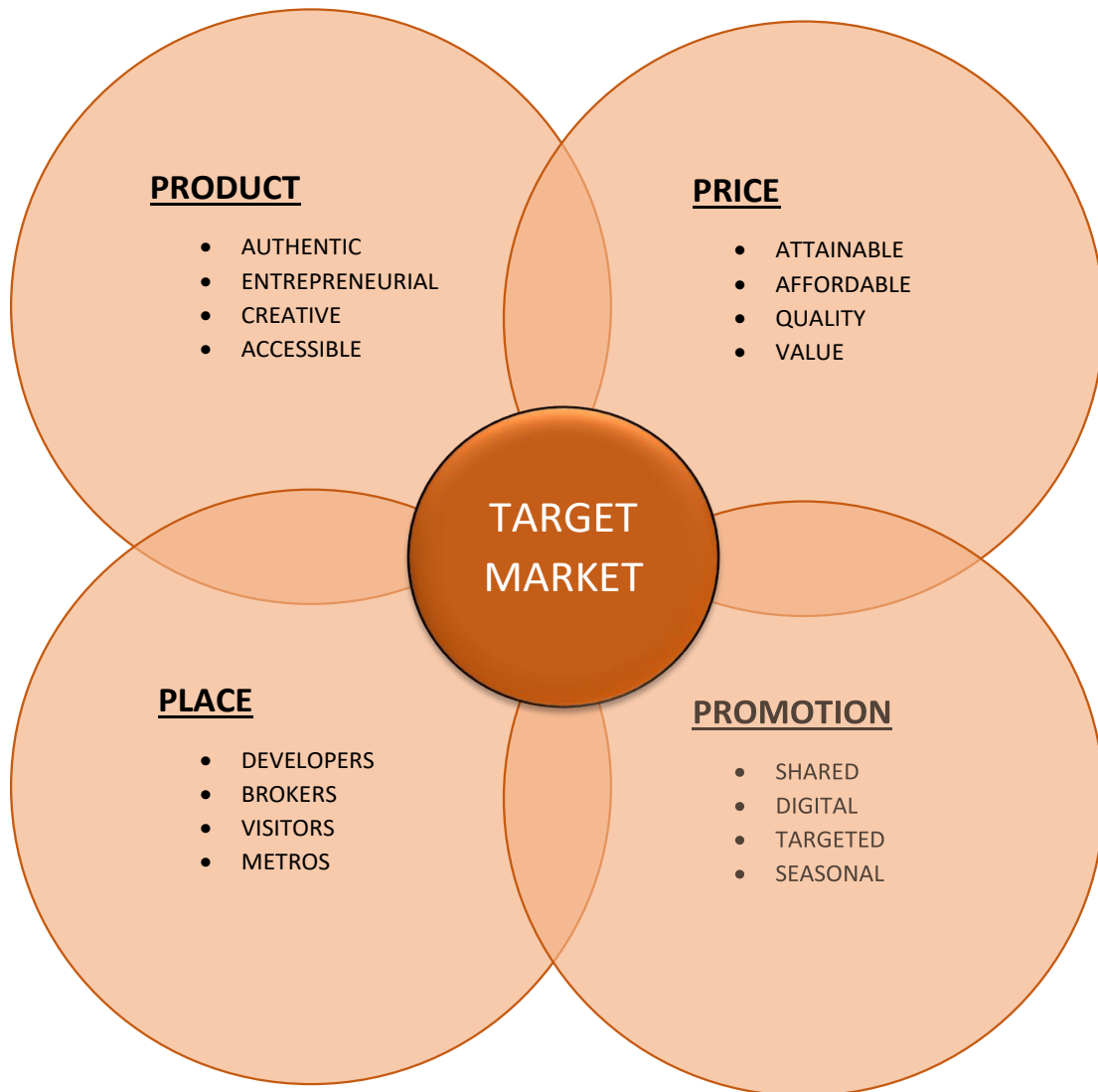
MARKETING PLAN

The marketing plan for the Traverse City Downtown Development Authority articulates a specific course of action that supports the district’s economic growth through a branding, marketing, advertising and outreach campaign. The plan is focused on highlighting the above-mentioned benefits; status and visibility for companies, exposure and accessibility for employees, and the district’s unique features; a gateway to outdoor recreation, a regional commercial hub, and an advantageous hybrid work location.

Our reputation as an internationally known tourism destination, quality of place, quality of life, outdoor recreation, craft beverage, foodie scene, and growing non-tourism economy can all be leveraged for year-round businesses attraction. The value proposition for prospective new business is that of an environment that is conducive to innovate and interact.

A key attribute of a successful marketing plan is authenticity. Telling the authentic story of downtown Traverse City can be accomplished by featuring existing businesses, infrastructure, and cultural assets of the district. Delivering this message in a strategic and focused way involves bringing together available space, district amenities, and lifestyle benefits in a **marketing mix** with a framework known as the *four Ps*: product, price, placement, and promotion. These elements of the marketing mix work in conjunction with one another.

MARKETING MIX



- **Product:** The way in which downtown (physical space and environment) can appeal to business needs and what differentiates it from competing locations. The downtown district is appealing as a location because it is authentic (a real town with a historical center), entrepreneurial (with many examples to highlight), creative (cultural amenities abound), and accessible (office, restaurant, beach, trails, etc.).

- **Product Features:**

- Authentic: start or grow your business in fast growing, year-round economic hub, rich in commercial, cultural, and recreational amenities.
- Entrepreneurial: growth, momentum, and density of the downtown core brings together businesses, customers, investors, and innovators.
- Creative: a fun and vibrant downtown that serves as the perfect hybrid work location, attractive to a highly-productive, educated workforce.
- Accessible: access and convenience to coffee shops, lunch spots, retail, beach, parks, river, and trails – all within walking distance.

- **Product Benefits:**

- In the knowledge economy, attraction of top talent is the key to future success. Prospective hires are increasingly focused on location quality in choosing a new job. Locating your business downtown Traverse City is the best way to attract the employees you need to grow your business.
- A significant challenge for businesses in larger metro regions is employee retention. Smaller cities with high quality of life, like Traverse City, enjoy much higher retention rates compared with counterparts in larger metros. Retention is key to growth and survival in a tight talent market.
- Downtown Traverse City has national recognition and notoriety. The quality, esteem, and prestige of the district location provides businesses with additional credibility to clients, customers, vendors, and suppliers.
- As the regional commercial hub with significant year-round tourism, businesses enjoy enhanced visibility with existing and potential clients.

- **Price:** The price of locating a business downtown and the perceived quality of the location. While more expensive and higher tax than other local options, locating in the downtown district can be a valuable investment in a company's branding and marketing strategy. The difference in occupancy costs can be money well spent and provides a value that is attainable, affordable, and high quality.
 - **Example cost differential, class A office space for lease, NNN:**
 - In the TC DDA district: \$20 - \$25/square foot/year
 - In Traverse City, outside district: \$10 - \$15/square foot/year
- **Place:** The venues and platforms where the marketing message can engage target businesses and entrepreneurs. The 'product' features, benefits, and price of a downtown location need to be conveyed to potential businesses in a succinct and compelling way in places where entrepreneurs and business owners are likely to see and retain the message. There are three key venues that provide the best direct deployment of the 'sale pitch'; local real estate professionals, seasonal visitors, and targeted downstate metro regions.
 - Where possible, the DDA leadership should encourage local real estate brokers and property developers to adopt and use the DDA marketing message, branding, and campaign materials, thereby providing a unified message for the district.
 - Working with partners such as Traverse City Tourism, The Traverse City Horse Show, Cherry Capital Airport and others, the DDA should display marketing materials that engage visitors to the area and inform them of the opportunities to enjoy the benefits of this region as a permanent location for their business.
 - Using digital marketing geofencing technology, select messaging and advertising should be targeted toward business owners in downstate metro regions that have experienced significantly decreased foot traffic in their downtown cores. Locations such as Lansing, Jackson, and Kalamazoo face considerable uncertainty and their professional businesses may be considering alternative locations.
- **Promotion:** The communication that aims to promote the product and brand to targeted businesses in an effort to both drive increased business relocations and to build the reputation of the district. Promotion can take many forms, including advertising, direct selling, and public relations. Given the limited scope and budget for the initial campaign, promotional activity should be focused primarily on digital advertising to targeted metro locations, physical signage aimed at visitors, and a marketing guide for real estate needs.

MARKETING TEST-CAMPAIGN

The DDA Business Attraction Digital Marketing Campaign includes both display and search campaign aspects aimed at entrepreneurs, startups and existing business owners. Image-forward marketing combined with testimonials from local businesses and cultural entrepreneurs is designed to drive traffic to existing business attraction resources. The brand recognition of “Downtown TC” is supported by resources from Traverse Connect and Michigan’s Creative Coast.

Search and Display Ads

Display ads (Google search and social media) showcase photography of businesses and cultural attractions in the downtown district with text overlays with aspirational and inspirational language about the unique qualities of Downtown Traverse City and general statements about innovation and creativity in the businesses and people located there. Imagery for the initial test campaign is supplied by profiled businesses, with additional images supplied by Lake Effect Digital and Traverse Connect.

- **Geographic Targeting:** Display and search advertising placement is initially focused on metropolitan and micropolitan locations in southern Michigan:
 - Lansing/East Lansing
 - Saginaw/Bay City/Midland
 - Kalamazoo/Portage
 - Grand Rapids/Holland
- **Display and Search Traffic:** Initial ad traffic is directed to two website pages focused on serving distinct business audiences:
 - [Michigan’s Creative Coast Entrepreneurial Toolbox](#): Startups and small businesses outside of the technology space looking for capital, office space, and other resources.
 - [Traverse Connect Move Your Business](#): Referrals to individuals, aka “Regional Deal Team”, from the MEDC, MDARD, Venture North, SBDC, and Networks Northwest, portfolios of open office space in Downtown Traverse City, and information about the region.

Each of these pages features a call-to-action for moving a business or starting a business in Downtown Traverse City with a link to contact Traverse Connect and DDA staff.

- **Campaign Duration:** The campaign was conducted over four weeks, concluding April 30, 2022. Campaign analytics are included below.

Campaign Analytics

The initial test-campaign data analytics indicate the DDA Business Attraction Program has potential to increase awareness of downtown economic opportunities within the targeted geographic locations. The initial campaign indicates Google Display Ads may serve as the preferred digital platform for future messaging as part of a sustained marketing campaign.

- **Initial Test-Campaign Summary; April 1 – 30, 2022**

- Over 100,000 impressions per day across Google Display and Facebook Ads
- 8,750 total Ad Clicks across Google Display and Facebook Ads
- Google Display Ads generated greater click-through-rates than Facebook Ads
- 4.42% Google conversion rate (compared to cross-industry average: 3.78%)

- **Geographic Detail**

<u>Top Metro Regions for Ad Campaign</u>	<u>Percentage of Total Campaign Clicks</u>
Saginaw/Midland/Bay City	38%
Lansing/East Lansing	23%
Kalamazoo/Portage	23%

- **Recommendations**

- The conversion rate on Google Display Ads is the percentage of viewers who complete a goal action after seeing the ad. This is an important metric as it indicates the effectiveness and return on investment for marketing efforts. Initial results indicate that marketing of Downtown District businesses and cultural amenities garners attention and results in meaningful action taken by the ad viewer. If marketing efforts are continued, Traverse Connect recommends the use of Google Display Ads, with further refined audience targeting, combined with physical display at the Cherry Capital Airport and select tourism venues.
- Were the campaign to be expanded further, Traverse Connect recommends the production and distribution of short social media testimonials shared on LinkedIn from district business executives (Keen, Hagerty, etc.).

APPENDIX 1: DISPLAY ADVERTISEMENT EXAMPLES



APPENDIX 2: SOCIAL MEDIA POSTINGS EXAMPLE



Michigan's Creative Coast

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Wanting to help provide a space for other businesses while growing their own, 4Front Credit Union opened its new location on Front St. with the first-floor housing two retail businesses open to the public.



Michigan's Creative Coast

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After recently going public on the stock market, Hagerty has employed hundreds of locals and become a titan in Downtown Traverse City.



Michigan's Creative Coast

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On the cutting edge of marketing tactics, Flight Path Creative needed space to soar and Downtown Traverse City was just the place.



Michigan's Creative Coast

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As one of the city's first buildings to receive electricity, the City Opera House has been the community's gathering place for ...See more





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

Memorandum

To: DDA Board of Directors
From: Jean Derenzy, CEO
Date: May 16, 2022
SUBJECT: Public Hearing on 2022/2023 Budget

Notice for the Public Hearing regarding the 2022/2023 DDA Budget was published in the Record Eagle earlier this month. The proposed 2022/2023 budget is attached.

The budget as proposed is as follows:

For the DDA General Fund Budget:

DDA General Fund

Revenue: Property taxes of \$129,000 is the millage rate for all property owners. Reimbursement figures are comprised of administrative fees from TIF 97 and Old Town TIF (.02%), the DTCA Management Agreement and the Parking Management Agreement. Rental Income is from the Farmers Market, with expense line item identified as "rental".

The larger pieces for the DDA General Fund include:

- Continuing with the Traverse Connect contract, as they are the organization leading economic diversity in Traverse City (and the region) and it is important to ensure that we are at the table for discussion. This remains a critical piece for the future success of downtown, including efforts to:
 - Bring office workers back to downtown
 - Identify opportunities to bring new businesses (and office workers) to downtown
- Moving Downtown Forward. The DDA Board approved entering into a contract with PUMA and approved dollars in the current fiscal year for this contract. The majority of the work will be completed in the upcoming fiscal year budget. Therefore, the budget does identify approximately \$80,000 in the upcoming fiscal year to complete the contract.

- Conferences and Memberships. The newest membership I am recommending we continue is that of the International Downtown Association (IDA), which will help us connect with international expertise and best practices. In addition, I am recommending continued membership with the Michigan Downtown Association.

TIF 97 Revenue

There has been steady growth within the TIF 97 District, with significant projects completed in 2021. The captured taxable value of TIF 97 District is projected to be \$144,693,033, bringing in \$3,777,971 of revenue for TIF 97.

Recommended Budget Items for TIF 97:

Under Professional Services:

- A. Retail Incubator. It is my recommendation to move \$50,000 (which was approved under the 2021/2022 budget) to the upcoming fiscal year. There have been no expenditures for this project to date. However, significant work has been completed to move this project forward. This upcoming fiscal year will determine how much, if any, additional resources will be needed from the DDA (i.e., operational costs, management, as well as demand for the space).
- B. Community Police Officer. Continuing with our community police officer remains a high priority for both the Police Chief and myself. This is our last year of a five-year contract and we will be working with the Chair, Vice-Chair and Police Chief to extend and possibly increase this to a full-time community police officer for 2023/2024.
- C. Maintenance and Repair. The recommendation is to increase this line item to \$250,000. This recommendation is based on discussions with the Board, including our November strategic planning session. Staff has identified the needs and associated costs of ongoing repair and maintenance/cleaning of infrastructure (e.g. cracked sidewalks, new benches, planters, sidewalk cleaning, receptacles, cleaning graffiti). It is important to put the more heavily utilized infrastructure items at the top of the list for cleaning and repair to keep our downtown looking fresh, clean and cared for.
- D. Bike and Mobility Plan. The finance committee has approved my recommendation to include \$48,000 for a comprehensive and city-wide Bike and Mobility Plan; to be split between both TIF District (\$24,000 from Old Town and \$24,000 from TIF 97). One of the insights we gained during the East Front Street Design process was that the lack of a comprehensive, city-wide, non-motorized plan can undermine and complicate the merits of “one-off” design processes for downtown streets. That is, without clarity regarding future (and city-wide) non-motorized infrastructure, we will likely continue to have contentious road/streetscape design projects. The Bike and Mobility Plan will add clarity and expectations for non-motorized infrastructure throughout Downtown (and the city).

and address policy/expectations regarding scooters and other micro-mobility devices. Funding for the Plan would be shared by the DDA and City.

Under “professional services,” there will be a 2% administrative fee for the DDA and 1% for the City of Traverse City; Legal Services; restroom stipend; and WIFI payment to Light and Power, which has another 2 years remaining on the debt.

Public Infrastructure:

- A. Bridge Work. Two bridges will be part of the 2022/2023 budget. Those include the North Cass Street Bridge and South Union Bridge. The timing for bridge reconstruction is still being determined and could be moved to 2023/2024. However, the recommendation is to keep the costs within the 2022/2023 budget.
- B. 100/200 Block Ally. This planning effort is identified as “the Lower Boardman River Unified Plan” within the public infrastructure line item. Approval of this project was provided by the DDA Board and will include a full conceptual design for the project space. The conceptual design will determine how the space will look and function and identify a cost for implementation. Once the conceptual design is completed, the DDA will then determine the best approach for financing. This financing piece is linked to our Moving Downtown Forward initiative.
- C. Circulation Plan for Downtown. I have set dollars aside for the possible conversion of State Street (from Pine to Boardman) and Boardman Ave. (from Front Street to State Street) to two-way traffic. Funding would cover a “pilot conversion” of the two streets, beginning in late summer and last throughout the winter.
- D. Downtown Cameras. In response to final report from the Healthier Drinking Culture initiative, the DDA (in partnership with the City Police Department) would implement cameras in identified areas to help with safety concerns.
- E. Streetscapes/Snowmelt. Streetscapes will remain important as new development continues within the district, leading to the overall connected network of heated sidewalks (which is paramount for walkability) and streetscaping aesthetics.
- F. East Front Street. I have approached the City on repaving (often referred to as a “mill-and-fill”) East Front Street, with the understanding that a full reconstruction of this street would not happen until financing options are known (per the DDA’s strategic discussion in November), which would likely mean another 3 to 4 years before a complete redesign is achievable. The cost for a resurfacing East Front Street from Railroad to Park Street would be \$280,000. This project is currently not within the proposed 2022/2023 budget and needs to be discussed.

- G. Engineering and Design for TART Trail Extension. As part of our recent collaborative design/planning effort regarding Grandview Parkway, we have been in discussion with the City and TART Trails Inc. to undertake design and engineering services for an expansion of the TART Trail from Division to Garfield. The expansion would significantly widen the trail to accommodate the roughly 2-million users each year. The total cost for this effort is \$500,000, which has been included in the City's Capital Improvement Plan. The DDA's portion for these services would be \$150,000. The remaining funds would be provided by the City and TART Trails. This section of the trail (which runs mostly through the DDA District) would open up new (and better) connections to the Delamar Resort, provide better pedestrian connections to East Front Street and enhance the trail over the Murchie Bridge.

Old Town TIF Revenue

This District continues to see steady growth and opportunity. The captured taxable value is \$28,103,427, with projected revenue of \$716,654.

Under Professional Services

Bike and Mobility Plan. The finance committee has approved my recommendation to include \$48,000 for a comprehensive and city-wide Bike and Mobility Plan; to be split between both TIF District (\$24,000 from Old Town and \$24,000 from TIF 97. One of the insights we gained during the East Front Street Design process was that the lack of a comprehensive, city-wide, non-motorized plan can undermine and complicate the merits of "one-off" design processes for downtown streets. That is, without clarity regarding future (and city-wide) non-motorized infrastructure, we will likely continue to have contentious road/streetscape design projects. The Bike and Mobility Plan will add clarity and expectations for non-motorized infrastructure throughout Downtown (and the city) and address policy/expectations regarding scooters and other micro-mobility devices. Funding for the Plan would be shared by the DDA and City.

There is a 2% administrative fee for the DDA and 1% for the City of Traverse City; Legal Services; and miscellaneous contingency.

Public Infrastructure:

- A. The Midtown Riverwalk. The Midtown Riverwalk, which was put in over 20 years ago, is due for replacement. The cost that has been identified is conservative, and our work/design will be guided by the Lower Boardman Unified Plan. Minimally, repair and maintenance will be required in this section.
- B. Streetscapes/Snowmelt. Property owners have asked for a partnership with the DDA to implement a snowmelt system within Old Town. Snowmelt helps to

provide for a safe and connected network of sidewalks throughout downtown. As we look at how to better connect the two districts, improvements to pedestrian infrastructure is key.

Public Input only. Adoption of budget will occur at your June 17, 2022 board meeting.

City of Traverse City, Michigan
DDA COMPONENT UNIT
DDA GENERAL FUND
For the Budget Year 2022-23

	<u>FY 20/21</u> <u>Actual</u>	<u>FY 21/22</u> <u>Budgeted</u>	<u>FY 21/22</u> <u>Projected</u>	<u>FY 22/23</u> <u>Requested</u>
REVENUES				
Taxes	\$ 128,739	\$ 137,500	\$ 127,500	\$ 129,000
Grants and Reimbursements	181,721	438,000	1,926,200	1,200,000
Reimbursements	1,434,564	1,321,000	1,321,000	1,236,600
Rental Income	34,887	90,000	94,500	90,000
Interest Income	908	600	800	600
Miscellaneous	0	0	1,450	0
TOTAL REVENUES	<u>1,780,819</u>	<u>1,987,100</u>	<u>3,471,450</u>	<u>2,656,200</u>
EXPENDITURES				
Salaries and Wages	741,084	858,000	858,000	955,400
Fringe Benefits	242,136	310,000	310,000	320,000
Office Supplies and Utilities	105,175	85,500	0	45,800
Professional Services	504,459	836,000	400,000	325,000
Travel and Conferences	2,597	35,000	10,000	25,000
Repairs and Maintenance	1,356	3,000	3,000	0
Rentals	13,511	80,000	94,000	96,000
Civic Square	0	100,000	1,821,900	1,050,000
TOTAL EXPENDITURES	<u>1,610,318</u>	<u>2,307,500</u>	<u>3,496,900</u>	<u>2,817,200</u>
EXCESS OF REVENUES OVER/UNDER EXPENDITURES	170,501	(320,400)	(25,450)	(161,000)
Beginning Fund Balance	726,806	897,307	897,307	871,857
Ending Fund Balance	<u>\$ 897,307</u>	<u>\$ 576,907</u>	<u>\$ 871,857</u>	<u>\$ 710,857</u>

Note: (1) The \$1,821,103 of the \$2,000,000 grant from the State of Michigan for the Civic Center was recognized as revenue and was expended for the purchase of the property in FY 21/22. The balance of the grant will be recognized and expended in FY 22/23.

City of Traverse City, Michigan
DDA COMPONENT UNIT
TAX INCREMENT FINANCING 97 FUND
For the Budget Year 2022-23

	FY20/21 Actual	FY 21/22 Budgeted	FY 21/22 Projected	FY 22/23 Requested
REVENUES				
Property Taxes	\$ 2,770,871	\$ 3,106,550	\$3,040,450	\$ 3,778,000
Grant and Reimbursements	0	0	0	0
Reimbursements	258,447	130,000	186,800	200,000
Interest Income	1,813	4,500	3,150	2,000
TOTAL REVENUES	3,031,131	3,241,050	3,230,400	3,980,000
EXPENDITURES				
Professional Services	655,161	739,300	739,300	732,000
Printing and Publishing	15,584	200	200	200
Repair & Maintenance	0	15,000	5,000	250,000
Contribution to District Construction Project	575,053	1,708,000	1,708,000	2,084,500
Contribution to City - Debt Service	892,922	931,550	931,550	973,200
Capital Outlay/Engineering Costs for Public Projects	0	0	0	0
TOTAL EXPENDITURES	2,138,720	3,394,050	3,384,050	4,039,900
EXCESS OF REVENUES OVER/UNDER EXPENDITURES	892,411	(153,000)	(153,650)	(59,900)
OTHER FINANCING SOURCES (USES)				
Operating Transfer	0	0	0	0
NET CHANGE IN FUND BALANCE	892,411	(153,000)	(153,650)	(59,900)
Beginning Fund Balance	2,974,201	3,866,612	3,866,612	3,712,962
Ending Fund Balance	\$3,866,612	\$3,713,612	\$3,712,962	\$3,653,062

Note: (1) All Construction Projects include estimated Engineering cost either to the City or consultants.
(2) Clean & Green Program included in Repair and Maintenance line item.
(3) The Lower Boardman Project of the 100/200 Block Alley improvements and Civic Square are included in the Capital Improvement Plan for this fiscal year, the issuing of bonds will be required for implementation.

City of Traverse City, Michigan
DDA COMPONENT UNIT
OLD TOWN TAX INCREMENT FINANCING FUND
For the Budget Year 2022-23

	<u>FY 20/21</u> <u>Actual</u>	<u>FY 21/22</u> <u>Budgeted</u>	<u>FY 21/22</u> <u>Projected</u>	<u>FY 22/23</u> <u>Requestd</u>
REVENUES				
Property Taxes	\$ 507,308	\$ 555,000	\$ 560,000	\$ 702,800
Reimbursements	0	0	0	-
Interest Income	394	100	100	200
TOTAL REVENUES	<u>507,702</u>	<u>555,100</u>	<u>560,100</u>	<u>703,000</u>
EXPENDITURES				
Professional Services	192,239	215,750	215,700	118,800
Printing and Publishing	0	100	0	100
Contribution to District Construction Project	12,372	562,000	330,000	875,000
TOTAL EXPENDITURES	<u>204,611</u>	<u>777,850</u>	<u>545,700</u>	<u>993,900</u>
EXCESS OF REVENUES OVER/UNDER EXPENDITURES	303,091	(222,750)	14,400	(290,900)
OTHER FINANCING SOURCES (USES)				
Operating Transfer	0	0	0	0
NET CHANGE IN FUND BALANCE	303,091	(222,750)	14,400	(290,900)
Beginning Fund Balance	219,377	522,468	522,468	536,868
Ending Fund Balance	<u>\$ 522,468</u>	<u>\$ 299,718</u>	<u>\$ 536,868</u>	<u>\$ 245,968</u>

Note: All Construction Projects include estimated Engineering cost either to the City or consultants.



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: May 6, 2022

Subject: Project Updates

Inform Studio - 100 and 200 Block Alley Riverwalk and Pedestrian Plaza

We continue to meet with the Inform Studio team to assemble information and documents relevant to the project area and solidify plans for the first round of stakeholder engagement (including meetings with adjacent property owners), which is scheduled for June 1st and 2nd.

As a reminder, our work with Inform Studio will conclude with a conceptual design for the riverwalk/pedestrian plaza. The conceptual design will provide a vision for the riverwalk/pedestrian plaza (i.e., how it looks and how it functions) as well as a cost estimate for implementation. Once the conceptual design is completed, the next step for the DDA will be to determine the best approach for funding/implementation.

FAQ's, a timeline and other updates for this project can now be found on the DDA website.

Grandview Parkway and Bridges

Work continues in the coordination effort between MDOT, the City and DDA related to the reconstruction of Grandview Parkway. The City Commission is considering a Letter of Understanding (LOU) with MDOT regarding the design of the Parkway at their May 16th meeting.

2022 Summer Maintenance and Cleaning Downtown

I am working with Bill Watson from Youth Works and city staff to determine potential assistance options for cleaning and maintaining downtown throughout the summer. These efforts would primarily center around weed removal, tree watering, trash overflow removal, painting and washing sidewalks/street furniture. However, additional maintenance work may also be considered. In addition, we are facilitating a product-demonstration on a more nimble sidewalk washer/cleaner on May 18th.

Holiday Lights

As you may recall, last month we released an RFP for Holiday Lights. We received five proposals and plan on bringing a recommendation to the board for your consideration at your June meeting. Based on the proposals received, we anticipate the costs for holiday lights will be higher than in past years. The costs identified include both the placement and removal of lights throughout the downtown district, as well as year-round lighting on a handful of trees in the bumpout/pedestrian-crosswalks along the 100, 200 and 300 blocks of Front Street.

Public Restrooms

Just a reminder that we have extended our agreement with several businesses to house and support public restrooms throughout downtown. In addition to the public restrooms at the Hardy Deck, Clink Park, TC Tourism and Traverse Connect, public restrooms can be found at Morsels, Espresso Bay, Great Lakes Bath and Body, Brew and Milk and Honey.

Way-Finding

We are working with Corbin Design and Valley Hill Signs to update and install pedestrian kiosks (map & directory) throughout downtown. In addition, are working with Corbin Design to install specialized way-finding signs for Park, Cass and Union Streets.

Bike Racks, Planters & Downtown Sweep

Bike racks have been placed in several locations along Front and State Street and we anticipate the planters (included an additional 21 planters) will be placed throughout downtown within the next two weeks. The MSU Master Gardner Program is scheduled to fill the planters on June 8th – all volunteers are welcome! In addition, we conducted a sweep and blow-out of the sidewalks on the 100 and 200 blocks of downtown.



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: May 13, 2022

Subject: *Moving Downtown Forward Update*

As you recall from our last update, we had a very productive couple of days with the PUMA Team - meeting with close to 70 different people including DDA board members, business owners, property owners, downtown residents, the neighborhood associations, local officials, the participating taxing jurisdictions and partner organizations.

What's Next

Over the next couple of weeks, PUMA will be developing a community (online) survey that we plan to distribute ahead of our next round of in-person community engagement in June.

The second half of the PUMA Team will be here on June 1st and 2nd to conduct research for the market analysis and conduct a "clean and green" audit. The results of this visit will be included in the final business plan we receive from PUMA.

Brad Segal (from PUMA) will be back on June 21st for the joint DDA Board and City Commission meeting and on the 22nd for a series of public open houses.

All of this engagement and research will help shape the results of the business plan, which is expected to be delivered (first draft) in September.

As a reminder, a page for the Moving Downtown Forward Initiative is up on the DDA [website](#). All information regarding the project, including a one-page FAQ can be found on this page. I have also included the FAQ below.

Moving Downtown Forward FAQ

What is Moving Downtown Forward?

Moving Downtown Forward is a thorough examination and evaluation of the current and future needs of downtown, as well as the organizational and funding structure of the Downtown Development Authority (DDA).

What is the goal of this study?

The goal of the is to identify an organizational and funding structure that is best equipped to meet the needs of downtown and the region well into the future.

Who's conducting the study?

The DDA's board of directors hired Progressive Urban Management Associates (PUMA) to conduct the study. PUMA is a nationally respected consulting agency that helps communities/downtowns achieve a variety of goals tied to economic development, organizational management and more. Of particular appeal to the DDA is PUMA's extensive experience working with downtown development authorities (and related organizations) to help them evolve and ensure they are best meeting their community's needs and long-term vision.

PUMA is also working closely with Parallel Solutions to facilitate community engagement. Parallel Solutions is a Traverse City-based firm with considerable experience in organizational development and strategy, along with a proven track record of stakeholder engagement and meeting facilitation.

What will the study entail?

PUMA, assisted by DDA staff and board, will first thoroughly examine the DDA's current organizational and funding mechanisms and prepare a robust community engagement plan. Then, a detailed market assessment completed by PUMA will allow their team to fully understand the economic and social factors that are shaping downtown. This step also involves exhaustive outreach with downtown stakeholders and community members.

The third step involves evaluating how the DDA (as structured now) is responding to the current and projected future needs of downtown. This step closely analyzes funding mechanisms in an attempt to find a model that is effective, equitable and sustainable. Finally, the fourth step will synthesize all the gathered information and provide recommendations on a preferred organizational and funding structure moving forward, along with a transition plan and the identification of benchmarks for success.

From whom will P.U.M.A gather input?

The DDA and PUMA understand that this process can't be completed without detailed input from a wide variety of downtown and community stakeholders. PUMA will conduct interviews with property owners, business owners, residents from downtown and adjacent neighborhoods, downtown employees, other community residents, local real estate professionals and city leaders.

How long will this study take?

The process began in May and will run through September.

What will the DDA do with the results of the study?

Once the study is completed, the DDA and city will determine how to implement the recommendations.



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: May 16, 2022

SUBJECT: Downtown Circulation Plan Subcommittee

As you recall, following the presentation from Chris Zull and a robust discussion on the recommendation for and merits of a two-way street pilot project for downtown at our April 22nd Board meeting, the board approved a resolution to establish a subcommittee to further investigate and discuss the potential project. The following board members were appointed to that subcommittee:

1. Steve Nance, Chair
2. Jeff Joubran
3. Michael Brodsky
4. Audrey Michaels

The subcommittee met for the first time on May 12th (with the Progressive AE Team), to review the results of the study and continue the discussion on the merits for the two-way street pilot project. The subcommittee has also scheduled a second meeting for May 26th with plans to bring forward a formal recommendation for the board to consider at our June meeting.



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: May 16, 2022

Subject: Riverwalk & Pedestrian Plaza Project Management Team Appointment

As you are aware, the effort to develop a conceptual design for the riverwalk/pedestrian plaza is a substantial project for the DDA – one that involves a significant amount of planning, coordination and engagement. With that in mind, the DDA and Inform Consultants would like to establish a “Project Management Team”.

The Project Management Team will be charged with helping to inform community engagement activities, provide input and monitor the conceptual design process, touch base at key project milestones, help create board awareness of the design process and ensure transparency. The Project Management Team will be made up of DDA and City Staff members, members of the consultant team and an appointed member of the DDA Board, City Commission and Grand Traverse Band of Ottawa and Chippewa Indians.

I am looking for one volunteer from the DDA Board to sit on the Project Management Team.

RECOMMENDED MOTION:

That the DDA Board of Directors appoint ----- to the Project Management Team for the Riverwalk and Pedestrian Plaza Conceptual Design Project.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO & Steve Nance, DDA Board Member

Memo Date: May 13, 2022

Subject: Arts Commission Update

Art on the TART - 16th Street Art Installation RFP

We received 10 proposals for the *Art on the TART* - 16th Street RFP and have narrowed down the list of preferred candidates to three. We are in the process of scheduling site visit with each artist and hope to make a selection at our June Arts Commission meeting.

West Front Street Banner Initiative

The Arts Commission approved and released the RFP for 30 new banners along West Front Street. The theme for the banner initiative is "fresh perspectives of downtown". Up to nine artists will be selected along with 30 unique banner images. Please be sure to help us get the word out!



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

Memorandum

To: Downtown Development Authority Board of Directors
Jean Derenzy, DDA CEO

From: Abby Taylor, Downtown Experience Coordinator

Date: May 10, 2022

Re: DTCA Events

Art Walk

Our annual spring Art Walk was held on Friday, May 6th with over 30 artists and five musicians/bands. We distributed a survey to all the participating businesses following the event to see how we can improve and continue to grow in future years. The biggest comment we heard was to potentially extend this event until 8pm and/or into the weekend. The jazz band outside of Horizon Books could be heard down the street and there were a lot of people out and about. It was helpful to have interactive art at the J Smith Walkway for kids. The DTCA will be discussing what our Fall event looks like based off what we learned from Spring Art Walk.

2022 Art Fair Series

Invoices are out for all the Old Town and Cherry Festival Art Fairs and layouts are being put together. I will be sending out communications following payment on booth assignments and load-in policies.



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

Memorandum

To: Downtown Development Authority Board of Directors
Jean Derenzy, DDA CEO

From: Art Bukowski, Communications, Marketing and Outreach Director

Date: May 10, 2022

Re: Communications

Farmers Market

The first farmers market (May 7) was a success, with more than 30 vendors and many customers. We have roughly triple that amount (vendors) already signed up for the remainder of the season. We also have interviews scheduled for the week of May 16 to select two new members for the farmers market advisory board. The DDA board will receive recommendations for appointments at its June meeting. Under the revised meeting schedule, the advisory board meets again in October.

Volunteer Outreach

The DDA plans to bolster its volunteer program to help with downtown events, data gathering and other tasks. A volunteer kickoff is planned at Little Fleet from 5-7 p.m. on Thursday, May 19. This will give us a chance to meet potential volunteers and then match their interests with our needs. A verbal report will be provided at the May meeting.

Destination Downtown

We're working on a plan to promote Destination Downtown, which allows downtown employees free rides into town. While this program has existed for some time, it has not been promoted all that well (or at all, recently). We hope at least some riders will take advantage of this program and alleviate downtown congestion. This is part of a larger plan to better promote options for traveling to and parking downtown.

General communications/event promotion

As always, a large part of my time is spent with regular communications, including sourcing and posting social media content across multiple platforms (Facebook and Instagram) and multiple brands (DTCA/DDA/Arts Commission/Farmers Market, etc.), as well as crafting and sending emails, press releases, regular newsletters and other communications as needed.



Memorandum

To: DDA Board of Directors
CC: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: May 12, 2022
Re: Staff Report: Parking Services – May 2022

Project Updates

Camera Project

The conduit and new cameras were installed and have gone live at the Old Town Parking Garage. The contractors will be back onsite May 23rd to start on Hardy. All cameras should be live by June 3, 2022.

April Parking Revenue

Below are the April revenues compared to April 2019.

Meter Revenues

	2021	2022
Total Revenue	-22%	16%
Coin/Cash/Credit	-9%	1%
Pay-by-Cell	15%	57%

Hourly Admissions

	2021	2022
Hardy Revenue	-61%	-31%
Old Town Revenue	37%	57%

Permits & Fines

	2021	2022
Permit Revenue	-28%	-20%
Fine Revenue	-6%	-1%

DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, APRIL 14, 2022
8:30AM • Hotel Indigo

MEETING MINUTES

1. Call to order (*Gildersleeve*) 8:32am
 - a. Present: *Dawn Gildersleeve* , *Jeff Libman*, *Jeff Joubran*, *Amanda Smith*, *Karen Hilt*, *Blythe Skarshaug* , *Libby Barnes*, *Liz Lancashire* , *Margaret Morse*
 - b. Absent:
2. [Approval of Minutes of the Board Meeting of March 10, 2022](#) Minutes approval by: *Dawn Gildersleeve*, seconded by *Blythe Skarshaug*
3. [Event Report \(Taylor\)](#)
 - a. Art Walk
 - b. Downtown Art Fairs
 - c. Last Slice of Summer
 - d. Winter Events
 - e. Event Calendar 2022

Notes: -Jeff J brought up looking at a t-shirt idea for the Slice of Summer event
-Jeff J talked about ornament from DTCA for Christmas
-Dawn mentioned making a volunteer sign ups for all art shows
-Volunteer kick off will be happening at Little Fleet on May 19
-With Ladies and Men's night, Karen brought up doing an all a night on Tuesday, December 6. There was a vote motioned by Karen and the board agreed for this to be in addition to the two holiday shopping nights.
-Karen brought up that there are more spots available in the front lawn of the Commons for NCF and there will be more taken from the waitlist.
-Jeff L noted that it would be helpful to have more handouts or literature on happenings downtown for employees
-More communication is needed for downtown employees with upcoming events;
Abby to talk to Art about platforms (what are employee perks)
-One line of communication for downtown merchants
4. DDA Report (*Derenzy*)

Notes: -Jean talked about the Summit to have all attend on April 20 from 9am-11am
-Puma being a partner that is assisting in moving downtown forward
-Bridges that were slated for 2022 are now pushed to 2023

5. President's Report (*Gildersleeve*)

- a. Hiring as a whole
- b. Hiring challenges
- c. How can the DTCA help with hiring

Notes: -Dawn brought up the need for hiring and what wage involved
-Liz shared that \$15 starting with some bonus structure
-Jeff Libman is about to give his long-standing employee a raise
-There have been some luck finding employees on Indeed

6. Adjourn 9:38am



**Minutes of the
Downtown Development Authority for the City of Traverse City
Finance Committee
Monday, April 11, 2022**

A regular meeting of the Downtown Development Authority Finance Committee of the City of Traverse City was called to order at the Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:30 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Vice Chair Scott Hardy, Mayor Richard Lewis, and Board Member Jeff Joubran

The following Board Members were absent: Board Member Damian Lockhart

Chairperson Joubran presided at the meeting.

(a) **CALL TO ORDER**

Joubran called the meeting to order at 9:30AM.

(b) **ROLL CALL**

(c) **APPROVAL OF MINUTES**

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 approving the minutes of the regular Finance Committee meeting of March, 14 2022 (Approval Recommended) (Jean Derenzy)

That the Finance Committee approves the minutes of the regular Finance Committee meeting of March 14, 2022.

Moved by Richard Lewis, Seconded by Scott Hardy

Yes: Gabe Schneider, Scott Hardy, Richard Lewis, and Jeff Joubran
Absent: Damian Lockhart

CARRIED. 4-0-1 on a recorded vote

(d) **BUDGETS**

(1)

Review of 2022/2023 DDA General, TIF 97, Old Town TIF, Arts Commission and Parking Budgets (Jean Derenzy)

Derenzy distributed an updated memo to the committee.

The Following Addresses the Committee:

Jean Derenzy, DDA CEO
Scott Hardy
Gabe Schneider
Jeff Joubran
Richard Lewis

(e) **PUBLIC COMMENT**

No public comment.

(f) **ADJOURNMENT**

(1)

Motion to Adjourn the Meeting

That the DDA Finance Committee adjourn the regular meeting of April 11th at 10:45AM.

Moved by Gabe Schneider, Seconded by Scott Hardy

Yes: Gabe Schneider, Scott Hardy, Richard Lewis, and Jeff Joubran
Absent: Damian Lockhart

CARRIED. 4-0-1 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO