

Traverse City Downtown Development Authority Regular Meeting

Friday, May 17, 2024

9:00 am

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



The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Interim 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 Harry Burkholder, Interim CEO
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

Page

1. CALL TO ORDER

2. ROLL CALL

3. REVIEW AND APPROVAL OF AGENDA

4. PUBLIC COMMENT

5. CONSENT CALENDAR

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

- A. Consideration of approving the minutes from the April 19, 2024 Regular Meeting (approval recommended) 5 - 9
[Downtown Development Authority April 19, 2024 Regular Meeting Minutes - PDF](#)
- B. Consideration of approving the April 2024 Financial Reports and Disbursements for the DDA, TIF-97, Old Town TIF, Parking Services and the Arts Commission. 10 - 23
[DDA General, Old Town TIF and TIF-97 April 2024 Financial Report Combined - PDF](#)
[DDA General, Old Town TIF, TIF-97 April 2024 Financial Dashboard Combined - PDF](#)
[Parking Services April 2024 Financials - PDF](#)
[Arts Commission April 2024 Financials - PDF](#)
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6. ITEMS REMOVED FROM CONSENT CALENDAR

7. SPECIAL ORDER OF BUSINESS

A.	Public Hearing for the 2024 - 2025 DDA Budget 2024/2025 DDA Budget Memo (Burkholder) - PDF DDA General Budget Ledger - PDF TIF97 Budget Ledger - PDF Old Town TIF Ledger -PDF TIF-97 Budget Breakdown - PDF Old Town Budget Breakdown - PDF Arts Commission 2024/2025 Budget - PDF	24 - 36
B.	Presentation and Update from Community Police Officer Culver Community Policing Memo (Burkholder) - PDF	37
C.	Consideration of entering into closed session to discuss the search for the DDA Executive Director position, pursuant to MCL 15.268(f) of the Michigan Open Meetings Act.	
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8.	OLD BUSINESS	
A.	Parking Services Parking Contract Memo (Burkholder) - PDF	38 - 39
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9.	NEW BUSINESS	
A.	Sara Hardy Farmers Market Agreement (approval recommended) Farmers Market Agreement Memo (Burkholder) - PDF Sara Hardy Farm Market Proposal - PDF	40 - 48
B.	Interim CEO Agreement (approval recommended) Interim CEO Agreement Memo (Schneider & Hardy) - PDF	49
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10.	INTERIM CEO REPORT	
A.	Interim CEO Report CEO Report (Burkholder) - PDF	50 - 52
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11.	BOARD MEMBER REPORTS	
A.	Arts Commission Art Commission HB Memo	53
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12.	STAFF REPORTS	
A.	Parking Services Report Transportation and Mobility Director Report (VanNess) - PDF Parking Budget Memo (VanNess) - PDF	54 - 57
B.	Events and Engagement Report Director of Events and Outreach Report (Klebba) - PDF	58 - 59

13. RECEIVE AND FILE

- A. Traverse Connect Spring 2024 Regional Economic Ecosystem Report 60 - 77
[Spring 2024 Regional Economic Ecosystem Report - Traverse Connect - PDF](#)
- B. Arts Commission April 2024 Meeting Minutes 78 - 79
[Arts Commission April 17, 2024 Meeting Minutes - PDF](#)
-

14. PUBLIC COMMENT

15. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, April 19, 2024**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:00 a.m.

The following Board Members were in attendance: Chairperson Gabe Schneider, Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Board Member Todd McMillen, Board Member Katy Bertodatto, Board Member Ed Slosky, Board Member Hillary Ascroft, Mayor Amy Shamroe, Board Member Shelley Spencer, Board Member Gary Howe, and Board Member Mike Powers

The following Board Members were absent: None

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

(b) **ROLL CALL**

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

(1) That the board approved the agenda as presented:

Moved by Jeff Joubran, Seconded by Amy Shamroe

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, and Gary Howe

Absent: Mike Powers

CARRIED. 11-0-1 on a recorded vote

(d) **PUBLIC COMMENT**

The following addressed the board:
Raymond Minervini
John Socks

(1) Mike Powers joined the board meeting.

(e) **CONSENT CALENDAR**

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

(1) Consideration of approving the minutes from the March 15, 2024 Regular Meeting (approval recommended)

(2) Consideration of approving the March 2024 Financial Reports and Disbursements for the DDA, TIF-97, Old Town TIF, Parking Services and the Arts Commission.
That the consent calendar be approved as presented:

Moved by Katy Bertodatto, Seconded by Scott Hardy

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran, Todd McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

Absent: None

CARRIED. 12-0-0 on a recorded vote

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

n/a

(g) **SPECIAL ORDER OF BUSINESS**

n/a

(h) **OLD BUSINESS**

(1) Moving Downtown Forward TIF Plan (motion requested)

The following addressed the board:
Harry Burkholder
Gabe Schneider
Katy Bertodatto
Amy Shamroe
Jeff Joubran

Scott Hardy
Ed Slosky
Scott Howard
Pete Kirkwood
Mike Powers
Emily Curet
Mike Powers

That the DDA Board postpone taking action on the Moving Downtown Forward Plan until the organization has hired a new Executive Director, the Board has fully considered, vetted and determined a solution for parking in the west end and city residents have had an opportunity to express their support for the Tax Increment Financing Tool

Moved by Scott Hardy, Seconded by Gary Howe

AMENDED

Amended to The DDA board postpones taking action on the Moving Downtown Forward plan until a date not to exceed August 2024.

Moved by Scott Hardy, Seconded by Gary Howe

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran, Todd McMillen, Katy Bertodatto, Ed Slosky, Gary Howe, and Mike Powers
No: Hillary Ascroft, Amy Shamroe, and Shelley Spencer
Absent: None

CARRIED. 9-3-0 on a recorded vote

(i) **NEW BUSINESS**

- (1) 2024 - 2025 Proposed DDA, TIF-97 and Old Town TIF Budget (approval recommended)

The following addressed the board:

Harry Burkholder
Gabe Schneider
Gary Howe
Scott Hardy
Amy Shamroe
Ed Slosky
Jeff Joubran

Pete Kirkwood
Shelley Spencer

Motion to have the DDA set a public hearing on the DDA budget for May 17th 9am
at the Commission Chambers.

Moved by Gary Howe, Seconded by Todd McMillen

Yes: Gabe Schneider, Peter Kirkwood, Scott Hardy, Jeff Joubran, Todd
McMillen, Katy Bertodatto, Ed Slosky, Hillary Ascroft, Amy Shamroe,
Shelley Spencer, Gary Howe, and Mike Powers

Absent: None

CARRIED. 12-0-0 on a recorded vote

(j) **CEO REPORT**

The following addressed the board:
Harry Burkholder

(1) Project Updates

The following addressed the board:
Harry Burkholder
Amy Shamroe
Gabe Schneider
Scott Hardy
Katy Bertodatto
Ed Slosky
Shelley Spencer

(k) **BOARD MEMBER REPORTS**

(1) Mobility & Parking Advisory Board

The following addressed the board:
Katy Bertodatto

(l) **STAFF REPORTS**

(1) Parking Services

The following addressed the board:

Nicole VanNess
Gabe Schneider
Scott Hardy
Ed Slosky
Shelley Spencer
Gary Howe
Mike Powers

(2) Events and Engagement

The following addressed the board:

Sara Klebba
Amy Shamroe
Katy Bertodatto
Scott Hardy

(m) PUBLIC COMMENT

n/a

(n) ADJOURNMENT

The meeting was adjourned at 10:3am by Gabe Schneider

Harry Burkholder, Interim Traverse
City DDA CEO

Traverse City DDA - General

Adjusted Trial Balance

As of April 30, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1000 Fifth Third Checking - 3112	961,428.97				961,428.97	
1010 Fifth Third Savings - 6740	207,256.86				207,256.86	
1200 Accounts Receivable	124,884.88				124,884.88	
1101 Due From APS (City of TC)	144.84				144.84	
1103 Due From DTCA		300.00				300.00
1300 Pre-Paid Expense	1,728.00				1,728.00	
2000 Accounts Payable		178,295.72				178,295.72
2153 Credit Card		671.88				671.88
2100 Due to Other Funds	3,439.00				3,439.00	
2110 Due to Oldtown TIF		28,264.57				28,264.57
2120 Due to TIF 97		246,256.54				246,256.54
2202 Payroll Liabilities:Accrued Payroll Liabilities		10,084.64				10,084.64
2203 Payroll Liabilities:Accrued Salaries		38,861.35				38,861.35
2215 Payroll Liabilities:Health, Dental, Vision Insurance Payable		22,851.79				22,851.79
2220 Payroll Liabilities:Life & Disability Insurance Payable		1,124.53				1,124.53
2245 Payroll Liabilities:Wage Garnishment Payable	143.56				143.56	
2301 Deposits Payable:Double Up Food Bucks	660.39				660.39	
2303 Deposits Payable:NCF Reimbursements	2,055.00				2,055.00	
2304 Deposits Payable:Prescriptions for Health		345.64				345.64
2305 Deposits Payable:Project Fresh		764.00				764.00
2306 Deposits Payable:Senior Project Fresh	2,020.00				2,020.00	
2407 GRANTS:MEDC (Civic Square)		100,000.00				100,000.00
2600 Deferred Income		22,510.83				22,510.83
3000 Opening Bal Equity		107,606.27				107,606.27
3900 Retained Earnings		353,863.19				353,863.19
4101 TAXES:Property Taxes		130,959.50				130,959.50
4204 GRANTS & CONTRIBUTIONS:Grants - EGLE cornwell		11,105.29				11,105.29
4209 GRANTS & CONTRIBUTIONS:MEDC Civic Square		56,226.08				56,226.08
4212 GRANTS & CONTRIBUTIONS:EGLE Grant-State Street West-End Mixed Use		65,987.50				65,987.50
4302 REIMBURSEMENTS:Administrative Services		747,839.00				747,839.00
4303 REIMBURSEMENTS:Parking Services		687,500.00				687,500.00
4305 REIMBURSEMENTS:Farmers Market Revenue		13,631.74				13,631.74
4306 REIMBURSEMENTS:Farmer's Market Booth Rental Income		47,450.40				47,450.40
4600 REIMBURSEMENTS:Miscellaneous Revenue		2,342.58				2,342.58
4501 INTEREST INCOME:Interest & Dividends		3,314.37				3,314.37
5101 SALARIES:Salaries & Wages	482,076.71				482,076.71	
5102 SALARIES:Hourly Wage Expense	315,774.36				315,774.36	
5201 FRINGE BENEFITS:Health Insurance	136,272.32				136,272.32	
5202 FRINGE BENEFITS:Disability Insurance Benefits	5,706.74				5,706.74	
5203 FRINGE BENEFITS:Life Insurance Expense	1,597.66				1,597.66	
5204 FRINGE BENEFITS:457 Company Matching	58,149.32				58,149.32	
5208 FRINGE BENEFITS:Social Security Tax Expense	51,876.44				51,876.44	
5209 FRINGE BENEFITS:Medicare Tax Expense	12,132.42				12,132.42	
5210 FRINGE BENEFITS:SUTA Tax Expense	3,894.24				3,894.24	
5211 FRINGE BENEFITS:Workers Compensation	11,407.00				11,407.00	
5400 PROFESSIONAL SERVICES	3,498.75				3,498.75	
5401 PROFESSIONAL SERVICES:Contract Services	34,844.87				34,844.87	

Accrual Basis Saturday, May 11, 2024 02:25 PM GMT-04:00

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Traverse City DDA - General

Adjusted Trial Balance

As of April 30, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
5402 PROFESSIONAL SERVICES:Legal	49,405.28				49,405.28	
5403 PROFESSIONAL SERVICES:Professional/Contractual	106,876.45				106,876.45	
5405 PROFESSIONAL SERVICES:Community Promotion	15,568.15				15,568.15	
5409 PROFESSIONAL SERVICES:Grant exp EGLE cornwell bldg	15,749.24				15,749.24	
5413 PROFESSIONAL SERVICES:Grant Exp SOM Cive Square	56,226.08				56,226.08	
5415 PROFESSIONAL SERVICES:Farmers Market	5,799.53				5,799.53	
Reimbursement Expense						
5418 PROFESSIONAL SERVICES:SNAP Food Assistance	9,286.00				9,286.00	
Expense						
5419 PROFESSIONAL SERVICES:EGLE Grant-State Street	92,278.79				92,278.79	
West-End Mixed Use						
5420 PROFESSIONAL SERVICES:Farmers Market	42,396.20				42,396.20	
Administrative Expense						
5501 TRAVEL AND CONFERENCES:Lodging, meals	2,949.67				2,949.67	
5502 TRAVEL AND CONFERENCES:Transportation	991.58				991.58	
5503 TRAVEL AND CONFERENCES:Training	8,011.50				8,011.50	
5601 REPAIRS AND MAINTENANCE:Repairs & Maintenance	233.57				233.57	
5701 RENTAL EXPENSE:Rentals		259.11				259.11
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	5,689.68				5,689.68	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	6,216.06				6,216.06	
5303 OFFICE SUPPLIES AND UTILITIES:Operation Supplies	283.05				283.05	
5304 OFFICE SUPPLIES AND UTILITIES:Equipment	109.94				109.94	
5305 OFFICE SUPPLIES AND UTILITIES:Dues, Subscriptions	10,599.14				10,599.14	
and Memberships						
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,273.78				1,273.78	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	23,669.07				23,669.07	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous	3,811.43				3,811.43	
Expense						
TOTAL	\$2,878,416.52	\$2,878,416.52	\$0.00	\$0.00	\$2,878,416.52	\$2,878,416.52

DDA Old Town TIF

Adjusted Trial Balance

As of April 30, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1001 CASH AND CASH EQUIVALENTS:Fifth Third Checking - 0650	1,710,157.06				1,710,157.06	
1200 Accounts Receivable	13,351.08				13,351.08	
1104 OTHER CURRENT ASSETS:Due From DDA	11,706.35				11,706.35	
2000 Accounts Payable		894.62				894.62
3900 Retained Earnings		1,127,537.64				1,127,537.64
4101 TAXES:Property Taxes		773,458.23				773,458.23
5302 OFFICE SUPPLIES & UTILITIES:Utilities	2,527.55				2,527.55	
5303 OFFICE SUPPLIES & UTILITIES:Purchases	1,105.03				1,105.03	
5306 OFFICE SUPPLIES & UTILITIES:Printing & Publishing	4,281.05				4,281.05	
5400 PROFESSIONAL SERVICES	151.50				151.50	
5401 PROFESSIONAL SERVICES:Contract Services	115,539.00				115,539.00	
5402 PROFESSIONAL SERVICES:Legal	3,192.32				3,192.32	
5403 PROFESSIONAL SERVICES:Professional/Contractual	27,812.28				27,812.28	
5406 PROFESSIONAL SERVICES:Traverse Connect	5,000.00				5,000.00	
5900 Repairs and Maintenance	7,324.35				7,324.35	
4501 INTEREST INCOME:Interest & Divident Income		257.08				257.08
TOTAL	\$1,902,147.57	\$1,902,147.57	\$0.00	\$0.00	\$1,902,147.57	\$1,902,147.57

Traverse City DDA - TIF 97

Adjusted Trial Balance

As of April 30, 2024

	UNADJUSTED BALANCE		ADJUSTMENTS		ADJUSTED BALANCE	
	DEBIT	CREDIT	DEBIT	CREDIT	DEBIT	CREDIT
1001 CASH AND CASH EQUIVALENTS:Fifth Third Checking - 8026	6,448,948.52				6,448,948.52	
1200 Accounts Receivable	141,500.41				141,500.41	
1104 OTHER CURRENT ASSETS:Due From DDA	246,256.54				246,256.54	
1210 Deposits-Security Deposit	4,500.00				4,500.00	
2000 Accounts Payable		21,811.11				21,811.11
2100 Due to Other Funds	13,500.00				13,500.00	
3000 Opening Bal Equity	21,200.00				21,200.00	
3900 Retained Earnings		5,564,947.80				5,564,947.80
4101 TAXES:Property Taxes		3,835,296.02				3,835,296.02
4300 Reimbursements		92,203.17				92,203.17
4500 INTEREST INCOME		213.46				213.46
4501 INTEREST INCOME:Interest & Dividends		54,540.86				54,540.86
Sales		800.00				800.00
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	4,202.76				4,202.76	
5303 OFFICE SUPPLIES AND UTILITIES:Purchases	6,701.24				6,701.24	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,763.49				1,763.49	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	36,085.99				36,085.99	
5309 OFFICE SUPPLIES AND UTILITIES:Bank Charges	595.60				595.60	
5400 PROFESSIONAL SERVICES	10,630.00				10,630.00	
5401 PROFESSIONAL SERVICES:Contract Services	427,355.00				427,355.00	
5402 PROFESSIONAL SERVICES:Legal	18,158.31				18,158.31	
5403 PROFESSIONAL SERVICES:Professional/Contractual	251,780.32				251,780.32	
5406 PROFESSIONAL SERVICES:Public Restrooms	25,500.00				25,500.00	
5408 PROFESSIONAL SERVICES:Service Agreement	72,420.00				72,420.00	
5410 PROFESSIONAL SERVICES:Marketing/Communication	136,795.06				136,795.06	
5414 PROFESSIONAL SERVICES:Traverse Connect	35,000.00				35,000.00	
5500 Contributions to District Construction Projects	650,549.32				650,549.32	
5600 Contributions to Other Governments-Debt Service	953,111.09				953,111.09	
5801 RENT OR LEASE EXPENSE:Rent Expense	31,500.00				31,500.00	
5901 REPAIR & MAINTENANCE EXPENSES:Repairs and Maintenance	24,157.16				24,157.16	
6001 TAXES & TRANSFERS:Taxes Paid	7,588.13				7,588.13	
QuickBooks Payments Fees	13.48				13.48	
TOTAL	\$9,569,812.42	\$9,569,812.42	\$0.00	\$0.00	\$9,569,812.42	\$9,569,812.42

TC Downtown Development Authority (DDA)
Board Financial Report - Dashboard

4/30/2024

Downtown Development Authority (DDA)

Financial Position	YTD as of 4/30/2024	Prior Year as of 6/30/2023 *	Change
Total Cash and Cash Equivalents	\$ 1,168,686	\$ 663,213	\$ 505,473
Other Assets	126,458	152,696	(26,238)
Total Assets	<u>\$ 1,295,144</u>	<u>\$ 815,909</u>	<u>\$ 479,235</u>
Current Liabilities	\$ 178,296	\$ 104,074	\$ 74,221
Total Other Liabilities	463,418	250,366	213,052
Total Liabilities	<u>641,714</u>	<u>354,440</u>	<u>287,274</u>
Fund Balance	<u>653,430</u>	<u>461,469</u>	<u>191,961</u>
Total Liabilities and Fund Balance	<u>\$ 1,295,144</u>	<u>\$ 815,909</u>	<u>\$ 479,235</u>

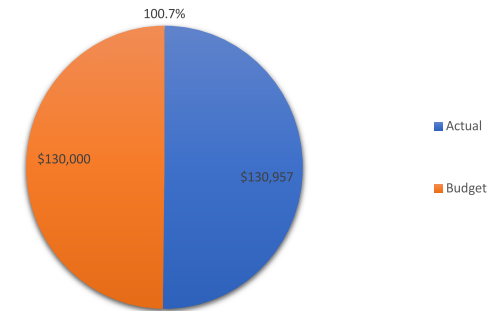
* Prior year balances are pre-audit and subject to change

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 130,960	\$ 130,000	100.7%
Grants & Contributions	133,319	100,000	133.3%
Reimbursements	1,498,764	1,585,359	94.5%
Rental Income	-	115,000	0.0%
Interest	3,314	1,000	331.4%
Total Revenue	<u>\$ 1,766,356</u>	<u>\$ 1,931,359</u>	<u>91%</u>

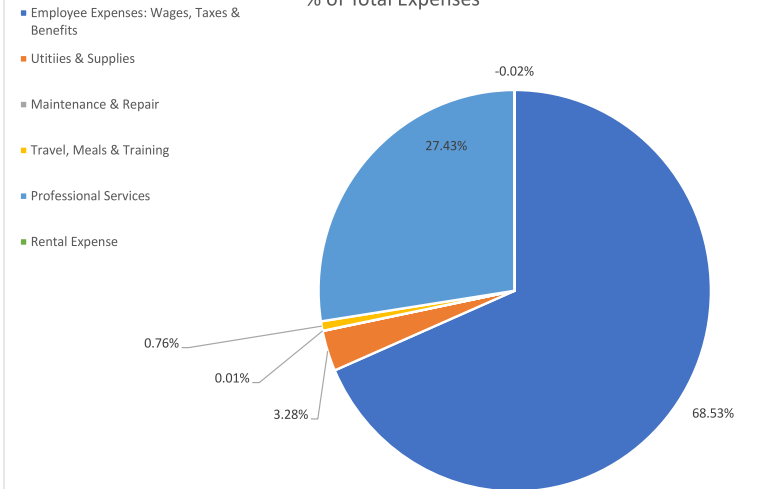
Expenses	YTD	Annual Budget	% of Budget
Employee Expenses: Wages, Taxes & Benefits	\$ 1,078,887	\$ 1,450,516	74%
Utilities & Supplies	51,652	63,000	82%
Maintenance & Repair	234	0	0%
Travel, Meals & Training	11,953	30,000	40%
Professional Services	431,929	360,000	120%
Rental Expense	(259)	-	0%
Total Expenses	<u>\$ 1,574,396</u>	<u>\$ 1,903,516</u>	<u>83%</u>

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

Prop. Tax YTD Compared to Budget



% of Total Expenses



Old Town Tax Increment Financing
Board Financial Report - Dashboard

4/30/2024

Old Town Tax Increment Financing Bond (OT TIF)				
Financial Position	YTD as of 4/30/2024	Prior Year as of 6/30/2023 *	Change	
Total Cash and Cash Equivalents	\$ 1,710,157	\$ 1,250,369	\$	459,789
Other Assets	25,057	-		25,057
Total Assets	<u>\$ 1,735,214</u>	<u>\$ 1,250,369</u>	<u>\$</u>	<u>484,846</u>
Current Liabilities	\$ 931	\$ 122,831	\$	(121,900)
Total Other Liabilities	-	-		-
Total Liabilities	<u>931</u>	<u>122,831</u>	<u>\$</u>	<u>(121,900)</u>
Fund Balance	<u>1,734,284</u>	<u>1,127,538</u>		<u>606,746</u>
Total Liabilities and Fund Balance	<u>\$ 1,735,214</u>	<u>\$ 1,250,369</u>	<u>\$</u>	<u>484,846</u>

* Prior year balances are pre-audit and subject to change

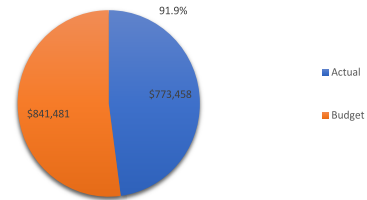
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 773,458	\$ 841,481	91.9%
Interest	257	100	257.4%
Total Revenue	<u>\$ 773,715</u>	<u>\$ 841,581</u>	92%

Expenses	YTD	Annual Budget	% of Budget
Utilities	\$ 2,528	-	N/A
Professional Services	151,695	252,850	60%
Other: Printing/Publishing, Supplies	5,422	600	904%
Repairs & Maintenance	7,324	50,000	15%
Capital Projects	-	805,000	0%
Total Expenses	<u>\$ 166,969</u>	<u>\$ 1,108,450</u>	15%

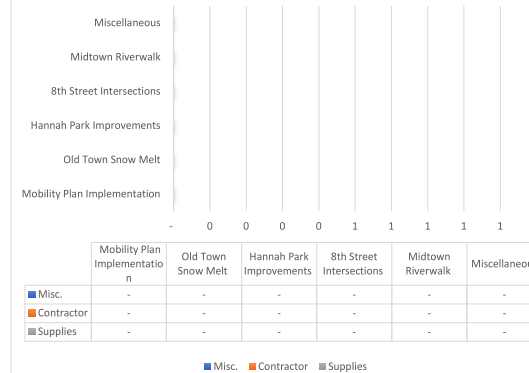
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Mobility Plan Implementation	-	25,000	0%
Old Town Snow Melt	-	100,000	0%
Hannah Park Improvements	-	70,000	0%
8th Street Intersections	-	300,000	0%
Midtown Riverwalk	-	300,000	0%
Miscellaneous	-	10,000	0%
Total Project Expenses	<u>\$ -</u>	<u>\$ 805,000</u>	0%

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

Prop. Tax YTD Compared to Budget



Capital Project by Expense Type



Tax Increment Financing Bond 97 (TIF97)
Board Financial Report - Dashboard

4/30/2024

Tax Increment Financing Bond 97 (TIF97)

Financial Position	YTD as of 4/30/2024	Prior Year as of 6/30/2023 *	Change
Total Cash and Cash Equivalents	\$ 6,448,949	\$ 343,231	\$ 6,105,718
Other Assets	392,257	5,722,489	(5,330,232)
Total Assets	\$ 6,841,205	\$ 6,065,719	775,486
Current Liabilities	\$ 8,311	\$ 468,840	\$ (460,529)
Total Other Liabilities	-	53,132	(53,132)
Total Liabilities	8,311	521,972	(513,660)
Fund Balance	6,832,894	5,543,748	1,289,147
Total Liabilities and Fund Balance	\$ 6,841,205	\$ 6,065,719	775,486

* Prior year balances are pre-audit and subject to change

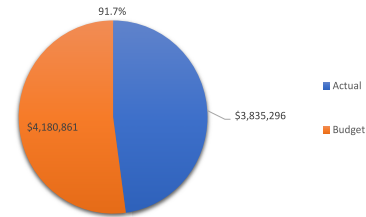
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 3,835,296	\$ 4,180,861	91.7%
Grant Revenue	-	40,000	0.0%
Reimbursements	92,203	130,000	70.9%
Interest	54,541	4,500	1212.0%
Sales-Incubator	800	-	N/A
Total Revenue	\$ 3,982,840	\$ 4,355,361	91%

Expenses	YTD	Annual Budget	% of Budget
Office Supplies & Utilities	\$ 49,349	\$ 20,000	247%
Professional Services	977,639	1,822,563	54%
Rent Expense	31,500	-	0%
Repair & Maintenance	24,157	250,000	10%
Capital Projects	650,549	1,975,000	33%
Debt Service	953,111	953,440	100%
Taxes & Transfers	7,588	-	0%
Total Expenses	\$ 2,693,893	\$ 5,021,003	54%

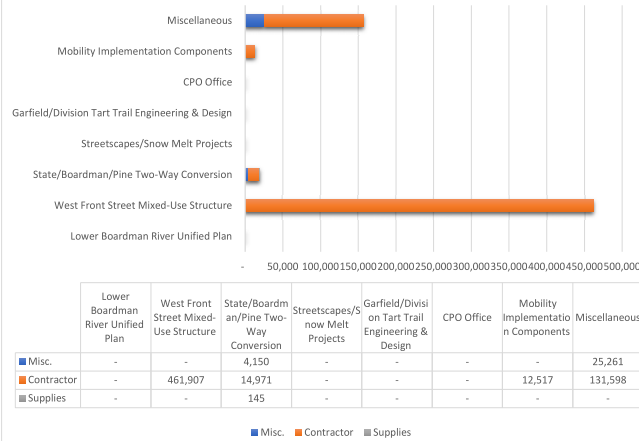
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Lower Boardman River Unified Plan	-	500,000	0%
West Front Street Mixed-Use Structure	461,907	500,000	92%
State/Boardman/Pine Two-Way Conversion	19,266	200,000	10%
Streetscapes/Snow Melt Projects	-	325,000	0%
Garfield/Division Tart Trail Engineering & Design	-	200,000	0%
CPO Office	-	100,000	0%
Mobility Implementation Components	12,517	50,000	25%
Miscellaneous	156,859	100,000	157%
Total Project Expenses	\$ 650,549	\$ 1,975,000	33%

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

Prop. Tax YTD Compared to Budget



Capital Project by Expense Type



TC Downtown Development Authority (DDA)
Board Financial Report - Dashboard

4/30/2024

Downtown Development Authority (DDA)

Financial Position	YTD as of 4/30/2024	Prior Year as of 6/30/2023 *	Change
Total Cash and Cash Equivalents	\$ 1,168,686	\$ 663,213	\$ 505,473
Other Assets	126,458	152,696	(26,238)
Total Assets	<u>\$ 1,295,144</u>	<u>\$ 815,909</u>	<u>\$ 479,235</u>
Current Liabilities	\$ 178,296	\$ 104,074	\$ 74,221
Total Other Liabilities	463,418	250,366	213,052
Total Liabilities	<u>641,714</u>	<u>354,440</u>	<u>287,274</u>
Fund Balance	<u>653,430</u>	<u>461,469</u>	<u>191,961</u>
Total Liabilities and Fund Balance	<u>\$ 1,295,144</u>	<u>\$ 815,909</u>	<u>\$ 479,235</u>

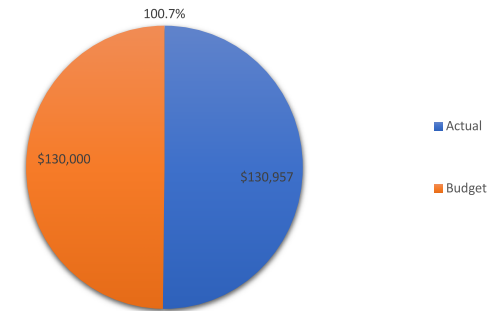
* Prior year balances are pre-audit and subject to change

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 130,960	\$ 130,000	100.7%
Grants & Contributions	133,319	100,000	133.3%
Reimbursements	1,498,764	1,585,359	94.5%
Rental Income	-	115,000	0.0%
Interest	3,314	1,000	331.4%
Total Revenue	<u>\$ 1,766,356</u>	<u>\$ 1,931,359</u>	<u>91%</u>

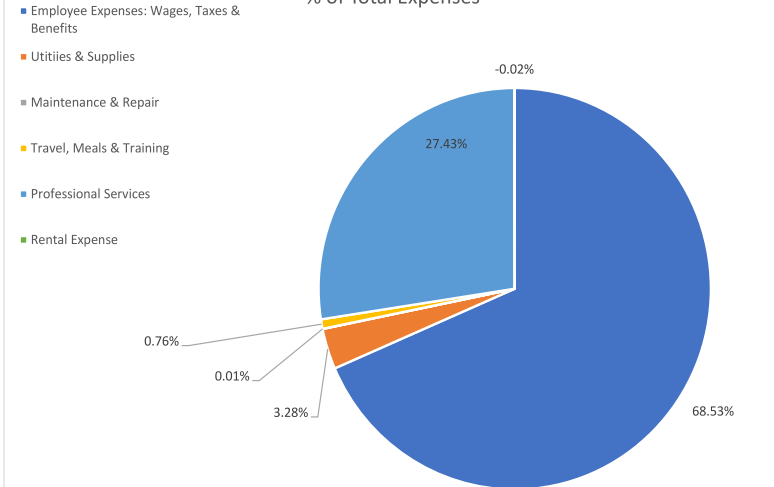
Expenses	YTD	Annual Budget	% of Budget
Employee Expenses: Wages, Taxes & Benefits	\$ 1,078,887	\$ 1,450,516	74%
Utilities & Supplies	51,652	63,000	82%
Maintenance & Repair	234	0	0%
Travel, Meals & Training	11,953	30,000	40%
Professional Services	431,929	360,000	120%
Rental Expense	(259)	-	0%
Total Expenses	<u>\$ 1,574,396</u>	<u>\$ 1,903,516</u>	<u>83%</u>

No CPA has audited, reviewed, compiled or expressed any assurances on these financial statements

Prop. Tax YTD Compared to Budget



% of Total Expenses



Old Town Tax Increment Financing
Board Financial Report - Dashboard

4/30/2024

Old Town Tax Increment Financing Bond (OT TIF)				
Financial Position	YTD as of 4/30/2024	Prior Year as of 6/30/2023 *	Change	
Total Cash and Cash Equivalents	\$ 1,710,157	\$ 1,250,369	\$	459,789
Other Assets	25,057	-		25,057
Total Assets	<u>\$ 1,735,214</u>	<u>\$ 1,250,369</u>	<u>\$</u>	<u>484,846</u>
Current Liabilities	\$ 931	\$ 122,831	\$	(121,900)
Total Other Liabilities	-	-		-
Total Liabilities	<u>931</u>	<u>122,831</u>	<u>(121,900)</u>	
Fund Balance	<u>1,734,284</u>	<u>1,127,538</u>	<u>606,746</u>	
Total Liabilities and Fund Balance	\$ 1,735,214	\$ 1,250,369	\$	484,846

* Prior year balances are pre-audit and subject to change

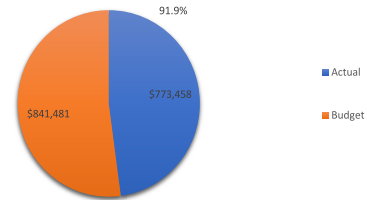
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 773,458	\$ 841,481	91.9%
Interest	257	100	257.4%
Total Revenue	\$ 773,715	\$ 841,581	92%

Expenses	YTD	Annual Budget	% of Budget
Utilities	\$ 2,528	-	N/A
Professional Services	151,695	252,850	60%
Other: Printing/Publishing, Supplies	5,422	600	904%
Repairs & Maintenance	7,324	50,000	15%
Capital Projects	-	805,000	0%
Total Expenses	\$ 166,969	\$ 1,108,450	15%

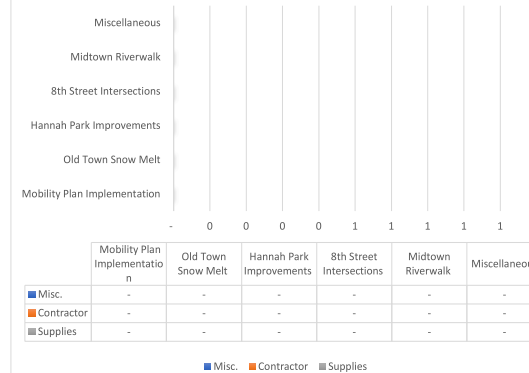
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Mobility Plan Implementation	-	25,000	0%
Old Town Snow Melt	-	100,000	0%
Hannah Park Improvements	-	70,000	0%
8th Street Intersections	-	300,000	0%
Midtown Riverwalk	-	300,000	0%
Miscellaneous	-	10,000	0%
Total Project Expenses	\$ -	\$ 805,000	0%

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Prop. Tax YTD Compared to Budget



Capital Project by Expense Type



Tax Increment Financing Bond 97 (TIF97)
Board Financial Report - Dashboard

4/30/2024

Tax Increment Financing Bond 97 (TIF97)

Financial Position	YTD as of 4/30/2024	Prior Year as of 6/30/2023 *	Change
Total Cash and Cash Equivalents	\$ 6,448,949	\$ 343,231	\$ 6,105,718
Other Assets	392,257	5,722,489	(5,330,232)
Total Assets	\$ 6,841,205	\$ 6,065,719	\$ 775,486
Current Liabilities	\$ 8,311	\$ 468,840	\$ (460,529)
Total Other Liabilities	-	53,132	(53,132)
Total Liabilities	8,311	521,972	(513,660)
Fund Balance	6,832,894	5,543,748	1,289,147
Total Liabilities and Fund Balance	\$ 6,841,205	\$ 6,065,719	\$ 775,486

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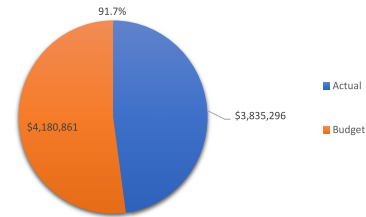
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 3,835,296	\$ 4,180,861	91.7%
Grant Revenue	-	40,000	0.0%
Reimbursements	92,203	130,000	70.9%
Interest	54,541	4,500	1212.0%
Sales-Incubator	800	-	N/A
Total Revenue	\$ 3,982,840	\$ 4,355,361	91%

Expenses	YTD	Annual Budget	% of Budget
Office Supplies & Utilities	\$ 49,349	\$ 20,000	247%
Professional Services	977,639	1,822,563	54%
Rent Expense	31,500	-	0%
Repair & Maintenance	24,157	250,000	10%
Capital Projects	650,549	1,975,000	33%
Debt Service	953,111	953,440	100%
Taxes & Transfers	7,588	-	0%
Total Expenses	\$ 2,693,893	\$ 5,021,003	54%

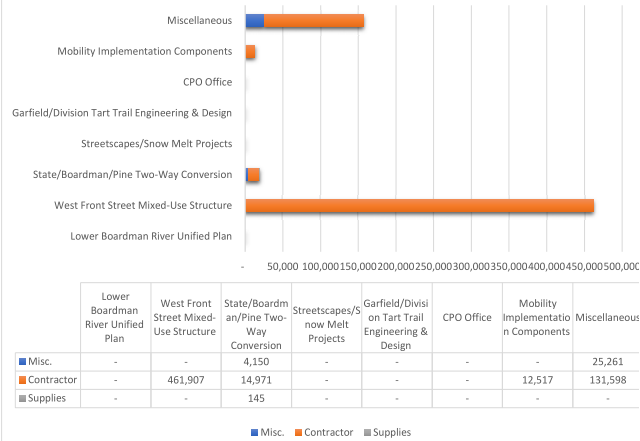
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Lower Boardman River Unified Plan	-	500,000	0%
West Front Street Mixed-Use Structure	461,907	500,000	92%
State/Boardman/Pine Two-Way Conversion	19,266	200,000	10%
Streetscapes/Snow Melt Projects	-	325,000	0%
Garfield/Division Tart Trail Engineering & Design	-	200,000	0%
CPO Office	-	100,000	0%
Mobility Implementation Components	12,517	50,000	25%
Miscellaneous	156,859	100,000	157%
Total Project Expenses	\$ 650,549	\$ 1,975,000	33%

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Prop. Tax YTD Compared to Budget



Capital Project by Expense Type



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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 04/30/2024

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		2023-24YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	04/30/2024	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				04/30/24	EAR-TO-DATE	USED	
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	267.50	0.00	0.00	(267.50)	100.00
585-000-652.000	PARKING FEES-COIN	1,800,000.00	1,485,730.65	55,818.33	0.00	314,269.35	82.54
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	160,229.50	1,330.00	0.00	39,770.50	80.11
585-000-653.007	PERMITS - NEIGHBORHOOD	2,200.00	1,195.00	0.00	0.00	1,005.00	54.32
585-000-653.010	DESTINATION DOWNTOWN	0.00	165.00	0.00	0.00	(165.00)	100.00
585-000-656.010	PARKING FINES	225,000.00	212,960.00	5,447.00	0.00	12,040.00	94.65
585-000-664.000	INTEREST & DIVIDEND EARNIN	66,000.00	53,755.65	0.00	0.00	12,244.35	81.45
585-000-673.000	SALE OF FIXED ASSETS	0.00	6,709.60	0.00	0.00	(6,709.60)	100.00
585-000-677.000	REIMBURSEMENTS	6,000.00	1,715.15	0.00	0.00	4,284.85	28.59
585-000-686.000	MISCELLANEOUS INCOME	1,700.00	440.00	0.00	0.00	1,260.00	25.88
585-000-687.000	REFUNDS AND REBATES	0.00	26.09	26.09	0.00	(26.09)	100.00
Total Dept 000 - NON-DEPARTMENTAL		2,300,900.00	1,923,194.14	62,621.42	0.00	377,705.86	83.58
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	214,769.05	1,167.00	0.00	35,230.95	85.91
585-586-653.005	PERMITS-PARKING DECK	150,000.00	141,314.00	2,388.00	0.00	8,686.00	94.21
585-586-668.000	RENTS AND ROYALTIES	30,000.00	5.00	0.00	0.00	29,995.00	0.02
Total Dept 586 - HARDY DECK		430,000.00	356,088.05	3,555.00	0.00	73,911.95	82.81
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	78,507.21	280.75	0.00	(8,507.21)	112.15
585-587-653.005	PERMITS-PARKING DECK	100,000.00	66,896.38	780.00	0.00	33,103.62	66.90
Total Dept 587 - OLD TOWN DECK		170,000.00	145,403.59	1,060.75	0.00	24,596.41	85.53
TOTAL REVENUES		2,900,900.00	2,424,685.78	67,237.17	0.00	476,214.22	83.58
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	10,600.00	9,719.94	195.90	0.00	880.06	91.70
585-585-704.000	EMPLOYEE OVERTIME	2,300.00	228.94	0.00	0.00	2,071.06	9.95
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	0.00	31.23	(0.62)	0.00	(31.23)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	200.00	164.56	14.51	0.00	35.44	82.28
585-585-716.000	EMPLOYEE HEALTH INSURANC	100.00	95.11	9.52	0.00	4.89	95.11
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN	0.00	22.56	2.23	0.00	(22.56)	100.00
585-585-718.000	RETIREMENT FUND CONTRIBU	700.00	545.64	67.65	0.00	154.36	77.95
585-585-727.000	OFFICE SUPPLIES	6,000.00	4,055.18	392.05	609.82	1,335.00	77.75
585-585-740.000	OPERATION SUPPLIES	37,000.00	31,982.81	8,066.00	11,432.31	(6,415.12)	117.34
585-585-801.000	PROFESSIONAL AND CONTRAC	968,000.00	770,698.48	62,210.63	405,813.00	(208,511.48)	121.54
585-585-802.000	INFORMATION TECHNOLOGY S	175,200.00	99,732.01	7,483.00	143,762.81	(68,294.82)	138.98
585-585-810.000	COLLECTION COSTS	500.00	825.50	0.00	0.00	(325.50)	165.10
585-585-850.000	COMMUNICATIONS	20,800.00	15,130.96	1,690.70	14,548.50	(8,879.46)	142.69
585-585-854.000	CITY FEE	141,700.00	0.00	0.00	0.00	141,700.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	2,551.63	0.00	0.00	2,448.37	51.03
585-585-862.000	PROFESSIONAL DEVELOPMENT	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	15,000.00	0.00	0.00	0.00	15,000.00	0.00

		2023-24YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	04/30/2024	MONTH ENCUMBERED 04/30/24	ENCUMBERED EAR-TO-DATE	ENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	3,073.77	2,973.87	439.17	10,487.06	25.09
585-585-910.000	INSURANCE AND BONDS	13,900.00	8,356.80	0.00	0.00	5,543.20	60.12
585-585-920.000	PUBLIC UTILITIES	15,000.00	14,828.50	1,318.11	0.00	171.50	98.86
585-585-930.000	REPAIRS AND MAINTENANCE	157,100.00	56,716.66	2,045.32	8,978.18	91,405.16	41.82
585-585-930.005	RAMSDELL GATE REPAIR & MA	1,000.00	4,043.76	3,500.00	0.00	(3,043.76)	404.38
585-585-940.000	RENTAL EXPENSE	48,800.00	57,801.24	0.00	0.00	(9,001.24)	118.45
585-585-956.000	MISCELLANEOUS	40,000.00	91,174.51	0.00	0.00	(51,174.51)	227.94
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	125,000.00	66,890.00	0.00	43,800.00	14,310.00	88.55
585-585-977.000-22-7	EQUIPMENT	0.00	510.10	0.00	0.00	(510.10)	100.00
585-585-995.000	INTEREST EXPENSE	0.00	51,858.29	0.00	0.00	(51,858.29)	100.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		1,935,900.00	1,291,038.18	89,968.87	629,383.79	15,478.03	99.20
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	2,957.18	0.00	2,174.40	(4,131.58)	513.16
585-586-740.000	OPERATION SUPPLIES	9,000.00	23,098.50	(0.70)	450.00	(14,548.50)	261.65
585-586-801.000	PROFESSIONAL AND CONTRAC	111,900.00	197,408.25	3,751.74	58,985.05	(144,493.30)	229.13
585-586-802.000	INFORMATION TECHNOLOGY S	8,800.00	8,639.40	0.00	34,763.60	(34,603.00)	493.22
585-586-850.000	COMMUNICATIONS	3,300.00	3,782.79	0.00	0.00	(482.79)	114.63
585-586-910.000	INSURANCE AND BONDS	8,000.00	4,593.68	0.00	0.00	3,406.32	57.42
585-586-920.000	PUBLIC UTILITIES	55,000.00	45,766.86	6,783.17	0.00	9,233.14	83.21
585-586-930.000	REPAIRS AND MAINTENANCE	285,600.00	128,824.27	18,360.25	144,162.69	12,613.04	95.58
585-586-940.000	RENTAL EXPENSE	22,400.00	522.00	0.00	0.00	21,878.00	2.33
585-586-956.000	MISCELLANEOUS	10,000.00	656.91	0.00	0.00	9,343.09	6.57
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	0.00	0.00	0.00	220,000.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	4,760.00	0.00	809.60	(569.60)	111.39
Total Dept 586 - HARDY DECK		740,000.00	421,009.84	28,894.46	241,345.34	77,644.82	89.51
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	1,814.40	0.00	1,449.60	(3,264.00)	100.00
585-587-740.000	OPERATION SUPPLIES	8,000.00	22,854.90	17.08	375.00	(15,229.90)	290.37
585-587-801.000	PROFESSIONAL AND CONTRAC	87,700.00	122,685.36	3,637.50	24,057.54	(59,042.90)	167.32
585-587-802.000	INFORMATION TECHNOLOGY S	9,000.00	8,419.40	110.00	29,607.60	(29,027.00)	422.52
585-587-850.000	COMMUNICATIONS	5,100.00	4,494.61	360.42	0.00	605.39	88.13
585-587-910.000	INSURANCE AND BONDS	7,000.00	4,101.52	0.00	0.00	2,898.48	58.59
585-587-920.000	PUBLIC UTILITIES	50,000.00	23,001.15	3,211.65	0.00	26,998.85	46.00
585-587-930.000	REPAIRS AND MAINTENANCE	164,900.00	75,118.03	7,791.12	61,095.50	28,686.47	82.60
585-587-940.000	RENTAL EXPENSE	14,300.00	522.00	0.00	0.00	13,778.00	3.65
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	0.00	282.00	0.00	328.65	(610.65)	100.00
Total Dept 587 - OLD TOWN DECK		529,100.00	263,293.37	15,127.77	116,913.89	148,892.74	71.86
TOTAL EXPENDITURES		3,205,000.00	1,975,341.39	133,991.10	987,643.02	242,015.59	92.45
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		2,900,900.00	2,424,685.78	67,237.17	0.00	476,214.22	83.58

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 04/30/2024

		2023-24YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	ENDED BUDGET	04/30/2024	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				04/30/24	EAR-TO-DATE	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
TOTAL EXPENDITURES		3,205,000.00	1,975,341.39	133,991.10	987,643.02	242,015.59	92.45
NET OF REVENUES & EXPENDITURES		(304,100.00)	449,344.39	(66,753.93)	(987,643.02)	234,198.63	177.01

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 04/30/2024

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		2023-24YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDDED BUDGET	04/30/2024	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				04/30/24	EAR-TO-DATE	USED	
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-674.000	CONTRIBUTIONS-PUBLIC SOUR	15,000.00	0.00	0.00	0.00	15,000.00	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		45,000.00	30,000.00	0.00	0.00	15,000.00	66.67
TOTAL REVENUES		45,000.00	30,000.00	0.00	0.00	15,000.00	66.67
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-801.000	PROFESSIONAL AND CONTRAC	33,000.00	4,753.35	0.00	3,337.93	24,908.72	24.52
282-282-930.000	REPAIRS AND MAINTENANCE	2,000.00	580.86	0.00	0.00	1,419.14	29.04
Total Dept 282 - PUBLIC ARTS COMMISSION		35,000.00	5,334.21	0.00	3,337.93	26,327.86	24.78
TOTAL EXPENDITURES		35,000.00	5,334.21	0.00	3,337.93	26,327.86	24.78
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		45,000.00	30,000.00	0.00	0.00	15,000.00	66.67
TOTAL EXPENDITURES		35,000.00	5,334.21	0.00	3,337.93	26,327.86	24.78
NET OF REVENUES & EXPENDITURES		10,000.00	24,665.79	0.00	(3,337.93)	(11,327.86)	213.28



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

MEMORANDUM

To: DDA Board of Directors

From: Harry Burkholder, Interim CEO

Date: May 12, 2024

Re: 2024 - 2025 Proposed Budget

The proposed 2024/2025 budget is attached and a description is presented below. A presentation on the budget will be made as part of the public hearing scheduled for 9:00am on Friday May 17, 2024. Public notice for the hearing was posted April 28th and May 5th.

The proposed budget includes projects and initiatives that advance the capital improvement and programmatic priorities identified in the Moving Downtown Forward Plan and align with the *Guiding Principles* of the Moving Downtown Forward Plan, as well as the *Goals and Objectives* of the City Commission. The proposed budget also reflects continued work on several projects including Rotary Square, the Lower Boardman/Ottaway Riverwalk and the Two-Way Pilot Project. In addition, the proposed budget includes continued promotional efforts to minimize the impacts of the reconstruction of Grandview Parkway.

Here is the timeline for the budget approval process. As a reminder, the City Commission formally approves the DDA Budget, prior to formal adoption by the DDA.

Budget Process & Timeline

April 19 th	DDA Board reviews budget & schedules public hearing for May 17 th
May 17 th	DDA holds public hearing on budget
May 6 th	Initial budget provided to the City Commission
May 13 th	Budget discussed at City Commission Study Session
May 20 th	City Commission holds public hearing on budget
June 3 rd	Approval of budget by City Commission
June 21 st	Approval of budget by DDA Board

DDA General

This budget is built upon the recognition that employees now assigned to Parking will be transitioned to the City, therefore reducing both revenue and expenditure.

DDA General Revenue

Revenue includes several grants that have already been secured, including a \$1 million MEDC grant for the Lower Boardman/Ottaway Riverwalk (i.e., the 100/200 block), a \$900,000 EGLE grant for environmental remediation and \$1 million from Rotary Charities for Rotary Square. Recognizing that the RFP for the conceptual design for Rotary Square has already been issued, we anticipate that a portion of the \$1-million from Rotary Charities will be utilized. In addition, TIF funds will be utilized for additional engineering and design work along the Lower Boardman/Ottaway Riverwalk so that we are able to utilize the MEDC grant for implementation.

The remaining revenue comes from administrative fees from both TIF accounts and the contract with DTCA.

DDA General Expenditures

This budget is built with the potential of five employees. The role of communication/social media will remain contracted until a permanent Executive Director has been selected and staffing levels/task are examined.

Professional Services will encompass the contract for financial services (Rehman), the website (One-Up-Web), legal services (Scott Howard), and all employee training/coaching. Employee training/coaching started in 2024 for all employees to assist in the cultivation and betterment of office communication, mindfulness and culture. This training has proven to be very beneficial for all employees and will be extremely helpful in the transition of leadership. A contract with SEEDS to administer the Farmer's Market also is part of this line item.

Funding for Travel and Conferences is included for staff attending conferences/training to support their areas of focus inside the DDA.

TIF 97

The captured taxable value within the TIF-97 District is projected to be \$158,601,804 which will bring in an estimated \$4,170,320 in revenue.

The focus for this District over the next year will be to advance the Lower Boardman/Ottawa Downtown Riverwalk and Rotary Square. The DDA will also continue to work with private developers to improve and install new sidewalk and streetscape infrastructure, including snowmelt systems.

In addition, a renewed service agreement with the City is recommended to remain. This expense is based on previous discussions with City staff regarding roles, responsibilities and capacity of the City.

A new line item for consideration this year is working with the City Engineering Department to have a staff engineer dedicated to the DDA. This concept is similar to our dedicated downtown police officer. Some of this dedicated support would focus on Rotary Square, the Lower Boardman/Ottaway Riverwalk and helping to determine the lifespan/replacement schedule and best practices for the reconstruction of crosswalks, sidewalks and other infrastructure within the DDA District. This may be funded 70% by TIF funds while the remaining funding would come from the city. Having a dedicated and consistent individual that reports back to the City Engineer assists in continuity on the many public infrastructure projects that are identified within the district. A dedicated engineer could also be secured through a hired contractor as well.

Professional Services

- A. Community Police Officer \$120,420
We are planning to continue with our community police for year-round services.
- B. Maintenance and Operation \$250,000
Continuing with this line item remains important as we focus on maintaining public infrastructure investments. This line item will be used for sidewalk cleaning, summer assistance through our YouthCore partnership and the purchase of needed tools. Last year the DDA purchased a truck through the city which will assist in more year-round maintenance/operations.
- C. Marketing and Communication \$80,000
This was a new line-item last year, and we plan to continue marketing and communication efforts for downtown and with the DTCA.
- D. Composting \$25,000
This program that is just getting off the ground, with the goal to expand and encourage the use of this new program throughout the district.
- E. Retail Incubator \$50,000
Continuing on the successful pop-ups that has occurred in December and February, we would continue to work with Nick Beadleston on implementing a year-round incubator space. This project would also utilize the USDA grant that was secured as well as MEDC grant that was secured by 20-Fathoms (\$127,000).
- F. Traverse Connect \$ 37,000
Based on our discussion at the May 3rd Study Session, we have included funding for Traverse Connect for their continued efforts to enhance the competitiveness of the region by leading collaboration between private and public sectors and supporting business attraction and retainment efforts. In addition, Traverse Connect will continue to support efforts to assist in leveraging E-Commerce tools to downtown merchants and convene discussions/facilitate communication

regarding the mission and goals of the DDA and the Moving Downtown Forward TIF Plan.

Public Infrastructure

- A. Schematic Design Engineering Services \$1,000,000
The approach for determining if we have an “in-house” engineer through City Engineering Department or a hired contractor is important as we move into the design and engineering portion of the Lower Boardman/Ottaway Downtown Riverwalk. Completing schematic/engineering for the 100/200 block will then move into implementation and utilization of the \$1million MEDC as well as philanthropic fund raising.
- B. Two-Way Pilot Project (State Street) \$400,000
The fate of the two-way pilot project will be discussed next November, as the pilot-project expires. At that time, the two-way pilot project could be moved into permanent status or continue as a pilot for an additional year. Funding for this project could be utilized to improve the pedestrian experience with crosswalks, and traffic calming measures. In addition, stormwater improvements would be recommended to be implemented.
- C. Streetscapes/Snowmelt \$400,000
Streetscapes will remain important as new development continues throughout the district. Two developments, the Hannah Lay Building and State Street building would be partnering for snowmelt systems. There are additional opportunities for partnerships leading to a connected network of sidewalks (which is paramount for walkability) throughout the district.
- D. 309 West Front Street Staircase \$100,000
The design for the Staircase has been completed, with RFP is being completed through City Engineering and implementation occurring in the Spring of 2025.
- E. Rotary Square \$100,000
This item includes costs for visioning and possible costs outside of the Rotary Grant. This item could also include costs for preparing for the Farmer’s Market location at Rotary Square.
- F. TART Trail Extension \$200,000
This item includes the second phase of the TART Extension project, which includes new trail infrastructure from roughly the Senior Center to Division Street, a major portion of which traverses through the TIF District.
- G. Downtown Cameras \$112,480
This project remains in the TIF-97 Budget, based on recommendations and costs from the Police Chief Richmond in October.

- H. Brownfield Redevelopment Authority Interlocal Agreement \$321,887
The terms of this agreement, between the DDA and the Brownfield Redevelopment Authority, related to public improvements (and compliance with state law) associated with the Uptown Development were approved by the Finance Committee in October 2023 and the DDA Board in November 2023. However, the signatures for the interlocal agreement were just recently secured and I believe it would be best to include this payment in the 2024/2025, rather than a potential budget amendment this fiscal year. Scott Howard will be at our meeting to answer any questions related to this agreement.
- I. Infrastructure Repair \$100,000
This item was discussed by the Finance Committee and is intended to provide flexibility and immediate attention to infrastructure needs throughout the district.

Old Town Financing Plan

The Old Town District continues to see steady growth and private investment. The captured taxable value is projected to be \$34,463,479 bringing in an estimated \$823,527 of projected revenue to the district.

Similar to the TIF-97 budget, the service agreement with the City will remain. In addition, a new line item for consideration with the Board is working with the City Engineering Department to have a staff engineer dedicated to the DDA. Having a dedicated and consistent individual that reports back to the City Engineer assists in continuity on the many public infrastructure projects that are identified within the district. A dedicated engineer could also be secured through a hired contractor as well.

In addition, a renewed service agreement with the City is recommended to remain. This expense is based on previous discussions with City staff regarding roles, responsibilities and capacity of the City.

Professional Services

- A. Maintenance and Operation \$60,000
Continuing with this line item remains important as we focus on maintaining public infrastructure investments. This line item will be used for sidewalk cleaning, summer assistance through our YouthCore partnership and the purchase of needed tools. Last year the DDA purchased a truck through the city which will assist in more year-round maintenance/operations.
- B. Marketing and Communication \$30,000
This was a new line-item last year and we would like to continue to coordinate marketing and communication efforts for downtown and with the DTCA.
- C. Composting \$10,000
This program is just getting off the ground, with the goal to expand and encourage the use of this new program throughout the district.

D. Traverse Connect \$ 5,000

Based on our discussion at the May 3rd Study Session, we have included funding for Traverse Connect for their continued efforts to enhance the competitiveness of the region by leading collaboration between private and public sectors and supporting business attraction and retainment efforts. In addition, Traverse Connect will continue to support efforts to assist in leveraging E-Commerce tools to downtown merchants and convene discussions/facilitate communication regarding the mission and goals of the DDA and the Moving Downtown Forward TIF Plan.

Public Infrastructure Projects

A. River's Edge Decking \$130,000

Replacement/upgrading of the River's Edge Decking is identified within the budget with the understanding that the FishPass project will be underway and we may be able to coordinate this element of the overall project. However, work may be moved to 2025/2026 dependent on the progress and timing of the FishPass project.

B. Hannah Park Improvement \$80,000

This project is being bid through City Engineering and may bid at the same time as the 309 West Front Street (stairs) project. Therefore, the cost may be moved from 2023/2024 budget to 2024/2025 budget.

C. Streetscapes/Snowmelt \$100,000

This line-item remains in the budget to encourage property owners to partner to implement a snowmelt system within Old Town. This line-item has been successful in the TIF 97 Plan, and we anticipate partnerships to grow as connection between the two districts are strengthened.

D. Downtown Cameras \$28,120

This line item has been included in the DDA Budget for two years, based on recommendations and costs from the Police Chief Richmond in October.

E. Infrastructure Repair \$30,000

This item was discussed by the Finance Committee and is intended to provide flexibility and immediate attention to infrastructure needs throughout the district.

Arts Commission

The Arts Commission budget for the coming year will focus on a handful of art installations along 8th Street, a mural festival (planned for 2025), a mini-grant program, a collaboration with Parks and Recreation to bring art into city parks and a new painted

bump-outs at Front and Pine/Boardman as part of the two-way pilot project. In addition, the Arts Commission will be working to complete a series of administrative activities outlined in the strategic plan work plan. \$30,000 is allocated from the city's Public Arts Trust Fund for these projects. \$15,000 from TIF-97 is allocated to the Arts Commission as well.

Recommended Motion

No motion is needed. The final budget will be presented to the DDA Board at the June 21, 2024 meeting.

**City of Traverse City, Michigan
DDA Component Unit
DDA General Fund
For the Budget Year 2024-2025**

	FY 22/23 Actual	FY 23/24 Budget	FY 24/25 Requested
Revenue			
Taxes	\$ 127,690	\$ 130,000	\$ 130,000
Grants and Contributions	867,788	100,000	1,875,000
Reimbursements	1,309,329	1,585,359	743,728
Rental Income	10,499	115,000	51,000
Interest Income	2,211	1,000	2,000
Total Revenue	2,317,517	1,931,359	2,801,728
Expenditures			
Salaries and Wages	989,124	1,060,134	430,000
Fringe Benefits	325,249	390,382	111,113
Office Supplies and Utilities	73,657	63,000	85,000
Professional Services	1,076,732	265,000	341,000
Travel and Conferences	3,978	30,000	5,000
Repairs and Maintenance	-	-	-
Rentals	5,942	-	-
Capital Outlay	117,552	-	-
Grants	-	45,000	1,375,000
Rotary Square	-	50,000	450,000
Total Expenditures	2,592,234	1,903,516	2,797,113
Excess of Revenues Over/ (Under) Expenditures	(274,717)	27,843	4,615
Beginning Fund Balance	736,184	461,467	461,467
Ending Fund Balance	\$ 461,467	\$ 489,310	\$ 466,082

**City of Traverse City, Michigan
DDA Component Unit
TIF-97 Financing Fund
For the Budget Year 2024-2025**

	FY 22/23 Actual	FY 23/24 Budget	FY 24/25 Requested
Revenue			
Property Taxes	\$ 3,677,904	\$ 4,180,861	\$ 4,165,820
Grants and Contributions	-	40,000	-
Reimbursements	196,607	130,000	-
Interest Income	4,260	4,500	4,500
Total Revenue	3,878,771	4,355,361	4,170,320
Expenditures			
Professional Services	860,923	1,494,820	1,557,215
Printing and Publishing	195,789	20,000	20,000
Repairs and Maintenance	-	250,000	250,000
Contribution to District Construction Project	1,117,777	2,125,000	2,834,367
Contribution to City - Debt Service	972,956	953,440	913,720
Total Expenditures	3,147,445	4,843,260	5,575,302
Excess of Revenues Over/ (Under) Expenditures	731,326	(487,899)	(1,404,982)
Beginning Fund Balance	4,812,421	5,543,747	5,543,747
Ending Fund Balance	\$ 5,543,747	\$ 5,055,848	\$ 4,138,765

**City of Traverse City, Michigan
DDA Component Unit
Old Town TIF Financing Fund
For the Budget Year 2024-2025**

	FY 22/23 Actual	FY 23/24 Budget	FY 24/25 Requested
Revenue			
Property Taxes	\$ 678,944	\$ 841,481	\$ 823,427
Grants and Contributions	-	-	-
Reimbursements	-	-	-
Interest Income	288	100	100
Total Revenue	<u>679,232</u>	<u>841,581</u>	<u>823,527</u>
Expenditures			
Professional Services	148,482	231,039	393,383
Printing and Publishing	-	100	100
Repairs and Maintenance	-	-	-
Contribution to District Construction Project	117,599	805,000	378,120
Total Expenditures	<u>266,081</u>	<u>1,036,139</u>	<u>771,603</u>
Excess of Revenues Over/ (Under) Expenditures	413,151	(194,558)	51,924
Beginning Fund Balance	<u>714,387</u>	<u>1,127,538</u>	<u>1,127,538</u>
Ending Fund Balance	<u>\$ 1,127,538</u>	<u>\$ 932,980</u>	<u>\$ 1,179,462</u>

TIF 97 REVENUE AND EXPENSE PROJECTIONS - 2024/2025 Budget			
FISCAL YEAR	FY 2022-2023 Audited	FY 2023-2024 revenue based on settlement	FY 2024-2025 estimated
TAXABLE REAL PROPERTY INFLATION GROWTH - (Estimated @ 1.5%)			2,728,560
TAXABLE REAL PROPERTY NEW TO ROLL (100%) - includes uncapping			3,500,000
REAL PROPERTY TAXABLE VALUE	169,530,321	181,903,974	188,132,534
PERSONAL PROPERTY TAXABLE VALUE	7,928,140	7,092,220	8,000,000
TOTAL TAXABLE VALUE	177,458,461	188,996,194	196,132,534
BASE TAXABLE VALUE - 1997+park place brownfield	37,530,730	37,530,730	37,530,730
CAPTURED TAXABLE VALUE FOR DISTRICT	139,927,731	151,465,464	158,601,804
Increase/Decrease	17,614,899	11,537,733	7,136,340
REVENUE & EXPENSE	FY 2022-2023 Audited	FY 2023-2024 revenue based on settlement	FY 2024-2025 estimated
REVENUE			
TAXES - ((Captured Taxable Value / 1,000) x Total Captured Millage Rate)	3,677,904	3,940,677	4,215,820
ADJUSTMENTS AND TRIBUNAL REFUNDS	0	15,899	(50,000)
SUB-TOTAL TAXES	3,677,904	3,956,576	4,165,820
INTEREST	4,260	4,500	4,500
PARK ST BRA REIMBURSEMENT	196,607	48,632	0
TOTAL REVENUE	3,878,771	4,009,708	4,170,320
EXPENSE			
PROFESSIONAL SERVICES	860,923	1,542,818	1,557,215
Downtown Development Authority Administration		530,129	555,106
Legal		30,000	20,000
Community Policing Full Time		120,000	120,420
Dedicated Engineer for Public Infrastructure			60,000
Arts Commission - Administration		15,000	15,000
Arts Commission - Project		30,000	
Downtown WIFI		65,000	
Public Restroom (5 Private Sector downtown locations)		30,000	30,000
Service Agreement		507,689	514,689
Traverse Connect Professional Services		35,000	37,000
Retail Incubator		50,000	50,000
Composting		30,000	25,000
Communications/Marketing for DTCA		50,000	80,000
Miscellaneous		50,000	50,000
2017 DECK REFUNDING DEBT SERVICE (Hardy Deck)	972,956	953,440	913,720
GENERAL EXPENSES	195,789	20,000	20,000
REPAIRS & MAINTENANCE (Clean & Green / Youthworks) -- Infrastructure Repair		250,000	250,000
CAPITAL IMPROVEMENT PROJECTS	1,117,777	1,875,000	2,834,367
Lower Boardman/Ottaway Riverwalk		500,000	1,000,000
West End Mix-Use Development		500,000	
East Front Street Improvements			
State/Boardman/Pine Street Two-Way Conversion		200,000	400,000
Farmer's Market			
Streetscapes/Snow Melt Projects		325,000	400,000
Bayfront Tart Trail Engineering, Design, Construction		200,000	200,000
309 West Front Street Staircase			100,000
Rotary Square			100,000
East Front Street Improvements			
Mobility Implementation Components		50,000	
Infrastructure Repair			100,000
Downtown Cameras			112,480
BRA Interlocal Agreement			321,887
Miscellaneous		100,000	100,000
TOTAL EXPENSE	3,147,445	4,641,258	5,575,302
CHANGE IN FUND BALANCE	731,326	(631,550)	(1,404,983)
FUND BALANCE END OF FISCAL YEAR	5,543,747	4,912,196	3,507,214

OLD TOWN TIF REVENUE AND EXPENSE PROJECTIONS - BUDGET YEAR 2024/2025			
FISCAL YEAR	FY 2022-2023 Audited	FY 2023-2024 based on settlement	FY 2024-2025 estimated
TAXABLE REAL PROPERTY INFLATION GROWTH - (Estimated @1.5%)			1,077,161
TAXABLE REAL PROPERTY NEW TO ROLL (100%) - includes uncapping			0
REAL PROPERTY TAXABLE VALUE	66,925,739	71,810,700	72,887,861
PERSONAL PROPERTY TAXABLE VALUE	5,384,900	5,132,200	5,000,000
TOTAL TAXABLE VALUE actual through 2024	72,310,639	76,942,900	77,887,861
BASE TAXABLE VALUE - 2017	45,424,382	45,424,382	45,424,382
CAPTURED TAXABLE VALUE FOR DISTRICT	26,886,257	31,518,518	32,463,479
Increase/Decrease	3,927,608	4,632,261	944,961
REVENUE & EXPENSE	FY 2022-2023 Audited	FY 2023-2024 based on settlement	FY 2024-2025 estimated
REVENUE			
TAXES - ((Captured Taxable Value / 1,000) x Total Captured Millage Rate)	678,944	791,512	838,427
ALLOWANCE FOR TRIBUNAL REFUNDS	0	(27)	(15,000)
SUB-TOTAL TAXES	678,944	791,485	823,427
INTEREST	288	100	100
TOTAL REVENUE	679,232	791,585	823,527
EXPENSE			
PROFESSIONAL SERVICES	148,482	317,626	393,383
Downtown Development Authority Administration		110,315	113,622
Dedicated Engineer for Downtown Infrastructure (part-time)		0	20,000
Legal		10,000	10,000
Composting			10,000
Service Agreement		122,311	124,761
Communications/Marketing for DTCA		30,000	30,000
Repairs and Maintenance (Clean/Green Youthworks)		50,000	60,000
Traverse Connect Contract		5,000	5,000
Miscellaneous		20,000	20,000
GENERAL EXPENSES (Printing & Publishing)	0	100	100
CAPITAL IMPROVEMENT PROJECTS	117,599	805,000	378,120
Midtown Riverwalk	0	300,000	0
Riverine Riverwalk			
Hannah Park Improvements		70,000	80,000
Union Street Streetscapes			
Lake Avenue Streetscaping & Plaza			
Streetscapes/Snow Melt Projects	0	100,000	100,000
Rivers Edge Riverwalk Decking Replacement			130,000
8th Street Intersections	3,210	300,000	
Mobility Implementation		25,000	0
Downtown Cameras			28,120
Infrastructure Repair			30,000
Miscellaneous	0	10,000	10,000
TOTAL EXPENSE	266,081	1,122,726	771,603
CHANGE IN FUND BALANCE	413,151	(331,141)	51,924
FUND BALANCE END OF YEAR	1,127,538	796,397	848,321

City of Traverse City, Michigan
SPECIAL REVENUE FUND
PUBLIC ARTS COMMISSION FUND (282/107)
For the Budget Year 2024-25

	FY 22/23 Actual	FY 23/24 Budget	FY 23/24 Projected	FY 24/25 Requested
REVENUES				
Contributions-Public	\$ -	\$ 15,000	\$ 15,000	\$ 15,000
Contributions-Private	-	-	-	-
Interest income	1,190	-	1,000	1,000
TOTAL REVENUES	1,190	15,000	16,000	16,000
EXPENDITURES				
Office Supplies	-	-	-	-
Professional and Contractual	14,540	33,000	33,000	43,000
Repair and Maintenance	2,040	2,000	2,000	2,000
Capital Outlay	16,400	-	-	-
TOTAL EXPENDITURES	32,980	35,000	35,000	45,000
EXCESS OF REVENUES OVER/ (UNDER) EXPENDITURES	(31,790)	(20,000)	(19,000)	(29,000)
OTHER FINANCING SOURCES				
Transfer In - General Fund	30,000	30,000	30,000	30,000
NET CHANGE IN FUND BALANCE	(1,790)	10,000	11,000	1,000
Beginning Fund Balance	131,790	130,000	130,000	141,000
Ending Fund Balance	\$ 130,000	\$ 140,000	\$ 141,000	\$ 142,000

This fund is used to account for amounts from which expenditures may be made for the acquisition, commission, exhibition, and maintenance of works of art.



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

Memorandum

To: Downtown Development Authority Board

From: Harry Burkholder, Interim CEO

Date: May 12, 2024

Subject: Officer Culver Presentation

For the last several years, the DDA has funded a community police officer dedicated to Downtown. The dedicated officer position has been a tremendous asset to downtown, providing immediate and direct response (and follow-up) to specific issues, serving as a resource for downtown business owners and an ambassador for visitors to downtown. Officer Culver will be at our meeting to provide an overview of Downtown through the lens of his position and discuss community policing efforts of the last year.



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Memorandum

To: Downtown Development Authority Board
From: Harry Burkholder, Interim CEO
Date: May 12, 2024
Subject: Traverse City Parking Services Agreement

A presentation on the operation and management of Parking Services was provided at the DDA Board Study Session on May 3rd. The presentation was prompted by on-going discussions between the City and DDA regarding the long-term parking contract between the two entities and its potential termination.

The presentation provided a history of parking operation and management, dating back to the resolution (and subsequent mutual agreement) adopted in 1991, where the City Commission transferred parking operations to the DDA. The resolution identified that both the public interest and interest of future downtown development was best served by this transfer. At the time, the primary responsibility of Parking Services was to administer meter operations through the downtown core.

Over the past 30 years, downtown has experienced tremendous growth and now has one of the highest rates of locally owned downtown businesses in Michigan. Parking Services has also grown over this same time period - expanding to include all operations and functions of the department and into areas beyond the DDA District. Parking Services is now responsible for all parking related responsibilities within the city, including but not limited to all parking structure operations, violations bureau, on-street and off-street operations, financial accountability and residential parking.

Today, the Auto Parking Fund is responsible for nearly \$30 million in city assets. While there are many assets and devices that Parking Services maintains, the two parking structures are the largest city assets, with an additional 30+ years of repairs and end-of-life planning to maintain these assets. The financial interest to maintain these assets is crucial as these assets continue to age and their repairs become more costly.

Based on the discussion at the study session, there appeared to be consensus and agreement around the transfer of Parking Services from the DDA to the City. While DDA staff has provided outstanding management of parking for many years, the scope of the department and services has expanded beyond the DDA.

The transfer of oversight and management would also allow the DDA to focus more directly on its core responsibilities - preserving and growing small local independent businesses, building great public places and transformational projects and maintaining critical public infrastructure that supports community and economic development.

Furthermore, given the current Executive Director search and potential operational changes the DDA may implement in the future, there is a benefit to return Parking Services back to the city.

The potential termination of the agreement between the DDA and Parking Services would necessitate careful planning and coordination between the DDA and City staff to ensure a smooth transition. Additionally, it's essential to maintain collaboration between the DDA and the city on parking and mobility initiatives, especially within the DDA district, to support our downtown businesses, continued downtown development and vitality.

Recommended Motion

That the DDA Board mutually terminate the Traverse City Parking Services Operations and Management Agreement with the City of Traverse City and collaborate with the city on the 60-day termination clause.



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231-922-2050

Memorandum

To: Downtown Development Authority Board

From: Harry Burkholder, Interim CEO

Date: May 12, 2024

Subject: Farmers Market Manager Agreement

The Sara Hardy Farmers Market is a tremendous asset to Downtown Traverse City. The Sara Hardy Farmers Market helps to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, provide a community gathering place, and promote and stimulate economic development and create traffic in the Downtown area. Named after one of the area's leading philanthropists, the market has grown to be one of the top three largest markets in the state (and the largest growers only market)! The market also facilitates food accessibility in our region, supporting the several food assistance programs, including EBT/SNAP, Double Up Food Bucks, Senior Project Fresh and Project Fresh.

The DDA has contracted with SEEDS to serve as the Sara Hardy Downtown Farmers Market Manager since 2011. Formed in 1999, SEEDS is a 501c3 nonprofit organization whose mission is to implement local solutions to global issues at the intersection of ecology, education, and design.

As Market Manager, SEEDS has several responsibilities, including:

- Communication with Key Contacts
- Attendance at and scheduling of Market Advisory Meetings
- Attendance at each Farmers Market
- Implementation of market policies, rules, and procedures
- Vendor application process and fee collection at market
- Vendor Assessment (Audit) procedures
- Cash management
- Employee supervision for seasonal EcoCorps staff
- Review and revision of market processes in collaboration with DDA staff
- Social Media and Outreach

SEEDS has been a great partner and collaborator with the DDA for many years and we are excited to continue working together to manage and operate the Farmers Market. To that end, SEEDS is proposing a new contract for oversight and management of the market for a not to exceed amount of \$35,000.

Recommended Motion

That the DDA Board approve and execute the Market Manager Agreement with SEEDS for \$35,000, subject to approval as to its form by the DDA Attorney.

seeds

Ecology + Education + Design



Traverse City DDA Sara Hardy Farmers Market Proposal for Management 2024-26

Prepared by SEEDS Ecology & Education Centers
February 2024



1 1 INTRODUCTION

ABOUT THE SARA HARDY DOWNTOWN FARMERS MARKET:

The purpose of the Market is to create a sales venue for local area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development and create traffic in the Downtown area. Named after one of the area's leading philanthropists, the market has grown to be one of the top 3 largest markets in the state (and the largest growers only market)! The market also firmly believes in food accessibility in our region and supports the following Food Assistance Programs: EBT/SNAP, Double Up Food Bucks, Senior Project Fresh, Project Fresh, & event based programs.

ABOUT SEEDS:

Formed in 1999, SEEDS is a 501c3 nonprofit organization whose mission is to implement local solutions to global issues at the intersection of ecology, education, and design. Food and Farming issues and people have been core to our mission and values since our inception. SEEDS helped Taste the Local Difference populate their very first database of local farmers and markets!

The SEEDS EcoCorps program specifically targets youth and others interested in green collar careers and offers them opportunities to thrive in a hands-on, experiential format. Our members are motivated to learn because they earn paychecks while working on projects they take pride in. Our partners are motivated to invest in local youth by providing valuable job training and workforce development. As Market Assistants the Corps members gain a stronger connection to local food systems, learn soft skills, such as customer service, and an understanding of local business development.

Since 2011, SEEDS has been honored to serve the Downtown Development Authority, the Sara Hardy Vendors, and the Traverse City community as the Sara Hardy Downtown Farmers Market Manager. SEEDS develops redundancies to support institutional knowledge of operations in each program area. This is also the case with multiple staff trained on Market operations and management. With every year of involvement SEEDS has been proud to support the development and implementation of this work!

2 OBJECTIVES

To ensure that the Farmers Market runs smoothly and efficiently by supporting the Downtown Development Authority in decision-making, providing diplomatic rule enforcement, and by being the point of contact for all vendors and customers during market hours.

To provide continuity in services for Farmers Market vendors and the Downtown Development Authority for a period of three years.

To support DDA efforts to develop and improve the parkland infrastructure that hosts the Downtown Market.



To support the next generation of farmers and farm advocates by engaging youth ages 16-25 as Market Assistants and part of the SEEDS EcoCorps, adding value to academic programs through this first-hand, experiential, and on-the-job format.

3 WORK PLAN

SEEDS agrees to follow all Market Management rules and guidelines, providing leadership on:

1. All opening and closing procedures for all Downtown Farmers Markets
2. Food Assistance Program transactions
3. Vendor fee collection and deposits
4. Customer service during market hours to vendors and customers
5. Monitoring and enforcing market rules
6. Scheduling and coordinating vendor assessments (audits)
7. Working proactively and transparently with DDA staff during the entire year
8. Coordination of online market and associated administrative duties
9. Preparing and reviewing vendor applications and booth assignments
10. Scheduling Market Advisory Board Meetings

4 PROPOSAL TEAM

Our staff is experienced managing a variety of programs and projects with a variety of partners including federal, state and local governments, schools, for-profit corporations, non-profit organizations, community groups, and individuals.

Leadership & Supervision: The project team will be personally overseen by SEEDS Executive Director, Sarna Salzman, with support from the SEEDS Leadership Team including the EcoCorps Director, Jennifer Flynn; Controller, Tetyana Kotsekon, Kyle Warner; and Assistant Manager Sam Lasusa, Erin Slomers; Market Navigator, TBD. Resumes are available upon request.

Market Manager: SEEDS 2024 Market Manager is currently Kyle Warner. The below are the primary responsibilities of the role to be conducted throughout the 2023 market season.

- Communication with Key Contacts
- Attendance at and scheduling of Market Advisory Meetings
- Implementation of market policies, rules, and procedures
- Vendor application process and fee collection at market
- Vendor Assessment (Audit) procedures
- Cash management
- Employee supervision for seasonal EcoCorps staff
- Review and revision of market processes in collaboration with DDA staff

Assistant Market Manager: In addition to the Market Manager, SEEDS has Assistant Market Managers in order to provide additional 'bench-strength' and emergency management. This role also supports social media outreach and engagement.



Market Assistants: Assistants to the Manager will be primarily recruited as members of the nationally recognized SEEDS EcoCorps program. SEEDS EcoCorps Members currently serve as market support. Participating in this role, helping with the SEEDS Farm at Historic Barns Park, and pursuing an education-to-career track offers these youth a valuable *Farm-to-Market-to-Table* perspective and resume-building experience unique to the partnership network offered by the DDA, the TBAISD-CTC, local agricultural mentors, and SEEDS. SEEDS staff and volunteers collected over 6000 pounds of produce for distribution to area food pantries in 2023, an initiative we hope to continue as funding allows.

Market Navigator: SEEDS will continue to engage with the Wednesday Market Navigator which will be managed by MSU Extension. SEEDS will employ a Market Navigator for Saturday market events to additionally increase access to food assistance programs for market customers and increase sales revenues for farmers who accept food assistance program funds.

Negotiable additional services in collaboration with the market and the DDA include zero waste management at the market and Birdhouse maintenance.

5 ESTIMATED BUDGET: \$35,000

2024 Estimate based on additional support services expected to be necessary for coordination of market move(s). Subsequent years may see reduced administration hours needed. Annual estimate beyond 2024 to be pro-rated annually for COLA as necessary.

SEEDS will bill on a monthly basis for services rendered. Any additional duties and responsibilities will be negotiated at reasonable rates. Annual negotiated rates for SEEDS staff are to be considered. Additional supplies and agreed upon expenses for services will be included in monthly billing as they are incurred. Estimate includes minimal market management duties in off-season month for seasonal prep and close-out. Average cost per market month: \$5833.

Please confirm your acceptance of this quote by signing:

Name, Title

Signature

This is an Agreement, by and between SEEDS (a Michigan nonprofit organization), located at PO Box 2454, Traverse City, Michigan 49685 and the Customer Named above, (hereinafter referred to as "Client").

RECITALS

Client desires to utilize the consulting services of SEEDS who agrees to provide such services on the terms and conditions set forth herein.

TERMS



Engagement. Client engages SEEDS to perform the consulting services set forth in this proposal (hereinafter referred to as "Services"). Services other than those set forth in the proposal shall be performed only pursuant to a written addendum to this Agreement signed by both SEEDS and the Client. Unless otherwise specified in such addendum, additional Services shall be rendered by SEEDS subject to the terms and conditions of this Agreement.

Compensation. Client shall pay SEEDS for services rendered according to Quote and the attached terms and conditions.

Client's Authorized Agent. The Client has appointed the person named above as signatory the authorized agent of the Client for purposes of this Agreement. As such, the agent is duly authorized and shall be responsible for the execution of any document pertaining to this Agreement or any amendment hereof, and for approving all change orders, addenda, and additional Services to be performed by SEEDS, if any.

Terms and Conditions. The terms and conditions of this Agreement shall include the provisions printed on the reverse side hereof and are hereby incorporated into this Agreement by reference. IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement on the date indicated above.

TERMS AND CONDITIONS

1. This proposal will be considered null and void if project authorization is not received within 30 days of the date of proposal.
2. The Client hereby authorizes the above-described services and agrees to pay SEEDS at the stated price unless another basis of charge is indicated. The Client will pay SEEDS for work outlined above. The Client will be invoiced and, except as noted within these terms and conditions, payment is due within 30 days of the date of invoice. A service charge of 1.5% per month will be added to past due accounts. Accounts 30 days past due are subject to the Michigan Mechanic's Lien Law.
3. Client agrees to pay SEEDS within thirty (30) days after receipt of an invoice. Unless otherwise noted above, deposits of 50% are required for material/supplies over \$2500 prior to the start of work outlined herein. This requirement may be waived for government agencies.
4. SEEDS agrees to perform in accordance with a standard of care generally exercised by other environmental and facilitation consultants within this state acting under similar circumstances and conditions.
5. SEEDS' relationship to the Client is that of an independent contractor and not that of a partner, joint venture, or employee of the Client.
6. The Client is to provide copies of all sampling and testing data regarding relevant engineering or environmental studies, which may have been previously performed. SEEDS may be required to utilize sampling, analysis, engineering and other studies prepared by the Client or other consultants. The Client understands that unless otherwise stated in the proposal or this agreement, SEEDS shall not verify or validate, nor shall it be liable for the completeness or accuracy of such data or studies or for claims, fines or penalties arising from the use thereof.

7. SEEDS will use reasonable efforts to maintain confidentiality and not divulge information regarding the proposal, services or its report, except to the Client, parties designated by the Client in writing, or as required by law. Information that is in the public domain shall not be deemed confidential.
8. Client in no way grants SEEDS, its employees, consultants, agents, representatives, contractors and subcontractors, for the purpose of performing all activities, studies and research the right at any time to enter the Site.
9. SEEDS and the Client agree that acceptance by SEEDS of its responsibility under this agreement does not in any way impose upon SEEDS the obligations, responsibility, or liabilities of an owner or operator of the Site.
10. The Client and SEEDS recognize that professional standards and ethics govern the performance of SEEDS' services under this agreement. If circumstances arise which, in SEEDS' opinion, preclude it for professional or ethical reasons from continuing such performance, SEEDS shall advise the Client of that fact. The parties shall immediately attempt to arrive at a mutually satisfactory solution. If this cannot be done to both parties' satisfaction, either party may terminate this agreement. If so, the Client shall compensate SEEDS in accordance with these terms and conditions.
11. The Client bears full responsibility for any fines, penalties or administrative actions that may be incurred due to non-compliance with Federal or State reporting requirements that may be the results of any delays or actions by the Client or any suspension or termination of performance between the Client and SEEDS as defined within these terms and conditions.
12. The Client may at any time, after providing thirty days written notice, suspend further performance by SEEDS. SEEDS may, after providing written notice thirty days in advance, suspend further performance if, at any time, payments by the Client for services rendered by SEEDS are not made in accordance with established payment terms. SEEDS may continue suspension of performance until payment is received for all services rendered by SEEDS prior to the date of suspension. Suspension of performance for a period exceeding 30 days for any reason, shall at the sole option of SEEDS result in termination or renegotiation of project scope of work, services provided, terms and conditions, schedule, and estimated costs prior to renewal of project activities and services. All suspensions shall extend the time schedule for performance in a mutually satisfactory manner, but at a minimum, the extension shall equal the duration of the suspension.
13. The Client, at its sole discretion, may terminate, upon thirty days written notice, the authorized project or any subsequent change order. SEEDS may, at its sole discretion and upon 30 days prior written notice, may terminate the authorized project or any subsequent change order.
14. The Client shall pay SEEDS promptly within 15 days from receipt of invoice for services performed and charges incurred prior to the effective date of suspension or termination, plus suspension or termination charges.
15. The Client and SEEDS acknowledge that differences, including but not limited to interpretation and opinion with respect to regulatory and technical issues, may arise between regulatory agencies and SEEDS as consultant for the Client during or after completion of the proposed services.

16. If a dispute arises out of this agreement and if it cannot be settled through direct discussions, the parties agree to submit this dispute to mediation by a professional mediator selected by the parties. If all or any portion of the dispute remains unsettled, the parties agree to submit any unresolved controversy to arbitration. The parties further agree that a judgment upon the award rendered by the arbitrator(s) may be entered in the appropriate Circuit Court of the State of Michigan. The obligation to mediate and arbitrate disputes arising from this agreement shall survive termination of this agreement.
17. The proposal, project acceptance form and these terms and conditions constitute the full agreement between SEEDS and the Client.



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

Memorandum

To: Downtown Development Authority Board

From: Gabe Schnieder, DDA Chair
Scott Hardy, DDA Vice Chair

Date: May 12, 2024

Subject: Interim CEO Employment Agreement

The Chair and Vice-Chair of the DDA, in collaboration with DDA Attorney Scott Howard, has negotiated an Interim CEO Employment Agreement with Interim CEO Harry Burkholder. The Agreement is retroactive to March 6, 2024, when Mr. Burkholder assumed the duties of CEO and COO. The following summarizes key terms of the Agreement:

- Mr. Burkholder shall serve as Interim CEO for the DDA until a replacement is hired and begins work for the DDA or at a time determined by the DDA Board of Directors.
- Mr. Burkholder shall be compensated for the position of Interim CEO based on a salary of \$112,000 per year.
- Mr. Burkholder shall be paid a one-time retroactive payment to reimburse Burkholder for the difference between his salary as COO and the compensation amount provided in this Agreement for the period of March 6 to present.
- All other terms and conditions of Mr. Burkholder's employment (including any benefits) shall remain the same and his compensation shall return to the same amount as Mr. Burkholder was being paid prior to March 6, 2024.
- Mr. Burkholder will be entitled to return to the same position and title of COO of the DDA, with the same compensation and benefits once a new CEO is hired.
- Nothing in this Agreement shall alter Mr. Burkholder's "at-will" employment status either during the term of this Agreement or at a future time.

Recommended Motion

That the DDA Board approve and execute the Interim CEO Employment Agreement, which specifies the terms and conditions of employment, subject to approval as to its form by the DDA Attorney.



Downtown Development Authority
303 E. State Street
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231-922-2050

Memorandum

To: DDA Board of Directors

From: Harry Burkholder, Interim DDA CEO

Date: May 13, 2024

Subject: Interim CEO Report

Below is an overview of projects and initiatives that the DDA has been working on.

Bayfront TART Trail Expansion & Extension

The City Commission approved the contract for construction services for the first phase of the Bayfront TART Trail expansion and improvement project at their May 6th meeting. This project will move forward in tandem with the on-going reconstruction of Grandview Parkway. As a reminder, the DDA committed \$200,000 toward this project, to match funds from the City, TART and an MEDC grant. The first phase of this trail extension project which will include new trail from: (1) Sunset Park to the Senior Center; Clinch Park to the Murchie Bridge; and (3) Division to Hall Street (south side of the Parkway).

Reconstruction of Eighth and Union Intersection

The reconstruction of the Eight and Union Street intersection was completed at the beginning of the month. This project is part of the city's Pavement Preservation initiative. However, the new intersection (along with the new intersection at Eighth and Cass Streets) was mostly funded through Old Town TIF.

FishPass Construction

Fencing for the FishPass project will be placed around the construction site early next week. Further details on the next phases will be released later this week. The DDA is working with the project team to implement pedestrian way-finding signs around the site.

West End Demolition and Abatement

The City Commission did not secure enough votes to approve the demolition and abatement of the assembles parcels that define the footprint of the West End Mixed Use Development. As a reminder, costs for this work, including a second phase of environmental remediation will be covered by a grant from EGLE. Two years of eligibility remains on the grant to complete the work.

Rotary Square Visioning

A small committee of City and DDA staff will be interviewing two firms for conceptual design services later this month.

Rotary Square – Summer 2024

The DDA office continues to receive requests to use Rotary Square for events on a regular basis. We plan to move the Farmers Market to the site during the second phase of the Grandview Parkway reconstruction project. We met with the city Clerk's office to discuss formal application processes for the square. In addition, we will need to secure a formal lawn care service to the site.

Clean and Green

I am meeting with Bill Watson this week to determine the scope of work for the YouthWork crew that will assist in helping to maintain downtown for the summer season.

West End Staircase

The DDA completed engineering and design for the staircase and is now working to secure an easement from the property owner. Due to the potential closure of the street during installation, the project timeframe will likely be spring of 2025.

Hannah Park Bridge Abutment

Machin Engineering is designing the upper-level area abutting the South Union Bridge. In recent discussions with the city's engineering department, we may be able to initiate this project this fiscal year.

Retail Incubator

We are exploring additional options to finish the interior renovations of the space. I hope to bring this project to a study session in June or July.

Downtown Composting

Our project partner SEEDS has met with a handful of downtown restaurants to begin formal discussions and orientation to the composting program.

Moving Downtown Forward TIF and Project Priorities

As we look forward to the summer, we expect to bring back the Moving Downtown Forward TIF Plan for approval in August. In addition, I'd like to work with the DDA Board to prioritize capital improvement projects for the next two fiscal years.





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harry@downtowntc.com
231-922-2050

Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO & Todd McMillen, DDA Board Member

Memo Date: May 12, 2024

Subject: Arts Commission Update

Rotating Art Exhibit

The proposal from Steve and Dorota Coy - place four sculptures at the rotating art exhibit along the Boardman Lake Loop (near the Riverine Apartments) will be before the City Commission at their May 20th meeting.

Mural

Staff is working with Ms. Corden to complete the mural at Bryant Park.



Memorandum

To: DDA Board of Directors
CC: Harry Burkholder, Interim-DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: May 10, 2024
Re: Staff Report: Parking Services – April 2024

Project Updates

The pavement preservation project schedule has been released and includes the cutting and patching of parking lot T (corner of N Union/E Grandview Pkwy), repaving of parking lot C (200 E Grandview Pkwy), and the in-fill of the two curb-cuts at parking lot G (100 E State). All projects are scheduled to be completed by November 2024. We are working with City Engineering to align the work schedules to reduce parking closures to a minimum.

Praise Signs has started the replacement and installation of new wayfinding signage at the Hardy Parking Structure. This project was approved in October 2023 and will be completed by June 2024.

Miscellaneous

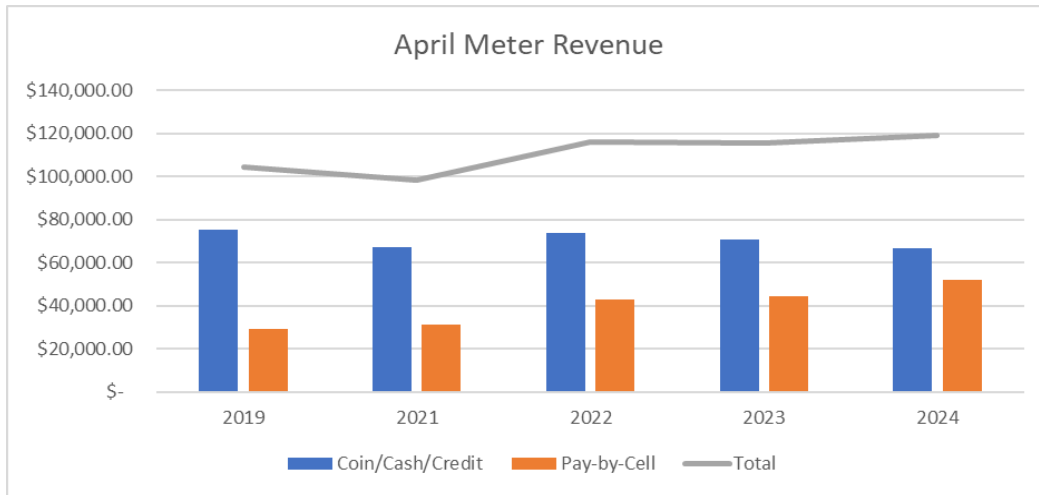
RFPs for the 3-year Parking Structure Washdowns, 3-year HVAC and On-call Service and 3-year Elevator Service and On-call Maintenance will be issued in the next week and will be ready to approve after July 1st with the 2024/25 budget.

April Parking Revenue

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

Meter Revenues

Meter revenues are down 3% compared to 2023.

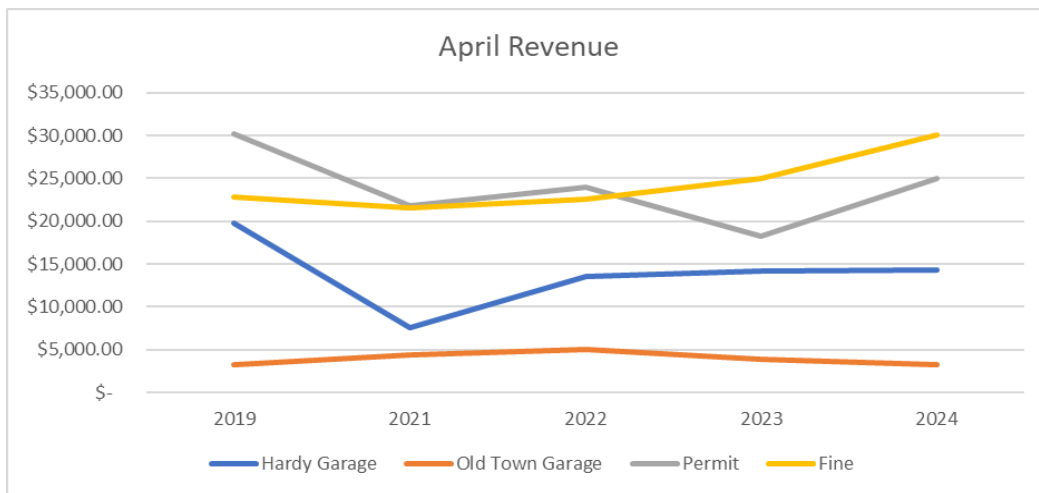


Hourly Admissions

Hardy transient revenues are up 2% compared to last year and down 27% compared to 2019. Old Town transient revenues were down 15% compared to last year and up 2% compared to 2019.

Permits & Fines

Permit revenues are up 36% compared to last year and down 17% compared to 2019. Fine revenues are up 20% compared to last year and up 31% compared to 2019.





Memorandum

To: Harry Burkholder, DDA Interim-CEO
From: Nicole VanNess, Transportation Mobility Director
CC: Elizabeth Vogel, City Manager
Date: May 13, 2024
Re: Proposed 2024-2025 Parking Budget

Overview

This is the first budget cycle where we are using the budget information from the past 3 budget cycles to reset our baseline projections going forward. The revenues are less than 2019/20 and pre-pandemic; however, they have remained consistent since 2021-22.

Revenues and expenses of the Auto Parking Funds are reflected as 585 Parking General, 586 Hardy Parking Structure, and 587 Old Town Parking Structure. We record revenues based on each area and refer to the net of each fund to determine if each structure is self-sustaining.

The Parking System has four primary revenue sources for the enterprise fund: 1) parking permit revenue, 2) hourly meter revenue, 3) hourly parking structure revenue, and 4) parking citations. Pre-pandemic parking revenues were near \$3.5 M annually.

Hardy parking structure captures rental revenue from the retail space(s) on State Street. The retail space on Hardy has been vacant since February 2021. The past three budget cycles have projected revenues.

Factors that may impact projected revenues in the 2024-2025 fiscal year 1) surface permit sales will be reduced due to the sale of 145 W Front and 103 Pine, 2) reduced metered spaces in Lots J south of the Boardman River and Lot K north of the Boardman River for FishPass construction, 3) month-to-month is reflecting consistent seasonal on-street meter revenue and hourly admissions, 4) parking permit rate increases, and 5) new tenant in the Hardy retail space.

Planned Rate Increases

The restoration assessment estimates repairs in years in 3 to 5 years to be estimated at \$1.25 million. There is no recommendation to increase meter, violation, or transient rates currently. The recommendation is to gradually increase the permit rates over the next three years. The schedule is subject to change pending additional forecasting with the City Treasurer.

		Current	2025	2026	2027
Surface & Old Town Structure	Month	\$38	\$43	\$46	\$50
	Annual	\$456	\$516	\$552	\$600
Structures Hardy & Old Town	Month	\$50	\$52	\$54	\$56
	Annual	\$600	\$624	\$648	\$672
Structures Old Town	Month	\$30	\$35	\$38	\$41
	Annual	\$360	\$420	\$456	\$492

Capital Improvements

Capital Improvement expenses will include repairs to surface lot C near the Traverse Connect building as this project has been carried over since the 2020-21 budget, cut and patch work in parking lot T corner of Union and Grandview Parkway, and curb cut in-fill for parking lot G in the 100 block of East State.

Professional and Contractual

Salaries and wages estimated at \$1,210,000 have been divided among the Parking General, Hardy and Old Town line items. This is the cost of all employees who work within the Office Operations, Field Operations, and Maintenance Operations of the Auto Parking System.

Information Technology

Current contractual expenses from recurring software and technology expenses include parking management software, multi-space pay stations, single space meters, all IT related expenses and programs, parking structures, license plate recognition, and website.

Repair and Maintenance

Current contractual expenses include pavement markings, snow removal, elevator service, HVAC service, Park Street restroom cleaning, 5 year condition assessment repairs.

City Fee

Last year, the City Fee was reduced from 10% to 5% to align with city fee of other enterprise funds. This is the second budget cycle where the City Fee will be 5% of enterprise revenues from Parking General, Hardy and Old Town funds.

Use of Surplus Funds

We anticipate more revenue than expenses in the 2023-24 budget as capital improvement projects and expected expenditures will not be completed prior to June 30, 2024. The budget reflects the use of surplus funds as the majority of years 1 and 2 of the 5-year condition assessment repairs will be completed and paid out in the 2024-25 fiscal year.

Enc. Proposed Budget



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

Memorandum

To: Downtown Development Authority Board of Directors
Harry Burkholder, DDA Interim CEO

From: Sara Klebba, DDA Director of Events & Engagement

Date: May 13, 2024

Subject: DTCA Events Update

Summer 2024 Downtown Event Calendar

June 15 | **Old Town Arts & Crafts Fair** | 10am-5pm | Union Street

June 30 | **National Cherry Festival Arts & Crafts** | 9am-5pm | Union Street

August 2 | **Street Sale** | 8am-5pm | Front Street

August 2 | **Friday Night Live** | 5pm-9pm | Front Street

August 9 | **Friday Night Live** | 5pm-9pm | Front Street

August 17 | **Downtown Art Fair** | 10am-5pm | Cass Street

Art Walk

On May 3, we hosted the 19th annual Art Walk. Highlights:

- The day started with a live interview on Good Day Northern Michigan on 9&10 News.
- Rainy weather cleared out – we welcomed sun, warmth, and a flurry of activity.
- There were 25 confirmed businesses participating (2023 featured 23 businesses) featuring 29 artists of all stripes and mediums.
- Locations from Delamar to The Cheese Lady, The Tasting Room to Water's Edge Sweet Tooth. Delamar artist did not receive visitors (distance to downtown and construction factors), otherwise very good reception and high foot traffic.
- Live music and interactive art activities were well attended and even drew crowds.
- Next year: 20th anniversary
- Reconsider wine glass purchases for next year?
- Post-event survey: emailed May 8

Downtown Art Fair Series (6/15, 6/30, 8/17)

Applicants received acceptance letters on May 1, followed by invoices. All fairs were able to handle all requests to participate. We can determine if we need/want a push for additional applicants, and we invited Art Walk artists to join, but we understand that there are competing art fairs. Next steps are volunteer recruitment (emails/texts sent 5/8), mapping, sponsorship, artist comms, signage, and event promotion.

Friday Night Live (8/2 & 9) & Street Sale (8/2)

Permits are being submitted week of May 13. Plan is to continue in the tradition of two Friday evenings of a closed Front St, from Park to Union, with entertainment in the form of musicians, food/bev vendors, non-profit organization activities, and interactive art experiences. Street Sale and Friday Night Live applications will be posted online week of May 13 with an email push to Downtown TC subscribers and merchants. Responding to inquiries. Seeking musicians.

Downtown “Red Carpet” Marketing Campaign

The first round of videos (Cherry Republic, Sweet Pea, Toy Harbor, My Secret Stash, and Water’s Edge Sweet Tooth) are complete and ready to share on social channels. The next round of photo/video shoots for the social media and print ad series will be Thursday, May 16 (May 30 rain date), and Wednesday, June 5 (June 27 rain date). We determined the final list of featured members with Greenlight – there will be a variety of business categories represented.

DTCA Events Committee

We’ll be establishing a committee of one board representative and four DTCA members-at-large to establish our Events Committee. The committee will create event policy that will ultimately be approved by the DTCA Board, including event goals and objectives, setting event categories, fees, billing, analytics, etc. We’ll host 3-4 monthly meetings.

An email invitation was sent to the membership-at-large on April 30. Deadline to respond is May 13. We are getting a good response! The focus for recruitment is on ensuring the committee represents a variety of business types and a combination of passion for participation coupled with equanimity.

DTCA Membership Committee

Since joining the DDA team two months ago, we’ve welcomed 12 new DTCA members, with more planning to join. To better serve our membership, We’ll be working with a newly formed committee of three DTCA board members to review current policies, membership benefits, outreach, etc. We’ll be establishing best practices and a plan for recruitment, retention, and advocacy. Our first meeting is set for May 21, with 2-3 to follow monthly.



REGIONAL ECONOMIC ECOSYSTEM REPORT

SPRING 2024

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Finalists from the Great Lakes AquaHacking Challenge this March taking part in an entrepreneurs' retreat on Arbutus Lake. The finalists will compete for \$35,000 in seed funding at the Finals this May in Traverse City.

INTRODUCTION

TO OUR INVESTORS AND PARTNERS



Warren Call

Thank you for reading Traverse Connect's Spring 2024 semi-annual Economic Ecosystem Report. Published each spring and fall, the Economic Ecosystem Report is intended to supplement Traverse Connect's Quarterly Growth Barometer Updates and its Annual Report. This report highlights our work to grow the Grand Traverse regional economy via our business attraction, industry cluster, and growth efforts, as well as our talent attraction and retention efforts.

This report provides an update on the continuation of the comprehensive economic development strategies as outlined in the Traverse Connect Strategic Plan, including leading regional economic development strategy, providing business expansion services, managing talent attraction, implementing business attraction programs, as well as supporting entrepreneurship and innovation, community development, and infrastructure development.

Our work would not be possible without the partnerships and support from the public sector, our investors, and our strategic partners. We thank you for your ongoing support in making the Grand Traverse region a great place to live. Over the past six months, we have achieved several crucial economic development milestones. Thanks to you, our partners, we can continue these efforts to create a vibrant and healthy economic ecosystem.

Thank you,

A handwritten signature in blue ink that reads "Warren M. Call".

President & CEO
Traverse Connect

REGIONAL DASHBOARD

Traverse Connect tracks five metrics in Talent Attraction & Development and Economic Development to measure the region's progress against our organization's vision and goals for 2030. The vision: By 2030, the Grand Traverse region will be a diversified economic destination of choice powered by growth-oriented enterprises providing competitive total compensation to match our world-class quality of life. Data is an imperfect, yet necessary, tool to measure those gains. Three of the five key metrics on the Traverse Connect [Regional Dashboard](#) trended positive going into 2024. Two key metrics show an impact of regional employer changes, which are likely connected.

ECONOMIC DEVELOPMENT

ANNUAL GDP PER
EMPLOYEE
2030 GOAL: \$84,000

\$73,767 

STATE AVERAGE WAGE
PERCENTAGE
2030 GOAL: 90%

86% 

TALENT ATTRACTION & DEVELOPMENT

BACHELOR'S DEGREE
OR POST-SECONDARY
CERTIFICATE
2030 GOAL: 60%

51% 

GROWTH OF PRIME
WORKING AGE
POPULATION (35-49)
2030 GOAL: 5%

7% 

SCIENTIFIC,
PROFESSIONAL,
TECHNICAL, & IT JOBS
2030 GOAL: 3,200

2,718 

2024 KEY MILESTONES

REGIONAL COMPETITIVENESS

- The Northern Michigan Policy Conference was an important step in furthering our efforts to be “at the table” regarding economic and community development solutions at the state and federal levels. We had a record turnout and an impressive lineup of speakers and attendees, including Governor Gretchen Whitmer, Speaker of the House Joe Tate, State legislators, and State agency leaders. As this event continues to grow, it provides significant visibility for our region’s policy agenda, economic growth, and infrastructure funding needs.
- Traverse Connect hosted a business and industry roundtable discussion for the French Consul General of Chicago on January 30. The Consul was interested to meet our regional business leaders and companies with links to France and to learn more about economic cooperation opportunities between France and our manufacturing, technology, agriculture, and tourism industries. The Consul was in town to present the Legion of Honor to Dick Grout, longtime community leader, founder of the International Affairs Forum, and one of the first soldiers to land on Omaha Beach 80 years ago.
- MSHDA recently announced the new [MI Neighborhood program](#) to fund rehabilitation, new construction, and public amenity projects for housing. Our regional housing collaborative was instrumental in the development of this program, providing \$17M of funding to Northwest Michigan.

BUSINESS ATTRACTION & INDUSTRY CLUSTER DEVELOPMENT

- Along with a team of community partners, we led the third annual [Northern Michigan Startup Week](#), which celebrates entrepreneurship, innovation, and the growing startup community in northern Michigan. This year’s event focused on Rural Health Innovation and took place April 22 – 25.
- In partnership with Networks Northwest and other regional economic development organizations, Traverse Connect helped to produce the recent [Outdoor Recreation Economic Impact Study for Northwest Michigan](#). The study looks at the importance of outdoor recreation as an economic driver in the region. It provides baseline data and quantifies the impact of the outdoor economy. The study also includes recommendations for expanding on the strengths and opportunities in the industry.
- Traverse Connect was invited to speak at the annual conference of the Michigan Boating Industry Association in East Lansing from November 29 to 30. It was a great opportunity to highlight our marine technology, Freshwater Center, and watercraft decarbonization initiatives, connect with industry leaders, and promote further marine and boating industry business attraction.
- Traverse Connect and regional partners hosted Justine Johnson, the Chief Mobility Officer for the State of Michigan, for a series of meetings and tours around the region. The events were designed to give Justine and her team from the Office of Future Mobility and Electrification a more robust understanding of our manufacturing, marine technology, aviation, and mobility industry leadership.
- Traverse Connect officially kicked off our expanded partnership with the Grand Traverse Area Manufacturing Council in January. The revamped council is led by key manufacturing business leaders who will provide input on strategic direction, resources, and expansion planning for manufacturing companies and engage in programs and events, including the recent [Northern Michigan Manufacturing Summit](#).

2024 KEY MILESTONES

TALENT INITIATIVES

- Traverse Connect continues to collaborate with the Michigan Economic Development Corporation Talent Action team in the development of Michigan's state-wide talent attraction program, [You Can In Michigan](#). The state's initiative highlights the Traverse City region and borrows heavily from Traverse Connect's [Michigan's Creative Coast](#) program branding and marketing. Now, seven months into the campaign, we are working with the Talent Action team to transition leads generated through You Can in Michigan's Michigan Career Portal to our local resume pack and database of talent.
- We are working with partners, including Interlochen Center for the Arts and the Northwest Michigan Arts and Culture Network, to develop a cohesive strategy to better coordinate and market our regional arts and cultural resources. We are leveraging Michigan's Creative Coast brand and resources to improve visibility, highlight the economic impact, and promote the value of investing in arts and culture at the state and federal levels. Thanks to Trey Devey, Interlochen's President, for his leadership in this effort.
- We are set to welcome Central Michigan University as the newest tenant in the Traverse Connect Building with the expansion of its Innovation, Online Learning, and Rural Health initiatives. In addition to the Traverse Connect location, CMU's Innovation and Online program will continue to be part of NMC's University Center. [See this coverage from 9&10](#) and look for a ribbon cutting later this year.

PUBLIC SECTOR PARTNERSHIPS

- Traverse Connect has signed a new economic development services contract with the Grand Traverse County Economic Development Corporation to expand services and engagement with all 16 municipalities within Grand Traverse County. This development will help educate and support our public sector in making the region more growth—and development-friendly for area businesses.
- Traverse Connect presented before the Benzie County Economic Development Corporation to outline the services, resources, and partnership opportunities we can provide to public and private sector organizations in Benzie County. Topics included the growth of target industries, community development in housing, childcare, etc., and partnerships with Grow Benzie and the Benzie Chamber.

ENTREPRENEURIAL ECOSYSTEM HEALTH

Entrepreneurial Ecosystem Growth Model

At Traverse Connect, our approach to economic development is forward-thinking and non-traditional. Instead of focusing all our resources on “chasing smokestacks,” we value a healthy mix of attracting new business to the region while supporting the growth of our existing companies and encouraging the creation of new industries from the ground up.

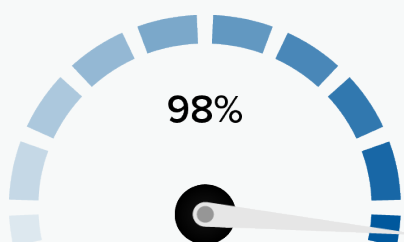
Building a vibrant entrepreneurial ecosystem means fostering a culture of openness and information exchange between companies and across industries within our region, from corporate headquarters and startup entrepreneurs, down to Main Street coffee shop founders. Our goal is to ignite a community of entrepreneurs and local partners who feed off each other’s talent, creativity, and support at each stage of growth. By focusing on local business conditions, we hope to create clusters of new firms and industries that ultimately produce a fertile landscape long term.

By encouraging the growth of our existing assets – healthy partner relationships, the scaling up of our existing companies – and attracting new business, we will see our already vibrant entrepreneurial ecosystem continue to flourish and grow.

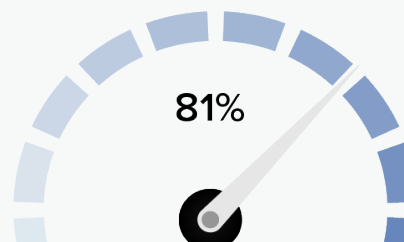
Traverse Connect conducts a quarterly Business Growth Barometer Survey of investor and member businesses, aimed at providing a snapshot of the regional business sentiment, outlook, and current challenges. Quarterly surveys inform Traverse Connect’s strategic priorities and help it respond to the needs of the business community.

The survey asks two simple questions:

1) Is our region a good place to grow your business?

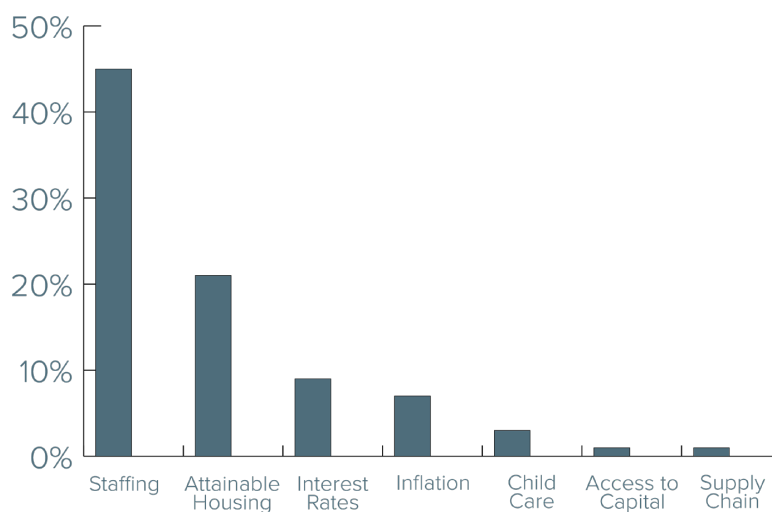


2) Is our region improving as a place to grow your business?

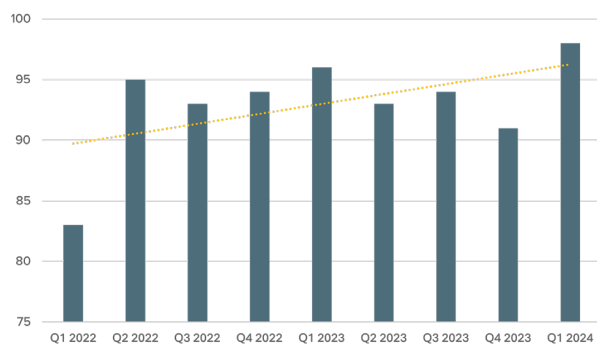


The results of the most recent survey (Q1 2024) continue to show a trend over time, which reflects an uptick in sentiment. Respondents resoundingly agree that the Grand Traverse Region is a good place to grow their business, with 98% in agreement that the region is improving as a place to grow their business, an increase from the fourth quarter of 2023, which may be attributable to improvements to inflation and interest rates, and a warm winter season.

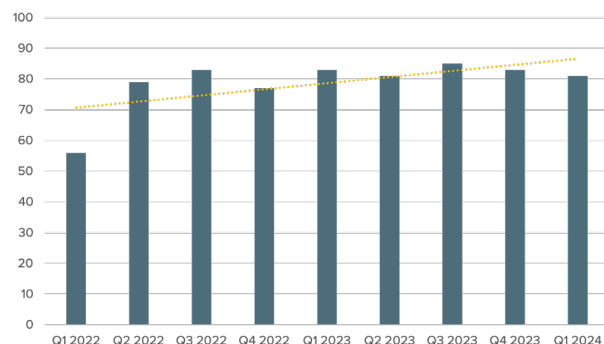
WHAT IS THE SINGLE-BIGGEST BARRIER TO GROWING YOUR BUSINESS?



GROWTH BAROMETER REGIONAL BUSINESS OUTLOOK



1) Is our region a good place to grow your business?



2) Is our region improving as a place to grow your business?



REGIONAL ECONOMIC DEVELOPMENT STRATEGY

*Traverse Connect has identified **target businesses and industry clusters** that we believe have great potential to prosper and thrive in Northern Michigan. Our 'place-based' economic development strategy and 'tech-based economic development' approach consider the industries that we already have on our doorstep and look to our region's unique natural resources and assets. We have undertaken efforts to outline and market to the rest of the world the unique value proposition and market opportunities of our region, as well as existing businesses, infrastructure, and cultural assets that make up our competitive entrepreneurial ecosystem.*

TARGET MARKET ENGAGEMENT AND INDUSTRY CLUSTER FOCUS AREAS

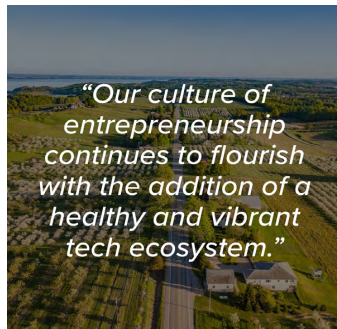


Outdoor Recreation:

The accessibility of outdoor recreation in northwest Michigan provides an exciting longer-term opportunity to attract and develop outdoor recreation firms. Companies in this sector see value in office locations in close proximity to the TART Trails, ORV trails, equestrian facilities, and water resources for testing and promotion.

BlueTech & Freshwater Innovation:

Our region has the potential to be an internationally recognized center of excellence for freshwater technology and marine research ('bluetech'). Firms engaged in marine mapping, hydrographic surveying, autonomous subsurface exploration, and similar fields are a natural fit for the region.



Manufacturing:

The manufacturing industry represents an important driver of overall economic growth for our region, with significant local employment (16%), high average wages, and considerable multiplier effects for the local economy.

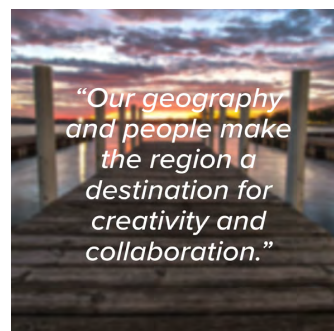
Financial Services:

Traverse City serves as the de facto financial center of northern Michigan and is currently home to many financial service firms and one of the premier insurance companies in the world. There is an opportunity to reinforce this position by attracting banking, accounting, wealth management, and insurance, as well as real estate services. Retaining and attracting more financial firms will encourage further business travel and our regional businesses will see a positive impact from additional firms and supportive capital.



Life Sciences & Digital Health:

Traverse Connect and 20Fathoms have partnered on a series of discussions with leading life science entities to promote the development of the Grand Traverse region as a location for rural health innovation. Our rural setting and Munson Healthcare's position as a leading health system provide an opportunity to lead the development of rural health technology and digital health delivery to improve access and efficiency.



Industry Cluster Highlight

FOSTERING THE BLUETECH INDUSTRY



AQUAHACKING CHALLENGE BRINGS TEN NEW STARTUPS TO TRAVERSE CITY

Traverse Connect continues to work closely with its collaborative partners, including 20Fathoms, Discovery Center & Pier, Michigan Technological University, and Northwestern Michigan College, to put Northern Michigan on the map as a center for water-related and marine innovation – a ‘Bluetech Innovation Zone.’

This year, we were thrilled to see a Canadian non-profit, [AquaAction](#), partner with Northwestern Michigan College to host their first-ever US-based AquaHacking event **right here in Traverse City**. The [Great Lakes AquaHacking Challenge](#) 23-24 is an eight-month-long tech startup competition for solving critical water issues. The program provides structured support for post-secondary students and young professionals from environmental science, programming, engineering,

marketing, and other disciplines to put their tech-savvy skills to work to help safeguard the health of our waters. Competitors, mainly from the Atlantic Canada region, team up and — with the support of mentors, workshops, and other resources — develop a tech-based solution for one of four water issues affecting the Great Lakes region. The goal is to create **innovative solutions that have a viable market and a positive impact on water.**

Several key regional thought leaders serve on the Great Lakes AquaHacking Challenge Advisory Committees and as Mentors. Our own Camille Hoisington at Traverse Connect served as a judge for the Semi-Finals in February, where the teams competing were narrowed down to ten finalists. In March, the ten finalist teams came to Traverse City for a two-day entrepreneurs’ retreat. Four of the top ten teams competing are from Michigan, with one a home-grown Traverse City company, Wave Lumina.



Now, after several rounds of competition, the Top Ten teams will compete for prize packages totalling \$35,000 (USD) in seed funding. The Great Lakes AquaHacking Challenge Finals, a Dragon’s Den-style final pitch and demo day, will take place at The Hagerty Center in Traverse City on Friday, May 10. [RSVP here to join the virtual event live.](#)



The Great Lakes AquaHacking Final will be livestreamed across the world from the Hagerty Center at NMC on May 10.

Industry Cluster Highlight

RURAL HEALTH INNOVATION



HEALTH TECHNOLOGY ADVANCEMENTS IN NORTHERN MICHIGAN

- Traverse Connect recognizes that our region's rural setting provides a unique opportunity for the development of rural health technology and digital health delivery to improve access and efficiency to healthcare. Together with Munson Healthcare's position as a leading health system and the expansion of Central Michigan University's Rural Health Equity Institute in Traverse City, there is ample opportunity to promote our region as a location for rural health innovation and to attract and work with innovative life science and healthtech companies.
- This year, Traverse Connect took the lead to host Northern Michigan Startup Week, from April 22-25, at venues across Traverse City. Eight different events took place during Startup Week, all focused on this year's theme: rural health innovation. Northern Michigan Startup Week celebrates entrepreneurship, innovation, and the growing startup community in the Grand Traverse region. Central Michigan University, Michigan State University Research Foundation Conquer Accelerator, MISTEM Network Northwestern Lower Michigan Region, Northern Michigan Angels, Northwest Education Services, Northwestern Michigan College, and 20Fathoms all joined Traverse Connect to collaborate in presenting Startup Week events. The events included:
 - ♦ Monday, April 22: [Startup Crawl](#) | [Northwestern Michigan STEM-Posium](#)
 - ♦ Tuesday, April 23: [Northern Michigan's Rural Health Landscape: Innovation & Higher Education Engagement in Building Thriving Communities](#) | [TCNewTech University Showdown](#)
 - ♦ Wednesday, April 24: [From Concept to Capital: Fueling HealthTech Startups and Innovative Enterprises](#) | [The 20Fathoms Launch Awards & Celebration](#)
 - ♦ Thursday, April 25: [The Office of Possibilities Innovation Network](#) | [Shifting Mindsets: Extending Health Spans Through Innovation](#)

Traverse Connect was excited to be the presenting organization for the 2024 Northern Michigan Startup Week. We've seen fantastic momentum since the first Startup Week in 2022, and we saw an energy-filled week of health innovation-focused events. Northern Michigan Startup Week was proudly presented by Unicorn Sponsors Hagerty and Munson Healthcare, with additional support from Accelerator Sponsors Priority Health and Michigan Economic Development Corporation, as well as Bootstrap Sponsor Venture North.

2024 NORTHERN MICHIGAN STARTUP WEEK



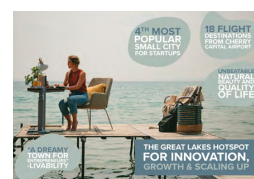
Regional Strategic Priority

BUSINESS ATTRACTION

HELPING COMPANIES MOVE AND SCALE IN THE GRAND TRAVERSE REGION

When it comes to bringing new enterprises to the Grand Traverse region, Traverse Connect facilitates the process, providing tailored concierge services to the company to help them get a clear picture of the region's economic vibrancy and to assist them with the resources they need to make the move. Whether it be an international company seeking a US outpost, a scaling startup from the West Coast, or an entrepreneur looking to grow their company in a place where quality of life is key, we meet them where they are. Some of the services we offer include identifying test beds for new technologies and innovations, facilitating key partnerships and

introductions, navigating state infrastructure, engaging the Michigan Economic Development Corporation, and assisting with site selection for company offices and headquarters.



MOVING & SCALING

In 2024 to date, we have met and continued conversations with several companies currently based outside of the Grand Traverse Region that have expressed interest in relocating, setting up a satellite office, or partnering with local businesses and organizations on business development, contract manufacturing, and growth partnerships. Some of these include:



BLUETECH & WATER-RELATED INDUSTRY

Voltaic Marine | Arc Boats | AquaAction | gener8tor (Great Lakes Resilience Accelerator)



ENTREPRENEURIAL ECOSYSTEM

NewLab | Seamless



MOBILITY

Bhadala | Charge Deals | ElectricFish



LIFE SCIENCES & DIGITAL HEALTH

Atterx | RDS Strategies | early-stage AI/medtech startup



MANUFACTURING & GREENTECH

Alquist 3D

HELP US GROW THE REGION: BUSINESS FOR BUSINESS

Do you know of a company seeking a new headquarters? Know of an enterprising business owner who'd love to move their new venture to Traverse City? Put them in touch with Traverse Connect and send them to our [Move Your Business](#) page on the Traverse Connect website.

Regional Strategic Priority

BUSINESS GROWTH & RETENTION

SUPPORTING BUSINESS OWNERS & ENTREPRENEURS AND HELPING BUSINESSES GROW

TARGET MARKET SPOTLIGHT: TECH-BASED & ENTREPRENEURIAL ECONOMY

20Fathoms expands startup and small business support services in Northwest Michigan

Based in Traverse City, 20Fathoms is a nonprofit organization providing critical services for the region's entrepreneurs. The organization specializes in accelerating the growth of innovative and scalable startups and provides essential startup services and education, a community workspace, and connections to crucial resources that facilitate business growth.



20Fathoms' community workspace

In late 2023, 20Fathoms received grant funding from the U.S. Economic Development Administration and the Michigan Economic Development Corporation (MEDC) to support the expansion of services in Northwest Michigan.

SMALL BUSINESS SUPPORT FOR ALL OF NORTHWEST MICHIGAN

Entrepreneurs throughout Northwest Michigan including Petoskey, Charlevoix, Cadillac, and Manistee will now have access to the 20Fathoms network of resources thanks to the organization's designation as a Small Business Support Hub by the MEDC. The following partnerships help to provide resources to small businesses in all industries, stages, and regional locations: Traverse Connect, Venture North, Small Business Development Center Northwest Region, and the Northern Lakes Economic Alliance.



Business Essentials course grads

TCNEWTECH PITCH COMPETITIONS RETURN UNDER 20FATHOMS' LEADERSHIP

An institution in the Traverse City startup community, TCNewTech is now a program owned and operated by 20Fathoms. These fun and energizing TCNewTech pitch competitions provide early-stage startups with the opportunity to compete for prizes.

The first TCNewTech under 20Fathoms' leadership



University Showdown Winners

was the University Showdown pitch competition held in April during Northern Michigan Startup Week. New this year, the prizes are bigger, pitches are reviewed by a panel of expert judges in addition to the audience vote, and pitch participants wrap-around startup support services from 20Fathoms.

Regional Strategic Priority: Business Growth & Retention

WOMEN IN TECH MEET-UPS FOSTER SUPPORTIVE CONNECTIONS

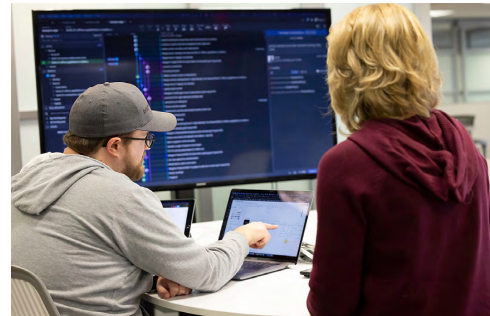
Each month, women who work in or are interested in the tech industry or tech-related roles get together for happy hour in meet-ups organized by 20Fathoms. Women continue to be under-represented in technology careers and this group offers local connections, professional networking, and an overall supportive community. New people are always welcome to attend and women have traveled from all over northern and mid-Michigan to join the Women in Tech meet-ups which are typically held at Earthen Ales in Traverse City.



Women in Tech Meetup

NEW OPPORTUNITIES OPEN DOORS FOR ASPIRING TECH PROFESSIONALS

Over the past six months, 20Fathoms has offered a host of opportunities to help those interested in entering



and advancing in the tech profession. This includes a new course and certification opportunity created in partnership with Northwestern Michigan College, internship matching services, access to free Cisco courses and certification, and a virtual job fair.

Critical for the success of scaling startups, 20Fathoms is committed to advancing tech education and talent development in Northwest Michigan.

UP NEXT: DEEPER CONNECTIONS TO CRITICAL RESOURCES

Often the biggest challenges that entrepreneurs face is access to the funding and talent needed to launch and grow their businesses. In the coming months, 20Fathoms will introduce new resources that help startup founders and small business owners secure capital and find qualified talent, as well as new business education opportunities and professional resource support.

Regional Strategic Priority

TALENT ATTRACTION & GROWTH

DEVELOPING A ROBUST TALENT PIPELINE

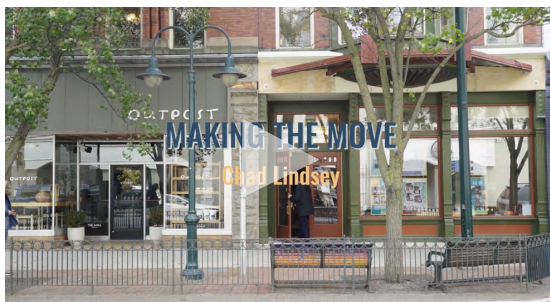
Traverse Connect offers many avenues for [professional development](#), including Leadership Grand Traverse, several mentoring and executive coaching programs, and the Traverse City Young Professionals. These programs are an important part of our talent retention and talent growth strategy, ensuring that our professional workforce is engaged to build their career in the region. Additionally, one of Traverse Connect's key initiatives is developing a robust talent pipeline to ensure the region has a steady supply of talented workers across industries. This involves nurturing homegrown talent and attracting newcomers to the region, especially those with advanced skills. A thriving economy depends on the right people in the right jobs.

As Traverse Connect's talent attraction program for the Grand Traverse region, [Michigan's Creative Coast](#) continues to gain momentum, with over 119,000 visits to its job board. It has become a valuable resource for both job seekers and employers. In a recent survey of employers using the Michigan's Creative Coast job board, seven responded that they made successful hires in the first quarter of 2024, including one employer who made two hires.

TALENT ATTRACTION: MICHIGAN'S CREATIVE COAST HIGHLIGHTS

NEW VIDEOS FEATURE MICHIGAN'S CREATIVE COAST SUCCESS STORIES

Michigan's Creative Coast worked with Lómr studio to release a new series of videos featuring several success stories from newcomers to the area thanks to funding from the Michigan Economic Development Corporation. These newcomers utilized the resources and programs Michigan's Creative Coast offered to assist their moves "up north." Kelly Weldon was featured as a Northern Explorer in 2021 when she made initial connections and eventually made her way here from southern Michigan. Coming from New York for his new position with the City Opera House, Chad Lindsey reached out to the Northern Navigators to help him navigate northern Michigan's career and housing landscape.

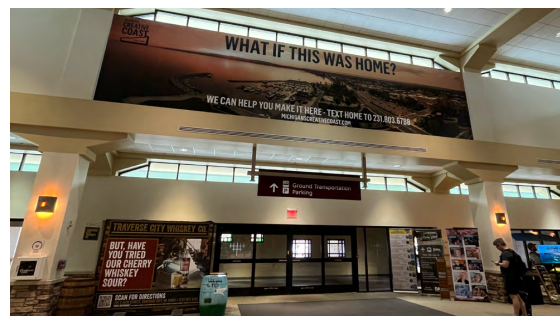


*Click here to watch all of the
Michigan's Creative Coast "Making the Move" videos*

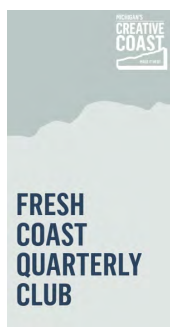
Regional Strategic Priority: Talent Attraction & Growth

CHERRY CAPITAL AIRPORT SUPPORTS REGIONAL TALENT ATTRACTION

Thanks to funding from the Michigan Enhancement Grant, Michigan's Creative Coast was able to partner with TVC Cherry Capital Airport to install a 38-foot banner advertisement in the atrium of the terminal, welcoming travelers to Traverse City and beckoning them to consider, "What if this was home?" The banner was strategically designed and positioned to capture the attention of business travelers, tourists, and remote workers passing through the airport for business or pleasure. Michigan's Creative Coast will begin capturing leads via an SMS text messaging campaign to convert these visitors to prospective new residents.



FRESH COAST QUARTERLY CLUB AT COMPASS JUNIOR HIGH



Michigan's Creative Coast visited Compass Montessori Junior High in downtown Traverse City for the Fresh Coast Quarterly Club on February 15. The audience learned about the unique Montessori educational opportunities offered for children and junior high students while enjoying beverages provided by Tonic & Lime, a proud [Freelance & Independent Talent Directory](#) member. The Fresh Coast Quarterly Clubs serve as an in-person opportunity to gather in a welcoming space, meet new people, and showcase the lifestyle assets that contribute to our quality of life in the Grand Traverse region, such as Children's House Montessori schools.

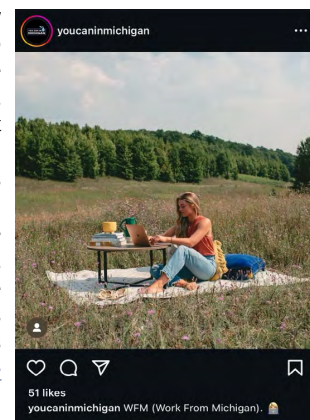
TALENT ATTRACTION: STATEWIDE COLLABORATION

"YOU CAN IN MICHIGAN" GENERATES TALENT LEADS

Traverse Connect has been working in collaboration with the Michigan Economic Development Corporation on a statewide initiative to make Michigan a more appealing and nationally recognized destination for talent. The "You Can in Michigan" campaign includes a new website, themichiganlife.org, and leverages a national marketing campaign to attract talent to the regions of Michigan. [The Traverse City Region page](#) showcases the economic ecosystem partners in our region, such as Traverse Connect, Michigan's Creative Coast, 20Fathoms, and Northwest Michigan Works.

Since launching in October 2023, the campaign has generated over 200 million ad impressions, 5 million YouTube views, and 4,000 career portal sign-ups. The Michigan's Creative Coast team was invited to Lansing in February to hear updates on the campaign's traction and to brainstorm further collaboration with regional talent attraction groups. As part of this collaboration,

leads captured through the "You Can in Michigan" career portal who indicated interest in the Traverse City region will now start transitioning to the Michigan's Creative Coast resume pack, newsletter, and talent pipeline. The initial intake of leads includes over 100 in-state and 48 out-of-state active jobseekers, students, and recent college graduates. Employers and HR managers can [sign up to receive these resumes here](#).





**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
April 17, 2024**

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 3:38 p.m.

The following Commissioners were in attendance: Commissioners Niemi, Early, Hoisington and Amundsen

The following Commissioners were absent: Commissioners Shaw and McMillen

Chairperson Amundsen presided at the meeting.

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

(b) **PUBLIC COMMENT**

(c) **CONSENT CALENDAR**

- (1) Consideration of approving the February 21, 2024 Arts Commission Meeting Minutes (approval recommended)
- (2) Consideration of approving the February and March Arts Commission Financials (approval recommended)
Motion to Approve the Consent Calendar As Presented

Moved by Joshua Hoisington, Seconded by Chelsie Niemi

Yes: Chelsie Niemi, Roger Amundsen, Caitlin Early, and Joshua Hoisington

Absent: Todd McMillen and Heather Shaw

CARRIED. 4-0-2 on a recorded vote

(d) **OLD BUSINESS**

(1) Old Business Update

- Commissioners discussed the Rotating Art Exhibit Zone
- Commissioners noted the desire for one sign at the Rotating Art Exhibit Zone

Motion to approve the "Spirit of the Forest" proposal from Steve and Dorota Coy

Moved by Caitlin Early, Seconded by Roger Amundsen

Yes: Chelsie Niemi, Roger Amundsen, Caitlin Early, and Joshua Hoisington

Absent: Todd McMillen and Heather Shaw

CARRIED. 4-0-2 on a recorded vote

(e) **NEW BUSINESS**

(1) New Business Update

- Commissioners discussed potential budget initiatives for 2024/2025
- Commissioners, responding to an email and request from Up North Pride declined an offer to participate in creating and managing a call for artists for imagery to use for Pride month and assist at the sign making party.

(f) **PUBLIC COMMENT**

(1) General

(2) Commissioners
Motion to adjourn

Moved by Caitlin Early, Seconded by Chelsie Niemi

Yes: Chelsie Niemi, Roger Amundsen, Caitlin Early, and Joshua Hoisington

Absent: Todd McMillen and Heather Shaw

CARRIED. 4-0-2 on a recorded vote

(g) **ADJOURNMENT**

Charlotte Smith, Chairperson