

Traverse City Downtown Development Authority Regular Meeting

Friday, April 25, 2025

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, Executive Director
(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 March 14, 2025 DDA Regular Board Meeting (approval recommended)
March 14, 2025 DDA Regular Meeting Minutes - PDF | 4 - 8 |
| B. | Consideration of approving the March 2025 Financial Reports and Distributions for the DDA General, Old Town, TIF-97 and the Arts Commission budgets (approval recommended)
DDA General, Old Town TIF, TIF-97 Financial Report and Dashboard - PDF
March 2025 Arts Commission Financial Report - PDF | 9 - 17 |
-

6. ITEMS REMOVED FROM CONSENT CALENDAR

7. SPECIAL ORDER OF BUSINESS

- | | | |
|----|---|----|
| A. | Arts Commission Board Appointment
Arts Commission Appointment Memo Burkholder) - PDF | 18 |
|----|---|----|
-

8. OLD BUSINESS

A.	Mobile Surveillance Camera Trailer (approval recommended) Mobile Surveillance Camera Trailer Memo (Burkholder) - PDF DDA Mobile Surveillance Camera Memo (Chief Richmond) - PDF Public Safety Video Surveillance System Policy - PDF	19 - 29
B.	Streetscaping Investment Policy (possible action) Streetscape Investment Policy Memo (Burkholder) - PDF Draft Streetscape Investment Policy - PDF	30 - 32
C.	Expenditure of TIF Funds Beyond Plan Expiration Expenditure of TIF Funds Memo (Burkholder) - PDF Memo concerning TIF Expenditures at Expiration of TIF Plan (Scott Howard) - PDF	33 - 35
D.	TIF-97 Project Priorities Update TIF-97 Project Priorities Update Memo (Burkholder) - PDF Riverwalk Timeline - PDF Rotary Square Timeline - PDF	36 - 40
<hr/>		
9.	NEW BUSINESS	
A.	2025 - 2026 Budget (public hearing approval recommended) 2025 - 2026 Budget Memo (Burkholder) - PDF TIF-97 and Old Town TIF Budget Worksheet - PDF DDA General Budget Worksheet - PDF	41 - 51
<hr/>		
10.	EXECUTIVE DIRECTOR REPORT	
A.	Executive Director Report Executive Director Report (Burkholder) - PDF	52 - 53
<hr/>		
11.	STAFF REPORTS	
A.	Director of Events and Engagement Director of Events and Engagement Report (Klebba) - PDF	54 - 55
B.	Arts Commission Art Commission Report (Bohac) - PDF	56 - 57
<hr/>		
12.	RECEIVE AND FILE	
<hr/>		
13.	PUBLIC COMMENT	
<hr/>		
14.	ADJOURNMENT	



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, March 14, 2025**

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: Board Member Peter Kirkwood, Board Member Jeff Joubran, Board Member Todd McMillen, Board Member Ed Slosky, Mayor Amy Shamroe, Board Member Shelley Spencer, Board Member Gary Howe, and Board Member Mike Powers

The following Board Members were absent: Board Member Hillary Ascroft

Chairperson Slosky presided at the meeting.

(a) **CALL TO ORDER**

The DDA Board of Directors meeting was called to order at 9am by Chair Slosky.

(b) **ROLL CALL**

Roll call was executed by name by DDA Chief of Staff, Liz Petrella.

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

(1) The following addressed the board:

Ed Slosky

That the board approve the Agenda as amended to include under Special Order of Business, an item number 2, Elected a Vice Chair, as presented.

Moved by Amy Shamroe, Seconded by Jeff Joubran

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Amy Shamroe,
Shelley Spencer, Gary Howe, and Mike Powers

Absent: Hillary Ascroft

CARRIED. 7-0-1 on a recorded vote

(d) **SPECIAL ORDER OF BUSINESS**

(1) DDA Mission, Vision and Guiding Principles

(e) **PUBLIC COMMENT**

n/a

(f) **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 February 21, 2025 DDA Regular Board Meeting (approval recommended)

(2) Consideration of approving the February 2025 Financial Reports and Distributions for DDA General, Old Town TIF, TIF-97 and the Arts Commission (approval recommended)

That the board approve the Consent Calendar as presented.

Moved by Peter Kirkwood, Seconded by Gary Howe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Hillary Ascroft

CARRIED. 8-0-1 on a recorded vote

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

(h) **SPECIAL ORDER OF BUSINESS**

(1) FishPass Presentation - Dan Zielinski

The following addressed the board:

Harry Burkholder

Dan Zielinski

Jeff Joubran

Pete Kirkwood

Amy Shamroe

Gary Howe

Shelley Spencer

Mike Powers

Ed Slosky

Liz Petrella

(2) Nomination and Election of Vice Chair.

The following addressed the board:

Ed Slosky

Pete Kirkwood

That Pete Kirkwood be nominate and elected as Vice Chair until September of 2025.

Moved by Shelley Spencer, Seconded by Amy Shamroe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Hillary Ascroft

CARRIED. 8-0-1 on a recorded vote

(i) OLD BUSINESS

(1) TIF-97 Project Priorities Update

The following addressed the board:

Harry Burkholder

Ed Slosky

Amy Shamroe

Gary Howe

Shelley Spencer

Mike Powers

Scott Howard

Jeff Joubran

Todd McMillan

Pete Kirkwood

(i) NEW BUSINESS

(1) Old Town TIF Budget Amendment (approval recommended)

The following addressed the board:

Harry Burkholder

That the DDA Board approve to amend and add \$89,394.43 to the 2024/2025 Old Town TIF Budget for intersection improvements on Eighth and Cass and Eighth and Union.

Moved by Todd McMillen, Seconded by Jeff Joubran

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Hillary Ascroft

CARRIED. 8-0-1 on a recorded vote

(2) Streetscaping Reimbursement Request (approval recommended)

The following addressed the board:

Harry Burkholder

Ed Slosky

Pete Kirkwood

Amy Shamroe

Scott Howard

That the DDA Board approve funding of \$50,112.00 from TIF-97 toward streetscape improvements at 232 E. State Street and further instructs staff to revisit our policy within the next month and bring back a recommendation as to whether the management costs should be included at that time.

Moved by Peter Kirkwood, Seconded by Gary Howe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Hillary Ascroft

CARRIED. 8-0-1 on a recorded vote

(3) 2025 - 2026 Budget

The following addressed the board:

Harry Burkholder

Pete Kirkwood

Mike Powers

Gary Howe

Amy Shamroe

Ed Slosky

Todd McMillan

Shelley Spencer

*Mike Powers left meeting at 10:51am

(k) EXECUTIVE DIRECTOR REPORT

(1) Executive Director Report

The following addressed the board:

Harry Burkholder

Amy Shamroe

(l) **BOARD MEMBER REPORTS**

(1) Arts Commission

The following addressed the board:
Todd McMillan
Lauren Bohac

(m) **STAFF REPORTS**

(1) Director of Events and Engagement

The following addressed the board:
Sara Klebba
Amy Shamroe
Ed Slosky
Todd McMillan

(n) **RECEIVE AND FILE**

(o) **PUBLIC COMMENT**

The following addressed the board:
Richard Robbins

(p) **ADJOURNMENT**

The meeting was adjourned at 11:05am by Chair Slosky

Harry Burkholder, Executive Director

#

Traverse City DDA - General

Trial Balance

As of March 31, 2025

	DEBIT	CREDIT
Bumpout Project Funds Collected		0.00
Buy Local Give Local Campaign		0.00
Suspense		0.00
3000 Opening Bal Equity		107,606.27
3900 Retained Earnings		468,428.85
4101 TAXES:Property Taxes		123,869.19
4204 GRANTS & CONTRIBUTIONS:Grants - EGLE cornwell		1,250.00
4207 GRANTS & CONTRIBUTIONS:MACC Grant		12,000.00
4212 GRANTS & CONTRIBUTIONS:EGLE Grant-State Street West-End Mixed Use		385.00
4302 REIMBURSEMENTS:Administrative Services		557,796.00
4303 REIMBURSEMENTS:Parking Services		181,257.90
4305 REIMBURSEMENTS:Farmers Market Revenue		15,488.68
4306 REIMBURSEMENTS:Farmer's Market Booth Rental Income		33,192.00
4501 INTEREST INCOME:Interest & Dividends		5,898.67
5101 SALARIES:Salaries & Wages	347,148.43	
5102 SALARIES:Hourly Wage Expense	128,620.72	
5201 FRINGE BENEFITS:Health Insurance	13,044.31	
5202 FRINGE BENEFITS:Disability Insurance Benefits	1,103.01	
5203 FRINGE BENEFITS:Life Insurance Expense	244.18	
5204 FRINGE BENEFITS:457 Company Matching	34,097.46	
5208 FRINGE BENEFITS:Social Security Tax Expense	30,822.48	
5209 FRINGE BENEFITS:Medicare Tax Expense	7,208.42	
5210 FRINGE BENEFITS:SUTA Tax Expense	1,317.03	
5211 FRINGE BENEFITS:Workers Compensation	1,341.50	
5400 PROFESSIONAL SERVICES	47,895.19	
5401 PROFESSIONAL SERVICES:Contract Services	7,350.00	
5402 PROFESSIONAL SERVICES:Legal	43,517.98	
5403 PROFESSIONAL SERVICES:Professional/Contractual	204,729.75	
5409 PROFESSIONAL SERVICES:Grant exp EGLE cornwell bldg	1,250.00	
5418 PROFESSIONAL SERVICES:SNAP Food Assistance Expense	17,458.39	
5419 PROFESSIONAL SERVICES:EGLE Grant-State Street West-End Mixed Use	660.00	
5420 PROFESSIONAL SERVICES:Farmers Market Administrative Expense	24,215.39	
5421 PROFESSIONAL SERVICES:Marketing	49,215.00	
5501 TRAVEL AND CONFERENCES:Lodging, meals	629.39	
5502 TRAVEL AND CONFERENCES:Transportation	390.76	
5503 TRAVEL AND CONFERENCES:Training	275.00	
5601 REPAIRS AND MAINTENANCE:Repairs & Maintenance	926.43	
OFFICE SUPPLIES AND UTILITIES	80.00	
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	10,221.86	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	3,403.80	
5303 OFFICE SUPPLIES AND UTILITIES:Operation Supplies	464.70	
5305 OFFICE SUPPLIES AND UTILITIES:Dues, Subscriptions and Memberships	18,120.01	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,130.26	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	2,129.48	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	6,099.04	

Accrual Basis Thursday, April 3, 2025 11:47 AM GMT-04:00

2/3

Traverse City DDA - General

Trial Balance
As of March 31, 2025

	DEBIT	CREDIT
5311 OFFICE SUPPLIES AND UTILITIES:Escheatment Liability		40.00
5404 OFFICE SUPPLIES AND UTILITIES:Insurance, Bonds & Taxes	1,966.74	
TOTAL	\$1,687,214.72	\$1,687,214.72

Traverse City DDA - Old Town TIF

Trial Balance

As of March 31, 2025

	DEBIT	CREDIT
1001 Fifth Third Checking - 0650	1,507,904.39	
1072 Bill.com Money Out Clearing	0.00	
1200 Accounts Receivable	0.00	
1103 OTHER CURRENT ASSETS:Due From Other Funds	0.00	
1104 OTHER CURRENT ASSETS:Due From DDA	0.00	
1300 Prepaid Expense	2,499.99	
2000 Accounts Payable		194.99
2100 Due to Other Funds		0.00
3900 Retained Earnings		799,554.29
4101 Property Taxes		910,039.96
Sales		0.00
5302 OFFICE SUPPLIES & UTILITIES:Utilities	1,559.46	
5308 OFFICE SUPPLIES & UTILITIES:Miscellaneous Expense	146.10	
5400 PROFESSIONAL SERVICES	200,380.08	
5500 Contributions to District Construction Projects		3,500.00
5900 Repairs and Maintenance	1,392.00	
4501 INTEREST INCOME:Interest & Dividend Income		592.78
TOTAL	\$1,713,882.02	\$1,713,882.02

Traverse City DDA - TIF 97

Trial Balance

As of March 31, 2025

	DEBIT	CREDIT
1001 CASH AND CASH EQUIVALENTS:Fifth Third Checking - 8026	9,002,369.19	
1072 Bill.com Money Out Clearing	0.00	
1200 Accounts Receivable	0.00	
1102 OTHER CURRENT ASSETS:Due from other governments	0.00	
1103 OTHER CURRENT ASSETS:Due From Other Funds	0.40	
1104 OTHER CURRENT ASSETS:Due From DDA	0.00	
1210 Deposits-Security Deposit	4,500.00	
1300 Prepaid Expense	18,500.01	
1499 Undeposited Funds	0.00	
2000 Accounts Payable		877,314.96
2300 Due to City - Capital Projects		0.00
2100 Due to Other Funds		0.00
2200 Deferred Revenue		0.00
3000 Opening Bal Equity	21,200.00	
3900 Retained Earnings		6,307,524.02
4101 TAXES:Property Taxes		4,001,472.57
4501 INTEREST INCOME:Interest & Dividends		1,345.79
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	210.75	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	3,447.44	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,530.43	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	1,123.26	
5309 OFFICE SUPPLIES AND UTILITIES:Bank Charges	530.74	
5400 Professional Services	846,263.26	
5500 Contributions to District Construction Projects	370,666.57	
5600 Contributions to Other Governments-Debt Service	913,719.95	
5900 REPAIR & MAINTENANCE EXPENSES	405.41	
5901 REPAIR & MAINTENANCE EXPENSES:Repairs and Maintenance	3,189.93	
TOTAL	\$11,187,657.34	\$11,187,657.34

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

3/31/2025

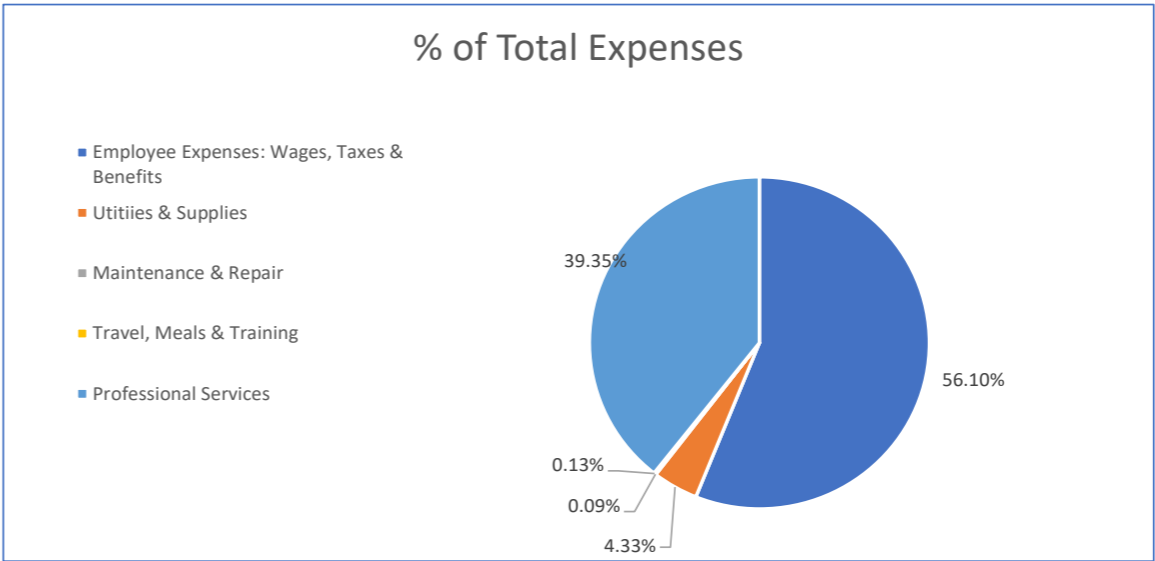
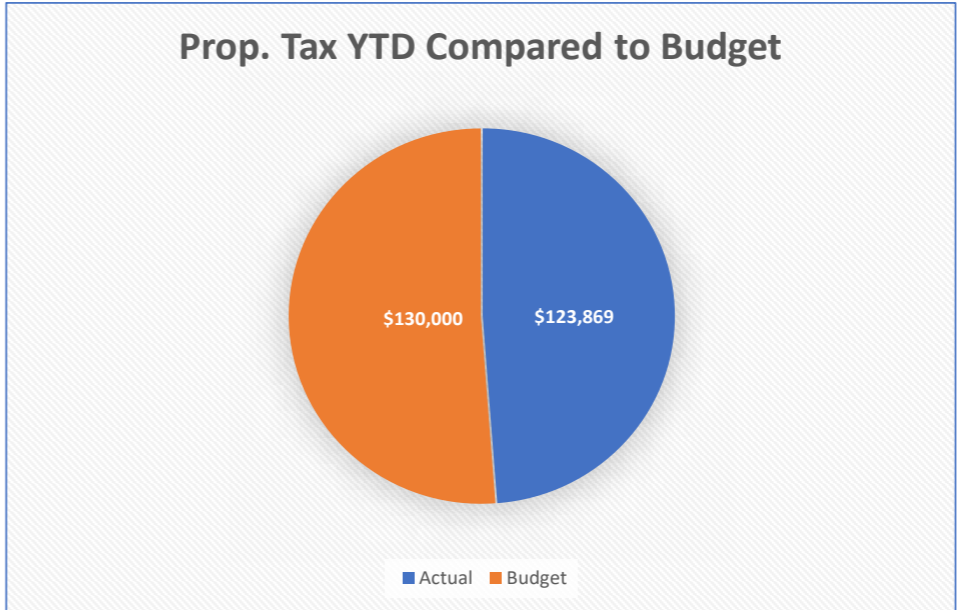
Financial Position	YTD as of 3/31/2025	Prior Year as of 6/30/2024 *	Change
Total Cash and Cash Equivalents	\$ 662,567	\$ 811,754	\$ (149,187)
Other Assets	13,710	283,104	(269,394)
Total Assets	<u>\$ 676,277</u>	<u>\$ 1,094,858</u>	<u>\$ (418,581)</u>
Current Liabilities	\$ 9,048	\$ 337,420	\$ (328,372)
Total Other Liabilities	167,093	181,402	(14,309)
Total Liabilities	<u>176,141</u>	<u>518,823</u>	<u>(342,682)</u>
Fund Balance	<u>500,136</u>	<u>576,035</u>	<u>(75,899)</u>
Total Liabilities and Fund Balance	<u>\$ 676,277</u>	<u>\$ 1,094,858</u>	<u>\$ (418,581)</u>

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

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 123,869	\$ 130,000	95.3%
Grants & Contributions	13,635	1,875,000	0.7%
Reimbursements	754,283	743,728	101.4%
Rental Income	33,452	51,000	65.6%
Interest	5,899	2,000	294.9%
Total Revenue	<u>\$ 931,137</u>	<u>\$ 2,801,728</u>	<u>33%</u>

Expenses	YTD	Annual Budget	% of Budget
Employee Expenses: Wages, Taxes & Benefits	\$ 564,948	\$ 541,113	104%
Office Supplies & Utilities	43,576	80,000	54%
Maintenance & Repair	926	0	0%
Travel, Meals & Training	1,295	30,000	4%
Professional Services	396,292	377,800	105%
Rental Expense	-	-	0%
Total Expenses	<u>\$ 1,007,037</u>	<u>\$ 1,028,913</u>	<u>98%</u>

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



Old Town Tax Increment Financing
Board Financial Report - Dashboard

3/31/2025

Financial Position	YTD as of 3/31/2025	Prior Year as of 6/30/2024 *	Change
Total Cash and Cash Equivalents	\$ 1,507,904	\$ 1,192,161	\$ 315,743
Other Assets	2,500	35,035	(32,535)
Total Assets	\$ 1,510,404	\$ 1,227,196	\$ 283,208
Current Liabilities	\$ 195	\$ 427,642	\$ (427,447)
Total Other Liabilities	-	-	-
Total Liabilities	195	427,642	(427,447)
Fund Balance	1,510,209	799,554	710,655
Total Liabilities and Fund Balance	\$ 1,510,404	\$ 1,227,196	\$ 283,208

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

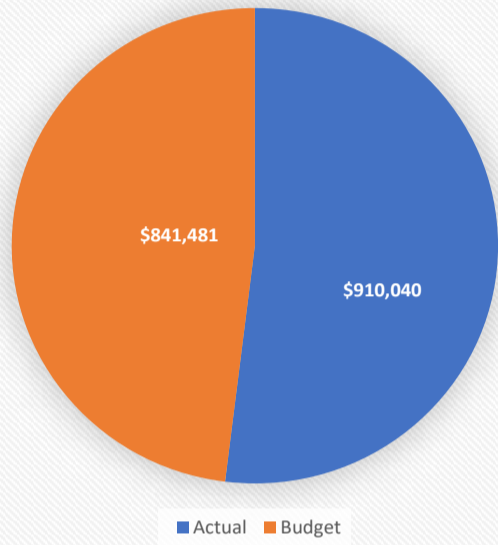
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 910,040	\$ 823,427	110.5%
Interest	593	100	592.8%
Total Revenue	\$ 910,633	\$ 823,527	111%

Expenses	YTD	Annual Budget	% of Budget
Utilities	\$ 1,559	-	N/A
Professional Services	200,380	303,383	66%
Other: Printing/Publishing, Supplies	146	100	146%
Repairs & Maintenance	1,392	60,000	2%
Capital Projects	(3,500)	378,120	-1%
Total Expenses	\$ 199,978	\$ 741,603	27%

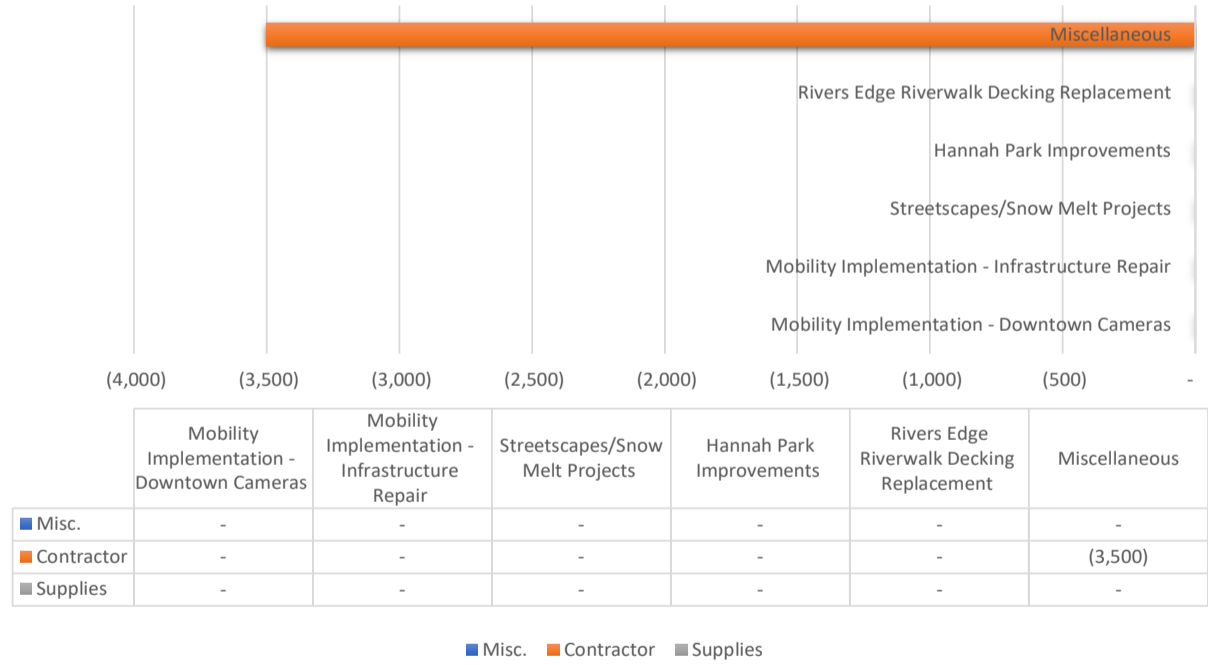
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Mobility Implementation - Downtown Cameras	-	28,120	0%
Mobility Implementation - Infrastructure Repair	-	30,000	0%
Streetscapes/Snow Melt Projects	-	100,000	0%
Hannah Park Improvements	-	80,000	0%
Rivers Edge Riverwalk Decking Replacement	-	130,000	0%
Miscellaneous	(3,500)	10,000	-35%
Total Project Expenses	\$ (3,500)	\$ 378,120	-1%

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

3/31/2025

Financial Position	YTD as of 3/31/2025	Prior Year as of 6/30/2024 *	Change
Total Cash and Cash Equivalents	\$ 9,002,369	\$ 6,109,666	\$ 2,892,703
Other Assets	23,000	274,515	(251,514)
Total Assets	\$ 9,025,370	\$ 6,384,181	\$ 2,641,189
Current Liabilities	\$ 877,315	\$ 97,857	\$ 779,458
Total Other Liabilities	-	-	-
Total Liabilities	877,315	97,857	779,458
Fund Balance	8,148,055	6,286,324	1,861,731
Total Liabilities and Fund Balance	\$ 9,025,370	\$ 6,384,181	\$ 2,641,189

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

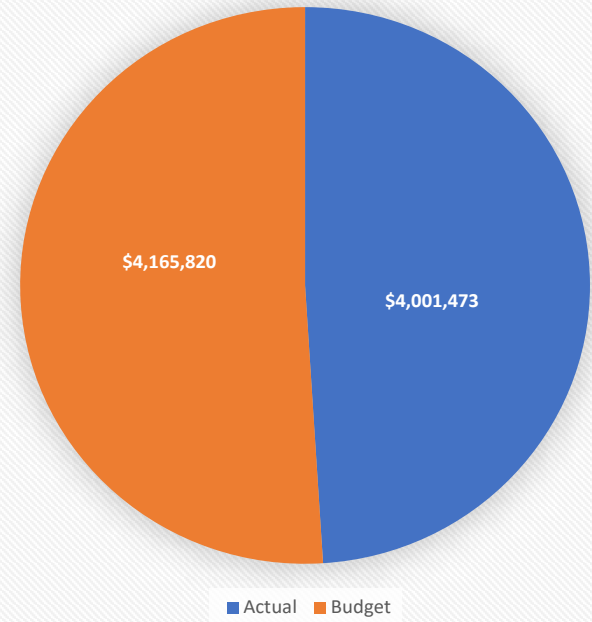
Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 4,001,473	\$ 4,165,820	96.1%
Grant Revenue	-	-	N/A
Reimbursements	-	-	N/A
Interest	1,346	4,500	29.9%
Total Revenue	\$ 4,002,818	\$ 4,170,320	96%

Expenses	YTD	Annual Budget	% of Budget
Office Supplies & Utilities	\$ 6,843	\$ 20,000	34%
Professional Services	805,763	1,427,215	56%
Rent Expense	40,500	50,000	0%
Repair & Maintenance	3,595	250,000	1%
Capital Projects	370,667	3,034,367	12%
Debt Service	913,720	913,720	100%
Taxes & Transfers	-	-	0%
Total Expenses	\$ 2,141,088	\$ 5,695,302	38%

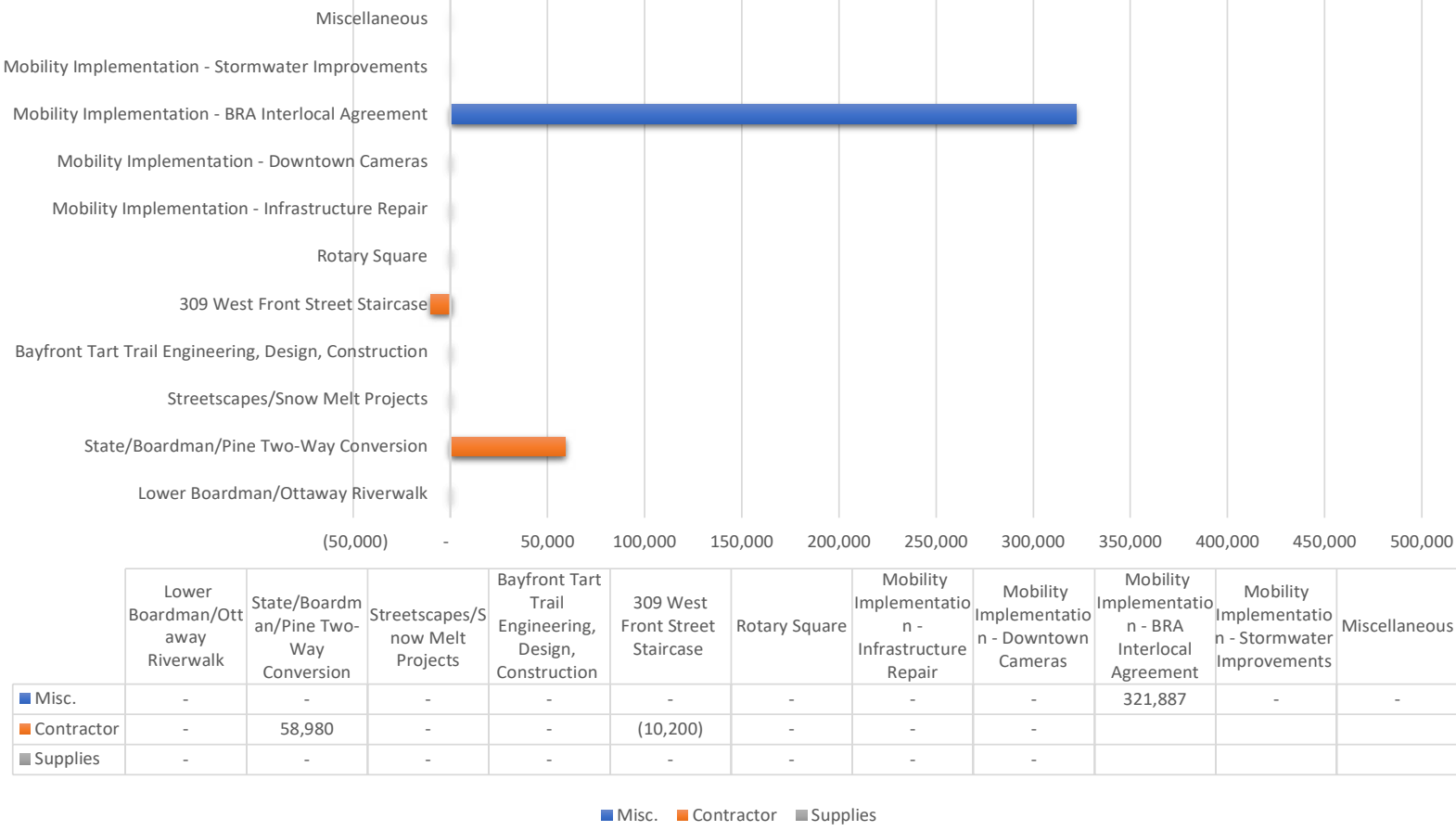
Capital Project Expenses:	YTD	Annual Budget	% of Budget
Lower Boardman/Ottaway Riverwalk	-	1,000,000	0%
State/Boardman/Pine Two-Way Conversion	58,980	500,000	12%
Streetscapes/Snow Melt Projects	-	400,000	0%
Bayfront Tart Trail Engineering, Design, Construction	-	200,000	0%
309 West Front Street Staircase	(10,200)	100,000	-10%
Rotary Square	-	100,000	0%
Mobility Implementation - Infrastructure Repair	-	100,000	0%
Mobility Implementation - Downtown Cameras	-	112,480	0%
Mobility Implementation - BRA Interlocal Agreement	321,887	321,887	100%
Mobility Implementation - Stormwater Improvements	-	100,000	0%
Miscellaneous	-	100,000	0%
Total Project Expenses	\$ 370,667	\$ 3,034,367	12%

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



04/01/2025 09:45 AM
User: nvanness
DB: Traverse Citv

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 03/31/2025

Page: 1/1

		2024-25YTD BALANCE		ACTIVITY FOR			
GL NUMBER	DESCRIPTION	NDED BUDGET	03/31/2025	MONTH ENCUMBERED	ENCUMBERED	% BDGT	
				03/31/25	EAR-TO-DATE	BALANCE	USED
Fund 107 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
107-000-664.000	INTEREST & DIVIDEND EARNIN	1,000.00	0.00	0.00	0.00	1,000.00	0.00
107-000-675.000	CONTRIBUTIONS-PUBLIC SOUR	15,000.00	0.00	0.00	0.00	15,000.00	0.00
107-000-692.000	PRIOR YEARS' SURPLUS	20,000.00	0.00	0.00	0.00	20,000.00	0.00
107-000-699.000	TRANSFERS IN	30,000.00	30,000.00	0.00	0.00	0.00	100.00
Total Dept 000 - NON-DEPARTMENTAL		66,000.00	30,000.00	0.00	0.00	36,000.00	45.45
TOTAL REVENUES		66,000.00	30,000.00	0.00	0.00	36,000.00	45.45
Expenditures							
Dept 000 - NON-DEPARTMENTAL							
107-000-801.000	PROFESSIONAL AND CONTRAC'	64,000.00	7,208.74	0.00	3,337.93	53,453.33	16.48
107-000-930.000	REPAIRS AND MAINTENANCE	2,000.00	0.00	0.00	0.00	2,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		66,000.00	7,208.74	0.00	3,337.93	55,453.33	15.98
TOTAL EXPENDITURES		66,000.00	7,208.74	0.00	3,337.93	55,453.33	15.98
Fund 107 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		66,000.00	30,000.00	0.00	0.00	36,000.00	45.45
TOTAL EXPENDITURES		66,000.00	7,208.74	0.00	3,337.93	55,453.33	15.98
NET OF REVENUES & EXPENDITURES		0.00	22,791.26	0.00	(3,337.93)	(19,453.33)	100.00



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, Executive Director
Date: April 22, 2025
Subject: Board Appointment to the Arts Commission

The Traverse City Arts Commission is a city advisory board consisting of seven (7) members, one of which is a DDA Board Member. Due to scheduling conflicts, our current Board member Todd McMillen is unable to continue serving on the Arts Commission.

This provides an opportunity to another Board member to serve on the Arts Commission. Arts Commission meetings occur on the third Wednesday of each month at 3:30pm.

A motion(s) is required from the Board for nominations to the Arts Commission

Recommended Motion

That the DDA Board appoint DDA Board member _____ to the Traverse City Arts Commission.



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, DDA Executive Director

Date: April 21, 2025

Subject: Mobile Surveillance Camera Trailer

Last year, in response to a proposal from the Traverse City Police Department, the DDA Board had several robust discussions related to the potential installation of a video surveillance system throughout the Downtown District. At the time, questions/concerns related to the proposal included both short-term costs (e.g., installation) and long-term/on-going maintenance costs and obligations. Additional questions/concerns related to the proposal centered around privacy, the type of technology, the long-term storage and management of data (footage) and whether the proposed camera system could dovetail with cameras from private businesses, already in place throughout the downtown.

Over the last year, the Traverse City Police Department worked to research and employ other public safety video surveillance options throughout the city. To that end, TCPD Police Chief Matt Richmond addressed the DDA Board last July about a possible collaboration regarding the purchase of a mobile surveillance camera system for the Downtown District. The PCPD has already purchased one mobile camera system and has employed at different locations throughout the city for different needs.

An additional system, one dedicated to the Downtown District could be employed at downtown events or in areas downtown that have become issues for graffiti or other nuisances.

Chief Richmond will be at our meeting on Friday to update the DDA Board on the technical components of the mobile camera surveillance system, efforts to enhance public safety and discuss a possible partnership with the DDA on a mobile surveillance camera system.



If there is interest in a collaboration, the DDA Board could approve a motion (see below) to work with the TCPD and provide funding to purchase the mobile camera system. As a reminder, \$112,480 has been allocated in the 2024/2025 TIF-97 Budget for the possible implementation of a video surveillance system

Two attachments are included with this memo. The first attachment is a memo from Chief Richmond that provides background information on the proposed camera system. The second attachment is the Traverse City Police Department's Policy on Public Safety Video Surveillance System.

Background

In 2018, the DDA, City of Traverse City and Traverse City Police Department identified different opportunities to help build/strengthen collaboration to address needs in the Downtown. The first outcome of this collaboration was partnering to fund a part-time community police officer in 2019. The community police officer was funded into a full-time position for the 2023/2024 (and subsequent) fiscal years.

In 2020/2021, the DDA was awarded a grant to develop the Healthier Drinking Culture Strategic Plan for Downtown and community at large. The Strategic Plan was adopted by both the DDA Board and City Commission in 2021. Following adoption of the Strategic Plan, the strategic partners worked to develop an action plan to implement recommended steps and improvements.

The DDA, with support from the remaining strategic partners, have implemented two of the recommended improvements (e.g., securing funding for a full-time Community Police Officer and identifying lighting improvements in the downtown area). The third action step the strategic partners recommended at the time was the implementation of a video surveillance system throughout the downtown.

Recommended Motion

That the DDA Board of Directors approves to work with the Traverse City Police Department to purchase a Mobile Surveillance Camera Trailer for the Downtown District for a cost not to exceed \$40,250 with funding from TIF-97.

The City of Traverse City

Police Department
851 Woodmere Avenue
Traverse City, Michigan 49686
(231) 995-5150



DEPARTMENTAL MEMORANDUM

TO: Harry Burkholder, DDA CEO

FROM: Matthew Richmond, Chief of Police

DATE: April 22, 2025

RE: Mobile Surveillance Camera Trailer

Asking the DDA to provide funding to enhance the Traverse City Police Department's (TCPD) Public Safety Video Surveillance System and provide additional security to the DDA area. Current video surveillance infrastructure is growing but still insufficient. The TCPD owns three stationary overt cameras and one mobile surveillance camera trailer. This makes us reliant on outside entities for security at large events and privately-owned or TCPD covert cameras to identify and prosecute those responsible for criminal activity. Funds would be used to purchase a mobile surveillance camera to complement the department's crime reduction strategies, effectively allocate and deploy personnel, and to enhance public safety and security in public areas. All equipment purchased will be used in accordance with department policy and in a legal and ethical manner while recognizing and protecting constitutional standards of privacy. Areas under overt video surveillance will have signage notifying the public that the area is under surveillance. Areas of interest for video surveillance include areas with high number of calls for service, city infrastructure, and special events. Video Surveillance cameras may also be used as part of community safety plans addressing areas of concern identified by the community.

- The mobile surveillance camera trailer is more affordable with an initial investment of not to exceed \$40,250 with no reoccurring annual cost.
- The Traverse City Police Department purchased a mobile surveillance camera trailer from BackStreet in January of 2025. This purchase was done following an RFP process. We are requesting the DDA to fund a second mobile surveillance camera trailer of the same make and model with one change. We would outfit the trailer with (4) NDAA compliant PTZ outdoor rated IP PTZ security cameras, minimum of 5-megapixel clarity, 25x optical zoom, 330-foot IR night vision. We would eliminate the (2) NDAA compliant mid-range PTZ cameras with optical motorized 2.8-12mm, Resolution 5MP+, IR night vision distance 150ft.
- The mobile surveillance camera trailer would supplement the Traverse City Police Departments Public Safety Video Surveillance System and Voluntary Camera Program.
- We have deployed our current mobile surveillance camera trailer twice since January. Both deployments have been within the DDA boundaries. The Sauna Expo at Clinch Beach and for a pop-up protest held at Rotary Square. We anticipate deploying it again at Rotary Square for another planned protest on May 3rd.

- The mobile surveillance camera trailer funded by the DDA would be prioritized for DDA events and crime reduction strategies. This trailer could be used for events and crime reduction strategies outside the DDA when deemed necessary by the TCPD.
- The Traverse City Police Department would be the sole owner of the mobile surveillance camera trailer.
- TCPD would not option for facial recognition technology at this time.
- No audio will be recorded.
- Video footage is kept on the trailer's internal server for 30 days' worth of video.
- Video footage deemed evidence is downloaded and saved to the departments GETAC Cloud Storage.
- We would become less reliant on other agencies to provide extra security and deterrence at special events held within the DDA boundaries.
 - The department was unable to provide cameras at this year's Up North Pride festivities held in the open space, due to Michigan State Police Departments camera trailers being used in other parts of the State.
 - The department did not have access to MSP's camera trailers for the Tree Lighting Parade or the Cherry T-Ball. Cameras were receiving maintenance and being prepped for winter storage.
- We have deployed cameras for the National Cherry Festival, Cherry T-Ball, Up North Pride, dignitary visits and are looking to deploy them at other large-scale events such as the Tree Lighting and Parade and Friday Night Live.
- We usually deploy anywhere from 12-20 live view cameras for the National Cherry Festival (This year's cameras were supplied by MSP).
- This camera trailer will be used at events in conjunction with other public safety measures purchased by the City, such as the Meridian Barriers, the city owned mobile surveillance camera trailer and the city's three overt stationary cameras.

Please see Det Verschaeve's summary on the trailer's performance during the Sauna Expo:

"On 2/27/25, the camera trailer was deployed for its first event, the Sauna Expo at Clinch Beach. The unit remained powered and in service until 3/4/25. During this time, I accessed live and recorded feeds on several occasions with no issues. Additionally, the design of this trailer is to accommodate the use of long range PTZ cameras in windy conditions. Steady, solid mounting of long range PTZ cameras is crucial to their clarity. I purposely accessed the cameras on several occasions throughout this deployment during high winds (20-50 MPH Gusts) to assess their stability and observed more than adequate stability and clarity during these high wind cycles. This trailer is equipped with 2 long range PTZ cameras and 2 standard zoom PTZ cameras. All cameras worked very well, however the capability of the long range PTZ cameras was exceptional in long range zoom and clarity, to the ability of reading license plates from several hundred feet away.

The standard zoom PTZ are very adequate for crowd and/or event overview and minor zooming. Additionally, the long range PTZ has all the features and capabilities of the standard zoom PTZ, plus their long-range function. It is my understanding from Backstreet retail web pricing that there is an approx. \$500.00 dollar difference between the LR PTZ and the standard PTZ. For this nominal price difference, I believe that with any additional trailer purchases, all cameras should have the extended capabilities of the long range PTZ. Prior to deploying the trailer at the sauna event, it was fully charged. The trailer remained

powered on and operational from Thursday 2/27/25 through Tuesday 3/4/25. During this approx 5-day period, we experienced very little daylight sunshine and extremely cold temperatures.

Upon retrieving the trailer and powering it down, the trailer displayed a remaining 81% charge. The trailer was not hooked to shore or supplement power during deployment and relied only on solar/battery. I believe this was an exceptional result of remaining power from 5 days of usage with very little sunshine and extremely cold temperatures.

During the short time using and deploying this camera trailer, I find the deployment, software, camera capabilities and power consumption to be excellent. I look forward to prolonged usage and the additional review of the trailer and its components longevity."

Below are the RFP Specs used by the Traverse City Police Department for the purchase of our current mobile surveillance trailer.

RFP - Request for Proposal
Mobile Solar Surveillance Trailer

Trailer requirements

DOT compliant towable trailer with lockable and/or removable tongue. Certificate of Origin must be provided for state licensing.

Frame

Heavy-duty, welded-steel, power-coated chassis with minimum 3500 lbs. axle and reinforced suspension. The trailer will have an outer metal frame with security panels providing a security enclosure for the NEMA metal enclosures housing the controls, power, and solar power systems.

Leveling

Hand-crank outriggers for leveling/stabilization. Four (4) leveling stands shall be installed on each corner of the chassis with locking mechanisms.

Mast

No sway, rigid steel, 18', single person manual hand-crank deployable tilt-up mast with locking mechanism. Telescoping masts of any kind is not compliant with this specification and will not be accepted as an alternative. Mast must be rated for 85mph wind gusts and completely waterproof. The mast must have internal non-exposed cabling to support up to six IP cameras of any brand. The cabling must be terminated with outdoor weather rated RJ45 quick connect fittings. Alternatives to this design will not be accepted.

Provider must have one year of documented experience providing ridged steel tilt-up masts as described. The contractor will provide three references for such deployments with customer contact upon request.

Controls

All control and communication electronics will be located in secure NEMA enclosure secured to the frame of the trailer located inside the trailer's secure compartment created by the frame and security panels. No electronics shall be located at the top of the mast.

All electrical components to be installed in the base of the trailer with weatherproof and dustproof NEMA rated enclosures. The controls enclosure will be secured to the frame and equipped with a temperature control system with automated cooling and heating systems.

Communications

Contractor to provide a cellular hotspot with First Net unlimited data service. Provide an external Antenna for the hotspot installed on the mast. For easy service the communication equipment is to be in the control's enclosure located in body of the trailer. No design with the hotspot located at the top of the mast will be accepted.

NVR – Recorder

(1) 8 channel 4K IP NVR will be located on-board. The unit will be NDAA compliant and store 60 days of continuous recording put to 4K resolution for all cameras. The NVR must have a free mobile app for iPhone and Android. The app must be owned and maintained by the contractor, 3rd party apps will not be accepted.

Camera Assembly

The camera assembly will support up to four PTZ cameras or any combination of fix, ptz or quad cameras. For storage and transportation, the entire camera assembly will be stored in a security enclosure located on the tongue of the trailer. The camera assembly must be stored without removing cameras from the assembled. The assembly will be easily fitted to the mast by a single person with no tools required.

The Camera Assembly will be equipped with:

- (2) NDAA compliant PTZ outdoor rated IP PTZ security cameras, minimum of 5-megapixel clarity, 25x optical zoom, 330-foot IR night vision.
- (2) NDAA compliant mid-range PTZ cameras with optical motorized 2.8-12mm, Resolution 5MP+, IR night vision distance 150ft.
- (2) 180 Degree, Turret Dome Cameras, Resolution 5MP+. Mounted below the PTZ assembly on the mast.

Solar Panels

Minimum 800-watt solar array – 4 Panel Array on each trailer. The panels will be fixed to the frame of the trailer and angled at 40 degrees. The panels will not have any articulating mechanism for adjusting or repositioning the solar panels.

Power System

Minimum four (4) – 200AH 12v Gel or Lithium Batteries (or sufficient quantity to power specified load for minimum of five (5) rainy days). Charge Controller will have the ability to fully charge battery system from a complete drain to fully charged in an eight-hour period with unobstructed sun light. The charge controller will provide Bluetooth and remote access to all charging and performance data.

Lighting

Trailer shall be equipped with a minimum of four blue flashing LED marker lights with manual on/off control located in the camera storage compartment.

The trailer will provide two high intensity LED flood lights which can be activated automatically or manually by a remote user.

Aux Power

The trailer will be equipped with an external 120v power connection for the ability to plug-in site power to recharge batteries.

Siren/Speaker

The mast will be equipped with 110dB IP speaker/siren which is permanently attached to the mast. The unit will provide alarm sounds and live two-way communications on-demand.

Custom Wrap

The trailer will be wrapped with custom logo colors and select background colors. The design will allow for full color graphics with a minimum graphics area of one continuous square meter of graphic space on each side of trailer.

Deployment

The entire system must be able to be deployed in ten minutes by a single person without any hand or power tools.

Support

Provider must have 5 years' experience in the electronic CCTV industry and will provide 5 years of unlimited technical support. Provider will document they maintain a full-time trained support department with on-demand technical assistance.

Warranty

Provider will warranty the entire system, trailer and all electronics for a 5 year period.

Submittals

Provider must submit technical drawings of mast design, calculations for wind loads and photos of deployed systems in the ready to transport and fully deployed mode(s).

Public Safety Video Surveillance System

337.1 PURPOSE AND SCOPE

This policy provides guidance for the placement and monitoring of department public safety video surveillance, as well as the storage and release of the captured images.

This policy only applies to overt, marked public safety video surveillance systems operated by the Department. It does not apply to mobile audio/video systems, covert audio/video systems or any other image-capturing devices used by the Department.

337.2 POLICY

The Traverse City Police Department operates a public safety video surveillance system to complement its anti-crime strategy, to effectively allocate and deploy personnel, and to enhance public safety and security in public areas. Cameras may be placed in strategic locations throughout the City to detect and deter crime, to help safeguard against potential threats to the public, to help manage emergency response situations during natural and man-made disasters and to assist City officials in providing services to the community.

Video surveillance in public areas will be conducted in a legal and ethical manner while recognizing and protecting constitutional standards of privacy.

337.3 OPERATIONAL GUIDELINES

Only department-approved video surveillance equipment shall be utilized. Members authorized to monitor video surveillance equipment should only monitor public areas and public activities where no reasonable expectation of privacy exists. The Chief of Police or the authorized designee shall approve all proposed locations for the use of video surveillance technology and should consult with and be guided by legal counsel as necessary in making such determinations.

337.3.1 PLACEMENT AND MONITORING

Camera placement will be guided by the underlying purpose or strategy associated with the overall video surveillance plan. As appropriate, the Chief of Police should confer with other affected City divisions and designated community groups when evaluating camera placement. Environmental factors, including lighting, location of buildings, presence of vegetation or other obstructions, should also be evaluated when determining placement.

Cameras shall only record video images and not sound. Recorded images may be used for a variety of purposes, including criminal investigations and monitoring of activity around high-value or high-threat areas. The public safety video surveillance system may be useful for the following purposes:

- (a) To prevent, deter and identify criminal activity.
- (b) To target identified areas of gang and narcotics complaints or activity.
- (c) To respond to critical incidents.

Traverse City Police Department

TCPD Policy Manual

Public Safety Video Surveillance System

- (d) To assist in identifying, apprehending and prosecuting offenders.
- (e) To document officer and offender conduct during interactions to safeguard the rights of the public and officers.
- (f) To augment resources in a cost-effective manner.
- (g) To monitor pedestrian and vehicle traffic activity.

Images from each camera should be recorded in a manner consistent with the underlying purpose of the particular camera. Images should be transmitted to monitors installed in the Shift Commander's office and Central Dispatch. When activity warranting further investigation is reported or detected at any camera location, the available information should be provided to responding officers in a timely manner. The Shift Commander or trained Central Dispatch personnel are authorized to adjust the cameras to more effectively view a particular area for any legitimate public safety purpose.

The Chief of Police may authorize video feeds from the public safety video surveillance system to be forwarded to a specified location for monitoring by other than police personnel, such as allied government agencies, road or traffic crews, or fire or emergency operations personnel.

Unauthorized recording, viewing, reproduction, dissemination or retention of anything documented by public safety surveillance equipment is prohibited.

337.3.2 CAMERA MARKINGS

All public areas monitored by public safety surveillance equipment shall be marked in a conspicuous manner with appropriate signs to inform the public that the area is under police surveillance. Signs should be well lit, placed appropriately and without obstruction to ensure visibility.

337.3.3 INTEGRATION WITH OTHER TECHNOLOGY

The Department may elect to integrate its public safety video surveillance system with other technology to enhance available information. Systems such as gunshot detection, incident mapping, crime analysis, license plate recognition, facial recognition and other video-based analytical systems may be considered based upon availability and the nature of department strategy.

The Department should evaluate the availability and propriety of networking or otherwise collaborating with appropriate private sector entities and should evaluate whether the use of certain camera systems, such as pan-tilt-zoom systems, video enhancement or other analytical technology, requires additional safeguards.

337.4 VIDEO SUPERVISION

Supervisors should monitor video surveillance access and usage to ensure members follow department policy and applicable laws. Supervisors should ensure such use and access is appropriately documented.

Traverse City Police Department

TCPD Policy Manual

Public Safety Video Surveillance System

337.4.1 VIDEO LOG

A log should be maintained at all locations where video surveillance monitors are located. The log should be used to document all persons not assigned to the monitoring locations who have been given access to view or monitor images provided by the video surveillance cameras. The logs should, at a minimum, record the:

- (a) Date and time access was given.
- (b) Name and agency of the person being given access to the images.
- (c) Name of person authorizing access.
- (d) Identifiable portion of images viewed.

337.4.2 PROHIBITED ACTIVITY

Public safety video surveillance systems will not intentionally be used to invade the privacy of individuals or observe areas where a reasonable expectation of privacy exists.

Public safety video surveillance equipment shall not be used in an unequal or discriminatory manner and shall not target individuals or groups based solely on actual or perceived characteristics such as race, ethnicity, national origin, religion, sex, sexual orientation, gender identity or expression, economic status, age, cultural group, or disability.

Video surveillance equipment shall not be used to harass, intimidate, or discriminate against any individual or group.

337.5 STORAGE AND RETENTION OF MEDIA

All downloaded media shall be stored in a secure area with access restricted to authorized persons. A recording needed as evidence shall be copied to a suitable medium and booked into evidence in accordance with established evidence procedures. All actions taken with respect to retention of media shall be appropriately documented.

The type of video surveillance technology employed and the manner in which recordings are used and stored will affect retention periods. The recordings should be stored and retained in accordance with the established records retention schedule.

337.5.1 EVIDENTIARY INTEGRITY

All downloaded and retained media shall be treated in the same manner as other evidence. Media shall be accessed, maintained, stored and retrieved in a manner that ensures its integrity as evidence, including strict adherence to chain of custody requirements. Electronic trails, including encryption, digital masking of innocent or uninvolved individuals to preserve anonymity, authenticity certificates and date and time stamping shall be used as appropriate to preserve individual rights and to ensure the authenticity and maintenance of a secure evidentiary chain of custody.

Traverse City Police Department

TCPD Policy Manual

Public Safety Video Surveillance System

337.6 RELEASE OF VIDEO IMAGES

All recorded video images gathered by the public safety video surveillance equipment are for the official use of the Traverse City Police Department.

Requests for recorded video images from the public or the media shall be processed in the same manner as requests for department public records.

Requests for recorded images from other law enforcement agencies shall be referred to the Shift Commander for release in accordance with a specific and legitimate law enforcement purpose.

Recorded video images that are the subject of a court order or subpoena shall be processed in accordance with the established department subpoena process.

337.7 VIDEO SURVEILLANCE AUDIT

The Chief of Police or the authorized designee will conduct an annual review of the public safety video surveillance system. The review should include an analysis of the cost, benefit and effectiveness of the system, including any public safety issues that were effectively addressed or any significant prosecutions that resulted, and any systemic operational or administrative issues that were identified, including those related to training, discipline or policy.

The results of each review shall be appropriately documented and maintained by the Chief of Police or the authorized designee and other applicable advisory bodies. Any recommendations for training or policy should be promptly addressed.

337.8 TRAINING

All department members authorized to operate or access public safety video surveillance systems shall receive appropriate training. Training should include guidance on the use of cameras, interaction with dispatch and patrol operations and a review regarding relevant policies and procedures, including this policy. Training should also address state and federal law related to the use of video surveillance equipment and privacy.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA Executive Director

Memo Date: April 21, 2025

Subject: Streetscaping Policy

At our last meeting, the DDA Board approved a request from a downtown property owner for reimbursement of 50% of streetscaping costs associated with a new development. As we discussed, the DDA has traditionally used TIF funds to cover 50% of eligible streetscaping improvements - such as decorative brick pavers, street trees, and snowmelt systems - associated with new development projects.

As part of that discussion on reimbursement, staff included and reviewed an old Streetscaping Investment Policy. Based on a review of the policy, the DDA staff (with board concurrence) recommended that we review and update the policy.

A revised draft (with suggested edits) Streetscaping Investment Policy is included. The primary suggested revisions include:

- Management and/or ore-engineering costs are not eligible for reimbursement
- Removal of the following stipulation: *Streetscape improvements that are less than 20 years old are not eligible for DDA cost participation, unless it is determined there are circumstances unique to the project in question meriting such participation.*
- Removal the following stipulation: *Involvement in snow melt systems will be limited to those that at least complete one face block.*

The DDA board may take action on the revised policy or take additional time to consider further revisions to the policy.

Possible Recommended Motion

That the DDA Board approve the revised Streetscaping Investment Policy, as presented on April 25, 2025.

Traverse City Downtown Development Authority

STREETSCAPE INVESTMENT POLICY

**Edited/Revised Draft Policy
For April 25, 2025 DDA Board Meeting**

In order to promote economic development, and a well maintained downtown, the Traverse City Downtown Development Authority (DDA) adopts the following principals, priorities and strategies associated with streetscape infrastructure.

Three principals guide the policy. They are:

1. Streetscape infrastructure improvements are to be made in concert with the DDA's Tax Increment Financing Plans.
2. Streetscape infrastructure improvements should be consistent with the Traverse City Commission's Infrastructure Strategy Policy, adopted September 21, 2009 and most recently amended July 21, 2014 **as well as standards established by and in cooperation with the City's Engineering Department**
3. Streetscape infrastructure improvements should be made consistent with or at least without conflict with the City's capital improvement plan, where possible.

Streetscape infrastructure includes sidewalk, snow melt systems, decorative brick and brick pavers, holiday lighting circuitry, street trees, benches and trash cans. Infrastructure priorities and strategies are designed to maximize resources by targeting limited funds to those projects that would prove most effective.

1. Consistent with the City's Infrastructure Strategy Policy, the Downtown Development Authority will invest in eligible streetscape improvement projects for up to 50% of **only** the cost of installation – **management and/or pre-engineering costs are not eligible.**
2. Streetscape improvements must follow designs established by the City Engineering Department, or those developed by others and approved by the City Engineering Department.
3. ~~Streetscape improvements that are less than 20 years old are not eligible for DDA~~

~~cost participation, unless it is determined there are circumstances unique to the project in question meriting such participation.~~

4. Snow melt cost participation shall be contingent upon each affected property owner agreeing for a period of 20 years to reimburse the DDA if the system is either actively or through neglect turned off or rendered inoperable. (Tough to enforce)
5. The DDA will participate in property owner initiated projects subject to available funds, and based on property owner participation in cost. ~~Involvement in snow melt systems will be limited to those that at least complete one face block.~~

I hereby certify that above policy was adopted by the Traverse City Downtown Development Authority at its regular meeting of _____, held in the Commission Chambers, 400 Boardman Avenue, Traverse City, MI 49684

Harry Burkholder, DDA, Executive Director



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, DDA Executive Director

Date: April 21, 2025

Subject: Expenditure of TIF Funds Beyond Plan Expiration

The DDA Board has requested an opinion from our attorney Scott Howard regarding the expenditure of TIF Funds beyond the expiration of the TIF Plan. A memo from Scott Howard regarding this question is attached. Scott will be at our meeting on Friday to answer any specific questions.

MEMORANDUM

To: DDA Board
From: Scott W. Howard
Date: April 22, 2025
Re: Expenditure of TIF Funds Beyond Plan Expiration

You have requested my opinion on how the DDA can (or cannot) spend the TIF funds after the TIF plan expires in 2027. It is my opinion that the DDA may continue to expend TIF dollars captured prior to the expiration of the current TIF plan (TIF 97) for approved projects and activities outlined in the TIF plan, even after the expiration of the plan itself (expected in 2027). This memo outlines the statutory framework governing such expenditures.

1. Authority to Expend Captured TIF Funds Pursuant to a TIF Plan:

- The DDA may allocate TIF funds to any projects or obligations approved under the TIF plan as long as the funds were captured prior to the plan's expiration. Per MCL 125.4215, these funds must be spent on activities explicitly permitted under the approved Development and TIF Plans.

2. Outstanding Payment Obligations:

- If the DDA has outstanding contractual obligations, such as bonds or other legal commitments, MCL 125.4215(2) prohibits the City of Traverse City from abolishing the DDA until these obligations have been fully satisfied or segregated for payment. This protects continuity in fulfilling existing obligations.

3. Continuation of DDA Business Operations:

- Until the DDA completes its final tax capture in 2027, it may enter into contracts, continue funding projects, and conduct operations consistent with the current TIF plan. Per MCL 125.4211 and MCL 125.4201(t), all expenditures must adhere to the statutory parameters for Development and TIF plans.

4. Restrictions upon TIF Plan Termination or Abolition:

- If the TIF plan or the DDA is abolished, MCL 125.4215 mandates that all outstanding obligations related to the TIF must be resolved first. Surplus funds remaining after obligations are met would revert proportionately to the respective taxing authorities.

April 22, 2025

Page 2

5. Legislative Protections Ensuring Compliance:

- The DDA's spending authority extends to funds that are "contracted" or "otherwise obligated" prior to the expiration date of the TIF plan (MCL 125.4215 and MCL 125.4230). It is crucial to ensure that expenditures align with projects currently approved under the plan.

In summary, the statutory framework provides sufficient protections and authority for the DDA to continue expending captured TIF funds on ongoing and approved projects, even after TIF 97 plan expiration. The DDA operates within these legislative parameters until all financial obligations are resolved even after the final tax capture concludes in 2027. Compliance with the approved TIF plan provisions and adherence to MCL is critical as the DDA transitions beyond the plan's termination.



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, Executive Director

Date: April 22, 2025

Re: TIF-97 Project Priorities

This memo is intended to provide an update on the status of each capital improvement project priority, including next steps, critical decisions and budget needs. Attached to this memo is a project “timeline” for the Riverwalk and Rotary Square. The timeline illustrates project phases, key decisions and project milestones. This memo and an updated project timeline will be included in every DDA Board meeting moving forward. Based on previous board discussions, the Streetscaping of East Front Street project is no longer included on this list. However, this project remains a very important and could be addressed if priorities changes and/or if the Moving Downtown Forward TIF Plan is approved.

TIF-97 Priority Projects

1. Rotary Square
2. Farmers Market Pavilion
3. Boardman/Ottaway Riverwalk - Phase 1-A (J-Smith Walkway, Pedestrian Bridge, Naturalized Abutments/Stormwater Infrastructure)

Rotary Square

Work continues with Progressive Companies on the conceptual design for Rotary Square. We facilitated a series of pop-up meetings at several local establishments to collect additional feedback and input on the potential future of the square. In addition, DDA staff was able to review preliminary conceptual design options and was very impressed with some of the early design concepts.



These preliminary conceptual design options will be reviewed by the Steering Committee next week. Based on feedback from the Steering Committee, the preliminary conceptual design options will be refined and we will be scheduling another round of public engagement to review the refined design options.

Project Phases and Milestones

A. Planning, Design and Engineering Phase

Task One. Community Engagement	Timeline: Feb. – June
Task Two. Prior Work Review	Timeline: Completed
Task Three. Develop Preliminary Conceptual Design Alternative Concepts	Timeline: April - May
Task Four. Develop Schematic Design Plans	Timeline: May- July
Task Five. Develop Operational and Management Framework	Timeline: August

Milestone: DDA Board approves funding to begin procurement and construction Phase (**September**)

B. Procurement Phase

Timeline: Jan. 2026

C. Construction Phase

Timeline: May 2026

Farmers Market Pavillion

In 2017, the DDA engaged with Beckett and Reader (B&R) to design a permanent pavilion for the Farmers Market, in Lot B. As noted in previous meetings, the city is planning to repave Lot B (with additional stormwater infrastructure), which would provide an opportunity to incorporate the pavilion. The original design of the pavilion needs to be revised, as Lot B has since been reconfigured, and will likely see additional modifications with the repaving and stormwater elements of the project.

As we discussed at our last meeting, I met with a representative from B&R to discuss our project needs and next steps and he was able to provide a cost estimate of not to exceed \$133,000 to redesign the pavilion and develop construction drawings (using the original design as a starting point). The B&R representative noted a detailed and accurate cost estimate for the pavilion would be determined during the initial phases, at which time the DDA Board could decide to move forward (or not move forward) with the project. I have continued to meet with city engineering staff and had conversations with B&R and feel that we could better calibrate the specific tasks (between the city and B&R) and further refine the costs for these initial phases. I believe there would be significant efficiencies if we were able to continue working with B&R as they developed the original design concept and understand the rationale behind the design choices. That said, if the DDA Board believes it is important to initiate a new competitive bidding process for this phase we can certainly issue one. Either way, we have included the services (and construction) in the budget document.

On another note, we received universal support from the Farmers Market Advisory Committee after discussing the DDA's potential re-engagement with this project. We are working with SEEDS to administer a survey to Farmers Market vendors once the season starts next month about their interest and support for the project.

Potential Phases and Milestone

A. Budget allocation for Planning, Design and Engineering Phase	Timeline: July
B. Planning, Design and Engineering Phase (cost estimate)	Timeline: Sept.
B. Procurement Phase	Timeline: Sept.
C. Construction Phase	Timeline: Oct.

Boardman/Ottaway Riverwalk

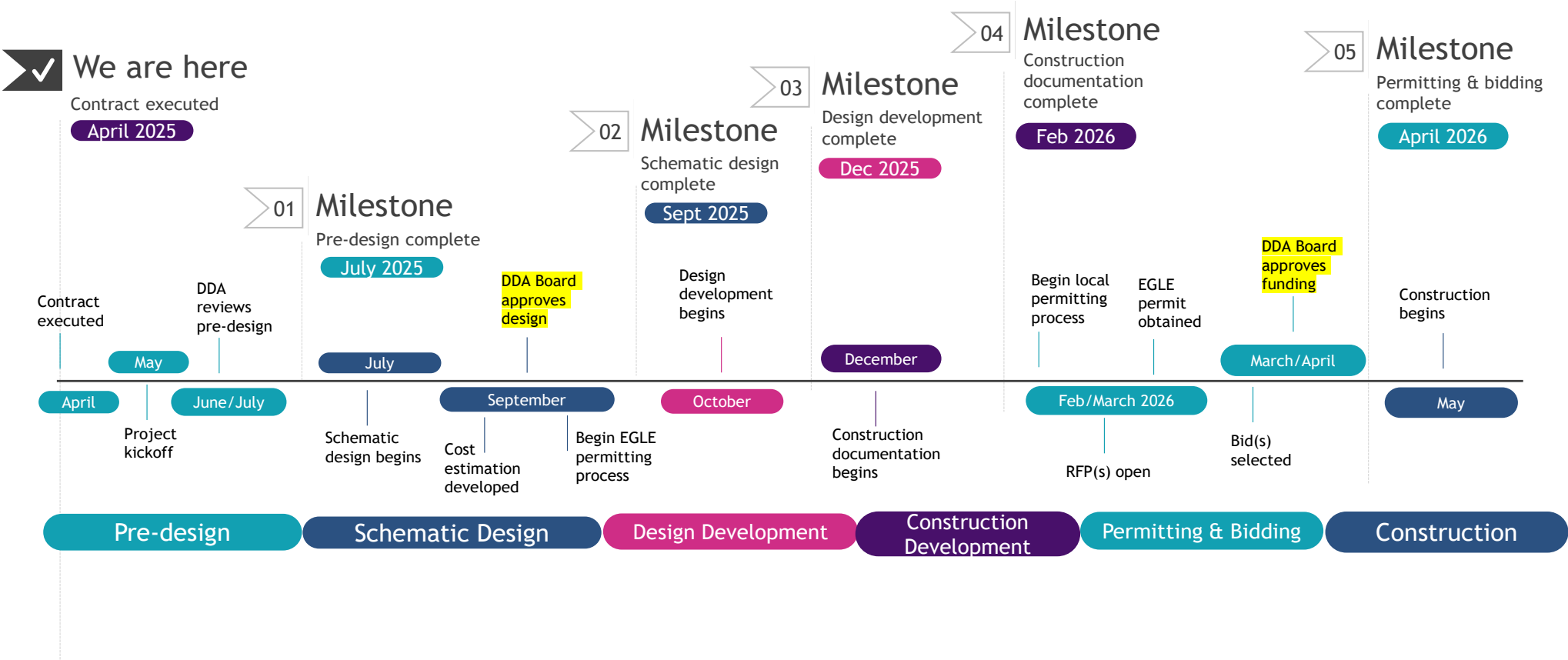
As you recall, the DDA Board approved to move forward with INFORM Studio on the Schematic Design and Design Development phases of this project at our February meeting. The agreement has been executed and we will be scheduling our first meeting with the INFORM team to map out the next steps.

Additional/On-Going Projects and Initiatives - Part of the Priority Discussion

Director of Downtown Facilities - Ambassador Program

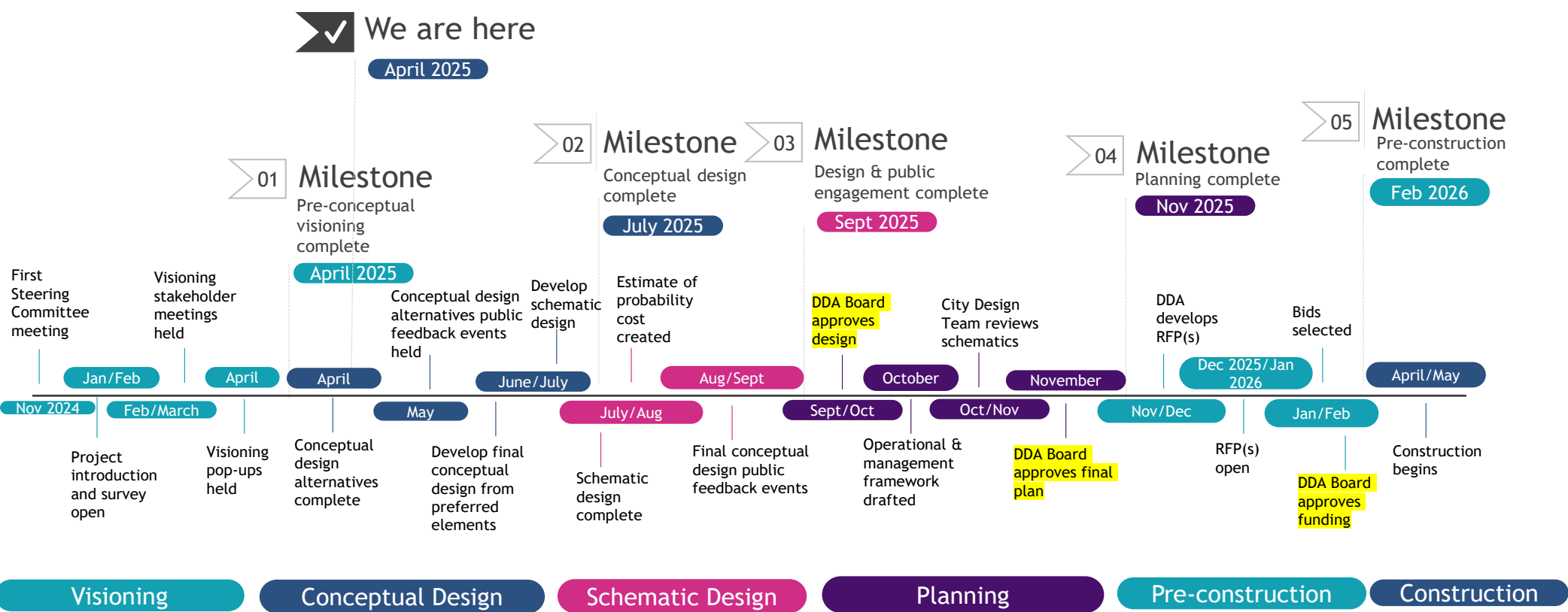
As reflected in the budget, we are working with SEEDS to establish an ambassador program utilizing their "eco-team" program. We have worked together to establish the basic parameters and responsibilities of the team and are working on the final details of the program. We are looking to kick this program off in mid-May and continue through September.

Boardman/Ottaway Riverwalk Timeline



Timeline subject to change

Rotary Square Timeline



Timeline subject to change



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, Executive Director, DDA

Date: April 21, 2025

Re: 2025 - 2026 Proposed Budget

The proposed 2025 – 2026 budgets (and narratives) for the DDA, TIF-97 and Old Town TIF are presented below. The DDA Finance Committee met on April 17th to discuss the budget and their recommendations have been incorporated into the proposed budget. As a reminder, following a review and discussion of the draft budget at our meeting, the DDA board will schedule the public hearing on the proposed budget for May 16th.

Fiscal Year: July 1st 2025 – June 31st 2026

Budget Process & Timeline

March 14 th	DDA Board reviews and discusses preliminary budget ✓
April 17 th	DDA Finance Committee reviews and discusses draft budget ✓
April 25th	DDA Board reviews budget & schedules public hearing for May 16th
May 5 th	DDA draft budget submitted to the City Commission
May 12 th	DDA draft budget discussed at City Commission Study Session
May 16 th	DDA holds public hearing on budget
May 19 th	City Commission holds public hearing on budget
June 2 nd	Approval of budget by City Commission
June 20 th	Approval of budget by DDA Board

DDA Budget and Funds

The DDA has three unique, but complementary, funds that comprise its budget.

DDA General Fund

Revenue sources for the DDA General Fund include a 2-mill levy of property within the Downtown District, grants, administrative fees from the TIF-97 and Old Town TIF Funds, revenue from the Farmers Market (booth fees) and the DTCA contract.

TIF-97 and Old Town TIF Funds

TIF-97 and Old Town TIF (see district map below) is funded through the harnessed appreciation of tax revenue from the taxing authorities within each district, including: Commission on Aging, Veteran Affairs, Road Commission, NMC, BATA, Conservation District, Animal Control, the Traverse City/Garfield Township Recreation Authority and Grand Traverse County. Tax revenue from the DDA (2-mills) and the city is also harnessed. As a reminder, harnessed revenue from the City of Traverse City contributes 53-cents to every one-dollar of TIF, with the remaining 47-cents contributed by the participating taxing authorities listed above.



Budget Considerations

The DDA budget(s) are a reflection of how the DDA allocates resources for projects and services. In developing the 2025/2026 budget, we considered a number of plans, on-going initiatives and overarching strategies that have either already been adopted or are in the process of development/adoption by the DDA, City and other community entities. These include, but are limited to:

- Capital Improvement Plan (CIP)
- Ongoing financial obligations and services (e.g., city service fee)
- Traverse City Strategic Action Plan (developing themes)
- Planning Documents (e.g., Lower Boardman Unified Plan, Mobility Action Plan)
- Current DDA Capital Improvement and Service Priorities
- Moving Downtown Forward Guiding Principles

Moving Downtown Guiding Principles

1. Design a great place for all ages and for future generations
2. Protect and preserve small local independent businesses
3. Support job growth and varied career opportunities
4. Champion the development of attainable and workforce housing
5. Advance climate action, sustainability, renewable energy, energy efficiency and resiliency

In addition, we are mindful of the parameters of the DDA. Listed below is a chart that illustrates the functions and limitations of the DDA.

WHAT DOES THE DDA DO?	WHAT DOESN'T THE DDA DO?
<p>The DDA <u>Does</u></p> <p>Implement critical physical improvements, including public infrastructure projects and initiatives (in partnership with the city):</p> <ul style="list-style-type: none"> • Issue bonds and use TIF funds to help build capital projects, including streetscape beautification, pedestrian bridges and trails and other public amenities. • Contribute to and offer leadership for the planning, design and construction of wide variety of public improvements <p>Provide services that create a vital and vibrant Downtown experience, including:</p> <ul style="list-style-type: none"> • Implement "clean, green, safe and accessible initiatives: <ul style="list-style-type: none"> ○ Plan and implement the way-finding program ○ Operate and manage the Sara Hardy Farmers Market ○ Plan and facilitate Downtown cleaning ○ Plan and facilitate holiday lights ○ Plan and facilitate Downtown planting program ○ 'Fund the Downtown Police Officer position ○ Fund the removal of trash • Work with, advocate for and promote Downtown business. <ul style="list-style-type: none"> ○ Manage the merchant's association (DTCA) and lead Downtown events, promotions and the gift certificate program ○ Apply for grants ○ Convene Downtown stakeholders 	<p>The DDA <u>Does Not:</u></p> <p>Maintain street, sidewalk, park and underground infrastructure</p> <p>The physical maintenance of streets, sidewalks, parks and underground infrastructure is managed by the city. However, the DDA continues to explore ways to provide enhanced cleaning and snow removal and often contributes financially to these types of infrastructure project within the downtown district.</p> <p>Provide direct funding to private developers</p> <p>The DDA can help fund infrastructure in support of and associated with a private development (e.g., streetscaping, heated sidewalks), but <u>cannot</u> fund any other part of the private development.</p> <p>Approve and reject private development proposals</p> <p>The DDA can work only work with private developers to help identify possible locations and additional resources for existing building rehabilitation and improvements. The size and aesthetic of private development is governed by the city's zoning ordinance and planning commission.</p> <p>Take a cut of parking revenue</p> <p>Parking services is now operated directly by the city. All parking revenue (e.g., permits, tickets, etc.) is allocated to the city.</p>

DDA General Fund

Revenue

General fund revenue includes several grants that have been secured, including a \$657,750 grant from the Grand Traverse Band of Ottawa and Chippewa Indians (via a grant from NOAA) for habitat restoration and the Lower Boardman/Ottawa River, the grant from EGLE for environmental remediation of the vacant properties on the west end of downtown and additional funding from Rotary Charities for Rotary Square. The remaining revenue comes from administrative fees from both TIF accounts, the contract with the DTCA ("reimbursements"), property taxes, booth fees from the Farmers Market, income from state food assistance programs from the Farmers Market (as a pass through) and income from interest.

Expenditures

The Salary and Wages and Fringe Benefits line item is built with the potential of five employees – a position of *Communications and Special Project Coordinator* was recently posted.

Professional Services will encompass contracts with Rehmann (financial services), Leyman Wesely and One-Up-Web (technology), and Scott Howard (Legal). Professional services will also encompass a website develop (for a new website), and board training/education.

Office Supplies and Utilities encompasses a number of office needs and services, including software programs that target a new CRM and well as dues/memberships and some communications.

Funding for conferences is included for staff professional development.

TIF Funds

I have organized the two TIF Budgets (and their associated projects) under four categories (see table attached):

1. Running Downtown
2. Building and Maintaining Downtown
 - (a) Essential Public Infrastructure
 - (b) Essential Public Service
3. Transforming Downtown
 - (a) Transformative Public Infrastructure
 - (b) Transformative Public Services
4. Activating Downtown and Growing Business

TIF-97

The captured taxable value for the TIF-97 District is projected to be \$170,026,825 which will bring in an estimated \$4,336,329 in revenue. Total expenditures are an estimated \$7,063,873, which will require the DAA to use some of its fund balance.

Running Downtown: \$1,209,783

These costs encompass the DDA administration fee (which is allocated to the General Fund), the service agreement fee to the City, utilities and legal services.

Building and Maintaining Downtown

Essential Public Infrastructure: \$1,504,459

Hardy Parking Deck Payment \$874,459

This is our annual bond payment for the Hardy Parking Deck, which will be fully paid for in 2027.

Streetscaping & Snowmelt \$120,000

Streetscaping and snowmelt will remain important as new development continues throughout the district. There are a handful of new developments that are expected to be completed in the next fiscal year. We continue to explore additional opportunities for a district-wide approach to snowmelt, leading to a connect network of walkable sidewalks all year-round.

Stormwater Infrastructure – Lot B \$110,000

Plan for the reconstruction of Lot B have been completed, which include new underground infrastructure to manage for stormwater. This item would contribute to the overall cost of the stormwater related components of the project, estimated to be \$600,000.

North Union Street Bridge Repair \$150,000

Due to some needed structural improvements, load restrictions were recently placed on the North Union Street Bridge. This will require some structural “under-deck” work. This item would contribute to the overall cost of this improvement (estimated to cost roughly (\$600,000) and provide pedestrian lighting underneath the bridge to enhance the pedestrian walkway experience.

North Union Deck/Stair Replacement \$80,000

This item will replace the temporary staircase and railing system (now several years old) adjacent to the Union Street Bridge.

General Infrastructure Repair \$65,000

This item was added last year year to address small repairs to public infrastructure throughout the district (e.g., cracked sidewalks and pedestrian crosswalks, street repair, etc.)

City Infrastructure Contribution \$80,000

This item is new this year. As you are aware, the DDA and City collaborate on many projects. We anticipate a number of funding requests from the city throughout the year, but don't always know what projects will be requested and/or their cost. This item will reserve funding in advance of such asks, rather than approving unexpected costs through a budget amendment during the year.

Essential Public Services: \$364,631

These line items encompass a number of services to help keep our downtown clean, green and safe. A few of the highlights include:

Downtown Policy Officer \$120,431

This item will continue our collaboration with Officer Culver and the TCPD, for year-round police service in the downtown district.

Clean and Green Team \$65,000

We are planning to partner with SEEDS to provide daily maintenance services (watering, graffiti removal, sidewalk washing, debris removal, etc.) throughout the downtown district.

Farmers Market \$38,000

This item will continue our collaboration with SEEDS to oversee and manage the Farmers Market.

Transforming Downtown

Transformative Public Infrastructure

Boardman/Ottaway Riverwalk \$400,000

One of the DDA's Board's top priorities, this item will fund schematic and engineering services with INFORM for the first phase of the Riverwalk Project (J-Smith Walkway, pedestrian way through the Parking Lot, and a new pedestrian bridge). This project will also look at ways to pull-back the river wall, incorporate stormwater management infrastructure and restore the near-shore and under-water habitat.

Rotary Square \$150,000

This is a second DDA Board priority. Upon the completion of the conceptual design and schematic design, we may be able to implement a few new elements of the dt Rotary Square design. However, major improvements are likely for the 2026/2027 fiscal year.

Farmers Market Pavillion \$2,800,000

Another one of the DDA Board's top priorities, this item will cover the redesign/engineering and construction of a year-round pavilion for the Farmers Market. This project will be incorporated into city efforts to reconstruct Lot B.

Two-Way Pilot \$80,000

This item will fund the on-going study and analysis of the two-way pilot (including the long-term funding needs for two-way traffic should it be made permanent) and potential street/signal modifications.

Mid-Block Crosswalk \$300,000

In support of traffic calming and additional pedestrian movement along State Street, this item will fund the construction of one mid-block crosswalk along either the 100 or 200 block of State Street. Engineering and design of the mid-block crosswalk is being provided by city engineering. Additional crosswalks along State Street may be included in future budgets.

West End Demolition \$80,000

This item will support a portion of the cost (shared with City Parking Services), to demolish the two vacant buildings on State Street. This will provide an opportunity to add roughly 60 new parking spaces to this end of downtown and continue to help clear the site for future development (which may also include parking). The EGLE grant could still be used to cover these expenses if upon the progress of a future redevelopment.

Transformative Public Services \$75,000

These line items encompass a number of on-going public services and initiatives including the Downtown Restaurant Composting Program and the Retail Incubator, although we are working with our partners to end our lease agreement for the incubator space. In addition, we have included funding to implement non-motorized and/or mobility infrastructure within the district.

Activating Downtown and Growing Business \$100,000

Communications, Promotion and Events \$90,000

This item is meant to support our downtown business community in partnership with the DTCA. Funding will support our continued support with Greenlight Marketing for design services, promotions for the downtown and all of our downtown events (e.g., Arts Fairs, Friday Night Live, Holiday Parade, etc..).

Traverse Connect \$10,000

This will continue our partnership with Traverse Connect to support economic development with the downtown and region. This proposed funding allocation is significantly lower than the \$38,000 approved in this year's budget and is significantly lower than the proposed 2nd-Year allocation presented by Traverse Connect.

Old Town TIF

The captured taxable value for the Old Town TIF District is projected to be \$33,556,796 which will bring in an estimated \$829,992 in revenue. Total expenditures are an estimated \$732,210.

Running Downtown: \$272,210

These costs encompass the DDA administration fee (which is allocated to the General Fund), the service agreement fee to the City, utilities and legal services.

Building and Maintaining Downtown

Essential Public Infrastructure: \$90,000

Streetscaping & Snowmelt \$50,000

Streetscaping and snowmelt will remain important as new development continues throughout the district. We continue to explore additional opportunities for a district-wide approach to snowmelt, leading to a connect network of walkable sidewalks all year-round.

Stormwater Infrastructure \$10,000

This item would support costs associated with stormwater project within the district, in collaboration with the City.

General Infrastructure Repair \$10,000

This item was added this past year to address small repairs to public infrastructure downtown (e.g., cracked sidewalks and pedestrian crosswalks, street repair, etc.)

City Infrastructure Contribution \$20,000

This item is new this year. As you are aware, the DDA and City are collaborative partners on many projects. We anticipate a number of funding requests from the city throughout the year, but don't always know what projects will be requested and/or their cost. This item will reserve funding in advance of such asks, rather than approving unexpected costs through a budget amendment.

Essential Public Services: \$75,000

These line items encompass a number of services to help keep our downtown clean, green and safe (in combination with similar funding items listed under TIF-97). A few of the highlights include:

Downtown Policy Officer \$3,000

This item will continue our collaboration with Officer Culver and the TCPD, for year-round police service in the downtown district.

Clean and Green Team \$15,000

We are planning to partner with SEEDS to provide daily maintenance services (watering, graffiti removal, sidewalk washing, debris removal, etc.) throughout the downtown district.

Transforming Downtown

Transformative Public Infrastructure

Rivers Edge Riverwalk \$250,000

This item will address the replacement of the existing boardwalk in and around the FishPass Project. This funding will be used to upgrade the planned decking material. Additional funding for a new railing system along this section of the boardwalk will likely be planned for the 2026 – 2027 fiscal year.

Riverwalk Signage \$20,000

This item will cover the development of a signage program/design for the Lower Boardman/Ottaway Riverwalk and the fabrication of at least two signs in this portion of downtown.

Transformative Public Services \$10,000

These line items include the Downtown Restaurant Composting Program and the implementation of non-motorized and/or mobility infrastructure within the district.

Activating Downtown and Growing Business \$25,000

Communications, Promotion and Events \$20,000

This item is meant to support our downtown business community in partnership with the DTCA. Funding will support our continued partnership with Greenlight Marketing for design services, promotions for the downtown and our downtown events (e.g., Arts Fairs, Friday Night Live, Holiday Parade, etc..).

Traverse Connect \$5,000

This will continue our partnership with Traverse Connect to support economic development with the downtown and region.

Recommended Motion

That the DDA set a public hearing for the 2025/2026 DDA Budget for Friday, May 16, 2025 at 9:00am in the Governmental Center Commission Chambers.

Working DDA TIF(s) 2025 - 2026 Budget
TIF-97

Taxable Value	\$ 170,026,825
Estimated Revenue	\$ 4,336,329
Est. Fund Balance of Previous Fiscal Year	\$ 6,599,401

Running Downtown	\$ 1,209,783
DDA Administration	\$ 595,094
Service Agreement with City	\$ 514,689
Legal Services	\$ 20,000
Miscellaneous & Utilities	\$ 80,000

Building and Maintaining Downtown

(A) Essential Public Infrastructure	\$ 1,504,459
Hardy Parking Deck Payment	\$ 874,459
Streetscaping/Snowmelt	\$ 120,000
Stormwater Infrastructure (Lot B)	\$ 110,000
N. Union Street Bridge Repair	\$ 150,000
N. Union Deck/Stair Replacement	\$ 80,000
General infrastructure Repair	\$ 65,000
City Infrastructure Contribution	\$ 80,000
Miscellaneous	\$ 25,000

(B) Essential Public Services	\$ 364,631
Community Police Officer	\$ 120,431
Trash Removal*	\$ 60,078
Farmers Market	\$ 38,000
Public Restroom Program	\$ 6,000
Wayfinding Signage	\$ 15,000
Clean and Green Team	\$ 65,000
Landscaping**	\$ 10,000
City Truck Rental	\$ 5,200
Holiday Lights	\$ 80,000
Miscellaneous	\$ 25,000

Transforming Downtown

(A) Transformative Public Infrastructure	\$ 3,810,000
Rotary Square	\$ 150,000
Farmers Market Pavillion	\$ 2,800,000
Boardman/Ottaway Riverwalk	\$ 400,000
Two-Way Pilot	\$ 80,000
Mid-Block Crosswalks	\$ 300,000
West End Demolition	\$ 80,000

(B) Transformative Public Services	\$ 75,000
Composting Program	\$ 10,000
Retail Incubator	\$ 50,000
Non-Morized Investments***	\$ 15,000

Activating Downtown & Growing Business	\$ 100,000
Communication, Promotion & Events	\$ 90,000
Traverse Connect	\$ 10,000

Total Expenses \$ 7,063,873
Estimated Remaining Fund Balance \$ 3,871,857

* Trash Removal included in the service agreement

** Planters and maintenance of Rotary Square and other downtown areas

*** Includes BATA's Destination Downtown Program

Old Town TIF

Taxable Value	\$ 33,556,796
Estimated Revenue	\$ 829,992
Est. Fund Balance of Previous Fiscal Year	\$ 878,401

Running Downtown	\$ 272,210
DDA Administration	\$ 117,449
Service Agreement with City	\$ 124,761
Legal Services	\$ 10,000
Miscellaneous & Utilities	\$ 20,000

Building and Maintaining Downtown

(A) Essential Public Infrastructure	\$ 90,000
Streetscaping/Snowmelt	\$ 50,000
Stormwater Infrastructure	\$ 10,000
General infrastructure Repair	\$ 10,000
City Infrastructure Contribution	\$ 20,000

(B) Essential Public Services	\$ 75,000
Community Police Officer	\$ 3,000
Trash Removal*	\$ 20,000
Wayfinding Signage	\$ 3,000
Clean and Green Team	\$ 15,000
Landscaping**	\$ 3,000
City Truck Rental	\$ 1,000
Holiday Lights	\$ 20,000
Miscellaneous	\$ 10,000

Transforming Downtown

(A) Transformative Public Infrastructure	\$ 270,000
Rivers Edge Riverwalk	\$ 250,000
Riverwalk Signage	\$ 20,000

(B) Transformative Public Services	\$ 10,000
Composting Program	\$ 5,000
Non-Motorized Investments***	\$ 5,000

Activating Downtown & Growing Business	\$ 25,000
Communication, Promotion & Events	\$ 20,000
Traverse Connect	\$ 5,000

Total Expenses \$ 742,210
Estimated Remaining Fund Balance \$ 966,183

* Trash Removal included in the service agreement

** Planters and maintenance of Rotary Square and other downtown areas

*** Includes BATA's Destination Downtown Program

City of Traverse City, Michigan
DDA Component Unit
DDA General Fund
For the Budget Year 2025-2026

(Estimated As of April 17, 2025)

	FY 23/24 Actual	FY 24/25 Budget	FY 24/25 Projected	FY 25/26 Requested
Revenue				
Taxes	\$ 131,422	\$ 130,000	\$ 125,869	\$ 130,000
Grants and Contributions	189,567	1,875,000	157,041	1,757,750
Reimbursements	1,667,313	743,728	931,200	787,543
Rental Income	-	51,000	48,452	50,000
Vendor Income			21,500	21,500
Interest Income	4,882	2,000	5,374	5,300
Total Revenue	1,993,184	2,801,728	1,289,436	2,752,093
Expenditures				
Salaries and Wages	938,446	430,000	575,200	446,179
Fringe Benefits	327,813	111,113	135,934	132,962
Office Supplies and Utilities	35,125	85,000	37,980	99,600
Professional Services	562,104	451,000	388,671	144,900
Travel and Conferences	14,451	5,000	1,371	5,000
Repairs and Maintenance	234	-	300	1,000
Rentals	446	-	-	-
Capital Outlay	-	-	-	-
Grants	-	1,375,000	385	1,257,750
Rotary Square (Grant)	-	450,000	144,656	500,000
Total Expenditures	1,878,619	2,907,113	1,284,497	2,587,391
Excess of Revenues Over/ (Under) Expenditures	114,565	(105,385)	4,939	164,702
Beginning Fund Balance	461,467	576,032	576,032	580,971
Ending Fund Balance	\$ 576,032	\$ 470,647	\$ 580,971	\$ 745,673



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, DDA Executive Director

Date: April 21, 2025

Subject: Executive Director Report

Below is an overview and update on projects and initiatives that the DDA is working on.

Hannah Park Overlook

To date, the contractor has completed the demolition of the wall, performed excavation to replace the existing footings, completed the installation of the wall core masonry structure, add lighting and prepared the overlook for its last masonry pieces. This past week, contractors were working to fit and install the railing and the Parks and Recreation Commission purchased benches for the overlook. This project is anticipated to be completed by mid-May.

Two-Way Pilot Project

City Commissioners approved to extend the two-way pilot project to December 31, 2025. City Commissioners also agreed to establish a commissioner ad-hoc committee for this project, but have not decided as to the scope and purpose of the committee. In the meantime, I continue to work with City Engineering to calibrate the costs for mid-block crosswalks on State Street, which is reflected in the proposed budget.

DDA Board Composition

City Commissioners approved an amendment to the Traverse City Code of Ordinances to reduce the number of members on the Downtown Development Authority Board from twelve (12) to nine (9) at their March 17th meeting.

TIF Implementation Policy

City Commissioners discussed (again) the draft TIF implementation policy at their April 21st meeting. The purpose of this policy is to provide the City Commission, staff and the public with a clear process for how TIF plans will be considered and approved in the future, including how a TIF proposal is placed on the ballot as now required by the Charter. The policy is intended to ensure that each TIF proposal is handled in the same way regardless of the content of the request. Based on City Commissioner questions and comments, as well as public comments at Monday's meeting, city staff will consider

revisions to the current draft policy and bring it back for discussion and possible action at one of their May meetings.

Holiday Lights

Our current contract for the annual installation of Holiday Lights expired this year. DDA staff has recently issued an RFP for a Holiday Lights, with proposals due in May.

General Infrastructure Repair

DDA and City staff recently completed a walking tour downtown to identify and discuss areas where we might be able to make small repairs (sidewalks, curbs, streets, etc..). We are working with city staff to determine the possible extent of those repairs and costs. In the meantime, we are working with a series of vendors to replace broken infrastructure items throughout downtown, like the panels around the mid-block bump-outs (below) and several way-finding signs.



Before



After

Farmers Market

Just a reminder that the Farmers Market season will begin on Saturday, May 3rd at its traditional location in Lot B. We have been working with SEEDS to prepare for the season.



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

Memorandum

To: Harry Burkholder, DDA Executive Director
Downtown Development Authority Board of Directors

From: Sara Klebba, DDA Director of Events & Engagement

Date: April 25, 2025

Subject: DTCA Director of Events & Engagement Update

Live After 5 Spring Entertainment Series (Fridays: May 16–June 6; 5-8pm)

- This new event series features free, live music from a diverse lineup of emerging and local talent across two downtown locations: J Smith Walkway and Horizon
- Eight musicians confirmed for paid gigs, two acts per week
- MSUFCU presenting sponsor; Lume supporting sponsor
- Whether shopping, strolling, dining, or passing through, these performances are sure to enhance the Downtown experience while supporting local artists. Let the spring season come alive!

Toast to Downtown (June 5, 5-8pm, COH)

- Toast to Downtown is a new annual fundraiser and celebration hosted by the DTCA, taking place Thursday, June 5 from 5–8pm at City Opera House. The event brings together downtown business owners, staff, stakeholders, and supporters for a casual evening of games, food, cocktails, prizes, and creative fundraising activities to support DTCA programming and initiatives.
- Tickets are available now at downtowntc.com.
- Schedule of activities:
 - 5:00: Games, crafts, drinks, nibbles, guest-created music playlist, magician, Slider & Cocktail Showdown
 - 7:15: Let's Make a Deal, prizes, DTCA presentation – intro the old and new boards, award Showdown winner, Lyle DeYoung award, and Golden Shovel
 - Volunteers are needed for registration, on-site fundraising, games, crafts, Showdown, clean up, answering questions, tear down
- We are grateful for the support of over a dozen sponsors providing in-kind support and for gift card and prize donations.

Art Fair Series

- Old Town Arts & Crafts Fair: Sat, June 14, 10a-5p. Close to full (100 of 110 booths)

- NCF Arts & Crafts Fair: Sun, June 29, 10a-6p. Full at 219 booths
- Downtown Art Fair: Sat & Sun, Sept 13-14; 10a-6p, 10a-4p. Close to full with 50 of 60 booths. Application deadline: 4/30

Street Sale (Fri, Aug 1) & FNL (Fri, Aug 1 & 8)

- August 1 Street Sale to feature DTCA members and their close-out merchandise and sale items. Every participating merchant must be a member, and there is no charge for participation. DTCA permits the 100 and 200 blocks of Front Street for closure.
- August 8 FNL to feature Art Walk theme, arts & culture tie-in: looking for entertainment and activities within that theme where possible. Same footprint as Street Sale, though Art Walk will open up the boundaries to all DTCA members.
- Application form for entertainment acts, nonprofits, and food & beverage vendors to go live online in May.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Lauren Bohac, DDA Deputy Director

Memo Date: April 21, 2025

Subject: Arts Commission Update

As the Arts Commission had to reschedule its April 16th meeting to April 23rd, the Commission will be meeting between the time of this memo's writing and the DDA Board meeting. I will provide Harry with an updated memo to share with Board members following Wednesday's meeting.

FY 25/26 Budget

The Arts Commission will discuss the FY 25/26 budget at their April 23rd meeting. As a city agency, the Arts Commission is included in the city's budget process and adheres to the city's fiscal calendar.

West End Traffic Improvement

At its March 3rd meeting, the City Commission approved an amendment to the City's contract with Hubbell, Roth & Clark, Inc. (HRC) for the West Front Street Safety Improvements project. As part of this amendment, the City Commission approved an additional \$15,000 to be allocated to the Arts Commission to collaborate with the Engineering Department to incorporate an artistic element to the traffic calming design in the median.

The City Engineering Department has provided HRC with the task order for the traffic improvement infrastructure design. HRC will then provide Engineering and the Arts Commission with the required specs and parameters of any artistic improvements to align with traffic safety standards.

Appointments and Resignations

On April 1st, Commissioner Joshua Hoisington submitted his recognition from the Arts Commission to City Clerk Benjamin Marentette. Additionally, Board Member Todd McMillen has submitted his resignation from the Arts Commission. The vacancy must be filled by a member of the DDA Board.

Inaugural Mural Festival

Further updates expected following the Arts Commission's April 23rd meeting.