

Traverse City Downtown Development Authority Regular Meeting

Friday, December 19, 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 of the November 21, 2025 DDA Regular Board Meeting (approval recommended)
November 21 2025 Regular Meeting Minutes - PDF | 4 - 7 |
| B. | Consideration of approving the November 2025 Financial Reports and Distributions for the DDA General, Old Town TIF and TIF-97 (approval recommended)
November 2025 DDA General, Old Town and TIF-97 Financial Reports and Distributions - PDF | 8 - 12 |
| C. | Consideration of approving the November 2025 Financial Report and Distributions for the Traverse City Arts Commission (approval recommended)
November 2025 Traverse City Arts Commission Financial Report and Distributions - PDF | 13 |
| D. | Consideration of approving the minutes from the April 17, 2025 DDA Finance Committee Meeting (approval recommended)
April 17, 2025 DDA Finance Committee Meeting Minutes - PDF | 14 - 15 |

E.	Consideration of approving the recommendation from the DDA Finance Committee to establish a Michigan CLASS account and authorize the City Treasurer to complete the account setup and initial transfer of DDA funds (approval recommended) Michigan CLASS Investment Pool Memo (Burkholder/Finance) - PDF	16 - 17
F.	Consideration of approving the recommendation from the Finance Committee to amend the DDA General Fund Budget (approval recommended) Budget Amendment Memo (Burkholder/Finance) - PDF	18
<hr/>		
6.	ITEMS REMOVED FROM CONSENT CALENDAR	
<hr/>		
7.	SPECIAL ORDER OF BUSINESS	
A.	Bi-Annual TIF Informational Report to the Community (MCL 125.4910(4)) Bi- Annual TIF Informational Meeting Memo (Burkholder) - PDF	19
B.	Potential motion for the Board to go into closed session under Section 8(h) of the Open Meetings Act to discuss confidential attorney client communication exempt from disclosure under Section 13(1)(g) of the Freedom of Information Act. (approval recommended)	
<hr/>		
8.	OLD BUSINESS	
A.	TIF-97 Project Priorities TIF-97 Project Priorities Memo (Burkholder) - PDF	20 - 21
B.	Moving Downtown Forward TIF Plan Moving Downtown Forward TIF Plan Memo (Burkholder) - PDF	22 - 24
<hr/>		
9.	EXECUTIVE DIRECTOR REPORT	
A.	Executive Director Report Executive Director Report (Burkholder) - PDF	25 - 28
<hr/>		
10.	STAFF REPORTS	
A.	Director of Events and Engagement Director of Events and Engagement Report (Klebba) - PDF	29 - 30
<hr/>		
11.	RECEIVE AND FILE	
<hr/>		
12.	PUBLIC COMMENT	
<hr/>		
13.	ADJOURNMENT	



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, November 21, 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 Mike Powers, and Board Member Caitlin Early

The following Board Members were absent: Board Member Gary Howe

Chairperson Slosky presided at the meeting.

(a) **CALL TO ORDER**

The meeting was called to order by Chair Slosky at 9:00am.

(b) **ROLL CALL**

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

(1) That the DDA Board approve the Agenda as presented.

Moved by Amy Shamroe, Seconded by Peter Kirkwood

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

Absent: Gary Howe

CARRIED. 8-0-1 on a recorded vote

(d) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for

individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

- (1) Consideration of approving the minutes of the October 17, 2025 DDA Regular Board Meeting (approval recommended)
- (2) Consideration of approving the October 2025 Financial Reports and Distributions for the DDA General, Old Town TIF and TIF-97 (approval recommended)
- (3) Consideration of approving the October 2025 Financial Report and Distributions for the Traverse City Arts Commission (approval recommended)
- (4) Consideration of approving entering into a contract with Corbin Design for Wayfinding and Signage Design Services for the Downtown Riverwalk. That the Consent Calendar be approved as presented.

Moved by Jeff Joubran, Seconded by Amy Shamroe

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

Absent: Gary Howe

CARRIED. 8-0-1 on a recorded vote

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

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Farmers Market Advisory Committee Appointment

The following addressed the board:

Lauren Bohac

That Ryan Lanham, Nathan Lorenz, and Stuart Kunkle be appointed to serve as Vendor Representatives to the Sara Hardy Farmers Market Advisory Board, terms expiring November 1, 2028

That Megan Alexander, Kelly Busley, and Diane Samarasinghe be appointed to serve as Customer Representatives to the Sara Hardy Farmers Market Advisory Board, terms expiring November 1, 2028; and

That Melanie Coon be appointed to serve as At Large Representative to the Sara Hardy Farmers Market Advisory Board, term expiring November 1, 2028

Moved by Mike Powers, Seconded by Caitlin Early

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

Absent: Gary Howe

CARRIED. 8-0-1 on a recorded vote

(g) **OLD BUSINESS**

(1) Rotary Square Design Development Phase (approval recommended)

The following addressed the board:

Harry Burkholder
Pete Kirkwood
Amy Shamroe
Ed Slosky

That the DDA Board approve an increase of not to exceed \$165,000 to the DDA General Budget and furthermore; that the DDA Board approve to enter into a contract with Progressive Companies for a cost not to exceed \$165,000 to complete a Site Survey and Design Development Services for Rotary Square, subject to approval as to its form by the DDA Executive Director and Attorney.

Moved by Peter Kirkwood, Seconded by Todd McMillen

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Amy Shamroe,
Shelley Spencer, Mike Powers, and Caitlin Early
No: Ed Slosky
Absent: Gary Howe

CARRIED. 7-1-1 on a recorded vote

That the DDA Board approve the final design for the Farmers Market Pavillion.

Moved by Amy Shamroe, Seconded by Todd McMillen

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

CARRIED. 8-0-1 on a recorded vote

(2) Two-Way Downtown Circulation Pilot Study (possible action)

The following addressed the board:

Harry Burkholder
Chris Cull
Mike Power
Pete Kirkwood
Ed Slosky
Jeff Joubran
Amy Shamroe
Todd McMillan

That the DDA Board make the traffic conversion permanent, with the potential for additional recommendations to the city for Boardman, Pine and State Street.

Moved by Amy Shamroe, Seconded by Jeff Joubran

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

Absent: Gary Howe

CARRIED. 8-0-1 on a recorded vote

(3) TIF-97 Project Priorities

The following addressed the board:
Harry Burkholder
That

(h) EXECUTIVE DIRECTOR REPORT

(1) Executive Director Report

The following addressed the board:
Harry Burkholder

(i) STAFF REPORTS

(1) Arts Commission Liaison (Deputy Director)

The following addressed the board:
Lauren Bohac

(2) Director of Events and Engagement

The following addressed the board:
Harry Burkholder

(j) RECEIVE AND FILE

(k) PUBLIC COMMENT

(l) ADJOURNMENT

The meeting was adjourned by Chair Slosky at 1:32a.m.

Harry Burkholder, Interim Traverse
City DDA CEO

12/05/2025 03:06 PM
User: LBOHAC
DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 11/30/2025
% Fiscal Year Completed: 41.92

Page: 1/5

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 11/30/2025	ACTIVITY FOR MONTH 11/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
248-000-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	771.73	0.00	(771.73)	100.00
248-000-402.000	TAXES-CURRENT-REAL ESTATE	130,000.00	118,214.39	857.89	11,785.61	90.93
248-000-412.000	TAX-DELINQUENT-PERSONAL PROP	0.00	0.00	0.00	0.00	0.00
248-000-432.000	PAYMENT IN LIEU OF TAXES	0.00	1,329.31	0.00	(1,329.31)	100.00
248-000-476.060	VENDOR PERMITS	21,500.00	0.00	0.00	21,500.00	0.00
248-000-502.000	FEDERAL GRANTS	657,700.00	0.00	0.00	657,700.00	0.00
248-000-543.001	STATE GRANT	600,000.00	0.00	0.00	600,000.00	0.00
248-000-569.000	STATE GRANTS - OTHER	0.00	0.00	0.00	0.00	0.00
248-000-580.000	GRANTS FROM LOCAL UNITS	0.00	2,355.00	1,355.00	(2,355.00)	100.00
248-000-580.001	GRANT PRIVATE SOURCE	500,000.00	0.00	0.00	500,000.00	0.00
248-000-626.000	CHARGES FOR SERVICES RENDERED	0.00	31,250.00	6,250.00	(31,250.00)	100.00
248-000-664.000	INTEREST & DIVIDEND EARNINGS	5,300.00	48.44	12.86	5,251.56	0.91
248-000-667.000	RENTS AND ROYALTIES	50,000.00	77,402.89	65,886.89	(27,402.89)	154.81
248-000-674.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00
248-000-675.000	CONTRIBUTIONS-PUBLIC SOURCES	75,000.00	0.00	0.00	75,000.00	0.00
248-000-676.000	REIMBURSEMENTS	0.00	182.20	150.00	(182.20)	100.00
248-000-692.000	PRIOR YEARS' SURPLUS	0.00	0.00	0.00	0.00	0.00
248-000-699.000	TRANSFERS IN	712,500.00	0.00	0.00	712,500.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,752,000.00	231,553.96	74,512.64	2,520,446.04	8.41
TOTAL REVENUES		2,752,000.00	231,553.96	74,512.64	2,520,446.04	8.41
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
248-725-702.000	SALARIES AND WAGES	446,200.00	167,141.07	33,604.18	279,058.93	37.46
248-725-704.000	EMPLOYEE OVERTIME	0.00	0.00	0.00	0.00	0.00
248-725-706.000	EMPLOYEE OVERTIME	0.00	0.00	0.00	0.00	0.00
248-725-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	6,050.00	(110.00)	(6,050.00)	100.00
248-725-715.000	EMPLOYER'S SOCIAL SECURITY	32,900.00	12,918.57	2,733.89	19,981.43	39.27
248-725-716.000	EMPLOYEE HEALTH INSURANCE	49,800.00	10,036.03	2,119.81	39,763.97	20.15
248-725-717.000	EMPLOYEE LIFE/DISABILITY INS	200.00	1,467.60	326.02	(1,267.60)	733.80
248-725-718.000	RETIREMENT FUND CONTRIBUTION	43,000.00	4,133.16	2,741.44	38,866.84	9.61
248-725-720.000	UNEMPLOYMENT COMPENSATION	1,900.00	286.06	0.00	1,613.94	15.06
248-725-721.000	WORKERS COMPENSATION INS	5,200.00	2,177.00	0.00	3,023.00	41.87
248-725-727.000	OFFICE SUPPLIES	12,200.00	6,380.58	275.32	5,819.42	52.30
248-725-727.003	OFFICE FURNITURE AND EQUIPMENT	0.00	0.00	0.00	0.00	0.00
248-725-740.000	OPERATION SUPPLIES	61,400.00	32,776.90	756.25	28,623.10	53.38
248-725-801.000	PROFESSIONAL AND CONTRACTUAL	124,400.00	59,048.42	14,672.78	65,351.58	47.47
248-725-801.007	MEMBERSHIP DUES AND SUBSCRIPTIONS	7,000.00	922.98	0.00	6,077.02	13.19
248-725-801.008	FARMERS MARKET FOOD ASSISTANCE	0.00	15,444.00	0.00	(15,444.00)	100.00
248-725-802.000	INFORMATION TECHNOLOGY SERVICES	0.00	0.00	0.00	0.00	0.00
248-725-804.000	LEGAL SERVICES	34,000.00	5,325.00	0.00	28,675.00	15.66
248-725-805.000	POSTAGE	0.00	0.00	0.00	0.00	0.00
248-725-807.000	INSURANCE AND BONDS	0.00	0.00	0.00	0.00	0.00
248-725-821.000	MARKETING & PUBLIC SERVICES	0.00	0.00	0.00	0.00	0.00
248-725-822.000	INSURANCE AND BONDS	0.00	0.00	0.00	0.00	0.00
248-725-822.001	TRAINING/REGISTRATION/TUITION	2,500.00	0.00	0.00	2,500.00	0.00
248-725-822.002	LODGING AND TRAVEL	2,500.00	0.00	0.00	2,500.00	0.00
248-725-850.000	COMMUNICATIONS	5,000.00	309.10	0.00	4,690.90	6.18
248-725-860.000	TRANSPORTATION	0.00	0.00	0.00	0.00	0.00

12/05/2025 03:06 PM
 User: LBOHAC
 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 11/30/2025
 % Fiscal Year Completed: 41.92

Page: 2/5

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 11/30/2025	ACTIVITY FOR MONTH 11/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-725-880.000	COMMUNITY PROMOTION	0.00	0.00	0.00	0.00	0.00
248-725-900.000	PRINTING AND PUBLISHING	0.00	784.00	0.00	(784.00)	100.00
248-725-920.000	PUBLIC UTILITIES	4,000.00	388.47	0.00	3,611.53	9.71
248-725-930.000	REPAIRS AND MAINTENANCE	1,000.00	1,063.27	0.00	(63.27)	106.33
248-725-940.000	RENTAL EXPENSE	0.00	1,048.53	0.00	(1,048.53)	100.00
248-725-956.000	MISCELLANEOUS	10,000.00	3,993.87	1,650.20	6,006.13	39.94
248-725-965.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00
248-725-970.000	CAPITAL OUTLAY	1,757,700.00	33,349.38	8,298.00	1,724,350.62	1.90
248-725-970.002	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
248-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
248-725-988.000	UNALLOCATED FUNDS	151,100.00	0.00	0.00	151,100.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		2,752,000.00	365,043.99	67,067.89	2,386,956.01	13.26
TOTAL EXPENDITURES		2,752,000.00	365,043.99	67,067.89	2,386,956.01	13.26
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		2,752,000.00	231,553.96	74,512.64	2,520,446.04	8.41
TOTAL EXPENDITURES		2,752,000.00	365,043.99	67,067.89	2,386,956.01	13.26
NET OF REVENUES & EXPENDITURES		0.00	(133,490.03)	7,444.75	133,490.03	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			512,643.34			
END FUND BALANCE			379,153.31			

12/05/2025 03:06 PM
User: LBOHAC
DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 11/30/2025
% Fiscal Year Completed: 41.92

Page: 3/5

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 11/30/2025	ACTIVITY FOR MONTH 11/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 252 - DDA OLD TOWN TIF						
Revenues						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
252-725-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	459.38	0.00	(459.38)	100.00
252-725-402.000	TAXES-CURRENT-REAL ESTATE	830,000.00	864,137.14	6,484.37	(34,137.14)	104.11
252-725-432.000	PAYMENT IN LIEU OF TAXES	0.00	0.00	0.00	0.00	0.00
252-725-664.000	INTEREST & DIVIDEND EARNINGS	100.00	212.01	97.24	(112.01)	212.01
252-725-667.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00
252-725-676.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00
252-725-692.000	PRIOR YEARS' SURPLUS	0.00	0.00	0.00	0.00	0.00
252-725-699.000	TRANSFERS IN	0.00	0.00	0.00	0.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		830,100.00	864,808.53	6,581.61	(34,708.53)	104.18
TOTAL REVENUES		830,100.00	864,808.53	6,581.61	(34,708.53)	104.18
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
252-725-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
252-725-801.000	PROFESSIONAL AND CONTRACTUAL	77,000.00	38,495.29	27,394.22	38,504.71	49.99
252-725-804.000	LEGAL SERVICES	10,000.00	2,596.88	0.00	7,403.12	25.97
252-725-821.000	MARKETING & PUBLIC SERVICES	0.00	0.00	0.00	0.00	0.00
252-725-880.000	COMMUNITY PROMOTION	20,000.00	8,956.28	866.67	11,043.72	44.78
252-725-920.000	PUBLIC UTILITIES	5,000.00	208.58	107.63	4,791.42	4.17
252-725-930.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00
252-725-956.000	MISCELLANEOUS	15,000.00	0.00	0.00	15,000.00	0.00
252-725-965.000	CITY FEE	124,800.00	21,562.50	0.00	103,237.50	17.28
252-725-970.002	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	90,000.00	0.00	0.00	90,000.00	0.00
252-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	270,000.00	0.00	0.00	270,000.00	0.00
252-725-988.000	UNALLOCATED FUNDS	100,900.00	0.00	0.00	100,900.00	0.00
252-725-995.000	TRANSFERS OUT/CONTRIB. TO OTHER FUNDS	117,400.00	0.00	0.00	117,400.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		830,100.00	71,819.53	28,368.52	758,280.47	8.65
TOTAL EXPENDITURES		830,100.00	71,819.53	28,368.52	758,280.47	8.65
Fund 252 - DDA OLD TOWN TIF:						
TOTAL REVENUES		830,100.00	864,808.53	6,581.61	(34,708.53)	104.18
TOTAL EXPENDITURES		830,100.00	71,819.53	28,368.52	758,280.47	8.65
NET OF REVENUES & EXPENDITURES		0.00	792,989.00	(21,786.91)	(792,989.00)	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			1,195,623.99			
END FUND BALANCE			1,988,612.99			

12/05/2025 03:06 PM
 User: LBOHAC
 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 11/30/2025
 % Fiscal Year Completed: 41.92

Page: 4/5

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 11/30/2025	ACTIVITY FOR MONTH 11/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 253 - DDA TIF 97						
Revenues						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
253-725-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	10,680.40	0.00	(10,680.40)	100.00
253-725-402.000	TAXES-CURRENT-REAL ESTATE	4,336,300.00	3,649,527.42	21,687.76	686,772.58	84.16
253-725-432.000	PAYMENT IN LIEU OF TAXES	0.00	29,029.38	0.00	(29,029.38)	100.00
253-725-664.000	INTEREST & DIVIDEND EARNINGS	4,500.00	2,042.38	324.87	2,457.62	45.39
253-725-667.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00
253-725-676.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00
253-725-692.000	PRIOR YEARS' SURPLUS	2,642,600.00	0.00	0.00	2,642,600.00	0.00
253-725-699.000	TRANSFERS IN	0.00	0.00	0.00	0.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		6,983,400.00	3,691,279.58	22,012.63	3,292,120.42	52.86
TOTAL REVENUES		6,983,400.00	3,691,279.58	22,012.63	3,292,120.42	52.86
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
253-725-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
253-725-801.000	PROFESSIONAL AND CONTRACTUAL	328,100.00	166,236.77	113,459.64	161,863.23	50.67
253-725-801.004	BANK SERVICE FEES	0.00	0.00	0.00	0.00	0.00
253-725-804.000	LEGAL SERVICES	20,000.00	7,790.62	0.00	12,209.38	38.95
253-725-821.000	MARKETING & PUBLIC SERVICES	90,000.00	25,825.04	3,466.66	64,174.96	28.69
253-725-880.000	COMMUNITY PROMOTION	0.00	0.00	0.00	0.00	0.00
253-725-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00
253-725-920.000	PUBLIC UTILITIES	30,000.00	1,175.44	577.04	28,824.56	3.92
253-725-956.000	MISCELLANEOUS	50,000.00	0.00	0.00	50,000.00	0.00
253-725-965.000	CITY FEE	514,700.00	64,766.17	0.00	449,933.83	12.58
253-725-970.002	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	671,000.00	1,688.53	69.30	669,311.47	0.25
253-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	3,810,000.00	397,541.55	133,680.73	3,412,458.45	10.43
253-725-991.000	PRINCIPAL/PRINCIPAL EXPENSES	820,000.00	0.00	0.00	820,000.00	0.00
253-725-994.000	INTEREST EXPENSE	54,500.00	0.00	0.00	54,500.00	0.00
253-725-995.000	TRANSFERS OUT/CONTRIB. TO OTHER FUNDS	595,100.00	0.00	0.00	595,100.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		6,983,400.00	665,024.12	251,253.37	6,318,375.88	9.52
TOTAL EXPENDITURES		6,983,400.00	665,024.12	251,253.37	6,318,375.88	9.52
Fund 253 - DDA TIF 97:						
TOTAL REVENUES		6,983,400.00	3,691,279.58	22,012.63	3,292,120.42	52.86
TOTAL EXPENDITURES		6,983,400.00	665,024.12	251,253.37	6,318,375.88	9.52
NET OF REVENUES & EXPENDITURES		0.00	3,026,255.46	(229,240.74)	(3,026,255.46)	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			7,474,213.38			
END FUND BALANCE			10,500,468.84			
TOTAL REVENUES - ALL FUNDS		10,565,500.00	4,787,642.07	103,106.88	5,777,857.93	45.31

12/05/2025 03:06 PM
User: LBOHAC
DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 11/30/2025
% Fiscal Year Completed: 41.92

Page: 5/5

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 11/30/2025	ACTIVITY FOR MONTH 11/30/2025	AVAILABLE BALANCE	% BDGT USED
TOTAL EXPENDITURES - ALL FUNDS		10,565,500.00	1,101,887.64	346,689.78	9,463,612.36	10.43
NET OF REVENUES & EXPENDITURES		0.00	3,685,754.43	(243,582.90)	(3,685,754.43)	100.00
BEG. FUND BALANCE - ALL FUNDS						
FUND BALANCE ADJ - ALL FUNDS			9,182,480.71			
END FUND BALANCE - ALL FUNDS			12,868,235.14			

12/16/2025 12:50 PM
User: LBOHAC
DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 11/30/2025
% Fiscal Year Completed: 41.92

Page: 1/1

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 11/30/2025	ACTIVITY FOR MONTH 11/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 107 - PUBLIC ARTS COMMISSION FUND						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
107-000-664.000	INTEREST & DIVIDEND EARNINGS	1,000.00	0.00	0.00	1,000.00	0.00
107-000-664.002	CHANGE IN FAIR VALUE OF INVESTMENTS	0.00	0.00	0.00	0.00	0.00
107-000-674.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00
107-000-675.000	CONTRIBUTIONS-PUBLIC SOURCES	0.00	0.00	0.00	0.00	0.00
107-000-676.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00
107-000-692.000	PRIOR YEARS' SURPLUS	19,000.00	0.00	0.00	19,000.00	0.00
107-000-699.000	TRANSFERS IN	60,000.00	0.00	0.00	60,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		80,000.00	0.00	0.00	80,000.00	0.00
TOTAL REVENUES		80,000.00	0.00	0.00	80,000.00	0.00
Expenditures						
Dept 000 - NON-DEPARTMENTAL						
107-000-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
107-000-801.000	PROFESSIONAL AND CONTRACTUAL	80,000.00	70,158.27	10,616.34	9,841.73	87.70
107-000-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00
107-000-930.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00
107-000-970.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
107-000-970.000-02274	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
107-000-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		80,000.00	70,158.27	10,616.34	9,841.73	87.70
TOTAL EXPENDITURES		80,000.00	70,158.27	10,616.34	9,841.73	87.70
Fund 107 - PUBLIC ARTS COMMISSION FUND:						
TOTAL REVENUES		80,000.00	0.00	0.00	80,000.00	0.00
TOTAL EXPENDITURES		80,000.00	70,158.27	10,616.34	9,841.73	87.70
NET OF REVENUES & EXPENDITURES		0.00	(70,158.27)	(10,616.34)	70,158.27	100.00
BEG. FUND BALANCE		154,089.05	154,089.05			
NET OF REVENUES/EXPENDITURES - 2024-25			31,478.58		31,478.58	
END FUND BALANCE		154,089.05	115,409.36			



**Minutes of the
Downtown Development Authority for the City of Traverse City
Finance Committee
Thursday, April 17, 2025**

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

The following Board Members were in attendance: Board Member Jeff Joubran, Board Member Gary Howe, Board Member Mike Powers, and Board Member Shelley Spencer

The following Board Members were absent: None

Chairperson Joubran presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Joubran called the meeting to order at 9:00am.

(b) **ROLL CALL**

(c) **ADOPTION OF MINUTES**

- (1) Consideration of approving the December 6, 2025 Finance Committee Meeting Minutes (approval recommended)
That the Committee approve the December 6, 2024, Finance Committee meeting minutes as presented.

Moved by Gary Howe, Seconded by Mike Powers

Yes: Jeff Joubran, Gary Howe, and Mike Powers

Absent: Shelley Spencer

CARRIED. 3-0-1 on a recorded vote

(d) **NEW BUSINESS**

- (1) 2025 - 2026 DDA Budget(s)

The following addressed the Committee:
Harry Burkholder

Gary Howe
Jeff Joubran
Mike Powers
Shelley Spencer

*Shelley Spencer attended meeting at 9:02am.

- (e) **PUBLIC COMMENT**
n/a

- (f) **ADJOURNMENT**

The meeting was adjourned at 10:06 by Chair Joubran.

Jean Derenzy, Traverse City DDA
CEO

Harry Burkholder, Executive Director



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

MEMORANDUM

To: Downtown Development Authority Board of Directors

From: DDA Finance Committee &
Harry Burkholder, Executive Director, DDA

Date: December 15, 2025

Re: Investment Pool Approval

As you may recall, earlier this year the DDA began working with the City of Traverse City to streamline and administer its financial and accounting responsibilities. As part of this transition, the City Treasurer is recommending (and seeking approval) to open a *Michigan CLASS* account and transfer DDA funds into it. Our existing account with 5/3 Bank would remain open and continue to be used for payroll and accounts payable needs.

Michigan CLASS is a local government investment pool established in 1991. Eligible participants include counties, cities, villages, townships, school districts, authorities, the state of Michigan, and other political subdivisions. The program's mission is to provide public agencies with a safe, liquid, and competitive investment vehicle.

Michigan CLASS is governed by a 13-member Board of Trustees and managed by Public Trust Advisors, LLC. The fund is rated 'AAAm' by S&P Global Ratings - the highest rating available for money market funds - and its portfolio is comprised of high-quality, legally permissible securities. Withdrawal requests are unlimited, processed daily, and require two-person authorization prior to disbursement.

The account being requested is a stable-value pool with a \$1.00 NAV designed for daily liquidity. Investments include U.S. Treasuries, federal agency obligations, and repurchase agreements. The primary benefit of this account, compared to our current 5/3 Bank account, is the significantly higher rate of return. Rather than earning approximately 0.02%, current returns are anticipated to be in the 3 - 4% range, subject to market variation.

The Finance Committee approved to recommend to the full DDA Board the establishment of a Michigan CLASS account and authorize the DDA to work with the City Treasurer's Office to complete the account setup and initial transfer of DDA funds, at their December 10, 2025 meeting. City Treasurer Heidi Scheppe will be at our meeting to answer any questions.



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

MEMORANDUM

To: Downtown Development Authority Board of Directors

From: DDA Finance Committee &
Harry Burkholder, Executive Director, DDA

Date: December 15, 2025

Re: Budget Amendment

Earlier this year, Parking Services transitioned from the DDA to the City of Traverse City. Prior to this transition, the DDA and Parking Services shared network services - including our phone system - as well as network/infrastructure costs.

With Parking Services now under the City, the City is moving to decouple those shared systems. As a result, the DDA must establish its own independent network. Lehman Wesley, our current technology support provider, has provided a quote of \$6,566.33 to complete this work. Therefore, I am requesting a budget amendment to cover this expense.

Additionally, two of the office computers are no longer meeting performance needs due to limited battery life and memory capacity. To ensure reliable functionality, we are also requesting a budget amendment of \$2,433.67 to replace these units – for a total budget amendment cost of \$9,000.

The Finance Committee approved to recommend to the full DDA Board a budget amendment of \$9,000 to the DDA General Fund at their December 10, 2025 meeting.



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

Date: December 15, 2025

Re: Informational Meeting

Per the requirements of the Recodified Tax Increment Finance Act, the DDA must hold two (2) informational meetings for each taxing jurisdiction levying taxes that is subject to capture by the Authority under this Act (MCL 125.4910(4)). Official notice for this meeting was sent to each taxing jurisdiction and posted on the DDA website. The taxing jurisdictions include:

- City of Traverse City
- Grand Traverse County
 - Commission on Aging
 - Veterans
 - Animal Control
- Northwestern Michigan College
- Road Commission
- Recreational Authority
- BATA
- Soil Conservation District

This informational meeting will include an overview and update of projects funded for the 2025/2026 Fiscal Year. Please note, this is not a public hearing, but rather an informational overview of the TIF budgets and projects.



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: December 15, 2025
Re: TIF-97 Project Priorities

This memo is intended to provide an update on the status of each capital improvement project priority, including the next steps, critical decisions, and budget needs. Attached to this memo is a project “timeline” for the Riverwalk and Rotary Square projects. 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.

TIF-97 Priority Projects

1. Rotary Square (discussed previously)
2. Farmers Market Pavilion (discussed previously)
3. Boardman/Ottaway Riverwalk

Rotary Square

The team from Progressive has completed the site survey for Rotary Square and is working through the Design Development phase.

Farmers Market Pavillion

The team from Beckett & Raeder is continuing to refine the site plans and drawings for the Farmers Market Pavilion and is aiming to have all documents finalized in time for the formal bid package release in January or February.

Boardman/Ottaway Riverwalk

INFORM Studio has completed the Schematic Design phase of this project and continues moving forward with the Design Development phase. We anticipate staff from INFORM will present these final design pieces and cost estimates to the DDA Board at our January meeting.

Working Phases and Milestone

A. Schematic Design

Timeline: Sept.

B. Design Development (cost estimate)

Timeline: Dec/Jan.



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: December 15, 2025

Subject: Moving Downtown Forward TIF Plan

As you recall, the DDA Board approved the final draft of the Moving Downtown Forward (MDF) TIF Plan in August 2024. The Plan includes two components: the Tax Increment Financing (TIF) Plan and the Development Plan.

- The *TIF Plan* outlines the costs, locations, and resources for implementing public improvements within the TIF District, as well as anticipated private investment.
- The **Development Plan**, included within the TIF Plan, details the tax increment procedure, potential bonded indebtedness, the new revenue sharing formula, and the duration of the program.

Current Status

Since its adoption, the MDF TIF Plan has been on hold. In October 2024, with the upcoming November 5th ballot initiative regarding public approval of future TIF Plans, the City Commission chose not to advance the normal TIF approval process (city commission review, public hearing, and vote).

Traverse City voters ultimately approved the two ballot initiatives, requiring that the creation, amendment, or extension of any TIF Plan must first go to a public vote. Given the evolving community conversation around the MDF TIF Plan and the TIF tool, it is important to reignite discussions regarding next steps and the content in the current iteration of the MDF TIF Plan.

To that end, this past July, the DDA Board considered the recently adopted City of Traverse City Strategic Action Plan. The Board emphasized the importance of understanding how the Strategic Action Plan's goals and priorities align - or do not align - with the MDF TIF Plan.

To assist with this review, we prepared an **Action Plan – DDA Gap and Alignment Matrix**, which identifies alignment and gaps between the Strategic Action Plan, the DDA's guiding principles, the MDF TIF Plan, project priorities, and current budget allocations. This matrix is a working document designed to help guide the conversation.

Key Discussion Items for the New Year

As we approach a potential Moving Downtown Forward TIF Plan ballot question in November 2026, we need to revisit the current plan and discuss the following items:

1. **Infrastructure Projects:** Determine which projects should be included, added, or removed from the plan.
2. **Tax Increment Procedure Terms:**
 - Approach for sharing a portion of the growth in taxable value with participating taxing jurisdictions
 - Maximum amount of bonded indebtedness over the lifespan of the TIF Plan
 - Duration of the TIF Plan

To be clear, the DDA may ultimately determine that no changes are needed to the current iteration of the Moving Downtown Forward TIF Plan. However, it is important to convene discussions in order to make that determination.

I propose establishing a **Moving Downtown Forward TIF Plan Subcommittee** to focus on these elements and parameters and bring recommendations to the full DDA Board for discussion and consideration.

In addition, I believe it is critical that the DDA work closely with city staff and leadership, as this TIF Plan affects both the downtown and the City. This process may include joint meetings between the DDA Board and City Commission and potentially additional public forums.

Key Milestones to Consider

- **DDA Final Draft Board Approval**
- **Development Area Citizens Council (DACC) Review**
The DACC, comprising nine City Commission-appointed residents of the TIF District, will review the draft plan and provide input.
- **Final DDA Board Approval & Resolution:** Once ready, the DDA Board will adopt a resolution approving the TIF Plan and forward it to the City Commission for next steps and ballot placement – No later than July so it can be included on the November 2026 ballot.

In addition to revisiting the content of the Plan, DDA staff intends to reformat the MDF Plan to make it clearer, more concise, and easier to read, incorporating elements such as images, graphs, and readable financial tables.

Possible Motion

That the DDA Board of Directors establish a Moving Downtown Forward TIF Plan Subcommittee to focus on the development of a reconstituted Moving Downtown Forward TIF Plan.



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: December 15, 2025

Subject: Executive Director Report

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

General Infrastructure Repair

West Front Street Bridge

The DDA, with support from City Engineering, has approved plans to cap the existing sheet pilings and install the missing railing along the West Front Street Bridge (the site originally planned for our staircase project). This work does not preclude the possibility of constructing the staircase in the future.

West End Parcels

Former Dry Cleaner Building

With grant support from the Grand Traverse County Brownfield Redevelopment Authority, the City will demolish the former dry-cleaning building at 153 Pine Street. Demolition is scheduled for completion by December 19th. The DDA's EGLE grant, which was targeted for the demolition work on this parcel, is still active and could be applied at another eligible location within the downtown district.

120 & 122 West State Street Demolition

Bids for the demolition of 120 and 122 West State Street were submitted to the City on December 12. This item is expected to be presented to the City Commission after the start of the new year.

Cass Street Mid-Block Crosswalk

At its December 8th meeting, the City Commission received an overview of several upcoming infrastructure projects, including the Cass Street mid-block crosswalk. As you may recall, in August the City Commission declined a proposal from City Engineering and the DDA to repair the existing Cass Street mid-block crosswalk, instead directing staff to pursue a new design that includes curbed bump-outs.

City Engineering has since completed the engineering specifications for the redesigned crosswalk and is preparing to seek bids. The updated cost estimate for this new design is substantially higher than the original proposal. I will be working with City staff to discuss potential funding options, and this item will likely return to you for consideration.

Two-Way Circulation

The future of the two-way downtown circulation pilot will likely be discussed by the City Commission in January.

North Union Street Bridge and Staircase Railing Reconstruction

We have completed an agreement with the City to finalize design and construction costs for a new railing on the staircase located at the northwest corner of the North Union Street Bridge. This work will be included in the City's overall bid package for the bridge's structural improvements, to which the DDA Board has committed a financial contribution through the TIF 97 budget.

NOAA/Tribal Grant

We continue to work with the GEI consulting team on the first phase of this project, which includes the collection and review of existing data. An in-river field assessment is scheduled for December 18, with GEI staff and several local stakeholders participating.

Riverwalk Wayfinding

We have completed the agreement with Corbin Design and will be moving forward with next steps after the holidays.

Holiday Lights

Strain Electric has completed the holiday light installation. We will continue working with Strain Electric and TCLP to refine the presentation and address any adjustments or repairs as needed.

DDA Website

We continue to work with Flight Path Creative on the development of our new website, with a targeted launch scheduled for March.

DDA Finance Committee

The DDA Finance Committee met on December 10th to discuss the two budget items on our Consent Calendar (funding pool and budget amendment) and review the November financial reports.

Socks Proposal

As you may have read, John Socks presented an initial proposal to build the West End Parking Structure (w/housing) and to the City Commission on Monday night. There are a lot of moving parts and considerations with a proposal of this size and complexity. I am sure there will be many more City Commission discussions involving this project.

Downtown Snow Removal

Now that winter is in full swing, we want to highlight the Downtown plowing and snow removal standards. The following frequently asked questions outline how snow removal is handled downtown and what the community can expect during winter weather events. This information is also available on the DDA website:

Streets and Alleys

The City is responsible for plowing the streets and alleys. The MDOT trunk lines and emergency routes receive first priority for clearing in the morning and get continually plowed throughout the day if snow continues to accumulate. The City then moves on to major and local streets, then alleys. Snow removal downtown typically takes place overnight and into the early morning hours when access is most clear, then continues throughout the day if snow continues to accumulate.

Sidewalks

If over 3 inches of snow accumulates overnight, the City contracts with Molon to clear the sidewalks of snow early in the morning. Molon will only clear first thing in the morning when the sidewalk is clear of pedestrians—they do not continually clear sidewalks throughout the day for the safety of pedestrians. If snow continues to accumulate throughout the day after being cleared in the morning, property owners are responsible for shoveling their storefront sidewalk as needed.

If under 3 inches of snow have accumulated overnight, the sidewalks will not be cleared by the City/Molon. By City ordinance, property owners are responsible for shoveling their storefront sidewalk as needed. When shoveling your sidewalks, it is important to pile snow around the street trees and not in the street or around meters. This improves accessibility when individuals are exiting their vehicles.

Street Parking

The City plows the snow from the road to the curb/parking spaces. While this may partially impede some street parking spots in heavy snow conditions, every effort is made by the City to keep street parking as clear as possible and street parking is still available for use unless otherwise indicated. Cars parked on the street for long durations during heavy snowfall may become “boxed in” during plowing and it is an assumed risk and responsibility of the driver in snowy conditions. Local ordinance prohibits parking on streets between the hours of 3:00am-6:00am for winter maintenance operations.

Parking Lots

City owned parking lots are plowed by the City and its contractor, Molon. Owners of private lots are responsible for clearing their lots.

Benches/Signs/Trash Cans

Currently, the City does not have the staffing capacity for snow removal beyond essential pathways for drivers and pedestrians. The DDA is exploring options for consistent removal for these amenities downtown visitors rely on. In the meantime, the

DDA's small staff is assisting in clearing and merchants should feel welcome to as well if they see fit. The City does not provide these enhanced snow removal services anywhere else in the city. The City will maintain all city owned signs, and garbage removal is contracted through GFL.



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: December 15, 2025

Subject: DTCA Director of Events & Engagement Update

Shop Your Community Day (Sat, Nov 8)

- 36 businesses signed up (35 with sales, 8 less than 2024)
- 30 area nonprofit organization recipients
- Donation total: \$21,576.98 (2024: \$21,204.81)
- Data reports 17,100 guests within the DTCA district, with a 203 min. average dwell time.

Light Parade (Sat, Nov 22)

- Foot traffic data for the Light Parade footprint:
 - From 4-10 pm: 18,700 people
 - 100 mins avg dwell time (108 mins dwell time in 2024)
 - 13% increase in foot traffic YOY
- City debrief to be held 12/19/25.
- This event has grown exponentially YOY. Safety plan will need to be fleshed out well in advance to plan for extra security, barricading, volunteers, logistics, fees, etc.
- Survey results from 35 partners, volunteers, entrants, sponsors yielded positive results with some suggestions:
 - Staging area: Add parking options near staging, review barricade placement/street closures, step off timeline/on-site announcements.
 - De-staging was smooth for many participants. Several respondents suggested more space, clearer routing, and additional barricades to improve safety and flow as attendance continues to grow (and encroach in de-staging).
 - 79% agreed that removing candy from the route improved safety
 - 81% agreed that volunteers were adequately positioned for crowd control
 - 80% agreed that the bike barricades improved on safety in the busiest sections
 - 86% felt prepared for their roles and 100% felt safe and supported onsite

- Overall, participants described the event as festive, well-run, and deeply rewarding to be part of.

Santa's House (11/22-12/24)

- Made the front page of the TC Record-Eagle with Santa's House installation.
- Volunteer shifts (3 elves per shift) are basically full! High schoolers are filling them out.
- Lots of leftover Tree Lighting candy for the kiddos!

Black Friday & Small Business Saturday (11/28 & 29)

- Foot traffic was up YOY: 22.9K (vs. 20.7K in 2024)
- Dwell time was up YOY: 145 mins on avg (vs. 133 in 2024)

Ladies', Men's & Wrap It Up Nights (Dec. 4, 11, 18)

- Ladies' Night foot traffic data: 8,000 people in DTCA district, 169 mins average dwell time. 27% YOY increase. Ladies' Night Property (Front and State): 6,900, 150 mins. 23% YOY increase
 - 49 members participated
- Men's Night foot traffic data: 6,100 people in DTCA district, 152 mins average dwell time. 7% YOY increase. Men's Night Property (Front and State): 4,900, 136 mins. 9% YOY increase
 - 41 members signed up for Men's Night
- 32 members signed up for Wrap It Up Night with offers and treats
 - Up North Pride beneficiary of wrapping stations
 - Santa will be posted up at the tree on Cass with his bench from 5-7pm.
 - Free cocoa at Mammoth & Hello Friends 4-9pm

Downtown TC Community Mural Unveiling

- Working with Look Wonder Discover on installation plan for mid-January.
- To create plaque to include event partners/donors: DTCA, LWD, Crooked Tree Arts Center, Oryana, and Pam Laird.
- Planning an at-will art walk in proximity of installation. Map to be available online. Fleshing out event details.
 - The goal is to celebrate creativity and connection and invite the community to participate in art, not just view it – all while encouraging downtown foot traffic.

Traverse City Restaurant Week (Sun, Feb 22-Sat, Feb 28)

- TC Tourism will again host the dining passport and put together a media plan with extended reach.
- Invitation to restaurants with application link to be sent week of 12/15 for 1/18 registration deadline.
- Offering sign up for breakfast/brunch, lunch, dinner or takeout pre fixe menus at \$25, \$35, \$45 options.