

# **Traverse City Downtown Development Authority Regular Meeting**

**February 17, 2023**

**9:00 am**

Training Room, 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](http://www.dda.downtowntc.com)  
303 East State Street, Suite C  
Traverse City, MI 49684

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# Welcome to the Traverse City Downtown Development Authority meeting

## Agenda

	Page
<b>1. CALL TO ORDER</b>	
<b>2. ROLL CALL</b>	
<b>3. REVIEW AND APPROVAL OF AGENDA</b>	
<b>4. CONSENT CALENDAR</b>	
<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. Approval of minutes of the January 20, 2023 and February 3, 2023 Downtown Development Authority Board of Directors meetings (Approval Recommended) (Jean Derenzy)	7 - 14
<a href="#">Downtown Development Authority Regular Meeting - 20 Jan 2023 - Minutes - PDF</a>	
<a href="#">Downtown Development Authority Study Session - 03 Feb 2023 - Minutes - PDF</a>	
B. Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for January 2023 (Approval Recommended) (Jean Derenzy)	15 - 23
<a href="#">DDA General, TIF 97 and Old Town TIF Financials (Combined) January 2023 - PDF</a>	
<a href="#">TC Parking Services Financials January 2023 - PDF</a>	
<a href="#">TC Arts Commission Financials January 2023 - PDF</a>	
C. Consideration of Farmers Market Rules for 2023	25 - 39
<a href="#">Farmers Market Rule Change Memo (Art Bukowski) - PDF</a>	
<a href="#">Farmers Market Rules 2023 (Advisory Board Approved Changes) - PDF</a>	

D.	Consideration of Renaming the Parking Advisory Board <a href="#">Consideration of Renaming the Parking Advisory Board Memo (VanNess) - PDF</a>	41
<hr/>		
<b>5.</b>	<b>ITEMS REMOVED FROM CONSENT CALENDAR</b>	
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<b>6.</b>	<b>SPECIAL ORDER OF BUSINESS</b>	
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<b>7.</b>	<b>OLD BUSINESS</b>	
<hr/>		
<b>8.</b>	<b>NEW BUSINESS</b>	
A.	Neighborhood Enterprise Zone (NEZ) for West Front Street <a href="#">NEZ Overview Memo (Jean Derenzy) - PDF</a> <a href="#">MEDC NEZ Program Summary - PDF</a> <a href="#">NEZ Boundary Map (w/124 Front) - PDF</a>	43 - 47
B.	Retail Incubator Construction Cost and Lease (approval recommended) <a href="#">Retail Incubator Memo (Jean Derenzy) - PDF</a> <a href="#">Retail Incubator Rent Expenses and Build Out Costs Proposal - PDF</a>	49 - 51
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<b>9.</b>	<b>CEO REPORT</b>	
A.	Project Updates (Jean Derenzy) <a href="#">Project Update Memo (Jean Derenzy) - PDF</a>	53 - 54
<hr/>		
<b>10.</b>	<b>BOARD MEMBER REPORTS</b>	
A.	Arts Commission Update (Steve Nance) <a href="#">Arts Commission Memo (Steve Nance) - PDF</a>	55
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<b>11.</b>	<b>STAFF REPORTS</b>	
A.	Transportation and Mobility Director Report (Nicole VanNess) <a href="#">Transportation and Mobility Director Report Memo (Nicole VanNess) - PDF</a>	57 - 58
B.	Downtown Experience Coordinator Report (Abby Taylor) <a href="#">Downtown Experience Coordinator Report Memo (Abby Taylor) - PDF</a>	59 - 60
C.	Downtown Communications and Outreach Director Report (Art Bukowski) <a href="#">Communications and Outreach Director Report Memo (Art Bukowski) - PDF</a>	61

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**12. RECEIVE AND FILE**

- |    |   |      |
|----|---|------|
| A. | DTCA February 2023 Board Meeting Minutes                                | 63 - |
|    | <a href="#">February 9, 2023 DTCA Board Meeting Minutes - PDF</a>       | 64   |
| B. | Arts Commission December 2022 Meeting Minutes                           | 65 - |
|    | <a href="#">December 21, 2023 Arts Commission Meeting Minutes - PDF</a> | 67   |
| C. | Two-Way Conversion Pilot Project Update                                 | 69   |
|    | <a href="#">Two Way Pilot Project Update (Derenzy) - PDF</a>            |      |

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**13. PUBLIC COMMENT**

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**14. ADJOURNMENT**



# CITY COMMISSION

## GOALS & OBJECTIVES

### 2022-2023

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#### **HOUSING & HOMELESSNESS**

Increase opportunities for more diverse housing through public and private options.



#### **ACCESS & MOBILITY**

Invest in multi-modal mobility strategies and existing and future infrastructure so that individuals of all ages, abilities and income have a network of complete, barrier free, safe, year round access to our community's amenities and basic needs.



#### **CONNECTING PEOPLE WITH EACH OTHER AND NATURE**

Invest in facilities and amenities in order to create vibrant City spaces that connect all people to nature and to each other.



#### **ECONOMIC DEVELOPMENT**

The City will foster economic development by adopting a growth mentality and by conserving and maintaining natural resources. It will work with partners to invest in and maintain amenities that support a wide variety of industries, build the workforce, and attract well-paying jobs with the region's future in mind.



#### **WATER SYSTEMS**

Proactively and consistently maintain, conserve, and manage water and water systems to reduce harm to the systems themselves as well as public health and safety.



#### **CLIMATE CHANGE**

Address climate within all of our City priorities, goals, policies, and actions.





**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Regular Meeting  
Friday, January 20, 2023**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:00 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 Damian Lockhart, Board Member Jeff Joubran, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, and Board Member Katy Bertodatto

The following Board Members were absent: Board Member Michael Brodsky

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 9:00AM

(b) **ROLL CALL**

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

- (1) Consideration of approving the agenda as presented.

Gabe Schneider asked for flexibility to move the Mobility Action Plan presentation to later in the agenda due to unforeseen circumstances.  
Approval of the agenda as ammended.

Moved by Katy Bertodatto, Seconded by Scott Hardy

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Katy Bertodatto  
**Absent:** Michael Brodsky

**CARRIED. 11-0-1 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) Approval of minutes of the December 16, 2022 Downtown Development Authority Board of Directors meeting (Approval Recommended) (Jean Derenzy)
- (2) Consideration of approving the financial reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services and Arts Commission for December 2022 (Approval Recommended) (Jean Derenzy)
- (3) Traverse Connect Q4 Results & Quarterly Accomplishments  
That the DDA Board approve the consent calendar as presented.

Moved by Pam Marsh, Seconded by Katy Bertodatto

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Katy Bertodatto  
**Absent:** Michael Brodsky

**CARRIED. 11-0-1 on a recorded vote**

(e) **OLD BUSINESS**

- (1) Adopt Revised TDM Study Report (Approval Recommended) (Nicole VanNess, Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Nicole VanNess  
Gabe Schneider  
Scott Hardy  
Katy Bertodatto

Approval of the 2022 updated Transportation Demand Management Study. Further, that the recommendation for approval be presented to the City Commission for adoption and approval.

Moved by Peter Kirkwood, Seconded by Jeff Joubran

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Katy Bertodatto

**Absent:** Michael Brodsky

**CARRIED. 11-0-1 on a recorded vote**

(f) **NEW BUSINESS**

- (1) West End Property Purchase - City/DDA Fund Transfer (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Richard Lewis  
Peter Kirkwood  
Steve Nance  
Scott Hardy  
Gabe Schneider

That the DDA Board approve the Letter of Agreement for the interfund loan between the Traverse City Downtown Development Authority and the City of Traverse City, subject to approval as to substance by the DDA CEO and as to form by the DDA Attorney.

Moved by Katy Bertodatto, Seconded by Todd McMillen

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Katy Bertodatto

**Absent:** Michael Brodsky

**CARRIED. 11-0-1 on a recorded vote**

- (2) Pedestrian Detour Signage (Approval Recommended) (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Peter Kirkwood

Harry Burkholder  
Gabe Schneider  
Nicole VanNess  
Pam Marsh

That he DDA Board approve not-to-exceed \$17,000 to purchase and fabricate materials for new pedestrian detour signs for upcoming and future downtown public infrastructure projects. Further, costs shall come from TIF97 and Old Town.

Moved by Steve Nance, Seconded by Pam DeMerle

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy, Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam DeMerle, Todd McMillen, and Katy Bertodatto

**Absent:** Michael Brodsky

**CARRIED. 11-0-1 on a recorded vote**

(g) **CEO REPORT**

(1) Project Updates (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Peter Kirkwood  
Pam Marsh  
Scott Hardy  
Jeff Joubran  
Pam DeMerle  
Katy Bertodatto  
Nicole VanNess  
Richard Lewis

(h) **BOARD MEMBER REPORTS**

(1) Arts Commission Update (Steve Nance)

The Following Addressed the Board:

Steve Nance  
Harry Burkholder

(i) **STAFF REPORTS**

(1) Transportation and Mobility Director Report (Nicole VanNess)

The Following Addressed the Board:

Nicole VanNess  
Gabe Schneider  
Jean Derenzy

- (2) Downtown Experience Coordinator Report (Abby Taylor)

The Following Addressed the Board:

Abby Taylor  
Peter Kirkwood  
Scott Hardy  
Todd McMillen

(j) **SPECIAL ORDER OF BUSINESS**

- (1) Mobility Action Plan (Chris Zull, Progressive AE)

The Following Addressed the Board:

Chris Zull  
Jean Derenzy, DDA CEO  
Scott Hardy  
Peter Kirkwood  
Harry Burkholder  
Pam Marsh  
Gabe Schneider  
Steve Nance  
Katy Bertodatto  
Jeff Joubran  
Pam DeMerle

Richard Lewis left the meeting at 10:20am.

(k) **RECEIVE AND FILE**

- (1) Arts Commission November 2022 Meeting Minutes

(l) **PUBLIC COMMENT**

No Public Comment.

(m) **ADJOURNMENT**

- (1) Motion to adjourn the meeting.

That the DDA Board adjourn the meeting at 11:08AM

Moved by Steve Nance, Seconded by Scott Hardy

**Yes:** Gabe Schneider, Steve Nance, Peter Kirkwood, Scott Hardy,  
Damian Lockhart, Jeff Joubran, Richard Lewis, Pam Marsh, Pam  
DeMerle, Todd McMillen, and Katy Bertodatto

**Absent:** Michael Brodsky

**CARRIED. 11-0-1 on a recorded vote**

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Jean Derenzy, Traverse City DDA  
CEO

Draft



**Minutes of the  
Downtown Development Authority for the City of Traverse City  
Study Session  
Friday, February 3, 2023**

A study session of the Downtown Development Authority of the City of Traverse City was called to order at the Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 12 p.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Steve Nance, Board Vice Chair Scott Hardy, Mayor Richard Lewis, Board Member Pam Marsh, Board Member Pam DeMerle, Board Member Todd McMillen, Board Member Katy Bertodatto, and Board Member Michael Brodsky

The following Board Members were absent: Board Member Peter Kirkwood and Board Member Jeff Joubran

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 12:00PM.

(b) **ROLL CALL**

Steve Nance arrived at 12:07pm.  
Richard Lewis arrived at 12:10pm

(c) **TOPICS OF DISCUSSION**

(1) Moving Downtown Forward (Jean Derenzy)

The Following Addressed the Board:

Jean Derenzy, DDA CEO  
Gabe Schneider  
Scott Hardy  
Pam Marsh

Katy Bertodatto  
Michael Brodsky  
Pam DeMerle  
Richard Lewis  
Steve Nance

(d) **PUBLIC COMMENT**

The Following Addressed the Board:

Jason Allen  
Scott Hardy  
Katy Bertodatto  
Michael Brodsky

(e) **ADJOURNMENT**

Chairperson Schneider adjourned the meeting at 1:01PM.

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Jean Derenzy, Traverse City DDA  
CEO

# Traverse City DDA - General

Balance Sheet  
As of December 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Fifth Third Checking - 3112	727,244.66
1072 Bill.com Money Out Clearing	70.00
Fifth Third Savings - 6740	203,173.08
Petty Cash	0.00
<b>Total Bank Accounts</b>	<b>\$930,487.74</b>
Accounts Receivable	
1200 Accounts Receivable	212,650.66
<b>Total Accounts Receivable</b>	<b>\$212,650.66</b>
Other Current Assets	
1220 Grants Receivable	8,162.50
1230 Other Receivable	0.00
1480 Payroll Advance	0.00
1499 Undeposited Funds	0.00
Deposits in Transit	0.00
Due From APS (City of TC)	0.00
Due From Arts Council	0.00
Due From DTCA	4,526.46
<b>Total Other Current Assets</b>	<b>\$12,688.96</b>
<b>Total Current Assets</b>	<b>\$1,155,827.36</b>
Other Assets	
Due From Other Funds	2,659.40
Pre-Paid Expense	0.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$2,659.40</b>
<b>TOTAL ASSETS</b>	<b>\$1,158,486.76</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	6,670.00
<b>Total Accounts Payable</b>	<b>\$6,670.00</b>
Credit Cards	
2150 First National Bank Card	
2153 First National - 8689	17.99
<b>Total 2150 First National Bank Card</b>	<b>17.99</b>

# Traverse City DDA - General

Balance Sheet  
As of December 31, 2022

	TOTAL
<b>Total Credit Cards</b>	<b>\$17.99</b>
Other Current Liabilities	
2050 Other Accrued Liabilities	0.00
2110 Direct Deposit Liabilities	0.00
2200 Payroll Liabilities	0.00
2205 457b Payable	0.00
2210 Federal Income Tax Payable	0.00
2215 Health, Dental, Vision Insurance Payable	1,493.84
2220 Life & Disability Insurance Payable	435.14
2225 Medicare Tax Payable	0.00
2230 Social Security Tax Payable	0.00
2235 State Income Tax Payable	0.00
2240 State Unemployment Tax Payable	0.00
2245 Wage Garnishment Payable	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>1,928.98</b>
2400 GRANTS	
2401 Coastal Zone Management	0.00
2402 Destination Downtown	0.00
2403 EGLE -- Cornwell Development	0.00
2404 Heathy Drinking Culture Grant	0.00
2405 Lower Boardman	0.00
2406 Match on Main MEDC Grant	0.00
2407 MEDC (Civic Square)	91,836.00
2408 Professional Development	0.00
2409 Rotary Charities	0.00
2410 Seed Grant	0.00
2411 Tech Incubator Fund	0.00
<b>Total 2400 GRANTS</b>	<b>91,836.00</b>
Accrued Payroll Liabilities	8,206.78
Accrued Salaries	32,327.61
Bryan Crough Memorial Fund	0.00
Bumpout Project Funds Collected	0.00
Buy Local Give Local Campaign	0.00
Deferred Income	213,815.97
Deposits Payable	0.00
Double Up Food Bucks	-10,560.39
EBT Bridge Card	-29,817.65
Ironman	0.00
NCF Reimbursements	-480.00
Prescriptions for Health	820.64
Project Fresh	689.00
Senior Project Fresh	-2,185.00

# Traverse City DDA - General

Balance Sheet  
As of December 31, 2022

	TOTAL
<b>Total Deposits Payable</b>	<b>-41,533.40</b>
Due to Oldtown TIF	18,269.60
Due to Other Funds	9,007.81
Due to TIF 97	252,648.63
Suspense	0.00
<b>Total Other Current Liabilities</b>	<b>\$586,507.98</b>
<b>Total Current Liabilities</b>	<b>\$593,195.97</b>
<b>Total Liabilities</b>	<b>\$593,195.97</b>
Equity	
3000 Opening Bal Equity	107,606.27
3900 Retained Earnings	628,579.53
Net Income	-170,895.01
<b>Total Equity</b>	<b>\$565,290.79</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,158,486.76</b>

# Traverse City DDA - TIF 97

Balance Sheet  
As of December 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVALENTS	
1001 Fifth Third Checking - 8026	7,174,688.01
<b>Total 1000 CASH AND CASH EQUIVALENTS</b>	<b>7,174,688.01</b>
<b>Total Bank Accounts</b>	<b>\$7,174,688.01</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	344,616.62
<b>Total Accounts Receivable</b>	<b>\$344,616.62</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	0.00
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>0.00</b>
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$7,519,304.63</b>
Fixed Assets	
Land	0.00
<b>Total Fixed Assets</b>	<b>\$0.00</b>
Other Assets	
Accounts Rec - DO NOT USE	0.00
Pre-Paid Expense	0.00
Work in Progress	0.00
<b>Total Other Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$7,519,304.63</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	0.04
Due to City - Capital Projects	0.00
<b>Total Accounts Payable</b>	<b>\$0.04</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
2200 DEFERRED REVENUE	48,631.87
Accounts Payable - DO NOT USE	0.00
<b>Total Other Current Liabilities</b>	<b>\$48,631.87</b>

# Traverse City DDA - TIF 97

Balance Sheet  
As of December 31, 2022

	TOTAL
<b>Total Current Liabilities</b>	<b>\$48,631.91</b>
<b>Total Liabilities</b>	<b>\$48,631.91</b>
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	4,833,620.97
Net Income	2,658,251.75
<b>Total Equity</b>	<b>\$7,470,672.72</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$7,519,304.63</b>

# DDA Old Town TIF

## Balance Sheet

As of December 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 CASH AND CASH EQUIVILENTS	
1001 Fifth Third Checking - 0650	1,271,197.28
<b>Total 1000 CASH AND CASH EQUIVILENTS</b>	<b>1,271,197.28</b>
<b>Total Bank Accounts</b>	<b>\$1,271,197.28</b>
Accounts Receivable	
1200 ACCOUNTS RECEIVABLE	18,269.60
<b>Total Accounts Receivable</b>	<b>\$18,269.60</b>
Other Current Assets	
1100 OTHER CURRENT ASSETS	
1103 Due From Other Funds	0.00
1104 Due From DDA	0.00
<b>Total 1100 OTHER CURRENT ASSETS</b>	<b>0.00</b>
<b>Total Other Current Assets</b>	<b>\$0.00</b>
<b>Total Current Assets</b>	<b>\$1,289,466.88</b>
<b>TOTAL ASSETS</b>	<b>\$1,289,466.88</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 ACCOUNTS PAYABLE	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
2100 DUE TO OTHER FUNDS	0.00
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$0.00</b>
Equity	
Retained Earnings	714,386.80
Net Income	575,080.08
<b>Total Equity</b>	<b>\$1,289,466.88</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,289,466.88</b>

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		
		NDED BUDGET	01/31/2023	MONTH ENCUMBERED	ENCUMBERED	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
585-000-652.000	PARKING FEES-COIN	1,700,000.00	1,260,963.10	115,319.05	0.00	74.17
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	187,894.00	85,185.50	0.00	93.95
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	1,930.00	0.00	0.00	100.00
585-000-653.010	DESTINATION DOWNTOWN	0.00	20.00	0.00	0.00	100.00
585-000-656.010	PARKING FINES	200,000.00	176,673.85	6,958.85	0.00	88.34
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	33,964.67	0.00	0.00	51.46
585-000-677.000	REIMBURSEMENTS	4,700.00	2,212.73	0.00	0.00	47.08
585-000-686.000	MISCELLANEOUS INCOME	0.00	730.00	0.00	0.00	100.00
585-000-699.000	PRIOR YEARS' SURPLUS	0.00	(159,341.40)	0.00	(38,658.60)	100.00
Total Dept 000 - NON-DEPARTMENTAL		2,170,700.00	1,505,046.95	207,463.40	(38,658.60)	67.55
Dept 586 - HARDY DECK						
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	223,711.73	6,981.40	0.00	89.48
585-586-653.005	PERMITS-PARKING DECK	180,000.00	131,670.00	13,670.00	0.00	73.15
Total Dept 586 - HARDY DECK		430,000.00	355,381.73	20,651.40	0.00	82.65
Dept 587 - OLD TOWN DECK						
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	62,280.95	2,504.25	0.00	88.97
585-587-653.005	PERMITS-PARKING DECK	100,000.00	69,890.00	5,340.00	0.00	69.89
585-587-686.000	MISCELLANEOUS INCOME	0.00	1,250.00	0.00	0.00	100.00
Total Dept 587 - OLD TOWN DECK		170,000.00	133,420.95	7,844.25	0.00	78.48
TOTAL REVENUES		2,770,700.00	1,993,849.63	235,959.05	(38,658.60)	70.57
Expenditures						
Dept 585 - AUTOMOBILE PARKING SYSTEM						
585-585-702.000	SALARIES AND WAGES	9,700.00	5,900.65	2,022.13	0.00	60.83
585-585-704.000	EMPLOYEE OVERTIME	2,000.00	689.76	0.00	0.00	34.49
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	30.90	(0.59)	0.00	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	102.34	13.93	0.00	51.17
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	68.53	9.78	0.00	68.53
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	16.26	2.32	0.00	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	347.19	60.70	0.00	49.60
585-585-727.000	OFFICE SUPPLIES	6,000.00	3,294.19	290.70	282.16	59.61
585-585-740.000	OPERATION SUPPLIES	37,000.00	28,288.57	3,874.36	34,098.59	168.61
585-585-801.000	PROFESSIONAL AND CONTRAC	1,006,000.00	562,042.63	13,048.60	903,112.59	145.64
585-585-802.000	INFORMATION TECHNOLOGY S	197,550.00	23,974.16	1,663.50	317,308.56	172.76
585-585-810.000	COLLECTION COSTS	500.00	0.00	0.00	0.00	0.00
585-585-850.000	COMMUNICATIONS	24,000.00	7,838.24	988.89	195,873.00	848.80
585-585-854.000	CITY FEE	278,100.00	0.00	0.00	0.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	2,551.64	0.00	0.00	51.03
585-585-862.000	PROFESSIONAL DEVELOPMENT	2,000.00	1,250.00	0.00	0.00	62.50
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	0.00
585-585-880.000	COMMUNITY PROMOTION	65,000.00	0.00	0.00	0.00	0.00
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	302.51	0.00	97.94	2.86
585-585-910.000	INSURANCE AND BONDS	13,000.00	4,790.12	0.00	0.00	36.85

GL NUMBER	DESCRIPTION	2022-23YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		NDED BUDGET	01/31/2023	01/31/23	EAR-TO-DATE		
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-920.000	PUBLIC UTILITIES	15,000.00	4,537.60	583.42	0.00	10,462.40	30.25
585-585-930.000	REPAIRS AND MAINTENANCE	519,800.00	24,738.19	270.71	44,892.81	450,169.00	13.40
585-585-930.005	RAMSDELL GATE REPAIR & MA	1,000.00	7.64	0.00	0.00	992.36	0.76
585-585-940.000	RENTAL EXPENSE	80,900.00	27,431.54	1,337.23	69,533.60	(16,065.14)	119.86
585-585-956.000	MISCELLANEOUS	3,800.00	21,587.39	0.00	0.00	(17,787.39)	568.09
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	165,000.00	47,500.00	0.00	113,203.00	4,297.00	97.40
585-585-977.000-22-7E	EQUIPMENT	0.00	3,699.90	0.00	3,699.90	(7,399.80)	100.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,583,350.00	770,989.95	24,165.68	1,682,102.15	130,257.90	94.96
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	7,000.00	3,609.07	302.04	4,181.37	(790.44)	111.29
585-586-801.000	PROFESSIONAL AND CONTRAC'	131,000.00	13,115.09	5,518.94	42,062.00	75,822.91	42.12
585-586-850.000	COMMUNICATIONS	6,300.00	1,536.00	0.00	0.00	4,764.00	24.38
585-586-910.000	INSURANCE AND BONDS	8,000.00	2,522.12	0.00	0.00	5,477.88	31.53
585-586-920.000	PUBLIC UTILITIES	55,000.00	25,720.20	12,661.95	0.00	29,279.80	46.76
585-586-930.000	REPAIRS AND MAINTENANCE	581,000.00	32,859.71	793.57	56,160.07	491,980.22	15.32
585-586-940.000	RENTAL EXPENSE	21,800.00	7,664.82	0.00	0.00	14,135.18	35.16
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.00
585-586-959.000	DEPRECIATION EXPENSE	207,200.00	0.00	0.00	0.00	207,200.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	(228.80)	5,228.80	(4.58)
Total Dept 586 - HARDY DECK		1,033,300.00	87,027.01	19,276.50	102,174.64	844,098.35	18.31
Dept 587 - OLD TOWN DECK							
585-587-740.000	OPERATION SUPPLIES	4,000.00	4,045.80	0.00	4,258.53	(4,304.33)	207.61
585-587-801.000	PROFESSIONAL AND CONTRAC'	90,500.00	4,193.07	1,813.75	25,148.68	61,158.25	32.42
585-587-802.000	INFORMATION TECHNOLOGY S	1,600.00	660.00	0.00	660.00	280.00	82.50
585-587-850.000	COMMUNICATIONS	5,800.00	2,488.04	138.11	62.90	3,249.06	43.98
585-587-910.000	INSURANCE AND BONDS	900.00	2,245.84	0.00	0.00	(1,345.84)	249.54
585-587-920.000	PUBLIC UTILITIES	50,000.00	8,131.26	878.93	0.00	41,868.74	16.26
585-587-930.000	REPAIRS AND MAINTENANCE	55,000.00	86,954.33	746.54	88,322.48	(120,276.81)	318.69
585-587-940.000	RENTAL EXPENSE	16,250.00	6,690.42	0.00	0.00	9,559.58	41.17
585-587-959.000	DEPRECIATION EXPENSE	183,100.00	0.00	0.00	0.00	183,100.00	0.00
585-587-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 587 - OLD TOWN DECK		412,150.00	115,408.76	3,577.33	118,452.59	178,288.65	56.74
TOTAL EXPENDITURES		4,028,800.00	973,425.72	47,019.51	1,902,729.38	1,152,644.90	71.39
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		2,770,700.00	1,993,849.63	235,959.05	(38,658.60)	815,508.97	70.57
TOTAL EXPENDITURES		4,028,800.00	973,425.72	47,019.51	1,902,729.38	1,152,644.90	71.39
NET OF REVENUES & EXPENDITURES		(1,258,100.00)	1,020,423.91	188,939.54	(1,941,387.98)	(337,135.93)	73.20

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY  
 PERIOD ENDING 01/31/2023

GL NUMBER	DESCRIPTION	ACTIVITY FOR					
		2022-23YTD BALANCE	MONTH ENCUMBERED	ENCUMBERED	%	BDGT	
		ENDED BUDGET	01/31/2023	01/31/23	EAR-TO-DATE	BALANCE	USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOUR	5,000.00	0.00	0.00	0.00	5,000.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	30,000.00	0.00	0.00	0.00	100.00
Total Dept 000 - NON-DEPARTMENTAL		35,000.00	30,000.00	0.00	0.00	5,000.00	85.71
TOTAL REVENUES		35,000.00	30,000.00	0.00	0.00	5,000.00	85.71
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-801.000	PROFESSIONAL AND CONTRAC'	35,000.00	16,400.00	0.00	9,081.28	9,518.72	72.80
282-282-930.000	REPAIRS AND MAINTENANCE	0.00	2,038.67	939.94	0.00	(2,038.67)	100.00
Total Dept 282 - PUBLIC ARTS COMMISSION		35,000.00	18,438.67	939.94	9,081.28	7,480.05	78.63
TOTAL EXPENDITURES		35,000.00	18,438.67	939.94	9,081.28	7,480.05	78.63
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		35,000.00	30,000.00	0.00	0.00	5,000.00	85.71
TOTAL EXPENDITURES		35,000.00	18,438.67	939.94	9,081.28	7,480.05	78.63
NET OF REVENUES & EXPENDITURES		0.00	11,561.33	(939.94)	(9,081.28)	(2,480.05)	100.00





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

## **Memorandum**

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

**From:** Art Bukowski, Communications and Outreach Director

**Date:** February 13, 2023

**Re:** Farmers Market Rules Changes

The Sara Hardy Farmers Market Advisory Board met on January 23<sup>rd</sup> and approved several modifications to the market rules (see attached rules with changes in red). The majority of changes were minor tweaks intended to address issues experienced by market staff or customers.

A significant addition was a section that codifies rules related to CBD. While we have had multiple vendors selling CBD in recent years, the number has increased, and the market manager (Kyle from SEEDS) and our office thought it best to formally address these products in the actual market rules, which previously made no mention of CBD.

Kyle consulted with the Michigan Farmers Market Association (MIFMA) when crafting these rules. It should be noted that the rules explicitly prohibit any forms of marijuana or edible CBD, permitting only hemp products and topical CBD.

As the advisory board approved these rule changes with a unanimous vote, I recommend that the DDA board also approve.



# SARA HARDY DOWNTOWN FARMERS MARKET

## MARKET RULES 2023

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### I. MISSION

The Sara Hardy Downtown Farmers Market (the Market) is operated by the Traverse City Downtown Development Authority (DDA) and is managed by SEEDs (The Market Manager). The purpose of the Market is to create a sales venue for local area farmers, provide opportunities for consumers to purchase quality farm-grown goods, provide a community gathering place, and promote and stimulate economic development in the Downtown area.

### II. TIME & PLACE

The Market takes place on Wednesdays and Saturdays in season on dates established every year by the Downtown Development Authority. The Market begins by 7:30 a.m. on Saturdays, 8:00 a.m. on Wednesdays, and ends at 12 noon. Wednesday markets run June - October and Saturday Markets run May - October. The DDA shall set dates based on a recommendation by the Farmers Market Advisory Board.

The Market takes place in parking lot "B" at the southwest corner of Cass and Grandview Parkway in downtown Traverse City, though it may be temporarily moved to accommodate other events in that space.

The online market takes place Wednesday evenings, 3:00 pm - 6:00 pm. Drop-off for this will be coordinated by The Market Manager based on the number of orders.

### III. WHO CAN SELL

Only Vendors registered and approved in accordance with these Rules may sell at the Market. Applications are available by contacting the DDA office and must be submitted by **March 6th, 2023**. Applications will be required annually. **Late applications will be accepted but are not guaranteed acceptance or permanent booth space.**

All Vendors must be within the Historical 7 County Area (Grand Traverse, Antrim, Kalkaska, Wexford, Leelanau, Benzie, and Manistee Counties) with the exception of Limited Exemption Vendors

- If space is limited preference will be determined by the following five factors:

- Product Balance (or mix of product at market)
- Local sourcing
- Timing of Acceptance
- History with the Market
- Booth assignment process

The Market Manager and DDA Staff shall determine acceptance into the Market at their sole discretion. Any appeals of this decision may be brought to the Farmers Market Advisory Board. This Board will make any ultimate decision on these matters and its decision shall be final. The appeals process is defined later in the rules.

Those not accepted because of space limitations will be placed on a waiting list and will be made aware of any openings throughout the season.

## IV. WHAT CAN BE SOLD

All of the products sold at the Market must be grown or produced by the Vendor offering them for sale. No reselling will be allowed. Reselling is defined as the offering or sale of any product not grown or produced by the Vendor. All products and Vendors must be compliant with any applicable USDA, MDARD and Department of Health regulations. Vendors are defined by the following 3 categories:

### CATEGORY 1: RAW AGRICULTURAL PRODUCTS

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. The Vendor must provide proof of planting stock purchase or equivalent documentation to have the amendment approved. Approval is at the discretion of the DDA Staff and the Market Manager.

- I. Fruits, Vegetables, Cultivated Mushrooms, & Grain: Must be grown 100% by that Vendor.
- II. Animal Agriculture: Includes meats, eggs, honey, and milk. 100% of the animals must be owned and cared for by that Vendor.

- III. Nursery Items: Nursery items include annuals, perennials, and cut flowers. ~~These~~ items may not be purchased by the Vendor ready for retail. No wholesaling is allowed. All nursery items must abide by the additional guidelines listed below:
- A. The nursery/greenhouse must have production facilities specifically for growing nursery/stock plants.
  - B. The nursery/greenhouse must produce plants from seed, cuttings, plugs, and/or bare root stock in small containers, which are then grown to the finished size for sale at market.
  - C. The nursery/greenhouse will have an annual production plan complete with order confirmations for seed, cuttings, liners/plugs, bare root, small containerized stock, and supplies such as soil, pots, fertilizers, etc., along with invoices on file.
  - D. Vendors selling winter-hardy nursery stock items, including trees, shrubs perennials, mums, fruit trees, berry plants, rose bushes, vines, herbs and bulbs must produce both a Nursery Stock Growers License or a Small Scale Growers License as well as a Nursery Stock Dealer Market License [These licenses can be found on MDARD's website](#)

## CATEGORY 2: VALUE ADDED AGRICULTURAL ITEMS

Priority in this category will be given to Vendors based on the following ranked criteria (NOTE: The DDA acknowledges the constraints of our local growing area when it comes to value added products. This will be taken into account during the evaluation process.):

- I. Vendors that grow all of their ingredients
- II. Vendors that use their own grown ingredients along with locally farmed ingredients.
- III. Vendors that source all ingredients from locally farmed ingredients.

All Vendors in this category will be evaluated by the Farmers Market Advisory Board and/or DDA and SEEDS staff before acceptance to ensure the best Product Balance. Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. Approval is at the discretion of the DDA Staff and the Market Manager.

Value Added Agricultural Items Include:

*TRAVERSE CITY DDA || 231.922.2050  
303 E. State Street, Ste. C, Traverse City, MI 49684*

3

- I. Baked Items: (Limit of 8 Vendors) Eligible bread products must be baked from dough made by the Vendor.
- II. Soap/Health & Beauty Care Products: (Limit of 4 Vendors)
- III. Value Added Fruits & Vegetables: This includes oils, vinegars, preserves, jams, dried fruits, juices, salsas, etc.
- IV. Cheese: Priority is given to those who own their own animals, then to those who source exclusively from local farmers.
- V. Small Wine Vendors (Maximum of 3 Vendors on Wednesdays, 2 Vendors on Saturdays) I. Eligible wineries must:
  - A. Complete the Michigan Liquor Control Commission (MLCC) Application for Farmers' Market Permit
    - 1. Tastings and sales shall be limited to an exclusive area that is well defined and clearly marked and under the control of the permit holder. This permit must be approved by the Market Manager before the vendor attends the market.
    - 2. Tastings to each customer shall not exceed 3 services of 2 ounces or less of wine in any period of 24 hours
    - 3. The Market Manager will sign the Permit upon acceptance for submission to the MLCC.
    - 4. Make fewer than 5,000 gallons of wine per year at all locations
  - B. Wineries shall provide a certificate of liquor liability insurance in the amount of \$1 million per occurrence naming the City of Traverse City and the Traverse City Downtown Development Authority as additional insured. The certificate shall evidence dates of coverage that are inclusive of the dates alcohol is being sold or served.
  - C. Wineries shall submit copies of server training certification for each server who will be present sampling wines at the market. In the event that there are any substitutions, the Market Manager must be notified and be provided with certifications for new servers.
  - D. Wineries will check photo identification of ALL customers sampling or purchasing wine and will not serve wine to anyone under the age of 21 years old, in accordance with federal law.
  - E. Wine vendors are responsible for providing their own receptacles for tastings and must clean up their space after.
- VI. Coffee Vendor: (Limit of 1 Vendor)
  - I. Eligible Coffee Vendors Guidelines:

- A. Coffee Vendors are responsible for providing their own receptacles and must maintain their space in a neat and clean condition and clean up after the close of market.
- B. Coffee Vendors are only allowed to sell coffee beans that they have roasted themselves and coffee or coffee drinks made from such beans.
- C. The DDA will not provide any supplies to the Coffee Vendor such as a tent, extension cord, or water.
- D. It is suggested that Coffee Vendors compost their grounds and use compostable containers and serve ware.

II. Evaluation of Coffee Vendors:

- A. Two Criteria for Selection
  - 1. Applicant is preferred to be a downtown business
  - 2. Applicant's breadth of offerings
- B. If more than one vendor applies, Advisory Board will make the final decision
  - 1. An agreement may be made amongst the multiple applicants to divide up the available dates provided that such agreement is in writing and is provided to the Market Manager in advance.
  - 2. A statement of intent may be required from each applicant for the Advisory Board to help with selection

VII. CBD Vendor: (Limit of 4 Vendors)

I. Eligible CBD Vendor Guidelines

- A. Applications from vendors selling cannabis products will only be considered if products are limited to hulled hemp seed, hemp seed protein powder, hemp seed oil and topical CBD.
  - 1. Vendors must have the proper licenses with MDARD to grow and produce their products.
  - 2. CBD products intended for topical use only must be clearly labeled as such.
- B. Marijuana products, CBD edibles, CBD pet treats, and viable hemp seeds, starts, and plants will not be allowed at the market.
  - 1. With the exception of smokable hemp flower, the legality chart can be found here: <https://mifma.org/wp-content/uploads/2023/01/Cannabis-Product-Legality-Chart-9.27.22-HAL.pdf>
- C. The Sara Hardy Farmers Market reserves the right to require any vendor to remove unlawful, unlicensed, or improperly labeled products from sale at the farmers market. The Sara Hardy Farmers Market has the sole discretion to approve or deny any vendor's application.
- D. FAQ can be found here: <https://mifma.org/wp-content/uploads/2023/01/Cannabis-FAQs-for-Markets-HAL-11.10.22.pdf>

E. All CBD applications must be accompanied by the proper licenses to be considered for the Sara Hardy Farmers Market. Licenses can be sent to [art@downtowntc.com](mailto:art@downtowntc.com)

### **CATEGORY 3: WILDCRAFTED/FORAGED ITEMS**

Because it is difficult to ascertain where items are foraged, it is required that the Vendor reside within the Historical 7 County Area.

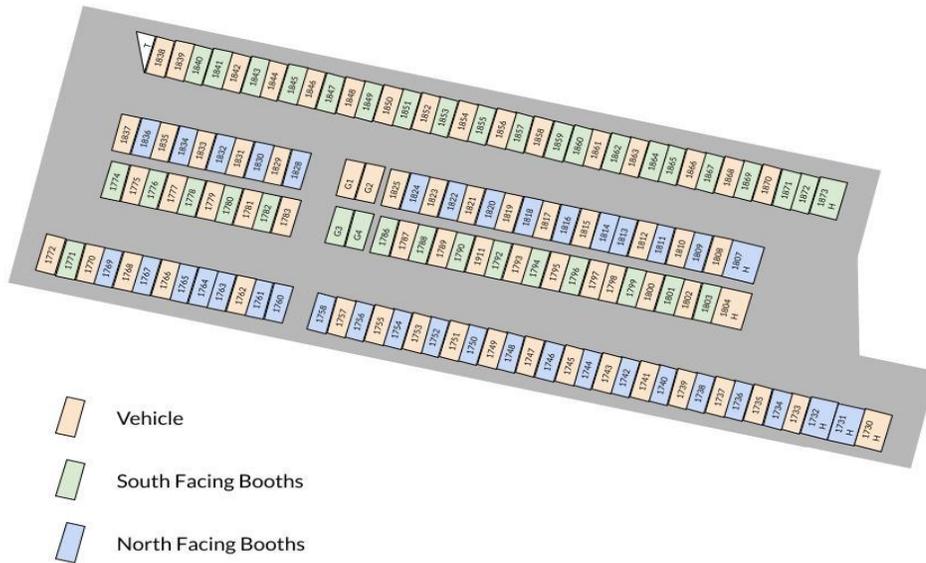
Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All wildcrafted/foraged items, whether fresh or dried, must be 100% gathered by the Vendor. Examples include wild mushrooms, fish, & wild leeks.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. Approval is at the discretion of the DDA Staff and the Market Manager.

# V. BOOTH ASSIGNMENTS & RATES

## Sara Hardy Farmers Market SATURDAY Booth Map



Assigned spaces will be allocated based on the duration of attendance, timing of application submission, and product balance. **Assigned spaces are not guaranteed based on market history.** If the Vendor is unsure of their Market attendance at the time the application is submitted, they should contact the DDA office at least one week in advance to confirm attendance and duration of Market attendance. This will help ensure a space on the Vendor's desired Market dates.

If no such contact is made, spaces are not guaranteed and will be given out on a first-come, first-serve basis. If a Vendor is aware that they will not be able to attend a Market date that they had previously reserved, they must notify the DDA Office at least 1 week prior to nonparticipation by emailing [art@downtowntc.com](mailto:art@downtowntc.com) or calling 231.922.2050. Failure to notify the DDA of an absence may result in the Vendor being billed for that date. **Repeat no-call no-shows may result in removal from the current market year and may affect acceptance in future markets.**

If all three steps are not completed, then a space is not guaranteed at Market. Booths that aren't reserved will be assigned by the Market Manager on the day of the Market on a first-come, first-serve basis.

Vendors' booth setup may not impede foot traffic and the walkway. The Market Manager shall monitor setup to ensure it is appropriate and/or if it needs to be altered.

Vendors are offered the following four options for Booths:

	<b>BOOTH SPACE(S)</b>	<b>SPACE(S) FOR VEHICLE(S)</b>
<b>BRONZE</b>	One 16X9' Parking Space	None provided, unless the vendor chooses to fit a small vehicle and display within the lines of their assigned space (Refer to Parking Map in Section VIII)
<b>SILVER</b>	Two 16X9' Parking Spaces, Either Side by Side or Opposite Sides of the Median in the Center Row	One of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use both spaces to display their product and park outside of Lot B and Lot T
<b>GOLD</b>	Three 16X9' Parking Spaces Side by Side	One or two of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and park outside of Lot B and Lot T
<b>PLATINUM</b>	Four 16X9' Parking Spaces Either Side by Side or Opposite Sides of the Median in the Center Row	One or two of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and park outside of Lot B and Lot T

The rates for the Market are listed in the tables below:

	<b>DAILY RATE</b>	
<b>Booth Size</b>	<b>WEDNESDAYS</b>	<b>SATURDAYS</b>

<b>BRONZE</b>	\$15	\$25
<b>SILVER</b>	\$20	\$30
<b>GOLD</b>	\$35	\$45
<b>PLATINUM</b>	\$55	\$75

<b>PREPAYMENT OPTION Wednesdays &amp; Saturdays</b>			
<b>Booth Size</b>	<b>May - June (due May 7)</b>	<b>July - August (due July 2)</b>	<b>Sept. - Oct. (due September 3)</b>
<b>BRONZE</b>	\$190	\$320	\$320 (\$305)
<b>SILVER</b>	\$270	\$380 (350)	\$380
<b>GOLD</b>	\$420	\$605 (525)	\$605
<b>PLATINUM</b>	\$630	\$1,040	\$1,140 (\$985)

<b>PREPAYMENT OPTION Wednesdays Only</b>			
<b>Booth Size</b>	<b>May - June (due June 1)</b>	<b>July - August (due July 6)</b>	<b>Sept. - Oct. (due September 7)</b>
<b>BRONZE</b>	\$60	\$120	\$120 (\$105)
<b>SILVER</b>	\$80	\$160 (140)	\$160 (\$140)
<b>GOLD</b>	\$140	\$280 (245)	\$280 (\$245)
<b>PLATINUM</b>	\$220	\$440	\$440 (\$385)

<b>PREPAYMENT OPTION SATURDAYS ONLY</b>			
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Booth Size	May - June (due May 7)	July - August (due July 2)	Sept. - Oct. (due September 3)
BRONZE	\$175	\$200	\$200
SILVER	\$210	\$240 (210)	\$240
GOLD	\$315	\$360 (315)	\$360
PLATINUM	\$525	\$600	\$600

• FOR ANY DATES IN WHICH THE MARKET IS DISPLACED (CHERRY FESTIVAL), BOOTH FEES WILL REVERT TO THE 2013 SEASON STRUCTURE OF \$20 ON WEDNESDAYS & \$25 ON SATURDAYS. THE PREPAYMENT SCHEDULES REFLECT THIS & DO NOT INCLUDE PAYMENT FOR THESE DATES.

## VI. MARKET DAY ACTIVITIES

Vendors must be parked and within their booth by the time requested by the Market Manager. Vendors not parked by then forfeit their space for that Market day. Marketspace opens for vendors upon the Market Manager's arrival at 6:00 am on Wednesdays and 5:30 am on Saturdays. Vendors may arrive earlier if they choose to do so, though Market staff will begin opening procedures at the above-stated times. Though vendors may set up early but must cease sales at 12:00 p.m. Vendors may not remove their vehicle from their stall until 12:15 pm and must completely vacate their space by 1:00 pm on Wednesdays and 1:30 pm on Saturdays. Violators of these time frames may be suspended or removed from the market per section VII of the market rules. The Vendor space must be left clean and free of debris. Any vehicles that do not fit in the vendors' assigned space must be parked in accordance with Section VIII of these Rules.

Payment will be picked up the day of the market by The Market Manager. If you select to prepay, your payment will be due the date indicated in the table in Section V.

All products must be priced clearly and prominently displayed. If a product is priced by weight, that price must be listed. The Market Manager reserves the right to address any concerns on visible pricing as the vendor may choose how this is done for their products. This does not constitute that the Market Manager will regulate the pricing of products.

All farmers accepting food assistance programs must clearly display a sign with the accepted programs. SEEDS/Market Manager has signs available.

## VII. COMPLIANCE WITH THE RULES

Compliance with these Rules is essential to a successful Farmers Market. Honesty from all Vendors is expected and required. Any Vendor found in violation of these Rules by the Market Manager or by DDA Staff will be subject to further review, which may result in a citation, suspension, or expulsion from the Market.

The Farmers Market Advisory Board, or its designee, from time to time may make Vendor Visits. Based on such a Vendor Visit, the Board may request the Market Manager to issue a citation. The Vendor Visit Protocol is outlined in ATTACHMENT D.

Grievance/Complaint forms can be found at the SEEDs Office at the Farmers Market.

### CITATIONS & APPEALS

If a Vendor is not satisfied with the outcome of their review or receives a citation, the Farmers Market Advisory Board will discuss details of the issued citation or review at the next monthly Farmers Market Advisory Board Meeting. During this meeting, Vendors are encouraged to participate in the Farmers Market Advisory Board reviews. The Farmers Market Advisory Board may make a decision involving disciplinary action in relation to the vendor's continued presence within the Sara Hardy Farmers Market. Vendors may reserve the ability to formally appeal that decision. Appeals must be submitted in writing within one week of the Farmers Market Advisory Board's decision to The Traverse City DDA, 303 E. State St., Ste. C, Traverse City, Michigan 49685 and indicate that they are a "letter of appeal" or similar language.

Upon receiving a letter of appeal, the Farmers Market Advisory Board will convene at the next Farmers Market Advisory Board meeting to consider the appeal. Any decisions made by the Farmers Market Advisory Board on the appeal are final. If a vendor is participating in the appeal process during a market season, their participation at market will be allowed until the board makes a final decision on the appeal.

## VIII. PARKING

Accessible parking is crucial to serve customers of the Farmers Market. Parking is based upon booth selection. Booths are assigned by Parking Space number in Lot B. Parking Spaces are typically 16X9'. Booths and vehicles must remain within the lines of a vendor's assigned Parking Spaces. While a vendor may choose to use all of their space for their display and not park a vehicle in Lot B or Lot T, no more than one vehicle may be parked in a Bronze or Silver Booth, and no more than two vehicles may be parked in a Gold or Platinum Booth. Trailers are considered to be a vehicle.

Parking outside of one's assigned spaces in Lot B or Lot T is prohibited to maximize customer parking. Bronze booths and additional vehicles may park in any space in Downtown Traverse City subject to meter rates and any other restrictions posted in the lot. It is encouraged that vendors are mindful of limited customer parking and allow space for them to park. Vendor vehicles found in violation of this section will be subject to ticketing. 10 hour meters are outlined in the map below in purple. Permit lots, that are free on Saturdays, are outlined in brown. A nearby parking garage is outlined in blue. The Market's location is in yellow.



FOR AN INTERACTIVE MAP [CLICK HERE](#)

## IX. ENTERTAINMENT VENDORS

Individuals or groups that wish to be Entertainment Vendors will be permitted to participate for one hour during each Market day. A maximum of four Entertainment Vendors may participate on any given Market day. One Entertainment Vendor may perform at any time.

Entertainment Vendors will be assigned a time slot and stall on a first come, first serve basis. Times and locations are provided by the Market Manager. The Market Manager reserves the right to deny any entertainer or entertainment group based on noise and space restrictions.

Entertainment Vendors must abide by the City of Traverse City's Street Performers Ordinance, Chapter 864. They will be allowed to display signage and receive tips. The performance will affect their chances for participation next year.

## X. MISCELLANEOUS

- I. Fowl Feed: No duck feed or other food for fowl is allowed.
- II. Semi Trucks: No semi trucks are allowed.
- III. Peaceful Environment: in the spirit of a community event, any Vendor making a hostile or uncivil environment for other Vendors, customers, or market staff will be addressed and in some cases removed from the market. In addition, all Vendors must abide by the City of Traverse City's Noise Ordinance, Chapter 652.
- IV. Food Establishment License: Vendors who sell processed foods must contact the Department of Agriculture regarding the need to obtain a Food Establishment License. The local MDA can be reached at (231) 925-210.
- V. Trash receptacles are for customers, Vendors must remove all of their own trash.
- VI. Vendors are not permitted to bring pets to the Market.

*The undersigned, declares and says he/she wishes to be permitted to participate in the Farmers Market as stated hereon and that the statements made above are true and correct to the best of his/her knowledge and belief, he/she will comply with all provisions of the ordinances of the City of Traverse City (hereafter "City") and policies of the Downtown Development Authority ("DDA") relative to the Farmers Market, and agrees to hold the City and DDA free and harmless from all liability which may be imposed upon them, to reimburse the City and DDA for all expenses of litigation in connection with the defense of claims as such liability and claims may arise because of negligence in its participation in the Farmers Market. The undersigned acknowledges that permission to participate in the Farmers Market may be revoked if it is determined any information regarding the applicant's participation was not accurately conveyed on this application document or if the City's or DDA's ordinances or policies are violated; and by signing, waives any claims of liability, financial or otherwise, against the City and DDA should permission be revoked. The applicant acknowledges that the City and DDA may be required from time to time to release records in their possession. The applicant hereby gives permission to the City and DDA to release any records or materials received by the city from the applicant as it may be requested to do so as permitted by the Freedom of Information Act, MCL 15.231 et seq.*





## Memorandum

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**To:** Jean Derenzy, DDA CEO  
**From:** Nicole VanNess, Transportation Mobility Director  
**Date:** January 27, 2023  
**Re:** TDM Work Plan and Advisory Board Role

The Parking Advisory Board (formerly Parking Subcommittee) was appointed by the DDA Board in 2018 following their approval of adopting the 2017 Transportation Demand Management Study report. Using the TDM report, a 3-year work plan is prepared based on current conditions or needs in downtown or other areas covered in the Parking Management contract. Many of these objectives require going through the processes and communication with other departments, boards and commissions. The role of the advisory board is to study and vet objectives approved in the 3-year work plan before bringing a recommendation to the DDA Board for approval. With subsequent approval by the City Commission for objectives requiring Auto Parking Fund approval or ordinance amendments.

Over the past three years, we have made progress through the use of the Managed Parking Systems Approach. This approach was developed as the result of the 2019 public engagement sessions related to downtown parking. It targeted bundling quick win objectives mostly related to process changes in order to provide a communication plan to the public and establish demand-based practices. All of the changes were implemented through the end of 2021.

The past year has focused on revising the TDM report to incorporate additional objectives that include mobility solutions as we move towards in-fill development and reduced surface parking options. The TDM revision coincides with the DDA's Moving Downtown Forward plan that was adopted at their December meeting. Both of these reports discuss the importance of accessibility in the downtown network. With the inclusion of mobility in the TDM plan, we are recommending the DDA Board rename the Parking Advisory Board the Mobility Advisory Board. The Advisory board will continue to vet parking objectives, and will include mobility objectives.

### **Suggested Recommendation**

That the DDA Board of Directors rename the Parking Advisory Board to the Mobility Advisory Board.





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

## Memorandum

---

To: Downtown Development Authority Board of Directors  
From: Jean Derenzy, DDA CEO  
Date: February 13, 2023  
Subject: Neighborhood Enterprise Zone within DDA District

There has been a request for consideration of a Neighborhood Enterprise Zone District (NEZ) that would provide rental housing at 124 West Front Street. The proposed NEZ would provide secure a portion of the units of this new development would meet 80% of the area medium income (AMI). The applicant, Jeff Smoke, will be submitting the request for consideration in March.

As the Board continually looks at future opportunities to promote a healthy, thriving Downtown, staff researches programs and various opportunities to work with private developers to meet the DDA's vision and goals. I have provided (below) an overview of the NEZ Program – a program that can assist in our goals of increasing workforce housing in the district.

### **Neighborhood Enterprise Zone (NEZ)**

The Neighborhood Enterprise Zone (NEZ) Act, PA 147 of 1992, as amended, provides tax exemptions for the development and rehabilitation of residential housing located within eligible distressed communities, of which the City of Traverse City is identified as a qualified local unit of government. The City of Traverse City can designate areas as a NEZ, however subject to review and approval by the State Tax Commission.

An NEZ must contain not less than 10 platted parcels of land which are compact and contiguous. There can be more than one NEZ in an area. The NEZ period is between 6 to 15 years. The length or duration is determined by the City. However, it is important to note that the NEZ would be established prior to an application being received. Meaning that the NEZ is established in an area(s) and the private developer is then aware and could make application. An NEZ establishment does not guarantee approval of process.

The NEZ would be utilized on all rental units or homestead units, again depending on the development, but not on the commercial elements/non-housing elements within the development.

Within the DDA District an agreement would be entered into between the DDA, City and Developer to ensure that the program is followed and agreements relating to target housing identified are met, further there are other elements within the agreement that could be required; from meeting enhanced mobility goals to green infrastructure goals.

The NEZ provides for a public/private partnership in securing rental apartments that would have a mixed-income level from 60% to 120% of the area medium income as determined annual by the Michigan State Housing Development Authority for the City of Traverse City; or homestead housing depending on development. The requirements of meeting the area medium income. The DDA has previously looked at utilizing TIF to obtain 80% to 120% (or below) Area medium income. The NEZ program provides for a different approach but to achieve the same goal for a set time (6 to 15 years).

Further, the tax reduction as identified above, the last three years of the NEZ agreement would be reduced (meaning more taxes paid for the last three years). Below is an example of the tax rate.

Year No.	Year	Annual (%) Reduction
1	2023	53%
2	2024	53%
3	2025	53%
4	2026	53%
5	2027	53%
6	2028	53%
7	2029	53%
8	2030	53%
9	2031	53%
10	2032	53%
11	2033	53%
12	2034	53%
13	2035	11%
14	2036	7%
15	2037	4%

I have attached an overview from the Michigan Economic Development Corporation (MEDC) relating to the NEZ.

## NEIGHBORHOOD ENTERPRISE ZONE (NEZ)

The Neighborhood Enterprise Zone (NEZ) Program was established by [Public Act 147 of 1992](#), as amended. The program provides a tax incentive for the development and rehabilitation of residential housing. A qualified local unit of government may designate one or more areas as a NEZ within that local unit of government. The program was established to spur the development and rehabilitation of residential housing in communities where it may not otherwise occur. The program also encourages owner-occupied housing and new investment in communities.

*Note: This document is offered as a general guide only and the legislation should be reviewed by local officials.*

### WHO IS ELIGIBLE?

A qualified local unit of government, as defined under Section 2 of the [Obsolete Property Rehabilitation Act 2000 PA 146](#), or a county seat.

### HOW DOES IT WORK?

A community will reduce the taxes on property for up to 15 years in designated areas to promote the revitalization of those neighborhoods. Developers and owners must first seek approval for the NEZ benefits before starting a project. There are two different types of projects that can be undertaken in an NEZ:

- A rehabilitated facility is defined as an existing structure or a portion of an existing structure with a current true cash value of \$80,000 or less per unit that has or will have as its primary purpose residential housing consisting of 1–8 units.
- A new facility is defined as a new structure or portion of a new structure that has as its primary purpose residential housing consisting of one or two units, one of which will be owner occupied as a principal residence. This definition includes a new individual condominium unit, in a structure with one or more condominium units, that has as its primary purpose residential housing which will be owner-occupied as a principal residence. Except when project meets **all** of the following items, a new facility does not include apartments:
  - Rented or leased or is available for rent or lease.
  - A mixed-use building or located in a mixed use building that contains retail business space on street level floor.
  - Located in a qualified downtown district (Downtown Development Authority, Principal Shopping District or boundaries identified by the local government in an area zoned and primarily used for business).

### WHAT IS THE PROCESS?

#### Local government process to designate a NEZ

1. The governing body of a qualified local unit of government by resolution may designate one or more NEZs within that local governmental unit. The NEZ must contain, at a minimum, platted parcels of land and the land must be compact and contiguous. Minimum number of parcels and maximum percent of acreage vary depending on type of designation.

2. Written notice is provided to the assessor and to the governing body of each taxing unit not less than 60 days before passing the resolution designating a NEZ.
3. The governing body makes a finding that the proposed NEZ is consistent with the master plan, neighborhood preservation and economic development goals of the local governmental unit.
4. The governing body adopts a statement of the local unit of government's goals, objectives and policies relative to the maintenance, preservation, improvement and development of housing for all persons regardless of income level living within the proposed NEZ.
5. The governing body passes a housing inspection ordinance that, at a minimum, requires that before the sale of a unit in a new or rehabilitated facility for which a NEZ certificate is in effect, an inspection is made of the unit to determine compliance with any local construction or safety codes and that a sale may not be finalized until there is compliance with those local codes.
6. The governing body holds a public hearing not later than 45 days after the date the notice is sent but before acting upon resolution.
7. Assessor determines and furnishes the governing body the amount of true cash value of the property located within the proposed NEZ and any other information considered necessary by the governing body.
8. The clerk of the governing body notifies the state tax commission of resolution passage, including a copy of the resolution and a listing of each parcel located in the NEZ, showing parcel code numbers and addresses.

#### Owner/developer process for obtaining a NEZ certificate

1. An owner or developer (or prospective owner or developer) of a proposed new facility or proposing to rehab property in a NEZ files an application for an NEZ certificate with the clerk of the local government. The application must be filed before a building permit is issued for the new construction or rehabilitation of the facility, unless they qualify for the exceptions provided for in Section 4 (2) of the Act.
2. An owner/developer obtains a building permit and submits a copy to the local unit of government
3. Upon project completion, the property owner must submit to the local unit of government the following:
  - New Facility/Homestead Facility*—certificate of occupancy and/or an affidavit executed by the owner affirming that the facility is occupied by the owner as a principal residence.
  - Rehabilitated Facility*—an affidavit executed by the owner affirming that the facility is occupied by the owner as a principal residence, a certificate that the improvements have met the minimum cost requirements and the local building code standards issued by the local building inspector, and a certificate of occupancy if required by the local building permits or codes.
4. The local government will forward an application approved by resolution and the appropriate documentation (building permit, resolution contractor estimates, legal description and parcel number) to the state tax commission within 60 days of receiving it.

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## MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

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5. The State Tax Commission will issue a certificate to the applicant if it is determined that the facility complies with the NEZ program requirements within 60 days of receipt of the complete application from local government. Copies of the certificate will be sent to the applicant, assessor's office and each affected taxing unit.

### Rehabilitation cost requirements

- Improvements, if done by a licensed contractor, are estimated at more than \$5,000 per owner-occupied unit or 50 percent of the true cash value (whichever is less), or \$7,500 per non-owner-occupied unit or 50 percent of the true cash value (whichever is less).
- If the owner proposes improvements that would be done by the owner, the cost of the materials must be in excess of \$3,000 per owner-occupied unit or \$4,500 per non-owner-occupied unit. Improvements estimated by the owner should not include the cost of labor.
- These improvements must bring the structure into conformance with minimum building code standards. A rehabilitated facility does not include a facility rehabilitated with the proceeds of an insurance policy for property or casualty loss.

### NEZ certificate

- The NEZ certificate becomes effective December 31 of the year the new facility or rehabilitated facility is substantially completed and for a new facility occupied by an owner as a principal residence; **or** if a new facility is substantially completed in a year but is not occupied by an owner as a principal residence until the following year, upon the request of the owner, the effective date of the NEZ shall be December 31 in the year immediately preceding the date of occupancy by the owner as a principal resident; **or** upon the request of the owner, the effective date of the NEZ for a rehabilitated facility shall be December 31 in the year immediately preceding the date on which the rehabilitated facility is substantially completed.
- Certificates are effective for up to 17 years, depending on the local government unit and the type of project.
- A certificate can be transferred to succeeding property owners within the 12 years provided that the new owner meets the NEZ requirements for the program.
- A certificate expires if an owner fails to complete the filing within two years after the certificate is issued.
- A certificate is automatically revoked if any one of the following exists:
  - » The new facility is no longer a homestead or residential facility.
  - » The NEZ tax is not paid or property tax is not paid.
  - » The structure is not in compliance with local construction, building or safety codes.
- Requests for certificate revocation must be made to the State Tax Commission.

### NEZ Tax

- The NEZ tax is levied on NEZ certificate holders in place of ad valorem real property taxes on the new or rehabilitated facility (not on the land on which the facility is located). The property taxes levied on the land will continue to be collected as they would without the NEZ designation.
- The NEZ tax is an annual tax payable at the same time, and in the same way, taxes under the general property tax act are collected.
- Until paid, the NEZ tax is a lien on the real property upon which the new facility or rehabilitated facility subject to the certificate is located.
- School taxes are reimbursed by the state.

### New facility property tax calculation

- Financial Residence Property: Apply one-half of the previous year's state average principal residence millage rate to the value of the facility.
- Non-principal Residence Property: Apply one-half of the previous year's state average non-principal residence millage rate to the taxable value of the facility
- The NEZ tax on new construction attached to an existing facility will only apply to the addition. The rest of the facility will continue to be assessed regular property taxes.

### Rehabilitated facility tax calculation

- Apply the current total millage rate to the previous year's taxable value of the rehabilitated portion of the facility (not including the land).

### WHY WOULD A COMMUNITY WANT TO ESTABLISH A NEZ?

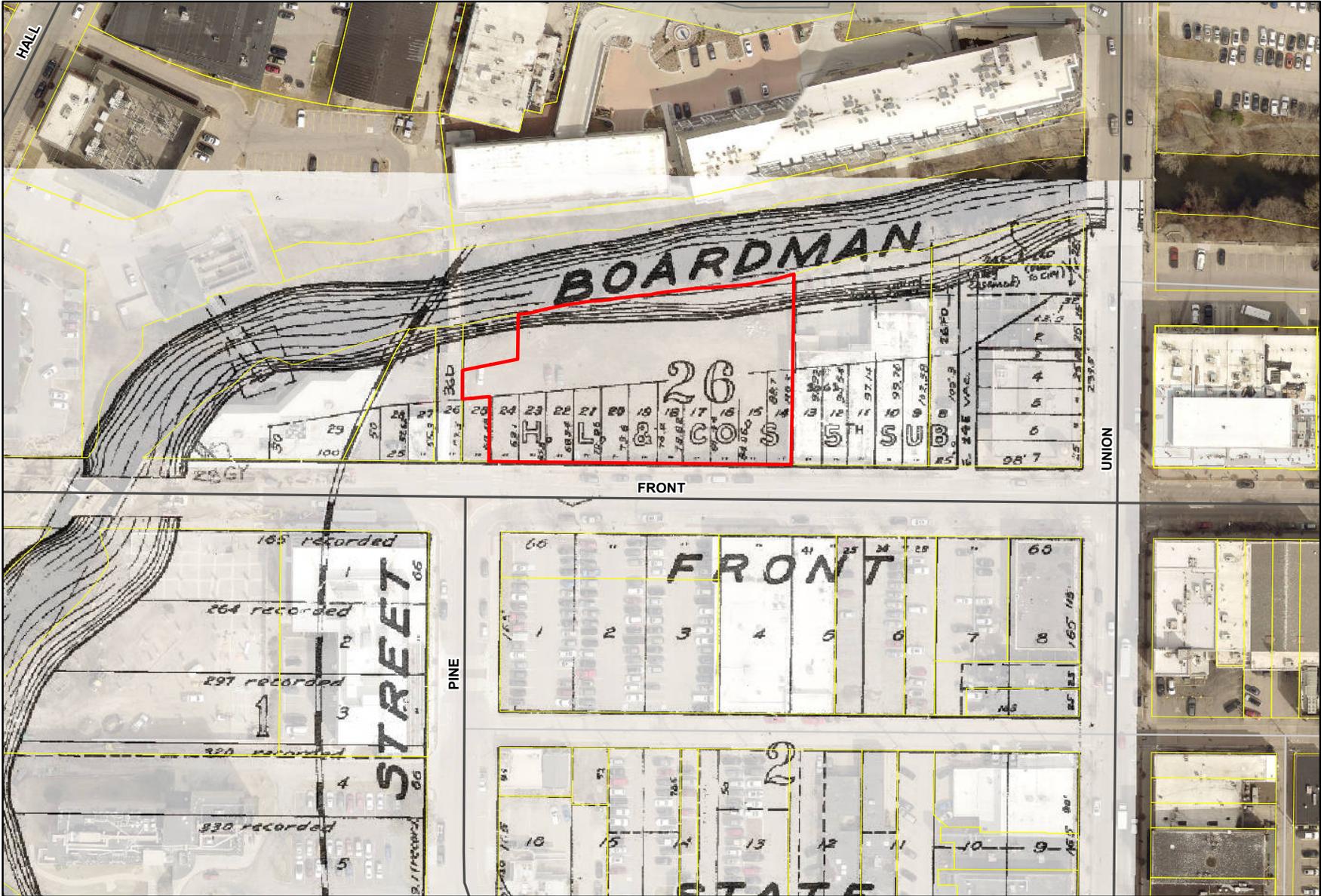
A Neighborhood Enterprise Zone provides a tax incentive for the development and rehabilitation of residential housing and to spur the development and rehabilitation of residential housing in communities where it may not otherwise occur. A NEZ also promotes neighborhood revitalization, encourages owner occupied housing and new investment by lowering property taxes.

### SUPPORTING STATUTE

[Neighborhood Enterprise Zone Act: Public Act 147 of 1992](#)

### CONTACT INFORMATION

For more information, contact the [Community Assistance Team \(CAT\) specialist](#) assigned to your territory or visit [www.miplace.org](http://www.miplace.org).



**NEZ District Boundary - 124 Front**  
**11 Platted Parcels**  
**1 Parcel**  
6/14/2022 GWS





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

## Memorandum

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To: Downtown Development Authority Board of Directors

From: Jean Derenzy, DDA CEO

Date: February 13, 2023

Subject: Retail Incubator

As discussed at previous meetings, DDA staff has been working on implementing a retail incubator in Downtown Traverse City. Support for the incubator is being provided through \$50,000 (within the TIF 97 budget) as well as an \$80,000 grant from USDA. In addition, Traverse Connect completed a *Retail Incubator Business Plan* that identified steps to implement a comprehensive Retail Incubator Program.

As noted earlier this fall, I have been in discussions with Steve Morse and Tim Pulliam to lease 1,954 square feet of space in the back-end of their building at 116 Cass Street. The interior space would need to be renovated, including updates to the existing bathroom (to make them available to the public) and a new front door on Cass Street.

There are several components to this project that we are working through, including the physical space of the incubator (construction of the built-out and renovations), the formal management framework for the incubator (manager, business services, shared resources, etc.) and application process.

I have attached an outline/proposal of the lease and build-out for the physical space of the incubator for a term of ten (10) years. Under the proposal, the monthly expenses would be \$4,500.92, which includes a base rent cost and common area maintenance (CAM) expenses. In addition, the initial build-out budget for the physical build-out of the incubator is \$83,500. \$50,000 of the build-out would come from TIF 97 and the remaining costs would come from the USDA grant.

Working with Mr. Morse and Mr. Pulliam, we have identified the incubator space would fit up to ten individual spaces, which the proforma shows is viable to cover all expenses, including management of the incubator. The 10-year lease would provide the DDA an opportunity to build and grow the incubator over time. There is also an opportunity to renew and/or opt out of the lease agreement after five years.

I am also working with an individual to help with the management and oversight of the incubator, including developing policies for business services, shared resources and the application process.

**Recommended Motion**

That the DDA Board approve the proposed buildout costs and lease terms for the downtown retail incubator, subject to approval and as to form and substance by the DDA CEO and DDA Attorney

**Retail Incubator Rent Expenses and Build Out Costs Proposal**

Location	Type	Square Feet	Rent / Sq Ft	Yearly Rent	Monthly Rent
116 Cass Street, Suite 100 - Traverse City, MI 49684	Retail Space	1,954	\$21.50	\$42,011.00	\$ 3,500.92

**Common Area Maintenance Expenses Include the following:**

- Taxes - Summer & Winter
- General Maintenance & Repairs
- Common Area Utilities including emergency phone service for Fire
- Building Insurance

Average Annual Cost is approximately \$120,000 per year  
 The rented space of this building is approximately 17,796 square feet.

Monthly Expenses	Expenses
Base Rent	\$ 3,500.92
CAM Expenses - Fixed Amount	\$ 1,000.00
Total Monthly Expenses (Rent plus CAM)	\$ 4,500.92

Total Yearly Expenses (Rent plus CAM)	\$ 54,011.00
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**Rental Agreement Term:** 10 year

**Buildout Budget:**

Engineering	\$ 3,500
Demo of Bathroom, interior walls and exterior for new door	\$ 15,000
New Bathroom for public use	\$ 20,000
New Front Door & Masonry Work on Cass Street	\$ 20,000
Misc including Finishes, locksets, etc..	\$ 10,000
Project Management labor including permits	\$ 15,000
Total	\$ 83,500





Downtown Development Authority  
303 E. State Street  
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## Memorandum

---

To: Downtown Development Authority Board  
From: Jean Derenzy, DDA CEO  
Date: February 13, 2023  
Subject: Project Updates

The following memo is intended to provide a summary of on-going and anticipated projects throughout downtown.

### **200 Block – Boardman River Wall Stabilization**

The first phase of work to stabilize the river wall with sheet-piling along the 200-block alley of Front Street is complete. The second phase of this project, which includes back-filling and alley treatments has started and should be complete by May.

### **Cass Street Bridge and Union Street Bridge Reconstruction**

Work is underway on reconstruction efforts for the Cass Street and Union Street bridges. DDA staff is working with the city to redesign and replace the existing landing and staircase on the south-west corner of the bridge. As a reminder, each bridge project is scheduled to be completed by the end of June.

### **TART Expansion Design and Engineering**

As you recall, last month we officially kicked off activities with Progressive AE for design and engineering services related to improvements and an extension of the TART Trail along Grandview Parkway. This is a three-party initiative between the City of Traverse City, TART and the DDA. This project is anticipated to run through December of 2023. Design and engineering could extend into 2024 if the project team decides to pursue a Murchie Bridge pedestrian bridge option.

The first round of public engagement for this project is scheduled for **Thursday, February 16<sup>th</sup> – where downtown stakeholders are invited to participate in an in-person discussion at the Governmental Center from 3:00 PM to 4:30 PM.** A virtual meeting option will be held on Wednesday February 15<sup>th</sup> for those who are not able to attend the in-person meeting. The virtual meeting begins at 5:30 PM and can be accessed through the following link:

<https://progressiveae.zoom.us/j/87562165876?pwd=UmpCUEpkelZOT05HQ2hiOW1Xak4zdz09>

A second round of in-person engagement for downtown stakeholders is scheduled for March 16<sup>th</sup> at which trail alternatives will be presented and placemaking elements and preferred approaches will be selected. A third round of in-person engagement for downtown stakeholders is scheduled for April 27<sup>th</sup> to review and discuss near-final plans and selected placemaking elements. The project team will be facilitating additional engagement meetings with community stakeholders throughout the process.

**Community Planning Initiatives - Mobility Action Plan and City Master Plan**

This fall, the DDA (in partnership with the city) kicked off a comprehensive planning process to develop a Mobility Action Plan for the city. This planning effort is linked to the city's Master Planning for the city.

Looking ahead toward the rest of February and into March, here is a list of upcoming public meetings related to both planning initiatives:

**Master Plan**

- Sustainability Tourism Workshop - February 21<sup>st</sup>, 6:00 PM at the library
- Neighborhood Listening Sessions - Early April (TBD)

**Mobility Action Plan**

- Public Open House (conceptual network map to be presented) – March 15<sup>th</sup> (location TBD)

As a reminder, information on the two planning initiatives can be found on their project websites:

**Master Plan:** <https://tcmasterplan-bria2.hub.arcgis.com/>

**Mobility Action Plan:** <https://tcmobility-pae.hub.arcgis.com/>



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## Memorandum

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To: Downtown Development Authority Board of Directors  
From: Harry Burkholder, DDA COO & Steve Nance, DDA Board Member  
Memo Date: February 13, 2023  
Subject: Arts Commission Update

### **City Park Initiative**

Staff secured approval from the Parks and Recreation Commission for a mural concept at Bryant Park. We are planning to release an RFP in March and anticipate for a late May/Early June completion.

### **Mazzinaadin Pictures and Signage**

As part of the original project (Cass Street pedestrian tunnel), we secured framed pictures of each panel in the Mazzinaadin exhibit. After rotating a few framed pictures at the library last year, the Arts Commission agreed to allow the pictures to be hung in the new Commission Chambers, which is currently under construction.

### **Rotating Art Exhibitions**

The Arts Commission is working on a more formal framework and possible policy for rotating art exhibitions.

### **Mural Festival**

We continue to meet with community stakeholders to discuss a schedule and logistics for a mural festival in 2024.

### **Strategic Planning**

The Arts Commission continues to work through their strategic planning initiative.





## Memorandum

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To: DDA Board of Directors  
 CC: Jean Derenzy, DDA CEO  
 From: Nicole VanNess, Transportation Mobility Director  
 Date: February 13, 2023  
 Re: Staff Report: Parking Services – February 2023

### **Parking Changes**

#### Parking Lot P (Block of 100 W State)

Permit parkers now have access to use their surface permit in parking lot P (100 W State). This lot had closed in October, but has reopened as of Monday, February 6, 2023. The lot was purchased, and has been identified as the future home of the West End Parking Structure.

#### Parking Lot D (Grandview Parkway/Park Street)

Permit parkers have temporary access to use their surface permit in parking lot D (Grandview Parkway/Park Street) during the construction of the Cass Street Bridge.

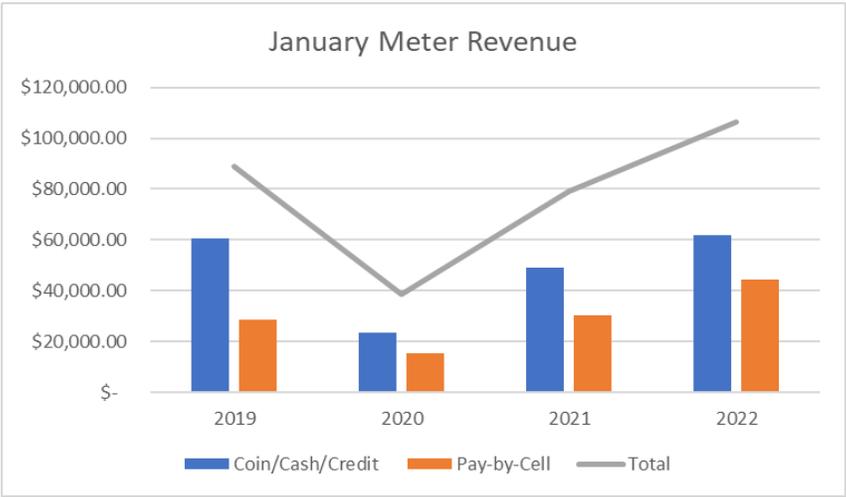
### **January Parking Revenue**

Below are the January revenues compared to January 2019. Additional charts include four years of data to show pre and post-pandemic revenues.

#### Meter Revenues

Meter revenues were up 26% from 2021. The increase to pay-by-cell has been significant over 3 years.

Compared to 2019	2021	2022
Total Revenue	-11%	20%
Coin/Cash/Credit	-19%	3%
Pay-by-Cell	6%	56%

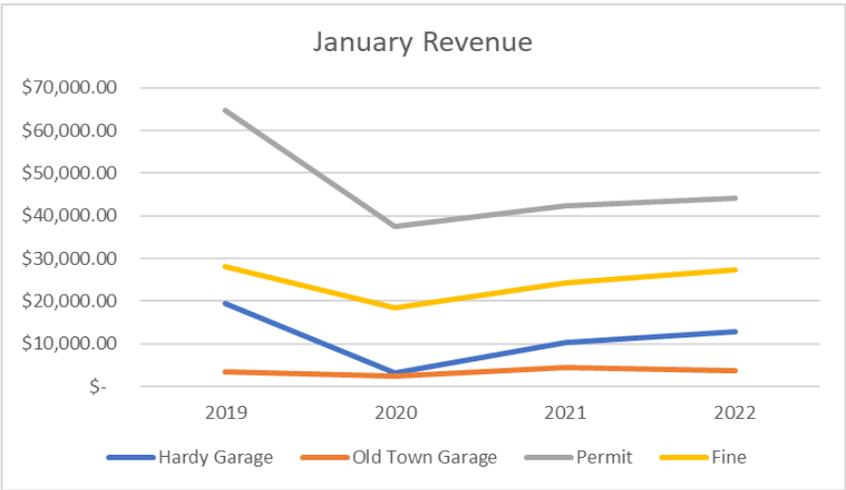


Hourly Admissions

The paver project is complete at Old Town which has allowed for use of the levels 2-4 for the whole month. While transient revenues are up 12% compared to 2019, they are still down 16% compared to last year. Hardy transient revenues are up 24% compared to last year, but still

Permits & Fines

Fine revenues were up slightly from pre-pandemic revenues with an increase of 12% compared to 2021. Permit revenues were up 4% compared to last year.





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231-922-2050

## Memorandum

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To: Downtown Development Authority  
From: Abby Taylor, Downtown Experience Coordinator  
Re: DTCA Events Update  
Date: February 17, 2023

### **Presidents Day Weekend Sale**

February 17 – 19, the DTCA will be hosting our annual Presidents Day Weekend Sale event, with over twenty member businesses providing specials throughout downtown. This event is being promoted on a Facebook event page and social media platforms. We are targeting areas outside of Traverse City to come up and enjoy sales from our merchants as well as offerings from area hotels.

### **Traverse City Restaurant Week**

Restaurant Week will be focused on one week and will span February 26 - March 4. The price tiers are \$25, \$35, and \$45. Each restaurant was required to give \$50 in gift certificates, so we will spin the wheel for thirty-six winners to use their gift card during the week. Each person is required to sign up for the downtown newsletter to enter to win. We currently have over two hundred people signed up. Looking ahead to next year, we will want to develop formal requirements to be part of Restaurant Week as we have had more businesses reach out about wanting to be part of this fun time. We have secured a \$500 sponsorship from Michigan Restaurant and Lodging Association for Restaurant Week.

### **Downtown Art Show Series**

The National Cherry Festival Arts and Crafts show will be held back downtown this year instead of at the Grand Traverse Commons. We will be working around the

reconstruction of the Union Street Bridge for this show as well as the Old Town Arts and Crafts show. People are beginning to sign up for all three craft shows - the deadline to apply is April 1<sup>st</sup>.

**Craft Show Dates**

Old Town Arts and Crafts | June 17 | Union Street and Lay Park

National Cherry Festival Arts and Crafts | July 3 | Union Street

Downtown Art Fair | August 19 | Union Street

**Rotary Square and the TSO**

The Traverse Symphony Orchestra will be facilitating a summer concert series at Rotary Square! Dates for the concert series will be June 9, July 3, and July 31. The TSO will have ticketed entry for two hundred people, but also leave enough space for people to watch for free. The TSO will partner with TART, Norte, The Good Bowl and Moomers for the event. I am working with Rotary Charities to set up a ribbon-cutting ceremony for the square in conjunction with one of these performances. There will be more updates as TSO works through securing their vendors/ partners. We are excited to bring more events to this connecting space.



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## Memorandum

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

From: Art Bukowski, Communications, Marketing and Outreach Director

Date: Feb. 13, 2022

Re: Communications

### **Annual Report**

With the rigors and requirements of the very well received Comedy Fest now in the rear-view mirror, I'm focusing my attention on the 2022 annual report. This document will be available for you at your March regular board meeting.

### **Strategic Communications**

The DDA worked with Megan Motil of Parallel Solutions on a strategic engagement plan intended to help us connect with key stakeholders ahead of the many major events on the DDA horizon over the next 18 months. I will be helping put this plan into action by scheduling out and executing certain activities and action steps included in the plan.

### **Farmers Market**

Applications are out for the 2023 season. The Farmers Market Advisory Board meets again in March and will make decisions (where necessary) on admittance to the market. After surveying our farmers and hearing their concerns about parking logistics, we have decided not to move forward with moving the farmers market to Rotary Square for the Wednesday market. The relocation of the Wednesday market is something we may revisit in 2024.

### **General Communications and Advertising Design**

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. I also design and submit ads to multiple outlets for DDA and DTCA events.



# DOWNTOWN TRAVERSE CITY ASSOCIATION

## BOARD MEETING

THURSDAY, FEBRUARY 9, 2023

8:30 AM

Hotel Indigo

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### MINUTES

1. Call to Order (*Gildersleeve*) 8:35am
  - a. Present: *Dawn Gildersleeve* , *Jeff Libman*, *Jeff Joubran*, *Liz Lancashire* , *Karen Hilt*, *Sebastian Garbsch*
  - b. Absent: *Amanda Walton*, *Libby Hogan*, *Gary Jonas*
  
2. Approval of [Minutes of the Board Meeting of January 12, 2023](#)
  - a. Motion to approve the minutes as presented motion by Jeff Libman and seconded by *Liz Lancashire*
  
3. CEO Report (*Derenzy*)
  - a. Comedy Fest Overview
    - Our profit was around \$15,000 taking out all of the expenses
    - We will be sending out a report with where people traveled from by zip code data
    - Sending out a survey to volunteers and we will have a full debrief with SamRose Entertainment as well as each venue.
  
5. [Events & Communications Review](#) (*Taylor*)
  - a. Presidents' Day Weekend Sale
    - 20 Merchants signed up so far
    - Promoting through social media
    - Connecting with outside markets ie. Grand Rapids
  - b. Traverse City Restaurant Week
    - i. 36 total restaurants
    - ii. \$5,500
    - iii. Michigan Restaurant & Lodging Association is a presenting sponsor for \$500
    - iv. Total: \$6,000

-We need a write up of who we will include in future Restaurant Week

-We have over 500 people that signed up for our newsletter and spin the wheel promotion

c. TSO Update at Rotary Square

-There will be a ribbon cutting for Rotary Square and the date is currently TBD

-TSO summer series: June 9, July 3, and July 31

Event Schedule for 2023

7. Adjourn (*Gildersleeve*) 9:46am



**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
December 21, 2022**

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

The following Commissioners were in attendance: Commissioners Amundson, Hoisington, Walter, Stanley and Early

The following Commissioners were absent: Commissioners Nance and Niemi

Chairperson Amundson presided at the meeting.

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

(b) **CONSENT CALENDAR**

(1) Consideration of Approving the November 16, 2022 Arts Commission Meeting Minutes (approval recommended) - Burkholder

(2) Consideration of Approving the November 2022 Arts Commission Financials (Approval Recommended) - Burkholder

Motion to approve the Consent Calendar as presented

Moved by Ashlea Walter, Seconded by Caitlin Early

**Yes:** Ashlea Walter, Roger Amundsen, Mi Stanley, Caitlin Early, and Joshua Hoisington

**Absent:** Chelsie Niemi and Steve Nance

**CARRIED. 5-0-2 on a recorded vote**

(c) **OLD BUSINESS**

(1) Liason Report

Mr. Burkholder provided an overview and update of projects.

In regards to the Banner Initiative, Mr. Burkholder will reach out to Justin (from the 1st call for artists) and the Children's House to move forward with the banners. Commissioner Early noted she would follow up with her associated artist.

(2) Mural Festival Initiative

Mr. Burkholder provided an update on the progress of the Mural Festival concept.

(3) Strategic Planning Update and Discussion

Ms. Motil provided a brief overview of next steps and explained the Commission's homework.

Commissioners agreed to complete the homework assignment and be ready for discussion at the January meeting.

(d) **NEW BUSINESS**

(1) City Park Initiative

Arts Commissioners agreed to focus (and direct a portion of the dedicated funding) on the mural project at Bryant Park and set aside a portion of the dedicated funding other possible park projects.

(2) Traffic Circulation Application

Commissioners noted they will start working on a design concept for the bump-outs

(3) Left-over Dinner

Items

1. Commissioners Walters, Early and Niemi agreed to reconvene the Temporary Exhibit Space Subcommittee.

2. Commissioners agreed to create a subcommittee to review content and identify website needs.

3. Commissioner Amundson said he would follow up with a proposed revision to the Perry Hannah Statue plaque.

4. Mr. Burkholder noted he will continue to work with the City Attorney to resolve the easement question and review the history of the Wishing Tree to determine if it was dedicated a "temporary" exhibit.

(e) **PUBLIC COMMENT**

(1) General

(2) Commissioners

(f) **ADJOURNMENT**

(1) Motion to Adjourn

Moved by Ashlea Walter, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Roger Amundsen, Mi Stanley, and Caitlin Early

**Absent:** Chelsie Niemi, Joshua Hoisington, and Steve Nance

**CARRIED. 4-0-3 on a recorded vote**

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Roger Amundson, Chair

Draft





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## Memorandum

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To: Downtown Development Authority Board of Directors  
From: Jean Derenzy, DDA CEO  
Memo Date: February 13, 2023  
Subject: Two-Way Pilot Project Update

As you recall, traffic on State Street, Pine Street and Boardman Avenue was converted from one-way traffic to two-way traffic on November 8<sup>th</sup>.

Based on observations from DDA and City staff as well and comments we received, we have made a handful of small modifications to the pilot conversion, including adding additional signage and bagging a handful of parking spots at key locations along State Street.

To date, we've received 19 comments/suggestions regarding the pilot conversion project, but only three since November. In general, the comments have been positive, with suggestions for minor tweaks.

We are working with the city engineering office and Progressive AE to begin formal monitoring, tracking and evaluation of the two-way conversion later this month. This effort will include tracking pedestrian movement as well as vehicular movement and speed. Data will be collected over a 24-hour period Thursday through Saturday during the last week of February. Similar three-day evaluations will occur again during the first or second week of May, July and October. The city engineering office and Progressive AE will facilitate monitoring and tracking efforts on February, May, July and October in 2024.

Looking ahead to the summer, we are considering implementing temporary mid-block crosswalks on the 100 and 200 blocks of State Street.