

## **DOWNTOWN DEVELOPMENT AUTHORITY ANNUAL MEETING AGENDA**

**Friday, October 18, 2019 8:00 a.m.**

**Commission Chambers, Second Floor**

**Governmental Center, 400 Boardman Avenue, Traverse City**

**[www.downtowntc.com](http://www.downtowntc.com)**

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible.

1. Roll Call
2. Consent Calendar - The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Board motion without discussion. Any member of the board, staff, or public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected.
  - A. Consideration of minutes for the Regular Meeting of September 20, 2019 (approval recommended) (Pages 1-4)
  - B. Approval of Claims (Pages 5-6)
  - C. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for September, 2019. (approval recommended) (Pages 7-9)
  - D. Community Police Report (Pages 10-11 )
  - E. Pay Station Software Update (recommendation for approval Derenzy and VanNess) (Page 12)

### **RECOMMENDATION FROM PARKING SUBCOMMITTEE:**

- F. Ordinance Change to Include No Storage of Cars in Parking Garages (Parking Subcommittee recommends approval) (Page 13)
  - G. Transportation Demand Management New 3 Year Plan (Parking Subcommittee recommends approval) (Pages 14-16)
3. CEO Report
    - A. MDOT Agreement Release of TIF funds for Contract (Pages 17-27)
    - B. Strategic Plan and Mission/Vision Statements (Pages 28-41)
    - C. DDA District Expansion 8<sup>th</sup> Street (Pages 42-46)
    - D. DDA TIF 97 Draft Plan Amendment (Pages 47-66)
  4. Board Member Reports
    - A. Arts Commission (Hershey) (Pages 67-69)
    - B. Farmers Market (Hardy) (verbal)
    - C. Parking Subcommittee (Hardy) (verbal)
    - D. Lower Boardman River (Kirkwood) (Pages 70-71)
  5. Staff Reports:
    - A. Marketing / Communications (Pages 72-74)
    - B. Parking Update (Pages 75-84)

Old Business

6. Receive and File:
  - A. DTCA Minutes September 2019 (Pages 85-86)
  - B. Farmer's Market Advisory Committee Minutes for September (Pages 87-88)
  - C. Lower Boardman River Leadership Team Minutes for September 2019 (Pages 89-91)
  - D. Traverse City Arts Commission Minutes for September 2019 (Pages 92-94)
  - E. County Board resolution regarding TIF 97 (Pages 95-96)

7. Public Comment

**CLOSED SESSION FOR POSSIBLE PROPERTY PURCHASE MCL 15.268(D)**

8. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA CEO 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 DDA office.

**DOWNTOWN DEVELOPMENT AUTHORITY ANNUAL MEETING**  
**FRIDAY, SEPTEMBER 20, 2019 8:00AM**  
Governmental Center, 400 Boardman Avenue, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call

Chair Bagdon-McCallum called the meeting to order at 8:00am

Present: Bagdon-McCallum, Champagne (arrived at 8:10), Constantin, Hardy, Hershey, Jackson, Joubran, Kirkwood, Nance, Schneider

Absent: Mayor Carruthers, Golden

2. Election of Officers:

**A. Constantin opened nomination of Bagdon-McCallum as Chair. Motion by Joubran to close, seconded by Jackson, that Bagdon-McCallum serve as Chair. Motion carried unanimously.**

**B. Hardy opened nomination of Schneider as Vice-Chair. Motion by Jackson to close, seconded by Nance, that Schneider serve as Vice-Chair. Motion carried unanimously.**

**C. Joubran opened nomination of Hardy as Treasurer. Motion by Jackson to close, seconded by Schneider. Motion carried unanimously.**

**D. Joubran opened nomination of Constantin as Secretary. Motion by Kirkwood to close, seconded by Schneider. Motion carried unanimously.**

3. Consent Calendar

**Motion by Hardy, seconded by Jackson that the consent portion of the agenda be approved as amended. Motion carried unanimously.**

**A. Consideration of minutes for the Regular Meeting of July 2019, 2019**

**B. Consideration of minutes of Joint Study Session with City Commission July 22, 2019**

**C. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, and Old Town TIF for July and August 2019 and Financial Reports fir Traverse City Parking Services.**

**D. Community Police Report**

**E. Why Downtown Retail is Coming Back**

CEO Derenzy removed item D and moved to be Item C under Special Order of Business

4. Appointment to Lower Boardman River Leadership Team

**A. Nance nominated Kirkwood to serve on the Lower Boardman River Leadership Team. Motion carried unanimously.**

5. Special Order of Business

- A. Presentation from Traverse Connect New Strategic Plan
  - i. Warren Call highlighted Traverse Connect's new strategic plan and the role it plays within the DDA.
- B. Presentation of AECOM-Stormwater
  - i. Troy Naperala, PE, highlighted AECOM's stormwater study and discussed stormwater management opportunities for the TIF 97 district.

Champagne exited at this point of the meeting

- ii. Public Comment
  - a. Richard Lewis commented on the Stormwater Ordinance adopted in 2019.
- C. Community Police Report
  - i. Officer Culver updated the Board on the decrease in issues concerning homelessness, shoplifting, bicyclists, and drunkenness in the downtown area.
  - ii. Chief O'Brien commented on the role of the Community Police Officer and the positive impacts it has had on the downtown region.

6. CEO Report

- A. Lease Agreement-GFA Building
  - i. 123 E. Front Street sublease of \$4,800 a month for the DDA to provide an office for the Community Police Officer and an additional meeting space for the DDA.
  - ii. **Motion: by Jackson, seconded by Joubran that the DDA Board of Directors approve of commercial sublease between Downtown Development Authority and Spirituality & Health for office space located at 123 West Front Street, Traverse City, MI 49684, subject to substance and form. Motion carried unanimously.**
- B. Parking Agreement between DDA and City
  - i. **Motion by Constantin, seconded by Hershey, that the DDA Board of Directors approve of second amending to Traverse City Parking Services amended and Restated Operation and Management Agreement. Motion carried unanimously.**
- C. Painting Exterior Parking Garage Signs
  - i. **Motion by Jackson, seconded by Joubran, that the DDA Board of Directors recommend the City Manager's Office authorize a service order with Dan Brady Painting in the amount more or less of \$9,200 for the refurbishing of the entries and exits at the Hardy Parking Garage with funds available in the Hardy Parking Fund. Motion carried unanimously.**
- D. Strategic Planning Update
  - i. Derezny is working on a mission and vision statement to bring to the October meeting for adoption.
- E. TIF 97 Extension Update

- i. Derenzy will be meeting with NMC and BATA in October to discuss how TIF 97 has positively impacted the community as a whole.
  - ii. Derenzy will bring a draft plan to the October meeting.
- F. DDA District Expansion 8th Street Update
- i. Derenzy reiterated this is a district expansion, not a TIF expansion.
- G. Lower Boardman River Update on Progress
- i. Burkholder updated the board on the civic engagement process
  - ii. Online survey provided feedback from 500 participants

**7. Board Member Updates**

**A. Arts Commission**

- i. Hershey thanked Paveglio for new efforts with the Traverse City Arts Commission.
- ii. The tunnel project is moving along with installation this fall.
- iii. Boathouse Project will be installed in May

**B. Farmers Market**

- i. Hardy discussed the impact Ironman had on the market.

**8. Staff Reports**

**A. Marketing/Communications**

- i. Colleen Paveglio, Marketing & Communications Director presented updates on marketing/communications efforts

**ii. Website**

- a. New launch in the next couple of weeks

**iii. Lower Boardman River Leadership Team**

- a. Two week marathon of civic engagement took place
- b. A postcard was mailed to every resident
- c. Received good feedback on the civic engagement process

**iv. Facebook**

- a. Managing numerous pages

**v. DTCA Update**

- a. Fall Sale & Happy Apple Days
- b. Downtown Halloween Walk
- c. Shop Your Community Day November 9th
- d. Downtown Light Parade November 23rd

**vi. Sara Hardy Downtown Farmers Market**

- a. Wednesday layout change and cooking demonstrations really well received.

**B. Parking**

- i. Nicole VanNess, Parking Administrator, updated board on projects within Traverse City Parking Services
- ii. Railroad and Boardman Avenue Meters
  - a. Review with Parking Subcommittee
- iii. Alternative Parking
  - b. Will be evaluating alternative parking, including NMC partnership with BATA
- iv. Park Street Public Restrooms Hours
  - a. Limiting hours of operation for fall/winter

- v. Hardy Parking Garage-Boiler Replacement
  - a. Project has been completed
- vi. Hardy Parking Garage-Roof Replacement
  - a. Roof Replacement is also complete
- vii. Residential Parking
  - a. Successful meeting with City Commission with a targeted enactment October 7th

9. Receive and File

- A. DTCA Minutes for July and August 2019
- B. Farmers Market Advisory Committee Minutes for July 2019
- C. Lower Boardman River Leadership Team Minutes for July and August 2019
- D. Traverse City Arts Commission Minutes for July and August 2019

10. Public Comment

- A. No public comment at this time.

11. Adjournment

- A. The meeting officially adjourned at 10:08am.

## DOWNTOWN DEVELOPMENT AUTHORITY CLAIMS SEPTEMBER 2019

Date	Vendor	Amount	Description
3-Sep	ICMA	\$ 3,614.91	Retirement
3-Sep	Bottomline Bookkeeping	\$ 202.50	Bookkeeping
5-Sep	Quickbooks	\$ 23,669.21	Payroll
11-Sep	United States Treasury	\$ 7,453.68	Payroll
17-Sep	City of Traverse City	\$ 1,350.00	Health Insurance
17-Sep	City of Traverse City	\$ 12,384.66	Health Insurance
17-Sep	ICMA	\$ 3,642.58	Retirement
17-Sep	Bottomline Bookkeeping	\$ 258.75	Bookkeeping
19-Sep	Quickbooks	\$ 23,002.67	Payroll
20-Sep	State of Michigan	\$ 2,348.55	Payroll
20-Sep	Charter Communications	\$ 609.07	Communications
20-Sep	Copy Central	\$ 167.00	Printing
20-Sep	Human Resource Partners	\$ 6,426.00	Prof/Contractual
20-Sep	Integrity Business Solutions	\$ 443.11	Office Supplies
20-Sep	Ollar Consulting	\$ 30.00	Prof/Contractual Computer Services
20-Sep	OneUpWeb	\$ 950.00	Prof/Contractual
20-Sep	Pitney Bowes	\$ 148.09	Rentals
20-Sep	SEEDS	\$ 3,967.43	Farmer's Market
20-Sep	Taste the Local Difference	\$ 674.00	Farmer's Market
20-Sep	TBA ISD	\$ 2,154.14	Summer Students
20-Sep	Traverse City Light & Power	\$ 470.69	Utilities
20-Sep	Xerox	\$ 710.34	Rentals
20-Sep	Brickyard Towing	\$ 280.00	Farmers Market Tows
20-Sep	First National Bank	\$ 1,539.66	Credit Card
20-Sep	United States Treasury	\$ 7,227.64	Payroll
	<b>TOTAL</b>	<b>\$ 103,724.68</b>	

**TIF 97 CLAIMS SEPTEMBER 2019**

<b>Date</b>	<b>Vendor</b>	<b>Amount</b>	<b>Description</b>
30-Sep	City of Traverse City	\$ 81,557.55	Payment to Hardy Bond -- Interest
30-Sep	DDA	\$ 56,512.75	Payment to DDA for Admin Services
	<b>TOTAL</b>	<b>\$ 138,070.30</b>	



## DDA Financial Report September 2019

REVENUE	Sep-18	Sep-19	Budget 19-20 As Approved	% of Budget	Budget Variance
Property Taxes	\$119,228	\$357,253	\$137,475	259.9%	\$219,778
Interest and Dividends	\$107	\$778	\$200	389.0%	\$578
Miscellaneous	\$12,500	\$129			\$129
Rents and Royalties	\$34,400	\$38,225	\$53,000	72.1%	-\$14,775
Reimbursements	\$240,769	\$293,741	\$1,195,371	24.6%	-\$901,630
Grants	-\$10,000	\$0			\$0
Prior Year Surplus	\$0	\$0	\$0 -		\$0
TOTAL REVENUE	\$397,004	\$690,126	\$1,386,046	49.8%	-\$695,920
<b>EXPENSES</b>					
Payroll Expense	\$184,469	\$212,127	\$892,000	23.8%	-\$679,873
Health/Fringe Benefits	\$34,015	\$58,390	\$269,000	21.7%	-\$210,610
Workers Compensation	\$0	\$0			\$0
Office Supplies	\$1,896	\$1,164	\$13,000	9.0%	-\$11,836
Operation Supplies	\$365	\$540			\$540
Professional/Contractual	\$27,877	\$22,517	\$46,000	48.9%	-\$23,483
Communications	\$812	\$2,055	\$6,000	34.2%	-\$3,945
Transportation	\$54	\$0	\$4,000	0.0%	-\$4,000
Lodging/Meals	\$970	\$906	\$10,000	9.1%	-\$9,094
Training	\$0	\$90	\$10,000	0.9%	-\$9,910
Community Promotion	\$50	\$4,413	\$20,000	22.1%	-\$15,587
Printing/Publishing	\$157	\$3,290	\$5,000	65.8%	-\$1,710
Insurance & Bonds	\$175	\$1,401	\$1,800	77.8%	-\$399
Utilities	\$1,702	\$892	\$9,000	9.9%	-\$8,108
Repairs & Maintenance	\$926	\$0	\$2,200	0.0%	-\$2,200
Rentals	\$2,163	\$2,989	\$9,000	33.2%	-\$6,011
Legal Expense	\$0	\$0	\$5,000	0.0%	-\$5,000
Miscellaneous	\$0	\$0	\$2,000	0.0%	-\$2,000
Equipment	\$3,270	\$0	\$9,000	0.0%	-\$9,000
Contract Services			\$41,000	0.0%	
Grant Exp. Destination Downtown		\$0			
Grant Exp. Lower Boardman		\$0			
Grant Exp. SOM Civic Square		\$0			
Grant Exp. Tech Incubator		\$0			
TOTAL EXPENSE	\$258,902	\$310,774	\$1,354,000	23.0%	-\$1,043,226
NET INCOME/(LOSS)	\$138,102	\$379,352	\$32,046	25.0%	

## TIF 97 Financial Report September 2019

REVENUE	Sep-18	Sep-19	Budget 19-20 as % of Budget	Budget Variance
Property Taxes	\$1,582,289	\$1,756,034	\$2,589,110	67.8% \$833,076
Grants	\$0	\$0	\$0	0.0% \$0
Reimbursements	\$0	\$0	\$130,000	0.0% \$130,000
Interest Revenue	\$1,030	\$1,579	\$4,500	35.1% \$2,921
Prior Year Surplus	\$0	\$0	\$0	0.0% \$0
<b>TOTAL REVENUE</b>	<b>\$1,583,319</b>	<b>\$1,757,613</b>	<b>\$2,723,610</b>	<b>64.5% \$965,997</b>
<b>EXPENSES</b>				
Printing/Publishing	\$0	\$171	\$200	85.5% \$29
Professional/Contractual	\$60,616	\$62,547	\$596,926	10.5% \$534,379
Contribution to District Construction Pr	-\$13,198	\$6,887	\$805,821	
Contribution to City-Debt Service	\$89,006	\$81,558	\$859,500	9.5% \$777,942
<b>TOTAL EXPENSE</b>	<b>\$136,423</b>	<b>\$151,162</b>	<b>\$2,262,447</b>	<b>6.7% \$2,111,285</b>
<b>NET INCOME/(LOSS)</b>	<b>\$1,446,895</b>	<b>\$1,606,451</b>	<b>\$461,163</b>	thru fiscal year ↓ <b>25.0%</b>

## Old Town TIF Financial Report August 2019

REVENUE	Sep-18	Sep-19	Budget 19-20 as Approved	% of Budget	Budget Variance
Property Taxes	\$200,901	\$317,617	\$434,924	73.0%	\$117,307
Reimbursements	\$0	\$0	\$0	0.0%	\$0
Interest Revenue	\$0	\$0	\$100	0.0%	\$100
<b>TOTAL REVENUE</b>	<b>\$200,901</b>	<b>\$317,617</b>	<b>\$435,024</b>	<b>73.0%</b>	<b>\$117,407</b>
<b>EXPENSES</b>					
Professional/Contractual	\$27,631	\$27,631	\$232,155		
Printing/Publishing		\$171	\$100	0.0%	-\$71
Contribution to District Construction Projects		\$0	\$405,521	0.0%	\$405,521
<b>TOTAL EXPENSE</b>	<b>\$27,631</b>	<b>\$27,802</b>	<b>\$637,776</b>	<b>4.4%</b>	<b>\$609,974</b>
<b>NET INCOME/(LOSS)</b>	<b>\$173,270</b>	<b>\$289,815</b>	<b>-\$202,752</b>	thru fiscal year ↓ <b>25.0%</b>	

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The City Of Traverse City

Police Department  
851 Woodmere Avenue  
Traverse City, Michigan  
49686



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Jean,

As of Sept. through Oct. my primary focus downtown is following through with my positive interaction with the business owners/community while walking the beat on a daily basis. As a result, I believe will continue to deter crime and homeless related activities in the downtown area.

Recently, I have met up with Gary Howe (Norte) and had an introductory meeting about bike safety, laws, and ordinance violations. Howe has strong views about what bicyclist should be allowed to do, however many of those ideas violate state law in regards to right-of-way, obeying rules of the road (stop signs), and designated bike paths in the surrounding area. I encouraged him to reach out about law enforcement attending upcoming Norte bike safety courses for youth/adults and where he can locate laws and city ordinances via online. In closing, a date will be scheduled to join him (and Brian from the Tart Trail) on a bicycle ride in the city to see firsthand what it's like to be on the road as a cyclist.

At the Jubilee House, I met up with a small group of homeless and discussed Safe Harbor "rules" and past behaviors creating a negative/unsafe environment for those utilizing this resource. I took notes from this discussion and will do my best to minimize these activities by educating staff about their roles, securing personal belongings, following through with their own rules/regulations, and seek out assistance from law enforcement should guests not abide by these rules.

I have touched base with many of the surrounding convenient stores explaining how important it is to monitor selling alcohol to overly intoxicated individuals. I ensured owners/clerks law enforcement will support them with this task along the way should customers become unruly being refused for such requests during the upcoming months.

Det. Verschaeve and I have sat down and covered the future plans for installing new cameras in the downtown area. I have reviewed his information (power point) and exchanged ideas about recommended areas of concern.

I have been monitoring the alleyways north/south of Front St. and have observed only a hand full violations (wrong-way) in 3 weeks. The freshly posted "one-way sign" on the north side of 101 N. Park St. has been installed, but I will continue to show a presence in these areas should time allow. I have received a few comments related to drivers revving their engines and "drag racing" DT, and pedestrians not using the crosswalk. I have passed this information onto the patrol squads along with educating pedestrians when I do see them cross the road in my presence. (Most are elderly trying to save their energy for shopping instead...lol)

I have also focused on walking Union St. from Front St. to Eighth St. reaching out to Brady's Bar, At&T, "Old" City Bike Shop, Max Bauer, and others along the way. Garland St. (including Workshop Brew and Warehouse Market) Bata Station have been routinely patrolled and had nothing negative to report. I provided all the stores with my contact information should they need assistance.

Best Regards,  
Officer Culver



## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Parking Director  
Re: October 4, 2019  
Date: Luke II Pay Station Software Update

The Luke II pay station software warranty is due for renewal. Unlike our other operating systems where we have multi-year contracts, the pay station software is renewed annually as the price may vary each year. This extension is an annual expense, and a budgeted item for all 26 devices. It will cover the upgrades to ensure the operating software is current. The approval will extend the warranty another year through October 28, 2019.

**RECOMMENDED MOTION:** The DDA Board recommend the City Commission approve the request to issue a service order to Traffic and Safety Control Systems in an amount of \$18,372 for the software update of 26 Luke II pay stations with funds available in the Parking Fund.



## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Parking Director  
Re: October 4, 2019  
Date: Storage Ordinance Amendment

The downtown employee parking permit program was originally designed for downtown employees, but as our downtown has changed, the program has morphed to include residents, savvy tourists, and storage. Historically, there has never been a method for vetting and verifying applicant information for purchasing a downtown permit.

The past couple of years, we have noticed an increase in permits purchased for the parking garages for the purpose of storing vehicles. They have identified that it is more cost effective to store their car in one of the garages versus a winter storage facility. While we see increased storage in the winter, it is not uncommon to drive through the garages, and see covered vehicles in the summer. Our office fields short-term storage questions from travelers who have determined it is cheaper to purchase a one month permit than pay to park at the airport for one week.

The current ordinance prohibits storing vehicles in City parking lots, and storage is defined as 48 hours. We would like to request the ordinance be amended to include parking garages. We acknowledge that downtown residents may not move their vehicles daily, and will work with them on a case-by-case basis.

### Recommended Ordinance Amendment:

480.03(a) *Parking prohibited*: Unless otherwise allowed by the City Manager, no person shall park or place a vehicle, boat or any other object in any City parking lot or City parking garage for the principal purpose of displaying such vehicle for sale, for storage, or for advertising purposes.

**RECOMMENDED MOTION:** The Parking Subcommittee recommends the DDA Board approve the amended ordinance to prohibit vehicle storage in City parking garages subject to content approval of the City Attorney.



## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Parking Director  
Re: October 4, 2019  
Date: TDM 3 Year Plan

The Parking Subcommittee reviewed and discussed the items completed on the Transportation Demand Management 3 year plan over the past year. I presented the revised plan for the upcoming year and subsequent and the committee unanimously approved moving forward with the goals as outlined.

### **Revised Transportation Demand Management 3 Year Plan**

- ✓ Goal: Promote better land use and increase development in the DDA District by reducing our need to build parking.
- ✓ Year 1: Decrease parking demand by a minimal percent.
- ✓ Year 2: Redistribute demand from highly constrained areas to underutilized areas.
- ✓ Year 3: Evaluate and adjust

### **Year 1 Completed Items**

**Destination Downtown Program:** March 1, 2019, we entered into an agreement with Bay Area Transportation Authority to continue the Destination Downtown Program. The program allows participating downtown businesses in the district to designate a coordinator to manage their employee's bus cards. We receive monthly updates from BATA on usage. Currently, the usage is lower than the pilot program which is as expected due to implementing the coordinator requirement. A second component included our commitment to contribute funds to the Bayline route which provide fare-free rides for all commuters between Meijer and Woodland Creek. Additionally, we shared the cost of bus shelters to add amenities to stops within the Downtown area.

**Evaluate Public Valet Program:** The pilot usage was evaluated and an ordinance overview was sent to the Traffic Committee for review. The Committee shared concerns specific to the amount of spaces needed to operate a valet, location of the valet and signage. The Committee did not want to proceed with establishing an ordinance until there was an active request from a participating business. This item was taken to the Merchant meetings held in February, and was a low priority item for those who attended. There is not a current request or funding source for the



program, so we tabled this items and did not move it forward. The preliminary work is complete, and can be reengaged at any time.

Gather Occupancy Count Data: We continue to gather occupancy counts with the License Plate Recognition Software. We are still having difficulty with the data showing utilization in areas with pull-through and back-in parkers since Michigan does not require front plates. We are working on consistency of gathering data with our existing staff. This has been difficult since occupancy counts should be gathered at nearly the same location at the same time in order to show accurate usage and counts are usually gathered after work assignments are complete.

Residential Parking Permits – Resident: On Monday, October 7, 2019 we anticipate the City Commission will implement phase one of a residential parking program which includes a solution for residents to park past posted time restricted limits.

Add 3 New Lots: We did not complete this item. As you are all familiar with downtown, parking lots are a coveted asset to property owners. With additional developments downtown and needs for parking, we have not yet identified a property owner to enter into an agreement for public parking. This item will be moved to the Ongoing section of the revised 3 Year Plan. We will be reviewing all of our parking lot leases over the next year to bring them up-to-date and define some consistency. This will help us determine what we are offering to property owners when we engage in discussions to lease their property.

#### **Revised 3 Year Plan**

Parking Rates: Over the course of the year, we will review all of the rates in the parking system; meters, parking garage hourly, and permit. Some of the parking violations may be reviewed based on the increase of these rates. The purpose of reviewing the rates is to establish a structure that we can implement when we define high and low demand zones.

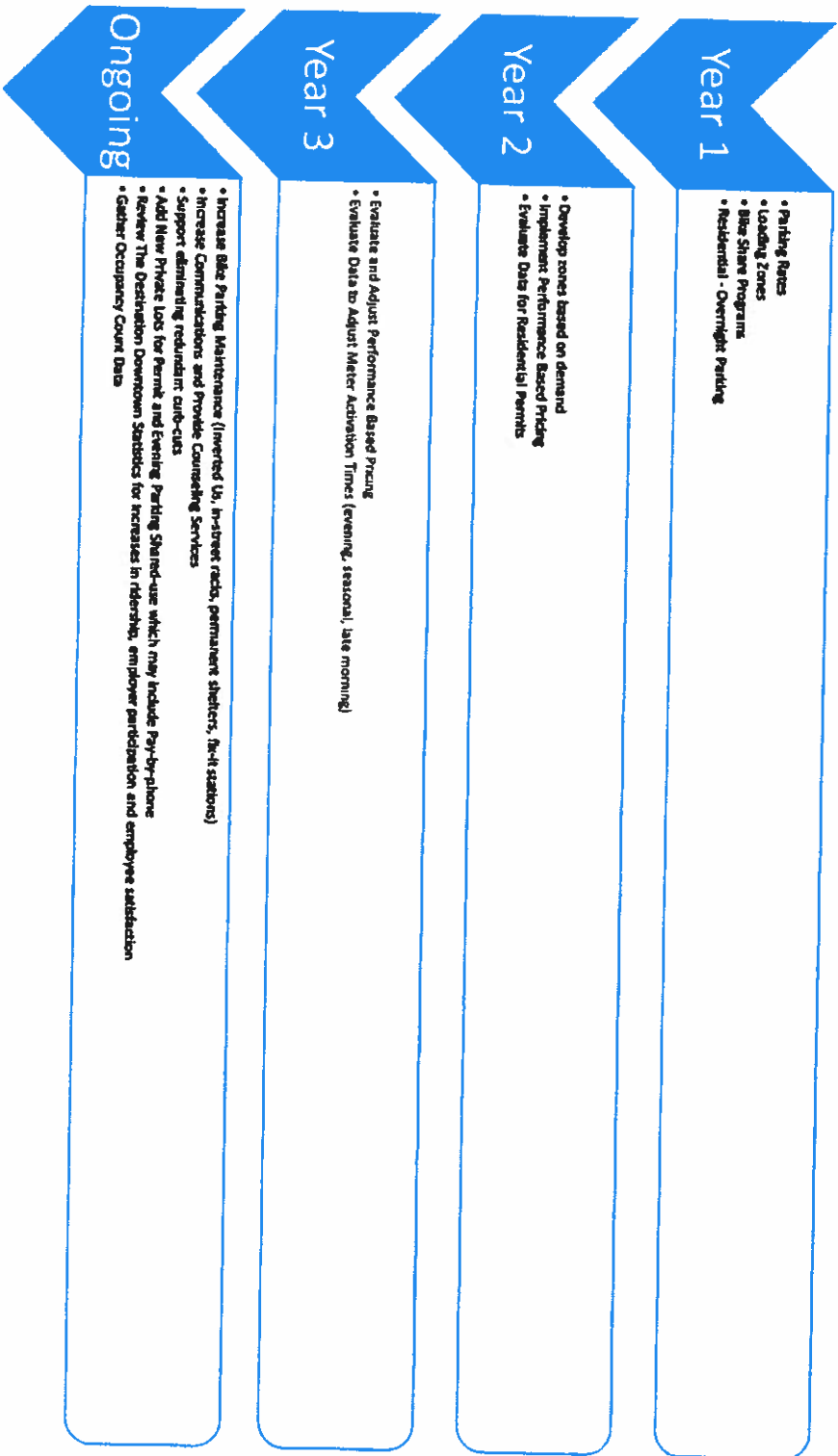
Loading Zones: Currently, a loading zone is loading zone. In reviewing this item, we will establish defined times when the space is used for loading activities and when it can be used for parking. This will create a more efficient use of the spaces.

Bike Share Programs: These programs go hand-in-hand with our park once initiative. When individuals are downtown and they park, we want them to stay parked. Providing bike or scooter share programs give parkers a means to get between meetings and run errands without using their vehicle.

Residential Parking - Overnight: We will continue to evaluate the residential subtopics presented earlier this year. Overnight parking continues to come up from the public and has been requested to be reviewed from the City Commission.

**RECOMMENDED MOTION: The Parking Subcommittee recommends the DDA Board approved the revised TDM 3 year plan.**

Transportation Demand Management 3 Year Implementation Plan  
 Revised October 2019





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

## Memorandum

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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** October 18, 2019  
**SUBJECT:** Traffic Signal – Mast Arm

The DDA within the TIF 97 2019/2020 budget, identified \$140,000 for the Mast Arm projects with is on Grandview Parkway (being at the entrance to Downtown on Front Street and on Union and Grandview). This was also part of the Capital Improvement Budget approved by the City.

The cost of the project has increased to \$174,000. There are funds available within the TIF fund, however based on the bridges, may go above the approved line item budgets. I will be updating the Board as we may need to go to the City Commission to amend the budget to increase TIF 97 2019/2020 budget.

The City of Traverse City will be entering into the attachment contract with a request for a \$30,000 check from TIF 97.

**RECOMMENDATION:** Approval to release \$30,000 from TIF 97 for the Traffic Signal Mast Arm Project for Downtown.

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## Memorandum

The City of Traverse City  
Engineering Department



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**TO:** Marty Colburn, City Manager  
**CC:** Jean Derenzy, CEO, DDA  
**FROM:** Timothy J. Lodge, City Engineer  
**DATE:** October 4, 2019  
**SUBJECT:** Traffic Signal Modernization Project  
Grandview Parkway and Union  
MDOT Project Number 1901207

We have received the Agreement from the Michigan Department of Transportation (MDOT) for traffic signal modernization at Grandview Parkway and Union. The City is participating in the cost of the project for the installation of Mast Arm Signals as part of CIP Project 1070-20-CIP. This document is MDOT's standard agreement form used on projects that request funding from the City.

The project will be let by MDOT on November 1, 2019. Construction is planned to occur throughout the 2020 construction season with substantial completion being October 3, 2020.

This agreement is being submitted for approval by the DDA at their meeting on October 18.

Please have the City Commission authorize the proper City officials to sign this agreement and agree to the amount, more or less. The final amount will be based on the bids received. It is necessary to return both signed copies, along with a certified resolution authorizing those individuals to sign the agreement to MDOT in accordance with the instructions from MDOT. We will also need to provide a deposit to MDOT in the amount of \$30,000, as soon as possible, with funds available in the TIF 97 Fund.

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SPECIAL TRUNKLINE  
NON-ACT-51  
ADDED WORK

DA  
Control Section NHG 28013  
Job Number 129391CON  
Fed Project # 1901207  
Contract 19-5441

THIS CONTRACT is made and entered into this date of \_\_\_\_\_, by and between the MICHIGAN DEPARTMENT OF TRANSPORTATION, hereinafter referred to as the "DEPARTMENT"; and the CITY OF TRAVERSE CITY, a Michigan municipal corporation, hereinafter referred to as the "CITY"; for the purpose of fixing the rights and obligations of the parties in agreeing to traffic signal mast arm installation in conjunction with the DEPARTMENT'S traffic signal modernization work within the corporate limits of the CITY.

WITNESSETH:

WHEREAS, the DEPARTMENT is planning to install adaptive signal control technology at various locations within the CITY; and

WHEREAS, the CITY has requested that the DEPARTMENT perform additional work for and on behalf of the CITY in connection with the signal improvement construction, which additional work is hereinafter referred to as the "PROJECT" and is located and described as follows:

Traffic signal mast arm installation at the intersection of Highway US-31/M-37/M-72 (Grandview Parkway) and Union Street including work required for the placement of mast arm signals in excess of the work required to install standard strain wire signals, and painting and illuminated street name signs; together with necessary related work, located within the limits of the CITY; and

WHEREAS, the DEPARTMENT presently estimates the PROJECT COST as hereinafter defined in Section 1 to be: \$74,100; and

WHEREAS, the parties hereto have reached an understanding with each other regarding the performance of the PROJECT work and desire to set forth this understanding in the form of a written Contract.

NOW, THEREFORE, in consideration of the premises and of the mutual undertakings of the parties and in conformity with applicable law, it is agreed:

1. The parties shall undertake and complete the construction of the PROJECT in accordance with this Contract. The term "PROJECT COST", as herein used, is hereby defined as the cost of the construction of the PROJECT including the costs of physical construction

08/08/2016 ADWK.FOR 9/19/19

1

necessary for the completion of the PROJECT as determined by the DEPARTMENT and any and all other expenses in connection with any of the above.

2. The cost of alteration, reconstruction and relocation, including plans thereof, of certain publicly owned facilities and utilities which may be required for the construction of the PROJECT, shall be included in the PROJECT COST; provided, however, that any part of such cost determined by the DEPARTMENT, prior to the commencement of the work, to constitute a betterment to such facility or utility, shall be borne wholly by the owner thereof.

3. The DEPARTMENT will administer all phases of the PROJECT and will cause to be performed all the PROJECT work.

Any items of PROJECT COST incurred by the DEPARTMENT may be charged to the PROJECT.

4. The PROJECT COST shall be charged to the CITY 100 percent and paid in the manner and at the times hereinafter set forth. Such cost is estimated to be as follows:

PROJECT COST= \$74,100

5. The DEPARTMENT shall maintain and keep accurate records and accounts relative to the cost of the PROJECT. The DEPARTMENT may submit progress billings to the CITY on a monthly basis for the CITY'S share of the cost of work performed to date, less all payments previously made by the CITY not including payments made for a working capital deposit. No monthly billings of a lesser amount than \$1,000 shall be made unless it is a final or end of fiscal year billing. All billings will be labeled either "Progress Bill Number \_\_\_\_\_", or "Final Billing". Payment is due within 30 days of receipt of invoice. Upon completion of the PROJECT, payment of all items of PROJECT COST and receipt of all Federal Aid, the DEPARTMENT shall make a final billing and accounting to the CITY.

The CITY will deposit with the DEPARTMENT the following amount which will be used by the DEPARTMENT as working capital and applied toward the end of the project for the contracted work and cost incurred by the DEPARTMENT in connection with the PROJECT:

DEPOSIT - \$30,000

The total deposit will be billed to the CITY by the DEPARTMENT and shall be paid by the CITY within 30 days after receipt of invoice.

6. Pursuant to the authority granted by law, the CITY hereby irrevocably pledges a sufficient amount of funds received by it from the Michigan Transportation Fund to meet its obligations as specified herein. If the CITY shall fail to make any of its required payments when due, as specified herein, the DEPARTMENT shall immediately notify the CITY of the fact of such default and the amount thereof, and, if such default is not cured by payment within ten (10)

days, the DEPARTMENT is then authorized and directed to withhold from the first of such monies thereafter allocated by law to the CITY from the Michigan Transportation Fund sufficient monies to remove the default, and to credit the CITY with payment thereof, and to notify the CITY in writing of such fact.

7. Upon completion of construction, the facilities being constructed as the PROJECT shall be operated and maintained by the CITY and the DEPARTMENT in accordance with standard practice.

8. Any and all approvals of, reviews of, and recommendations regarding contracts, agreements, permits, plans, specifications, or documents, of any nature, or any inspections of work by the DEPARTMENT pursuant to the terms of this Contract are done to assist the CITY. Such approvals, reviews, inspections and recommendations by the DEPARTMENT shall not relieve the CITY of its ultimate control and shall not be construed as a warranty of their propriety or that the DEPARTMENT is assuming any liability, control or jurisdiction.

When providing approvals, reviews and recommendations under this Contract, the DEPARTMENT is performing a governmental function, as that term is defined in MCL 691.1401 et seq., as amended, which is incidental to the completion of the PROJECT.

9. In connection with the performance of PROJECT work under this Contract the parties hereto (hereinafter in Appendix "A" referred to as the "contractor") agree to comply with the State of Michigan provisions for "Prohibition of Discrimination in State Contracts", as set forth in Appendix A, attached hereto and made a part hereof. The parties further covenant that they will comply with the Civil Rights Acts of 1964, being P.L. 88-352, 78 Stat. 241, as amended, being Title 42 U.S.C. Sections 1971, 1975a-1975d, and 2000a-2000h-6 and the Regulations of the United States Department of Transportation (49 C.F.R. Part 21) issued pursuant to said Act, including Appendix "B", attached hereto and made a part hereof, and will require similar covenants on the part of any contractor or subcontractor employed in the performance of this Contract. The parties will carry out the applicable requirements of the DEPARTMENT'S Disadvantaged Business Enterprise (DBE) program and 49 CFR, Part 26, including, but not limited to, those requirements set forth in Appendix C.

10. This Contract shall become binding on the parties hereto and of full force and effect upon the signing thereof by the duly authorized officials for the CITY and for the DEPARTMENT; upon the adoption of a resolution approving said Contract and authorizing the signatures thereto of the respective officials of the CITY, a certified copy of which resolution shall be attached to this Contract.

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be executed the day and year first above written.

CITY OF TRAVERSE CITY

MICHIGAN DEPARTMENT  
OF TRANSPORTATION

By \_\_\_\_\_  
Title:

By \_\_\_\_\_  
Department Director MDOT

By \_\_\_\_\_  
Title:





**APPENDIX A**  
**PROHIBITION OF DISCRIMINATION IN STATE CONTRACTS**

In connection with the performance of work under this contract; the contractor agrees as follows:

1. In accordance with Public Act 453 of 1976 (Elliott-Larsen Civil Rights Act), the contractor shall not discriminate against an employee or applicant for employment with respect to hire, tenure, treatment, terms, conditions, or privileges of employment or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, sex, height, weight, or marital status. A breach of this covenant will be regarded as a material breach of this contract. Further, in accordance with Public Act 220 of 1976 (Persons with Disabilities Civil Rights Act), as amended by Public Act 478 of 1980, the contractor shall not discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment or a matter directly or indirectly related to employment because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. A breach of the above covenants will be regarded as a material breach of this contract.
2. The contractor hereby agrees that any and all subcontracts to this contract, whereby a portion of the work set forth in this contract is to be performed, shall contain a covenant the same as hereinabove set forth in Section 1 of this Appendix.
3. The contractor will take affirmative action to ensure that applicants for employment and employees are treated without regard to their race, color, religion, national origin, age, sex, height, weight, marital status, or any disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Such action shall include, but not be limited to, the following: employment; treatment; upgrading; demotion or transfer; recruitment; advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.
4. The contractor shall, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.
5. The contractor or its collective bargaining representative shall send to each labor union or representative of workers with which the contractor has a collective bargaining agreement or other contract or understanding a notice advising such labor union or workers' representative of the contractor's commitments under this Appendix.
6. The contractor shall comply with all relevant published rules, regulations, directives, and orders of the Michigan Civil Rights Commission that may be in effect prior to the taking of bids for any individual state project.

7. The contractor shall furnish and file compliance reports within such time and upon such forms as provided by the Michigan Civil Rights Commission; said forms may also elicit information as to the practices, policies, program, and employment statistics of each subcontractor, as well as the contractor itself, and said contractor shall permit access to the contractor's books, records, and accounts by the Michigan Civil Rights Commission and/or its agent for the purposes of investigation to ascertain compliance under this contract and relevant rules, regulations, and orders of the Michigan Civil Rights Commission.
8. In the event that the Michigan Civil Rights Commission finds, after a hearing held pursuant to its rules, that a contractor has not complied with the contractual obligations under this contract, the Michigan Civil Rights Commission may, as a part of its order based upon such findings, certify said findings to the State Administrative Board of the State of Michigan, which State Administrative Board may order the cancellation of the contract found to have been violated and/or declare the contractor ineligible for future contracts with the state and its political and civil subdivisions, departments, and officers, including the governing boards of institutions of higher education, until the contractor complies with said order of the Michigan Civil Rights Commission. Notice of said declaration of future ineligibility may be given to any or all of the persons with whom the contractor is declared ineligible to contract as a contracting party in future contracts. In any case before the Michigan Civil Rights Commission in which cancellation of an existing contract is a possibility, the contracting agency shall be notified of such possible remedy and shall be given the option by the Michigan Civil Rights Commission to participate in such proceedings.
9. The contractor shall include or incorporate by reference, the provisions of the foregoing paragraphs (1) through (8) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Michigan Civil Rights Commission; all subcontracts and purchase orders will also state that said provisions will be binding upon each subcontractor or supplier.

Revised June 2011

**APPENDIX B  
TITLE VI ASSURANCE**

During the performance of this contract, the contractor, for itself, its assignees, and its successors in interest (hereinafter referred to as the "contractor"), agrees as follows:

1. **Compliance with Regulations:** For all federally assisted programs, the contractor shall comply with the nondiscrimination regulations set forth in 49 CFR Part 21, as may be amended from time to time (hereinafter referred to as the Regulations). Such Regulations are incorporated herein by reference and made a part of this contract.
2. **Nondiscrimination:** The contractor, with regard to the work performed under the contract, shall not discriminate on the grounds of race, color, sex, or national origin in the selection, retention, and treatment of subcontractors, including procurements of materials and leases of equipment. The contractor shall not participate either directly or indirectly in the discrimination prohibited by Section 21.5 of the Regulations, including employment practices, when the contractor covers a program set forth in Appendix B of the Regulations.
3. **Solicitation for Subcontracts, Including Procurements of Materials and Equipment:** All solicitations made by the contractor, either by competitive bidding or by negotiation for subcontract work, including procurement of materials or leases of equipment, must include a notification to each potential subcontractor or supplier of the contractor's obligations under the contract and the Regulations relative to nondiscrimination on the grounds of race, color, or national origin.
4. **Information and Reports:** The contractor shall provide all information and reports required by the Regulations or directives issued pursuant thereto and shall permit access to its books, records, accounts, other sources of information, and facilities as may be determined to be pertinent by the Department or the United States Department of Transportation (USDOT) in order to ascertain compliance with such Regulations or directives. If required information concerning the contractor is in the exclusive possession of another who fails or refuses to furnish the required information, the contractor shall certify to the Department or the USDOT, as appropriate, and shall set forth the efforts that it made to obtain the information.
5. **Sanctions for Noncompliance:** In the event of the contractor's noncompliance with the nondiscrimination provisions of this contract, the Department shall impose such contract sanctions as it or the USDOT may determine to be appropriate, including, but not limited to, the following:
  - a. Withholding payments to the contractor until the contractor complies; and/or
  - b. Canceling, terminating, or suspending the contract, in whole or in part.

- 
6. **Incorporation of Provisions:** The contractor shall include the provisions of Sections (1) through (6) in every subcontract, including procurement of material and leases of equipment, unless exempt by the Regulations or directives issued pursuant thereto. The contractor shall take such action with respect to any subcontract or procurement as the Department or the USDOT may direct as a means of enforcing such provisions, including sanctions for non-compliance, provided, however, that in the event a contractor becomes involved in or is threatened with litigation from a subcontractor or supplier as a result of such direction, the contractor may request the Department to enter into such litigation to protect the interests of the state. In addition, the contractor may request the United States to enter into such litigation to protect the interests of the United States.

Revised June 2011

**APPENDIX C**

**TO BE INCLUDED IN ALL FINANCIAL ASSISTANCE  
AGREEMENTS WITH LOCAL AGENCIES**

**Assurance that Recipients and Contractors Must Make  
(Excerpts from US DOT Regulation 49 CFR 26.13)**

- A. Each financial assistance agreement signed with a DOT operating administration (or a primary recipient) must include the following assurance:**

**The recipient shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of any US DOT-assisted contract or in the administration of its DBE program or the requirements of 49 CFR Part 26. The recipient shall take all necessary and reasonable steps under 49 CFR Part 26 to ensure nondiscrimination in the award and administration of US DOT-assisted contracts. The recipient's DBE program, as required by 49 CFR Part 26 and as approved by US DOT, is incorporated by reference in this agreement. Implementation of this program is a legal obligation and failure to carry out its terms shall be treated as a violation of this agreement. Upon notification to the recipient of its failure to carry out its approved program, the department may impose sanctions as provided for under Part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 U.S.C. 3801 et seq.).**

- B. Each contract MDOT signs with a contractor (and each subcontract the prime contractor signs with a subcontractor) must include the following assurance:**

**The contractor, sub recipient or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of US DOT-assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.**



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

## **Memorandum**

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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** October 18, 2019  
**SUBJECT:** Strategic Plan and Mission and Vision

At the August Strategic Planning Session, the Board started with identifying a new mission and vision statement and built upon the current Strategic Plan to always have a three to five-year Plan.

I have separated out for you the words identified at the August meeting for the mission and vision (attachment A) and included suggested mission and vision statements for consideration (Attachment B). Board member's Kirkwood and Constantin offered their assistance in drafting these statements. The start of your strategic vision in August (Attachment C) and the proposed strategic plan that has been completed for input from me (attachment D). Board member Kirkwood and Constantin offered their assistance in drafting these statements.

Input from the Board on both the statements and strategic plan are needed, with final to be brought back to your November meeting.

## ATTACHMENT A

### Notes from Strategic Planning Session – TC DDA

August 16, 2019

#### (Mission Statement Ideas)

##### Mission

*Who are we, why do we exist, who are our customers, what do we do, what makes us unique?*

- To relentlessly work to keep Downtown Traverse City great
- To protect what's best in Downtown and improve what's not (invest in future?)
- To maintain Downtown TC vitality 365 days a year
- To provide a World Class Downtown

##### Vision

- By 2025, Downtown TC will be a livable place which maintains a diverse economy and is home to at least two 500-job companies.
  - Criteria/benchmarks identified/agreed upon and measured/available (housing, university presence, Fortune 500 co., property values, govt. collaboration, diverse composition of assets/tenants/retail, transportation, education, childcare, fiber, presence/clout in Lansing, retention, attraction, average age, incentives)
- By 2030, Downtown Traverse City is in the top quartile of Cities/Downtowns by X (Benchmarks)
- By 2030, Downtown Traverse City is recognized as the most liveable and workable city.
- By 2030, Traverse City will create the first regional government in the State of MI
- By 2030, Traverse City is recognized nationally (National League of Cities) as one of the finest downtown neighborhoods in the USA.

## **ATTACHMENT B**

### **MISSION STATEMENTS:**

- 1. Mission: Smart, Sound, Strategic approaches that receive the best return on public investments through collaboration with partners in an ever changing world.**
- 2. The DDA's Mission is to take a great downtown and make it world-class by protecting and capitalizing on our strengths, and by identifying and overcoming our challenges.**

### **VISION STATEMENTS:**

- 1. Vision: A Unique Downtown that Values diversity that Encourages vitality livability and Strengthens Business opportunities.**
- 2. Vision: Traverse City is a world-class downtown that balances a thriving diverse economy and culture with exceptional community well-being, that has a strong voice in all levels of government, and that honors its incomparable natural environment.**



Final

Revised: 8/16/19

**STRATEGY**

**OUR MISSION**

**ENTERPRISE OBJECTIVES: 1-2 YEARS**

Develop revenue generating destinations

Secure and diversify funding model

Finalize plan and complete three livable projects

**OUR VISION**

Develop a responsive retail model

Define, clarify role of DDA within community

Retain and protect existing businesses

**OUR VALUE PROPOSITION**

1 YEAR MILESTONES (lean to establish, report out)

Build the DDA Strategic Communication Plan

Clarify role of DTCA and DDA

Recruit right board members, succession plan

**OUR BHAG**

---

# ATTACHMENT D

## Strategic Plan



**Traverse City Downtown Development Authority**

**2019 - 2024**

**October 2019**

## Purpose

- *21 Nicest Small Towns in America Everyone Should Visit before They're 50* (Reader's Digest, April 2017)
- *21 of the Best Small Towns in America* (Architectural Digest, October 2016)
- *25 Coolest Midwest Lake Vacation Spots* (Midwest Living, August 2016)
- *Top 25 Places to Retire* (Forbes Magazine, April 2016)
- *20 Best Small Towns* (Smithsonian Magazine, April 2015)

Traverse City's downtown is unlike all others. It is at the center of the Great Lakes that hold 1/5<sup>th</sup> of the World's fresh water. It a regional driver of economic development, a four-season feast for culinary aficionados, a palette of choices for shoppers and a place to live, work and play for all.

The acclaim for downtown, the expectations of a global destination and the need to sustain a balanced and economically sustainable community create a substantial responsibility and challenge for those charged with developing and governing the City. An important part of that load is shouldered by the Traverse City Downtown Development Authority (TCDDA).

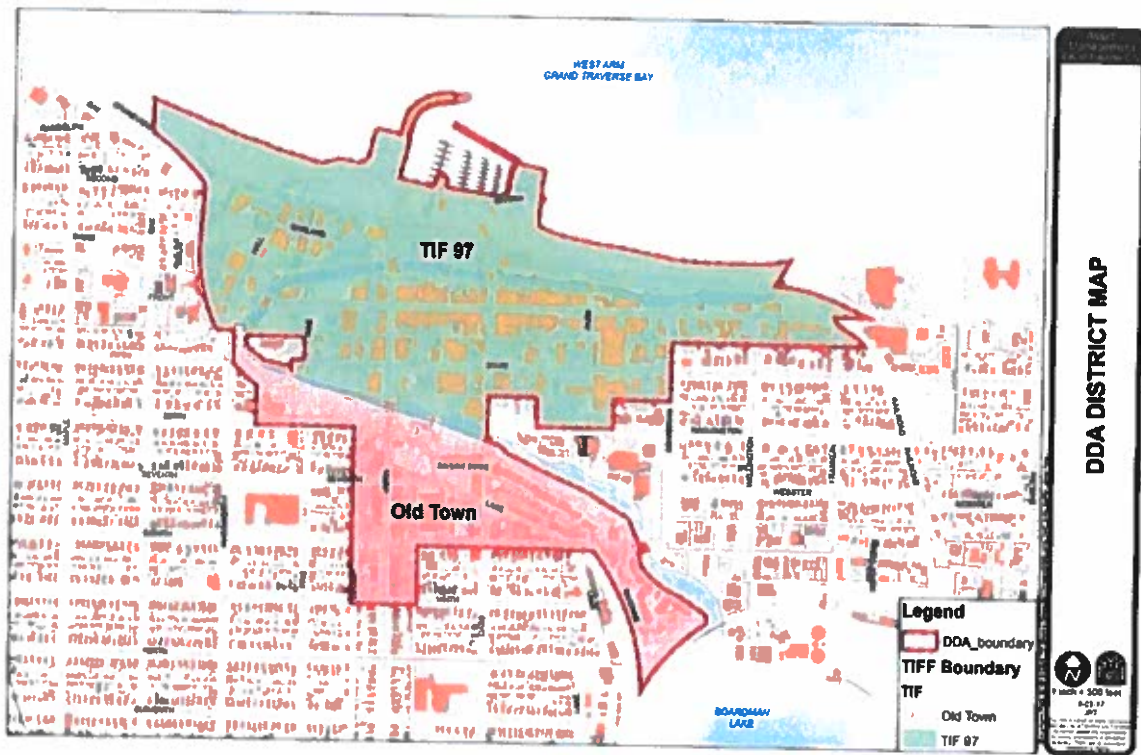
This is the TCDDA's Strategic Plan for the 2019-2024 period.

Progress toward achieving the mission, goals and action steps will be assessed to quantify and report progress and ensure that the Plan is updated as conditions evolve.

The TCDDA, through its Board and staff, welcomes ideas and input from all interests. Input may be provided at meetings of the TCDDA Board, by mail or email or by direct contact with TCDDA CEO or Board members. Contact information for the TCDDA and more information about the organization is available at [www.dda.downtowntc.com](http://www.dda.downtowntc.com).

Figure 1 delineates the downtown district that is the primary focus of the TCDDA and this Strategic Plan.

**Figure 1 - TCDDA District**



## Mission

## Vision

## Values

The **Values** of TCDDA Board guide Board decisions, processes and operations. The Mission, Vision and Values serve as “filters” for decision making. The Board Values are:

- **Sustainability** of the TCDDA and the Downtown District

- **Inclusivity and collaboration** in developing and implementing this Strategic Plan
- **An economically healthy, vital TCDDA and Downtown District**
- **Transparency** in the TCDDA's strategies, priorities and plans for Downtown

## Stakeholders

The success of the TCDDA and, more importantly, of Traverse City's downtown, will depend on partnership and collaboration and the unification of stakeholders around priorities and plans for the community. Stakeholders include but are not limited to:

Downtown businesses	Northwestern Michigan College
Visitors	Munson Medical Center
Downtown and neighborhood residents	Grand Traverse Band of Ottawa & Chippewa Indians
Developers	Mich. Dept. of Natural Resources
Nonprofit organizations	Mich. Economic Development Corporation
City of Traverse City Government	Great Lakes Fisheries Commission
Neighboring/regional townships, villages	Rotary Charities of Traverse City
Grand Traverse County	Networks Northwest
Traverse Connect	Grand Traverse Area Community Foundation
Venture North	Neighborhood Organizations
Traverse City Tourism	

## How is the TCDDA Funded?

It's important for all stakeholders to understand how the TCDDA is funded to carry out its mission.

The Downtown Development Act, Act 197 of 1975, provides ways DDA's to partner with municipalities, property owners and developers to finance public improvements in a defined downtown area. These include:

- Levying up to two (2) mills on DDA property owners.
- Special assessments on property within the DDA.
- Tax Increment Financing, also known as TIF.

TIF is often a poorly understood financing tool for a DDA. Under TIF, a specific area or district within the DDA is defined, a development plan is adopted, and the future property tax revenues are captured within that district to be used to finance the public improvements needed to carry out the development

plan. Revenues through TIF may be the sole source of financing for these public projects or they may be used in combination with other financing or funding sources.

The statutory goal of TIF, created by the DDA Act, is to help cities correct and prevent deterioration of downtown business districts, encourage historic preservation and promote economic growth in the designated downtown area. Since many downtowns are the oldest areas in a city, providing and upgrading infrastructure is essential for downtown prosperity. The DDA statute provides for the use of TIF, setting up a mechanism for partnerships with other benefitting taxing units who also have a stake in the health of downtown, ensuring funds are used for needed public improvements. Public investment is a catalyst for private investment creating the tax revenue to pay for the public improvements. When a TIF district is created, its current taxable value is established and that is the value base for the duration of the TIF's existence. The taxable value base is also the value base for all taxing units that contribute to TIF. As long as the TIF District exists, the City continues to receive revenues normally generated by this taxable value base, dependent upon the annual millage rate adopted by the City. After the TIF district is established, revenues generated from the difference between the new annual taxable value and the value base are placed into the TIF Fund and use for public improvements identified in the TIF development plan.

As an example, some of the projects including in the TCDDA Old Town District include:

- Streetscapes
- Parking Garages (Old Town and Hardy)
- River Bank Stabilization
- Riverwalks
- Utility Relocation
- Pedestrian Bridge
- Bridge Repair and Maintenance (West Front, Park, Cass, Union)
- Open Space Improvements

#### Areas of Focus:

##### **Real Estate & Placemaking**

- Extend TIF 97
- Develop Revenue Diversification
- Establish process to identify and acquire properties for reuse and redevelopment.
- Develop & implement universal access system so people of all ages, needs and abilities can enjoy from lower Boardman River, complimenting Union St. Dam work.
- Finalize site plan and design and initiate funding campaign for Farmers Market.

##### **Parking & Transportation**

- Update definitive parking strategy and develop parking business plan using results of Transportation Study.
- Proceed with West End Parking Deck when financially feasible.

- Prepare and implement strategy for Transportation Demand Management Study
- Provide leadership for regional commuting strategy.

**Business Recruitment & Retention**

- Develop Responsive Retail Model, which includes the Retention and Protection of Existing Businesses
- Expand Redevelopment Ready Certification and attain true development readiness.

**Areas of Focus: Core Strengths**

**Leadership**

- Establish experience and qualification criteria for TCDDA Board representation.
- Implement a Board Development program to ensure Board capacity.
- Create capacity to seek grants or other funding to support implementation of strategic plan.

**Marketing & Promotions**

- Create Communication Plan for the DDA
- Develop Marketing for the DDA
- 
- Determine if added processes are needed to assess the costs/benefits of promotional events and programs.
- 

**Partnership & Collaboration**

- 

**1. Real Estate & PlaceMaking Development Goals and Steps**

- A. GOAL: TIF 1997 Update.** Identify Process to Extend TIF 97 to accomplish original Plan.

**STEPS:**

**GOAL: Develop Revenue Diversification.**

**Steps:**

- a. Identify and present opportunities for diversification to obtain foundation and philanthropy opportunities.

- C. GOAL: Property Reuse or Redevelopment**

Complete a process to inventory and identify key properties for acquisition and reuse or redevelopment. This will require an identification of the capacities and expertise needed to carry out the project and, potentially, new funding to support the process.

D. **Boardman River.** Complete and begin implementation of a definitive plan involving various forms of access and amenities for the lower Boardman River that complement the Union Street dam modifications, including but not limited to: 1) access to use and enjoy the River by people of all ages, needs and abilities; 2) reduction/elimination of non-point sources of pollution within the downtown district.

E. **GOAL:** Identify process for Farmer's Market and Civic Square.

## 2. Parking and Transportation (or Mobility) Goals and Steps

A. **GOAL: Parking Capacity.** To ensure that parking infrastructure and parking programs support the vision and mission of the TCDDA and the needs of businesses, organizations and events.

### STEPS:

- **West Front Parking Garage** – work with West Front Parking Committee to accomplish:
  - + Collaborate with City Treasurer to refine and update financial projections as conditions change until a favorable financing package is achieved.
  - + Develop communications plan, including collateral for the project, emphasizing need, benefits and process.
  - + Work with City Engineer and Parking Administrator to manage the design, focusing on public and stakeholder engagement.
  
- **Streamline Parking Management** – work with DDA Board and CEO toward more efficient parking oversight, including:
  - + Review various management models from other downtown organizations in Michigan including parking authorities and contracted services.
  - + Provide objective and subjective evaluation of options to establish direction.
  - + Develop a definitive 3-year business plan for parking, including financial proforma.

B. **GOAL: Transportation Demand Management (TDM) Implementation.** Work with DDA Board, CEO and partners to prioritize and implement TDM strategies.

### STEPS:

- Facilitate prioritization of TDM recommendation strategies to prepare three-year plan.
- Develop and implement communications plan to TDM study and its implementation.



- Retain consultant if needed to assist in plan execution if needed.

### 3. Business Recruitment & Retention Goals and Steps

#### A. GOAL Develop Responsive Retail Model

**STEPS:** Develop an action plan in collaboration with downtown Traverse City stakeholders to address key issues and opportunities facing Traverse City's downtown retail base and support and strengthen its future development.

### 4. Leadership Goals and Steps

**A. Goal: Board Skills and Experience.** To establish criteria for making TCDDA Board appointments to ensure the Board has the diversity and expertise to support the vision and mission of the organization.

**STEPS.** We recommend that the TCDDA Board appointments achieve composition as follows:

- TIF boundaries business owner or operator
- TIF boundaries property owner
- TIF boundaries resident
- City business owner or operator
- City property owner
- City resident

We further recommend that appointees reflect the diversity of the community and have well-rounded expertise and qualifications in areas involving finance, real estate, banking and finance, business and municipal law. To support the composition objectives, the TCDDA Board will, on an ongoing basis, complete and update a matrix of Board skills, qualifications and age/ethnicity so that gaps can be readily filled.

**B. GOAL: Board Development.** To ensure that all TCDDA Board members receive thorough orientation and training so that they are informed and have an instrumental role in achieving the missions and goals of the organization.

**STEPS.** The DDA will have a Board development plan:

- Each new board member will participate in a comprehensive education program on the following:
  - a. The roles and responsibilities of a DDA board member
  - b. The relationships between the DDA and Parking Services, DTCA, City Council, Chamber, Regional Brownfield Authority.

- c. How Tax Increment Financing works, rules, boundaries, where and how funds can be spent
  - d. Review of other programs available in addition to TIF
  - e. The history of TIF in Michigan
  - f. The history of TIF in Traverse City
  - g. The TIF97, TIF2 and Old Town TIF Plans and current situation
  - h. Current budget
  - i. DDA Strategic Plan and Annual Goals.
- Each board member will participate in annual development activities to ensure they have capacity to give a standard TIF presentation and, as part of that process, update their understanding by reviewing:
    - a. How TIF works, rules, boundaries, where and how funds can be spent.
    - b. Other programs available in addition to TIF
    - c. All TIF Plans, budgets and priorities
    - d. The DDA Strategic Plan and annual goals

**Fund Development.** Develop a process to systematically identify and seek funding to support TCDDA missions and goals.

**STEPS:**

- Assess options, approaches and needs and, through internal or external resources create a fund development function for the TCDDA that identifies, secures and manages public and private funding sources and takes advantage of collaborative opportunities with partners, including Traverse City and other political jurisdictions. This would also identify and establish a process for TCDDA entities to become aware of and seek capital and other forms of financing from a variety of sources, including Venture North, Rotary Charities of Traverse City, the Grand Traverse Regional Community Foundation and others.

## 5. Marketing & Promotion

**A. GOAL:** Create Communication Plan

**STEPS:**

- Assessment of all commercial properties downtown in terms of location, dimensions, amenities, owner/lessor requirements/objectives.

- A market analysis of the scope and scale of Downtown business offerings, programs and services and an analysis of offerings, programs and services that are potential gaps within the Downtown market.
- A consumer analysis of the composition, character and demand preferences of current and anticipated future Downtown consumers.
- An ongoing, meaningful needs analysis of downtown businesses along with corresponding programs, including education and training, to respond to those needs.
- An annual strategy to approach existing businesses or businesses not currently within the downtown district to fill gaps defined through the analyses.
- Development of strategies to: (1) build stronger and effective linkages between businesses seeking to fill jobs and the labor pool, including education about the breadth, scope and compensation of positions; and (2) to partner with businesses and providers of training and skill certification to support a program of employee growth and development that would trigger an increase in employee wage/benefits.
- Examination of user needs studies and the development of other processes needed to to assess existing promotional programs and events.

## **6. Partnership & Collaboration**

- A. GOAL:** To use multiple channels of outreach to invite partnership and collaboration in the ongoing development and refinement of this Strategic Plan and in programs and activities to implement the Strategic Plan.

### **STEPS:**

- Present this Strategy to diverse interests to encourage dialogue and input and establish a baseline for accountability, including presentations to neighborhood groups; neighboring local governments; key stakeholder organizations; economic development organizations; nonprofits; and others.
- Provide and present at least annually a progress report on the attainment of Strategic Goals and modifications to the Strategic Plan.
- As appropriate, use tools such as partnership agreements, service sharing agreements or agreements under the Urban Cooperation Act to articulate and formalize partnerships that create efficiency in operations, eliminate duplication or establish unity and roles and relationships for attaining mutual goals and objectives.



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

## Memorandum

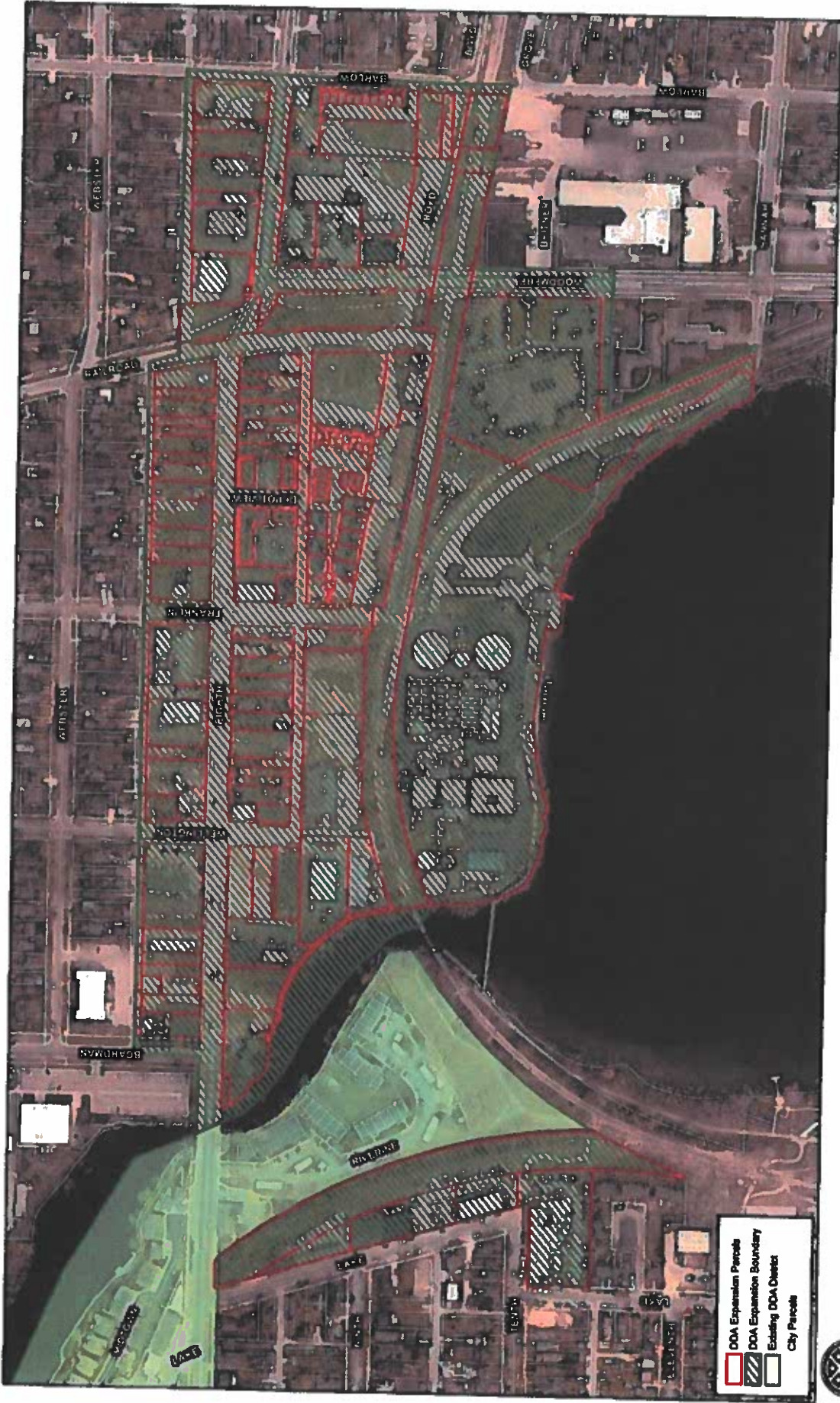
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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** October 18, 2019  
**SUBJECT:** DDA District Expansion to 8<sup>th</sup> Street

As discussed on several occasions, the DDA authorized staff to proceed with the District Expansion to include Oryana down to McClain's on Barlow. The recommendation is to go down Woodmere, capture the Library and Hall Park and square up following the railroad grade up to Barlow. Private properties next to the Library, Governmental Center nor the School Administration Building are included in the DDA District Expansion. There are benefits to include the public buildings inside the District Boundaries, particularly when looking at connectivity to the Downtown. However, prior to putting them into the District, I am asking for input from the are not recommended to be included in the DDA District Expansion,

Legal Description has been downloaded and follows the red outline on the map. As outlined on the procedure map, should approval be received by the DDA, a recommendation will be made to the City Commission for approval of the expansion of the District and scheduling a public hearing and notification to the taxing jurisdictions.

**RECOMMENDATION:** Approval of DDA Expansion Boundary as outlined and present recommendation for said expansion to the City Commission for holding a public hearing.



- DDA Expansion Parcels
- DDA Expansion Boundary
- Existing DDA District
- City Parcel

Map made by the City of Traverse City, Michigan. All rights reserved. This map is for informational purposes only and does not constitute a contract or offer of any kind. The City of Traverse City is not responsible for any errors or omissions on this map.



DDA EXPANSION BOUNDARY AND PARCELS



DOWNTOWN DEVELOPMENT AUTHORITY  
CITY OF TRAVERSE CITY

**PROCEDURE OUTLINE FOR  
AMENDMENT OF DOWNTOWN DEVELOPMENT  
AUTHORITY BOUNDARIES**

The following steps are required to amend the boundaries of a downtown development authority under Act 197, Public Acts of Michigan, 1975, as amended. The transcript items noted below are required to make a permanent record of the establishment proceedings. At least three copies of each item should be kept in order to provide a record for the authority and the municipality as well as for bond counsel.

**Proceedings**

1. Once the amended boundaries of the DDA district have been tentatively determined, the legislative body should adopt a Resolution of Intent declaring its intention to amend the boundaries of the downtown district and calling a public hearing on the proposed amended boundaries and on the amendment to the ordinance incorporating the authority.

**TRANSCRIPT:** Certified copy of the Resolution of Intent adopted by the legislative body.

2. Notice of the public hearing must be published twice in a newspaper of general circulation in the municipality. The notice shall state the date, time and place of the hearing, and shall describe the boundaries of the proposed downtown district. Both publications must be not more than 40 days before the date of the hearing and not less than 20 days before the date of the hearing.

Note: When counting days, do not include the date on which the notice is published as a day. Hearing may occur on the 20th day following publication of the second notice.

**TRANSCRIPT:** Publisher's affidavit of publication of each notice.

3. Notice of the public hearing also must be posted in at least 20 conspicuous and public places in the proposed downtown district not less than 20 days before the hearing.

**TRANSCRIPT:** Affidavit of posting of the notice listing in detail the places where posted and the date of posting, and with a copy of the notice as posted attached.

4. Notice of the public hearing also must be mailed to the property taxpayers of record in the proposed district not less than 20 days before the hearing.

**TRANSCRIPT:** Affidavit of mailing of the notice signed by the person actually making the mailing, giving the date of mailing and listing property

taxpayers of record to whom mailed, and with a copy of the notice attached.

5. For public hearings held after February 15, 1994, notice of the public hearing also must be mailed not less than 20 days before the hearing to the governing body of each taxing jurisdiction levying taxes that would be subject to capture if the authority is established and a tax increment financing plan is approved. For public hearings held after June 1, 2005, the notice of public hearing mailed to the governing body of each taxing jurisdiction must be sent by certified mail.

**TRANSCRIPT:** Affidavit of mailing of the notice signed by the person actually making the mailing, giving the date of mailing and listing the persons to whom mailed, and with a copy of the notice attached and proof of certified mailing to each taxing unit.

6. A public hearing on the amendment to the boundaries of the downtown district and the proposed ordinance amendment shall be held. Any citizen, taxpayer or property owner of the municipality shall be afforded an opportunity to be heard in regard to the establishment of the authority and the boundaries of the proposed downtown district. A record should be kept of all persons speaking at the hearing as a part of the minutes of the hearing.

**TRANSCRIPT:** Certified copy of the minutes of the meeting at which the public hearing is conducted.

7. Adopt, (for public hearings held after December 31, 1993, not less than 60 days after the public hearing), in accordance with regular municipal procedures for adopting ordinances (including publication and recording), the ordinance amendment establishing the amended boundaries of the downtown district. The legislative body may not incorporate land into the downtown district not included in the description contained in the notice of public hearing, but it may eliminate described lands in the final determination of downtown district boundaries. The adoption of the ordinance is subject to applicable charter or statutory provisions with respect to the approval or disapproval by the chief executive officer and the adoption of the ordinance over any veto.

**TRANSCRIPT:** A certified copy of the ordinance as adopted, together with a record of the votes cast thereon and evidence of recording, if required.

8. The ordinance must be published at least once in full in a newspaper of general circulation in the municipality promptly after its adoption.

**TRANSCRIPT:** Publisher's affidavit of publication of the ordinance.

9. Promptly after adoption, a copy of the ordinance must be filed with the Secretary of State.

**TRANSCRIPT:** Copies of letter to and acknowledgement from the Secretary of State

of filing of the ordinance.

**Taxing Units Exempt from Capture**

Not more than 60 days after the public hearing on the proposed amending ordinance (for public hearings held after February 15, 1994), the governing body of a taxing jurisdiction levying ad valorem property taxes that would otherwise be subject to capture may exempt its taxes from capture in the expanded district area by adopting a resolution to that effect and filing a copy with the clerk of the municipality. The resolution takes effect when filed and remains effective until a copy of a resolution rescinding that resolution is filed with that clerk.

MILLER CANFIELD PADDOCK AND STONE P.L.C.

32624800 11088888-03254





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

## Memorandum

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**To:** DDA Board  
**From:** Jean Derenzy, CEO  
**For Meeting Date:** October 18, 2019  
**SUBJECT:** TIF 97 Draft Extension Plan

On July 22, 2019 a joint meeting between the DDA and City Commission reported out on the TIF 97 ad hoc committee findings. The TIF Ad Hoc Committee was charged with reviewing the capital projects that were in the 6-year capital improvement plan and identifying West End Parking Garage can be financially supported with TIF.

The financials showed

- West End Parking Garage **could not** be built without an extension of time to TIF 97.
- Capital Projects that **can be** completed of Bridge Repairs, Streetscapes, tree replacement, traffic engineering improvements, portion of farmer's market improvement, and portion of civic square and a small portion of the lower boardman improvements could be financed.
- Remaining capital projects **could not** be financed, being: stormwater infrastructure and Lower Boardman Unified Plan.

The recommendation was to extend the time for TIF 97 for an additional 13 years to begin public engagement of the public parking garage on the West End to serve the area, supporting businesses that have invested in Downtown Traverse City.

The attached draft TIF 97 Plan provides for the extension of the TIF 97 for additional 13 years from 2027. The public infrastructure plans remain constant as identified above with a specific call-out of community police officer and housing.

To understand the process for extending TIF 97 I have attached a process sheet for your understanding and clarification to enable all Board members to understand same. As outlined within the process, a Citizens Advisory Committee is required to be appointed by the City Commission.

Further, as requested attached is the capture by taxes by jurisdiction. As indicated, TIF is about regional tax sharing, partnerships are important to the City to allow for the repair, maintenance, implementation of public infrastructure projects. Those public

projects, encourages private investment for jobs and economic impact. A City of 15,000 that grows to 50,000 each day cannot be shouldered by the residents alone. TIF is the City's economic tool for this tax sharing ability, all while providing economic growth to our taxing jurisdiction partners to be the largest contributor to general funds.

The City of Traverse City is the employment Center and the highest generator of taxes for all of taxing jurisdictions and the least user of land mass as depicted on the attached tables. Creating a DDA and TIF Plan was the impetus of creating a healthy City, which anchors the well-being of towns, cities and regions, as identified in numerous studies (including International Downtown Association and Brookings Study).

As the DDA Board members are aware, the health of a Downtown is about focus, strategies and protection of the businesses that are here and encouraging additional investment. Ignoring and/or saying job done, means ignoring and not focusing to grow and prospering Downtown. Another piece that continues to get lost in the discussion is that the DDA is not contingent upon TIF 97, the DDA continues as the organization that focuses on the Downtown. Remember, the DDA is 41 years in the making TIF 97 is the economic tool for the City for public infrastructure to be cost shared with the taxing jurisdictions for the economic health of the region.

I am looking for input from the Board on the TIF 97 Plan and if you desire additional changes and/or clarification before putting into final form for your November meeting.

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**Traverse City Downtown Development Authority**

**RENEWAL OF THE  
TAX INCREMENT FINANCING & DEVELOPMENT  
PLAN #97**

**2020 - 2040**

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## **TABLE OF CONTENTS**

<b>INTRODUCTION</b>	<b>1</b>
<b>DEVELOPMENT PLAN</b>	<b>2</b>
<b>TAX INCREMENT FINANCING PROCEDURE.</b>	<b>8</b>
<b>EXPENDITURES OF TAX INCREMENT REVENUE</b>	<b>9</b>
<b>MAXIMUM AMOUNT OF BONDED INDEBTEDNESS</b>	<b>9</b>
<b>DURATION OF THE PROGRAM</b>	<b>9</b>

## List of Maps

- Proposed Private Development Attachment #1
- Development Plan Attachment #2
- Location, character and extent of existing streets and other public utilities Attachment #3
- Location, character and extent of public and private land uses Attachment #4
- Location, character and extent of proposed public and private land uses Attachment #5
- Map & Legal description of Tax Increment Financing Plan #97 Development Area Attachment #6
- Zoning changes proposed in order to conform with the Traverse City Master Plan Attachment #7
- Changes in streets, street levels, intersections and utilities Attachments #7

## **INTRODUCTION**

**PURPOSE OF THE TAX INCREMENT FINANCING PLAN.** The purpose of this Tax Increment Financing Plan, including the development plan for the development area, is to provide the legal authority and procedures for public financial participation necessary to assist quality downtown development. This plan contains the following elements, as required by Act 197, Public Acts of Michigan, 1975, as amended:

1. Development Plan
2. Explanation of Tax Increment Financing Procedure
3. Expenditures Tax Increment Revenue
4. Maximum amount of bonded indebtedness
5. Duration of the Program

**PURPOSE OF THE DOWNTOWN DEVELOPMENT AUTHORITY ACT.** Act 197, Public Acts of Michigan, 1975, as amended, commonly referred to as the Downtown Development Authority Act, was created in part to correct and prevent deterioration in business districts; to authorize the acquisition and disposal of interest in real and personal property, to authorize the creation and implementation of development plans in the district, to promote the economic growth of the district; to encourage historic preservation; to authorize the issuance of bonds and other evidences of indebtedness; and to authorize the use of tax increment financing.

**CREATION OF THE TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY AND THE TRAVERSE CITY DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT.** On September 15, 1978, the Traverse City Downtown Development Authority was created by ordinance of the City of Traverse City. The Authority was given all of the powers and duties described for a Downtown Development Authority pursuant to Act 1997.

**ACTIVITIES OF THE DOWNTOWN DEVELOPMENT AUTHORITY AND STATEMENT OF INTENT REGARDING TAX INCREMENT FINANCING PLAN #97.** *The activities of the Traverse City Downtown Development Authority are those as provided in the Public Act. Financing Plan #97 intends to meet the objectives of the Downtown Development Authority in promoting the economic development downtown through better land-use by providing for public parking structures and other public improvements. Greater densities, as envisioned in the City Master Plan, are encouraged in this plan.*

*Specifically, the plan lists public improvements to the pedestrian experience by supporting continuation of the Streetscapes Improvements (curbs, sidewalks, brickwork, lighting, trees, transit improvements and other features) the creation of a pedestrian bridges to connect the Garland Street area, the installation of four pedestrian bridges, and the creation of a new Civic Square and the creation of a Farmer's Market and creating a Lower Boardman River Unified Plan within the TIF 97 District. The plan supports greater densities by providing public parking structures at Park Street, Pine Street, Cass and State Streets and in the 100 block of East State Street. In the case of first three structures mentioned, the plan envisions private investment and ownership of the "front" portions of the developments. The City will own the parking structure, but the surrounding structures will be owned privately. The plan maintains Downtown's valuable alley infrastructure by relocating three alleys as part of the private development. In the case of the alley extension in the 200 block of East Front Street, the plan supports the replacement of a failing retaining wall along the Boardman River and the construction of*

4

**a new pedestrian plaza bridge. Bridges (vehicle bridges supported by MDOT) in the TIF 97 development area will be improved and/or replaced as part of the plan. Utility relocation will also be necessary in the plan where public/private partnership developments occur.**

**DEVELOPMENT PLAN**

Section 17 of Public Act 197 requires that when tax increment financing is used to finance a development, a development plan must be prepared containing all of the information required by Section 17(2). This development plan follows the requirements mandated by Section 17 by providing the required information in a format corresponding to the lettered paragraphs of Section 17(2) of the Public Act.

**(A) DESIGNATION OF THE BOUNDARIES OF THE DEVELOPMENT AREA IN RELATION TO HIGHWAYS, STREETS, STREAMS OR OTHERWISE.**

The Development Plan Map, (ATTACHMENT #1) shows the boundaries of the Tax Increment Financing Plan #97 Development Area in relation to highways, streets and streams.

**(b) LOCATION AND EXTENT OF EXISTING STREETS AND OTHER PUBLIC FACILITIES WITHIN THE DEVELOPMENT AREA; THE LOCATION, CHARACTER, AND EXTENT OF THE CATEGORIES OF PUBLIC AND PRIVATE LAND USES EXISTING AND PROPOSED FOR THE DEVELOPMENT AREA; LEGAL DESCRIPTIONS OF THE DEVELOPMENT AREA.**

ATTACHMENT #2 depicts the location and extent of existing streets and other public facilities within the development area. The location, character and extent of public and private land uses existing and proposed for the development area are shown in ATTACHMENT 3 and 4. The land is zoned for commercial and residential uses. ATTACHMENT 5 provides a map depicting the boundaries of the Development Area and the legal description of the area, which is wholly contained within the Downtown Development Authority District as shown on the map.

**(c) DESCRIPTION OF EXISTING IMPROVEMENTS IN THE DEVELOPMENT AREA TO BE DEMOLISHED REPAIRED, OR ALTERED, A DESCRIPTION OF ANY REPAIRS AND ALTERATIONS AND ESTIMATE OF THE TIME REQUIRED FOR COMPLETION.**

Private improvements in the development area which include demolition, repair or alteration and as estimate of the completion date are:

Project Address	Property ID #	Improvements	Project Value	Estimated Completion
#1 326 E. State,	798-162-00	demolition & new Construction condominium development	\$10,000,000	2022
#2 302-314 E. Front, 230 Park, 301-311 E. State	794-122-00 794-123-00 794-124-00 794-135-00	demolition & new construction, mixed development	\$14,000,000	2019

Project Address	Property ID #	Improvements	Project Value	Estimated Completion
#3 241-243 E. State	794-080-00	demolition & new construction, mixed development	\$2,000,000	2022
#4 244-250 E. Front	794-077-00	new construction, office	\$2,000,000	2019
#5 251 E. Front	698-012-00	demolition & new construction, mixed development	\$6,000,000	1998
#6 203-229 E. Front	798-187-00 798-188-00 798-200-00 698-001-00 698-002-00 698-003-00 698-004-00 698-005-10 698-005-00	new construction above existing story 2-3 additional floors, mixed development	\$3,000,000	2002
#7 156-158 E. Front 116 Cass	794-051-00 794-050-00	new construction, mixed development	\$4,050,000	2001
#8 159 E. State	794-056-00	new construction, mixed development	\$4,000,000	2030
#9 135-153 E. Front	694-007-00 694-006-00 694-005-00 694-004-00 694-003-00 694-002-00	new construction above existing story 2-3 additional floors, mixed development	\$5,000,000	2031
#10 119-145 W. Front	794-002-50 794-002-00 794-004-00	demolition & new construction, mixed development	\$3,500,000	2035
#11 124-310 W. Front	706-004-00 706-006-00 706-009-00 706-008-00	demolition & new construction, mixed development	\$24,000,000	2027
#12 133-143 W. State	794-023-00 794-001-50	new construction, office development	\$2,500,000	2018
#13 301 W. Front	794-001-00	new construction, mixed development	\$10,000,000	2035



Project Address	Property ID #	Improvements	Project Value	Estimated Completion
#14 115-145 Hall 303-333 Grandview Prkwy 424 W. Front	658-028-00 103-026-00 658-029-00 103-025-10 630-061-10 103-027-10 630-060-00 103-024-00	demolition & new construction, mixed development	\$40,000,000	2007 - 2030
#15 207-263 Grandview Prkwy 205-239 Garland	658-038-00 658-036-00 658-035-00 658-044-00 658-032-00 658-031-00	demolition & new construction, mixed development	\$12,000,000	2014 -- 2030
#16 101 Hall	658-026-00 658-025-00 658-027-00	upper floors renovation, mixed development	\$3,000,000	1998
#17 202-234 E. State	794-085-00 794-086-00 794-087-00 794-088-00	new construction, mixed development	\$3,500,000	1998
#18 120-126 Boardman	794-130-00	new construction, office development	\$1,000,000	2015
#19 340-346 E. Front	794-129-00 794-127-00	new construction, mixed development	\$750,000	2020
#20 336 E. Front	794-126-00	new construction, mixed development	\$1,500,000	2022
#21 221-227 E. State	794-082-00	new construction, mixed development	\$750,000	2023
#22 300 E. State	794-090-00	new construction, mixed development	\$2,000,000	2023
#23 129-137 W. State	794-022-00	new construction, mixed development	\$2,000,000	2023
#24 115 Pine	794-021-00	new construction, commercial development	\$750,000	2020
#25 124-132 W. State	794-013-00 794-015-00 794-017-00	new construction, mixed development	\$1,500,000	2019
#26 128 S. Union	794-010-00	new construction, commercial development	\$750,000	2017

Project Address	Property ID #	Improvements	Project Value	Estimated Completion
#27 118-120 W. State	794-012-00	new construction, mixed development	\$3,000,000	2018
#28 160 E. State	794-027-00	Reconstruction, preservation of historic building	\$1,200,000	2020
#29 305 W. Front	794-001-002	New construction, Mixed development	\$9,000,000	2021
#30 415 East Front	798-179-00	New Construction, Office (Bank)	\$2,500,000	2021
#31 401 East Front	798-180-00	New Construction Mixed use	\$2,000,000	2022
#32 101 E. Front Street	798-197-00	Preservation of Historic Building, Mixed Use	\$3,172,500	2021
TOTAL			\$	

- (d) LOCATION, EXTENT, CHARACTER AND ESTIMATED COST OF IMPROVEMENTS CONTEMPLATED FOR THE DEVELOPMENT AREA AND AN ESTIMATE OF THE TIME REQUIRED FOR COMPLETION; and  
(e) CONSTRUCTION STAGES AND COMPLETION TIME.

The location, extent and character and estimated costs of the public improvements contemplated in the development area and the estimated date of completion are listed below. Costs do not include up to 10% contingency for all projects.

	Year of Initial Cost	Initial Cost	Estimated Year Completed	Estimates Adjusted for Inflation (5% annually)
<b>Park Street parking Structure:</b>				
Four levels - approximately 529 spaces	1999	\$8,300,000	2000	\$8,715,000
Utilities relocation	1999	\$167,000	2000	\$175,350
Land Cost	1999	\$160,000	2000	\$168,000

	Year of Initial Cost	Initial Cost	Estimated Year Completed	Estimates Adjusted for Inflation (5% annually)
Re-brick Park Street	1999	\$120,000	2000	\$126,000
Garland Street Pedestrian Way	1997	\$500,000	2004	\$703,550
<b>Pine &amp; Front Structure:</b>				
Multi-level parking structure	2020	\$ 15,870,731	2022-2040	\$15,870,731*
Public Utility Improvements (Pine & Union)	2020	\$540,000	2022	\$540,000*
Underground Utility (Pine & Union Alleyway)	2020	\$285,000	2022	\$285,000*
Plaza Bridge/Retaining Wall/Alley Work/Lower Boardman River Unified Plan	2020	\$600,000	2032	\$10,000,000
Hannah Park Pedestrian Bridge (half funded by TIF)	1997	\$250,000	2010	\$471,412
State Street Parking Structure Public/Private Partnership	2022	\$3,500,000	2023	\$7,276,249
Boardman Street Pedestrian Bridge	1997	\$250,000	2015	\$601,655
Union Street /Grandview Parkway Pedestrian Tunnel	1997	\$1,500,000	2015	\$3,609,929
Civic Square	2019	\$5,000,000	2022	\$5,000,000*
Convention Center parking Structure (Includes alley & utilities relocation)	1997	\$5,000,000	2030	\$16,931,775
Streetscape Improvements Within DDA District	1997	\$2,138,000	2020-2030	\$4,000,000
North Union Street Bridge	1999	\$78,710	2000	\$82,646
Grandview Parkway Landscaping	1999	\$52,000	2005	\$69,685
City Opera House Renovation	2006	\$215,000	2041	\$1,000,000
Bridge Improvements: Boardman River bridges (S. Union, N. Union, S. Cass, N. Cass, Park, W. Front)	2007	\$1,182,000	2009-2019	\$1,454,317
Bayfront Improvements Implementation of projects within the broad categories identified by the Bayfront Plan dated November 19, 2007 North of Grandview Parkway within the District	2008	\$2,625,000	2009-2011	\$3,038,766

	Year of Initial Cost	Initial Cost	Estimated Year Completed	Estimates Adjusted for Inflation (5% annually)
<b>Street, Alley and Sidewalk Improvements</b> Improvements to public streets, alleys, sidewalks and other public ways within the District (includes resurfacing, reconstruction and utility relocation)	2008	\$2,221,740	2009-2041	\$3,446,648
<b>Broadband and Wireless Technology Services</b> Improvements to public streets, alleys, and other public ways within the District for broadband and wireless technology services within the District (Includes utility re-location and location)	2011	\$405,250	2011-2011	\$406,250
<b>Public Restrooms Acquisition, Construction, or Improvements</b> Acquisition of, construction, or improvements to, facilities for public restrooms in various locations throughout the District as determined by the Board	2011	\$750,000	2012-2027	\$826,875
<b>Parking Lot Renovations-Farmers Market Improvements and Multi-Purpose Public Plaza Construction</b> Lot B and Lot T between Union and Cass, and Grandview Parkway and The Boardman River	2011	\$500,000	2022-2030	\$4,000,000
<b>Public Art Construction</b> Construction of public art in conjunction with public improvements identified in the Plan	2011	\$1% of Cost of Public Improvement	2011-2040	\$1% of Cost of Public Improvement
<b>Park Improvements</b> Triangle Park	2011	\$500,000	2015-2015	\$578,813

\*Estimates from Engineer/Architects with 2020 build.

Funding for these projects may be provided by combinations of Tax Increment Financing funds, Auto Parking System funds, Special Improvement Districts, State & Federal grants, private contributions, and, to the extent available, earned revenue from facilities.

The Site Plan for public and private improvements is shown in **ATTACHMENT #1**.

(f) USE OF OPEN SPACE

**ATTACHMENT #1** depicts the area to be left as open space and the use contemplated for the space, in conformity with the Master Plan of the City of Traverse City.

(g) SALE, DONATION, EXCHANGE OR LEASE OF PROPERTY.

The private developments #2 (Park Street), #10 (Pine Street). And #'s 17 & 22 include the construction of public parking structures as part of the re-development. The sale, donation, exchange and/or lease of property is envisioned as necessary to allow for public ownership of the parking structures as shown in **ATTACHMENT #1**. The sale, donation, exchange and/or lease of property may be necessary in the extension of Garland Street avenue as shown in **Attachment #1**.

**(h) ZONING CHANGES; CHANGES IN STREETS, STREET LEVELS, INTERSECTIONS AND UTILITIES.**

Zoning changes, in order to conform to the City Master Plan are shown in **ATTACHMENT #6**. Changes in streets, street levels, intersections and utilities are shown in **ATTACHMENTS #7**.

**(i) PORTION OF THE DEVELOPMENT TO BE LEASED, SOLD OR CONVEYED.**

As shown in **ATTACHMENT #1**, the City of Traverse City may acquire property necessary for the parking structure shown in the conjunction with private developments #2 (Park Street), #10 (Pine Street) and #17 & #21 (Cass & State). The City of Traverse City may sell properties #8 (Cass & State) #23 (State Street) for private redevelopment once parking structures are in place.

**(k) PROCEDURES FOR BIDDING.**

The private portions of the development plan will be handled on a negotiated bid basis. The public portions shall be competitive bid using the procedures of the City of Traverse City.

**(l) ESTIMATE OF NUMBERS OF PERSON RESIDING IN THE DEVELOPMENT AREA/ NUMBERS OF PERSONS TO BE DISPLACED.**

An estimated 65 persons reside in the development area. No residents shall be displaced.

**(m) PLAN FOR RELOCATION OF PERSONS DISPLACED.**

Not applicable.

**(n) PROVISION FOR COSTS OF RELOCATING PERSONS DISPLACED.**

Not applicable.

**(o) PLAN FOR COMPLIANCE WITH ACT 227.**

Not applicable.

**TAX INCREMENT FINANCING PROCEDURE.**

The tax increment financing procedure as outlined in the Act requires the adoption by the City, by Ordinance, of a development and tax increment financing plan. Following adoption of that ordinance, the municipal and county treasurers are required by law to transmit to the Downtown Development Authority the tax increment revenues as defined in Act 197. The "captured assessed value" is defined as the amount in any year by which the current

The tax increment financing procedure as outlined in the Act requires the adoption by the City, by Ordinance, of a development and tax increment financing plan. Following adoption of that ordinance, the municipal and county treasurers are required by law to transmit to the Downtown Development Authority the tax increment revenues as defined in Act 197. The "captured assessed value" is defined as the amount in any year by which the current assessed value of all real and personal property in the development area (including the assessed value that appears in the tax rolls under Act 198 of Public Acts, 1974 or Act 255 of the Public Acts of 1978) exceeds the initial assessed value of the real and personal property in the development area. The definition of initial assessed value is as defined in Act 197.

**ATTACHMENT #8** is a schedule of the current and assessed values of all real and personal property in the Development Area #97. **ATTACHMENT #9** is a calculation of the estimated assessed value of all improvements completed by December 31, 2027 and, an estimate of the increase in assessed value of existing real and personal properties based upon the experience of the Assessor of the City of Traverse City. The total assessed value as stated in **ATTACHMENT #9** less the assessed value in **ATTACHMENT #8** is the estimated "captured assessed value", which will serve as the basis for determined estimated annual tax increment revenue to be paid by the treasurer to the Downtown Development Authority. Those amounts by year and by taxing jurisdiction are also shown in **ATTACHMENT #9**.

#### **EXPENDITURES OF TAX INCREMENT REVENUE**

The tax increment revenues paid to the Authority by the municipal and county treasurers are to be disbursed to the authority from time to time in such manner as the Authority may deem necessary and appropriate in order to carry out the purposes of the development plan, including the following purposes:

1. Payments for public improvements including parking and land acquisition.
2. The necessary and appropriate demolition expenses as defined by the Authority.
3. The reasonable, necessary and appropriate administrative, legal, professional and personnel expenses, including District police services, of the Authority related specifically to the development area.
4. Maintenance and development of parking areas.
5. Utility and alley relocation.
6. Public improvements as shown in the development plan.
7. Marketing initiatives.
8. Contracts for broadband service and wireless technology service and an ongoing maintenance of such service in the District.
9. Ongoing maintenance of public restrooms and public art.
10. Brownfield-eligible expenses reimbursed to the Grand Traverse County Redevelopment Authority.

#### **MAXIMUM AMOUNT OF BONDED INDEBTEDNESS**

The maximum amount of bonded indebtedness over the life of the Tax Increment Financing Plan will be \$45,000,000.

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**DURATION OF THE PROGRAM**

Tax Increment Financing Plan #97 shall last not more than 30 (thirty) years except as may be modified from time to time by the City Commission of the City of Traverse City upon notice and upon Public hearings as required by the Act. The last date of capture is December 31, 2040.

**Step Sheet**  
**To Amend the TIF 97 Tax Increment Financing Plan**

Act 57 of 2018

**Recodified Tax Increment Financing Act**

Steps and Procedures	Responsible Agent	Anticipated Date	Completed	Date
Step 1. Identify nine (9) residents within the existing TIF 97 TIF District to serve on a Development Area Citizens Council.	DDA Staff and Board			
Step 2. Submit Development Area Citizens Council list of candidates to City Commission.	DDA Staff			
Step 3. City Commission formally approves the creation of the Development Area Citizens Council and appoints the nine members, at least 90 days before the Public Hearing.	City Commission			
Step 4. DDA staff prepares TIF Plan Amendment for DDA Board Consideration.	DDA Staff			
Step 5. Hold meeting of the Development Area Citizens Council.	Council w/DDA			
Step 6. TIF Plan Amendment approved by DDA Board, with consent from Development Area Citizens Council.	DDA Board			
Step 7. City Council adopts a resolution declaring its intent to extend TIF 97 and sets a date for the public hearing to consider the TIF 97 plan amendment.	City Commission			
Notice of public hearing must include the date, time and place of the hearing and a description of the boundaries of the TIF District. Notice of the public hearing must be published twice in the newspaper of general circulation.				
Step 8. A. First public notice not more than 40 days before the hearing. B. Second public notice not less than 20 day before the hearing. C. Public notice must be posted in at least 20 conspicuous and public places in the TIF 97 District. D. Public notice must mailed to property tax payers in the TIF 97 District and (by certified mail) to the governing body of each jurisdiction levying taxes that would be subject to capture, not less than 20 days before the hearing.				
Step 9. City Commission holds Public Hearing.	City Clerk's Office			
Step 10. Within 20 days after the public hearing, the Development Area Citizens Council must notify (in writing) of its findings and recommendations concerning the TIF 97 Plan.	City Commission			
Step 11. DDA and city staff prepare Ordinance	Development Area Citizens Council			
Step 12. Not less than 60 days after the public hearing, an Ordinance is introduced, whereby the City Commission makes certain determinations required by statute.	DDA and City Staff			
Step 13. City Commission adopts the Ordinance by a majority vote of its members.	DDA Staff and Board			
	City Commission			

September 23, 2019



**TIF 97 REVENUE AND EXPENSE PROJECTIONS - FISCAL YEARS ENDING 6/30/19 TO 6/30/28**  
**PROJECT OPTION 1 (57.33 FEET) - 20 YEAR BOND ISSUE - FOR DISCUSSION AND PLANNING PURPOSE ONLY - 08/15/19**

FISCAL YEAR ENDING	6/30/19		6/30/20		6/30/21		6/30/22		6/30/23		6/30/24		6/30/25		6/30/26		6/30/27		6/30/28		
	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	
ESTIMATED TAXABLE VALUE GROWTH INFLATION (1.5%)																					
TOTAL PROJECTED TAXABLE VALUE TO ROLL (100%) - includes uncapex	113,173,793	\$ 11,274,659	127,114,623	\$ 13,026,000	137,803,842	\$ 14,292,000	142,887,290	\$ 15,057,000	152,887,290	\$ 16,000,000	159,796,915	\$ 16,453,288	162,153,288	\$ 16,800,000	164,585,587	\$ 17,000,000	167,054,351	\$ 17,150,000	169,560,166	\$ 17,300,000	171,000,000
BASE TAXABLE VALUE	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088	\$ 3,850,088	32,890,088
CAPTURED TAXABLE VALUE	\$ 80,313,705	\$ 94,254,535	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754	\$ 185,023,754

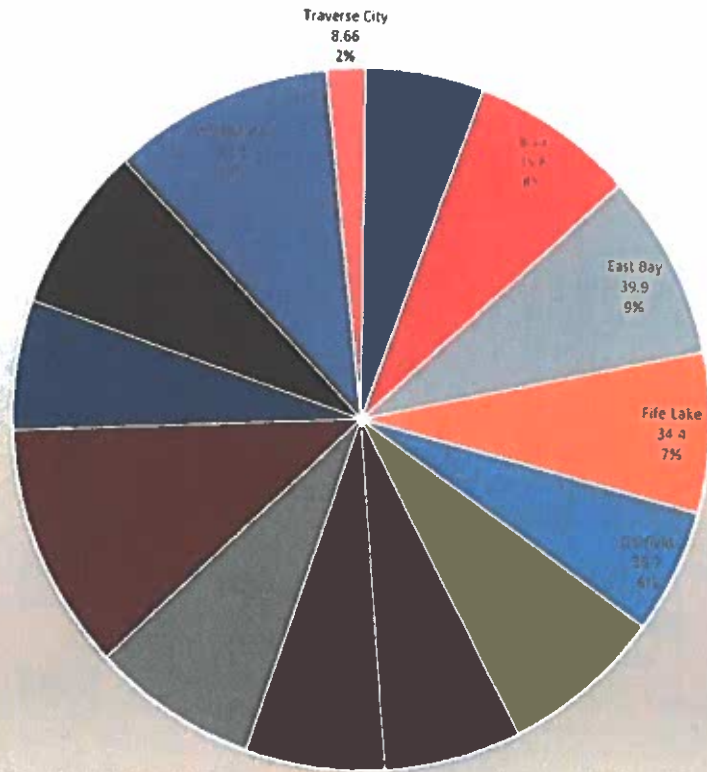
PROJECTED UNIT CAPTURE	6/30/19		6/30/20		6/30/21		6/30/22		6/30/23		6/30/24		6/30/25		6/30/26		6/30/27		6/30/28	
	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated	Budgeted	Estimated
TRAVERSE CITY & ACT 345	1,159,465	1,360,724	1,360,724	1,506,759	1,506,759	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941	1,716,941
RECREATIONAL AUTHORITY (RA)	7,887	9,256	9,256	10,263	10,263	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679	11,679
NORTHWESTERN MICHIGAN COLLEGE (NMCC)	26,504	31,104	31,104	34,488	34,488	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247	39,247
NMCC BOARD	172,185	201,139	201,139	223,021	223,021	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784	253,784
GRAND TRAVERSE COUNTY (GTC)	45,779	51,840	51,840	57,231	57,231	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522	64,522
GTC COMMISSION ON AGING & SENIOR CENTER	395,513	462,026	462,026	512,291	512,291	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978	582,978
TRAVERSE AREA DISTRICT LIBRARY (TADL)	47,594	55,663	55,663	61,932	61,932	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477	70,477
GTC ROAD COMMISSION	75,744	88,691	88,691	93,133	93,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133	107,133
GTC VETERANS	79,358	93,133	93,133	107,133	107,133	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394	123,394
DOWNTOWN DEVELOPMENT AUTHORITY	9,517	11,169	11,169	12,394	12,394	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093	14,093
BAY AREA TRANSPORTATION AUTHORITY	1,380,943	157,000	157,000	174,090	174,090	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112	198,112
GTC ANIMAL CONTROL	38,980	46,675	46,675	51,753	51,753	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694	58,694
GTC CONSERVATION DISTRICT	2,872	3,487	3,487	3,867	3,867	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400
	8,031	9,425	9,425	10,451	10,451	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933	11,933

EXPENSE PROJECTIONS - FISCAL YEARS END  
YEAR BOND ISSUE - FOR DISCUSSION AND F

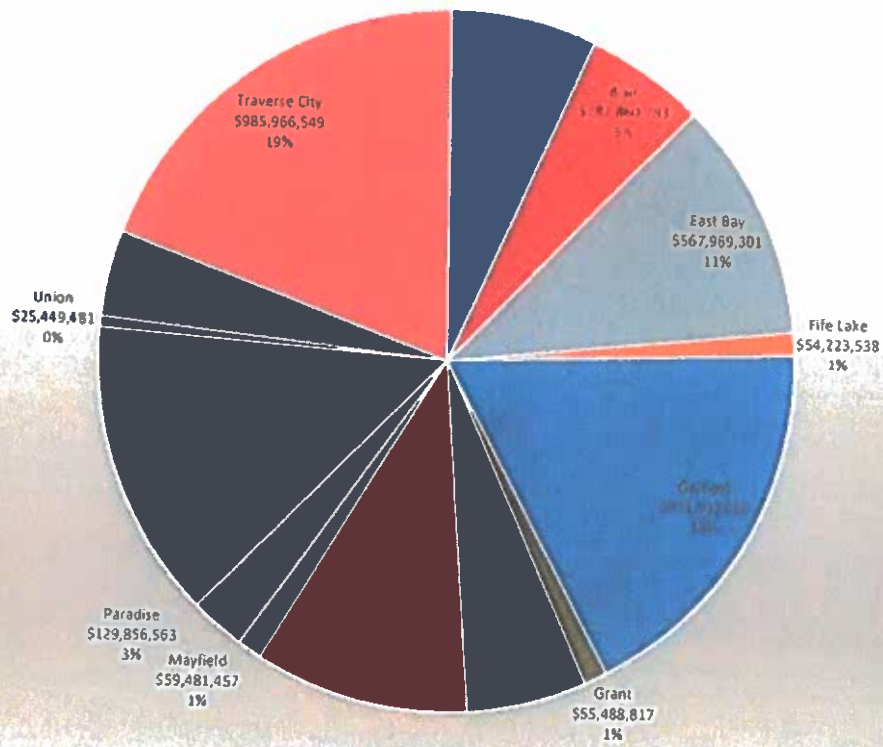
THE 97 REVENUE AND EXPENSE PROJECTIONS - FISCAL YEARS ENDING 6/30/29 TO 6/30/43  
PROJECT OPTION 1 (57.33 FEET) - 20 YEAR BOND ISSUE - FOR DISCUSSION AND PLANNING PURPOSE ONLY - 08/15/19

FISCAL YEAR ENDING	6/30/29		6/30/30		6/30/31		6/30/32		6/30/33		6/30/34		6/30/35		6/30/36		6/30/37		6/30/38		6/30/39		6/30/40	
	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed	estimated	assumed
ESTIMATED TAXABLE VALUE GROWTH INFLATION (1.5%)	\$ 2,543,402	\$ 2,543,402	\$ 2,587,554	\$ 2,587,554	\$ 2,632,717	\$ 2,632,717	\$ 2,678,880	\$ 2,678,880	\$ 2,725,043	\$ 2,725,043	\$ 2,771,206	\$ 2,771,206	\$ 2,817,369	\$ 2,817,369	\$ 2,863,532	\$ 2,863,532	\$ 2,909,695	\$ 2,909,695	\$ 2,955,858	\$ 2,955,858	\$ 3,002,021	\$ 3,002,021	\$ 3,048,184	\$ 3,048,184
TOTAL PROJECTED TAXABLE VALUE TO ROLL (100%) - includes uncaptured	172,403,568	172,403,568	174,605,122	174,605,122	177,205,380	177,205,380	179,805,638	179,805,638	182,405,896	182,405,896	185,006,154	185,006,154	187,606,412	187,606,412	190,206,670	190,206,670	192,806,928	192,806,928	195,407,186	195,407,186	198,007,444	198,007,444	200,607,702	200,607,702
BASE TAXABLE VALUE	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088	32,880,088
CAPTURED TAXABLE VALUE	\$ 139,523,481	\$ 139,523,481	\$ 141,725,034	\$ 141,725,034	\$ 144,325,292	\$ 144,325,292	\$ 146,925,550	\$ 146,925,550	\$ 149,525,808	\$ 149,525,808	\$ 152,126,066	\$ 152,126,066	\$ 154,726,324	\$ 154,726,324	\$ 157,326,582	\$ 157,326,582	\$ 159,926,840	\$ 159,926,840	\$ 162,527,098	\$ 162,527,098	\$ 165,127,356	\$ 165,127,356	\$ 167,727,614	\$ 167,727,614
<b>PROJECTED UNIT CAPTURE</b>																								
TRAVERSE CITY & ACT 345																								
PERCECATIONAL AUTHORITY (PA)	1,971,545	1,971,545	1,947,344	1,947,344	1,912,446	1,912,446	1,899,733	1,899,733	1,878,247	1,878,247	1,857,991	1,857,991	1,837,933	1,837,933	1,818,066	1,818,066	1,798,398	1,798,398	1,778,929	1,778,929	1,759,659	1,759,659	1,740,589	1,740,589
RA BOND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NORTHWESTERN MICHIGAN COLLEGE (NMC)	284,038	284,038	287,639	287,639	291,270	291,270	295,936	295,936	300,637	300,637	305,374	305,374	310,147	310,147	314,956	314,956	319,800	319,800	324,680	324,680	329,596	329,596	334,548	334,548
GRAND TRAVERSE COUNTY (GTC)	652,450	652,450	661,723	661,723	670,072	670,072	678,509	678,509	687,034	687,034	695,647	695,647	704,348	704,348	713,137	713,137	722,014	722,014	730,979	730,979	740,033	740,033	749,176	749,176
TRAVERSE AREA DISTRICT LIBRARY (TADL)	78,876	78,876	79,337	79,337	81,006	81,006	82,683	82,683	84,374	84,374	86,079	86,079	87,798	87,798	89,531	89,531	91,279	91,279	93,042	93,042	94,819	94,819	96,611	96,611
GTC ROAD COMMISSION	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GTC VETERANS	15,773	15,773	15,885	15,885	16,199	16,199	16,414	16,414	16,632	16,632	16,853	16,853	17,077	17,077	17,304	17,304	17,534	17,534	17,767	17,767	18,003	18,003	18,242	18,242
DOWNTOWN DEVELOPMENT AUTHORITY	221,720	221,720	224,702	224,702	227,709	227,709	230,742	230,742	233,802	233,802	236,887	236,887	240,000	240,000	243,140	243,140	246,307	246,307	249,502	249,502	252,725	252,725	256,000	256,000
BAY AREA TRANSPORTATION AUTHORITY	65,912	65,912	66,788	66,788	67,692	67,692	68,624	68,624	69,583	69,583	70,570	70,570	71,584	71,584	72,625	72,625	73,693	73,693	74,787	74,787	75,907	75,907	77,053	77,053
GTC ANIMAL CONTROL	4,925	4,925	4,991	4,991	5,058	5,058	5,125	5,125	5,192	5,192	5,260	5,260	5,328	5,328	5,401	5,401	5,471	5,471	5,542	5,542	5,613	5,613	5,683	5,683
GTC CONSERVATION DISTRICT	13,310	13,310	13,489	13,489	13,870	13,870	14,252	14,252	14,635	14,635	15,019	15,019	15,404	15,404	15,790	15,790	16,177	16,177	16,565	16,565	16,954	16,954	17,344	17,344

Grand Traverse County - Land Area (sq. miles)



Grand Traverse County - 2018 Taxable Value



## **Memorandum**

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**To: DDA Board of Directors**  
**From: Debbie Hershey**  
**Re: Traverse City Arts Commission Update**  
**Date: October 14, 2019**

**A number of projects are nearing completion the Arts Commission**

**Then & Now Plaques, ten locations with historic photos "then" placed on the landscape of the the "now" are to be installed the week of October 21st. We will host a small ribbon cutting to celebrate. The Arts Commission would like to thank to the Downtown Traverse City Association for funding half of the project.**

**Clinch Park Tunnel Mural is to be installed by the end of the month with a celebration to unveil and recognize the Grand Traverse Band of Ottawa and Chippewa Indians.**

**Then & Now Image**

**Then &  
NOW**



**FIRE STATION**

**This early 1920s image shows the first brick fire station built in Traverse City. The other two buildings were retail businesses. Look across the street and you will see that all three buildings still stand and are easily identifiable. The fire station was constructed in 1890 and closed in 1975 since then the building has housed a series of businesses.**

*Traverse City Arts Commission Public Art Fund  
Funds from the Downtown Traverse City Association*

*In collaboration with*



**[tcpublicart.org](http://tcpublicart.org)**

**TCarts**  
COMMISSION

**TCarts**  
COMMISSION

**Clinch Park Tunnel Mural Image**





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

## Memorandum

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**To:** DDA Board

**From:** Pete Kirkwood, DDA Board Member  
Harry Burkholder, DDA COO

**For Meeting Date:** October 18, 2019

**SUBJECT:** Lower Boardman: Appointments, Updates and Next Steps

**Leadership Team Appointment:** The 13-member Lower Boardman Leadership Team consists of one member from the City Commission, which was formally occupied by Commissioner Michelle Howard. With Commissioner Howard's recent resignation, the City Commission appointed Tim Werner as the new representative for the City Commission.

**Project Update:** At the September meeting of the Lower Boardman Leadership Team, team members reviewed the collective results and themes of all the civic engagement activities, which included one large public meeting, several stakeholder meetings, an on-line survey and numerous "pop-up" meetings.

In addition, the team reviewed a *Preliminary Action Plan* developed by Smith Group for the Lower Boardman. The Preliminary Action Plan outlines potential projects, best practices, community development policies and implementation & management policies and tools under four distinct but inter-related categories. In October, the Leadership Team is reviewing potential revisions/edits for the Action Plan and discussing options for potential projects.

**Project Update:** Last week, Jean and Tim Irvin presented on the Lower Boardman Planning Initiative and our overall goals/potential to a large gathering of Michigan Foundations. The project and our long-term goals were received very positively.

**Next Steps:** The Lower Boardman Leadership Team and the DDA, in cooperation with members of the FishPass Advisory Board, is facilitating a two-part public education and information forum in October on the FishPass and Union Street Dam. The goal of the forum is to ensure that citizens and all interested parties have facts, information and



answers to their questions regarding FishPass. The first phase of the forum will be held to solely invite and document questions. The second phase of the forum will be held to distribute, provide and discuss responses to the questions.

**Key Dates and Times:**

Two public forums will be held solely to **invite and document questions** from participants:

- 1) Tuesday, **October 15, 2019** 11:30 a.m. - 1:00 p.m. 2<sup>nd</sup> Floor Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan 49684
- 2) Tuesday, **October 15, 2019** 5:30 p.m. - 7 :00 p.m. 2<sup>nd</sup> Floor Training Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan 49684

The third public forum will be held to **distribute, provide and discuss responses** to the questions as follows:

- 1) Wednesday, **October 30, 2019** 5:30 p.m. - 7:00 p.m. Traverse City Opera House, 106 E. Front Street, Traverse City, Michigan 49684

**Identify Public Outreach for Design Phase:** As the Leadership Team moves into the opportunity/design phase of the planning process, it will be important to continue to engage the community. Once the Leadership Team is comfortable and has had enough time to review, discuss and revise the initial opportunity/design findings developed by Smith Group, the Leadership Team will initiate another round of public engagement. These activities will likely be similar to the public engagement activities completed in Phase I.

Following the second round of public engagement, the Leadership Team will continue to work with Smith Group to refine and polish the opportunity/design elements based on public feedback and additional conversations. Due to the complexity of several of the components and sites along the river, the Leadership Team will likely initiate a third round of public engagement activities.



## Memorandum

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To: Jean Derenzy  
From: Colleen Paveglio  
Re: Communication Update  
Date: October 14, 2019

### Website

[parking.downtowntc.com](http://parking.downtowntc.com) and [downtowntc.com](http://downtowntc.com) will launch on Tuesday, October 15. We are looking to do a run through at the November meeting.

### Facebook

We continue to share projects and meetings and will also be incorporating interesting planning initiatives, blogs, and articles that can be applied to the Traverse DDA and the region as a whole. We manage several Facebook pages and would love to have you follow and share to increase engagement.

Traverse City DDA

Downtown TC (Official)

Sara Hardy Downtown Farmers Market (Official)

Destination Downtown

Traverse City Arts Commission

Lower Boardman River

### DTCA Update

The DTCA will be hosting a number events in the near future

Downtown Halloween Walk: October 26th (seeking volunteers)

Shop Your Community Day: November 9

Downtown Light Parade, Santa's Arrival, & Tree Lighting: November 23 (seeking volunteers)

Sara Hardy Downtown Farmers Market

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**The Market will continue to run on Saturday and Wednesday through October.  
New this year! Food vendors on Wednesday and Saturdays, non-profits providing activities on  
Wednesdays, and food demonstrations twice a month on Wednesdays.**

# SHOP YOUR COMMUNITY DAY

NOVEMBER 9 • ALL DAY



SHOP IN DOWNTOWN TC. GIVE 15% OF EACH SALE TO THE NON-PROFIT OF YOUR CHOICE.

## 45 LOCAL NON-PROFITS:

AC PAW • Addiction Treatment Services • American Association of University Women • Big Brothers Big Sisters • Boots For Kids • Boy Scouts of America • Northern Michigan • Catholic Human Services • Foster Grandparent & Senior Companion Programs • Cherryland Humane Society • The Children's House • City Opera House • Company Dance Traverse • Crosshatch Center for Art & Ecology • Dunn's House • The Father Fred Foundation • FLOW for Water • For Animals • Great Lakes Children's Museum • GTACS • Habitat for Humanity • Grand Traverse Region • Justice for Our Neighbors • Maritime Heritage Alliance • Michael's Place • Munson Medical Center • Family Birth & Children's Center • National Alliance on Mental Illness • Norte • Old Town Playhouse • Paperworks Studio • Parkinson's Network North • The Pathfinder School • Planned Parenthood of Michigan • Pregnancy Care Center • Silver Muzzle Cottage • TART Trails, Inc. • TCAPS/Student Support Network • Traverse Area Historical Society • Traverse Bay Children's Advocacy Center • TC Arts Commission • TC Music Boosters • Traverse Health Clinic • Up North Pride • Watershed Center • Grand Traverse Bay • Wellspring Lutheran Services • Women's Resource Center • Young Peacemakers of Northwestern Michigan/Utopia Foundation • Zonta Club

## OVER 60 LOCAL BUSINESSES:

Acoustic Tap Room • American Spoon • Amical\* • Back Country North • Becky Thatcher Designs • Brilliant Books • Cali's • Captain's Quarters • The Cheese Lady • Cherry Hill • Cherry Republic • Children's World • Crepes & Co. TC • Critters • Daisy Jane • The Dish Cafe\* • Eleven • Ella's • Espresso Bay • The Exchange • Flea • Fustini's • Glitz & Spins • Golden Shoes • Goodboy Provisions • Great Lakes Bath & Body / Paperworks Studio • Green Island • Grind Coffee Company • Harbor View Lavender Farm • Haystacks • James C. Smith Fine Jewelers • Kilwin's • Lakes and Grapes • Liana's • Little Bohemia\* • M22 • Mama Lu's\* • The Market Bar • Mary's Kitchen Post • McMillen's Custom Framing • Millie & Pepper • Miner's North Jewelers • Moaisels • Mr. Bill's Shirt Company • My Secret Stash • Nifty Things! • Northern Lights • Painting with a Twist • Peppercorn • Plamondon Shoes • Red Ginger Restaurant\* • Robert Frost • Roth Shirt Co. • Sincerely Betty • Sorollina/SLATE\* • Sunn-thing • Sunglass Shoppe and Unique Optics • Sweet Pea • Sweet Turtleto • TC BBO • Toy Harbor • Unparallel'd Apparel • Valtruba Leather Goods Co. • What to Wear • Yvna Dee • Yen Yoga & Fitness

downtown traverse city | [downtowntc.com](http://downtowntc.com) | 231.922.2050





## Memorandum

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To: Jean Derenzy, DDA CEO  
From: Nicole VanNess, Parking Director  
Re: October 8, 2019  
Date: Parking Services Updates – October 2019

### ***Residential Parking***

On Monday, October 7, 2019, City Commission approved enacting the Residential Parking Program ordinance. The ordinance goes into effect October 17, 2019. I have attached a copy of the overall residential process outlining the steps required for residential permits. Please let me know if you have any questions.

### ***Seasonal Permit Lots***

In an effort to offer additional permit parking locations during the shoulder seasons, permits may be used in Lot D (300 E Grandview Parkway) from September 15-May 31<sup>st</sup> and Lot M (Marina Lot) late October through mid-May.

## **Residential Parking for City of Traverse City Residents Frequently Asked Questions**

The Residential Permit Program (RPP) is intended to supplement resident parking needs on a temporary or as-needed basis. The program does not eliminate on-street parking for public use, but aims to limit use by non-residents by enforcing posted time limits.

### **Why is the DDA involved in residential parking?**

The City of Traverse City approached the Traverse City Parking Services to implement a residential parking program (RPP) based on information gathered over the course of the pilot which was initiated in 2001. The Operation and Management Contract between the City and DDA was amended on July 1, 2014 to include, "16. Residential Permits. The DDA shall administer the residential parking permit program on behalf of the City."

### **What areas/blocks are eligible for Residential Parking Program (RPP)?**

Any non-metered residential block that has a restricted time limit is eligible to obtain RPP permits.

### **Who is eligible to be surveyed?**

Surveys will be sent to residential property owners. Businesses, schools, medical facilities, etc. will not be surveyed.

### **How do we request to be surveyed?**

Anyone interested, should contact Traverse City Parking Services at (231) 922-0241, or email [rpp@downtowntc.com](mailto:rpp@downtowntc.com). The request will be submitted to the City of Traverse City Transportation Committee to verify the block is eligible for a RPP. Once the block has been verified, surveys will be sent to the residents.

### **What does it mean for my block to be verified?**

Emergency routes, mail drive-up routes, and other factors will be used to verify the block is eligible.

### **How is 51% calculated?**

Surveys will be sent to each property owner of the block requesting. The surveys will be sent to the address on file with the City Assessor's Office. Residents will have a minimum of two weeks to respond. 51% is calculated as the amount of responses in favor over those not in favor and those who did not respond.

*Example 1: The block has 10 residences and 10 surveys were sent. Survey results: 3 yes, 2 no, 5 no response would calculate as  $3/10 = 30\%$  Yes,  $7/10 = 70\%$  No. RPP would not pass for this block.*

*Example 2: The block has 10 residences and 10 surveys were sent. Survey results: 5 yes, 5 no would calculate as  $5/10 = 50\%$  Yes,  $5/10 = 50\%$  No. RPP would not pass for this block.*

**If our block did not show support in a previous survey, how long do we have to wait to request another survey?**

A block may request to be surveyed no more than one (1) time in a 12 month period.

**If the residents of my block show a 51% interest in RPP, what happens next?**

Restricted parking signage will be installed on the RPP block. Residents may request residential permits through an RPP application once the signs have been installed.

**How are permits assigned?**

The intent of the permits are to allow residents to park within a reasonable distance of their house. However, permits will be assigned by neighborhood. Permits are valid on any block that has RPP within the neighborhood.

*Example: Both the 300 block of Seventh and the 400 block of Thirteenth Street reside in Central Neighborhood. Both blocks have elected to participate in the RPP and may obtain a Central Neighborhood Permit. Posted signs for Seventh Street are 2 Hour Limit and Thirteenth Street are No Parking 8 AM-3 PM School Days. Residents from the 400 block of Thirteenth may park on the 300 block of Seventh or vice versa with their Central Neighborhood Residential Permit. Residents in the 500 block of Tenth Street have not elected to participate, therefore, are not eligible to obtain a Central Neighborhood permit.*

**Who is eligible to obtain a residential permit?**

Only residents on blocks approved for RPP are eligible to obtain a permit. There is no limit to the number of permits. The resident must provide proof of vehicle registration that the vehicle must be registered to an address on the RPP block.

**If I am a Traverse City resident, but my vehicle is registered in another city or State, am I eligible to obtain a residential permit?**

No. Michigan Secretary of State Vehicle registration must indicate that the vehicle is registered to an address on the on the RPP block.

**My block has a RPP, am I required to obtain a residential permit?**

No. Residents may elect to obtain a permit to park past the posted restrictions, but residents are not required to have a permit.

**Does my permit allow overnight parking?**

No. Residential permits are valid for daytime hours only for the purpose of parking past posted time limits. Overnight parking will be enforced as stated in the current ordinance 410.04(c).

**Am I able to obtain a permit for my boat trailer or motorhome?**

No. Permits are available for passenger vehicles only and are not intended for use with trailers or motorhomes.

**I live in the DDA District, am I eligible for a RPP?**

No. Only neighborhoods outside of the DDA District are eligible for a RPP. Both Hardy and Old Town Garages offer 24 hour access for daytime and overnight parking through the downtown permit program.

**My block has meters, is my block eligible for a RPP?**

No. RPP permits are not valid in metered spaces.

**I own a business on a RPP block, am I eligible to purchase permits for my employees?**

No. RPP permits are only offered to residents who reside on the RPP block.

**I own two properties in Traverse City, one in Traverse Heights and one in Central Neighborhood. My personal vehicle is registered to my residence in Traverse Heights, am I able to obtain a permit to park in Central Neighborhood?**

No. You are eligible for a RPP permit for the neighborhood that corresponds to the address in which your vehicle is registered.

**I own a business, and my vehicle is registered to my business. I also own a home in Old Town Neighborhood. Am I able to obtain a permit to park in Old Town Neighborhood?**

No. You are eligible for a RPP permit for the neighborhood that corresponds to the address in which your vehicle is registered.

**I have a vehicle that has Dealer Plates, a loaner vehicle or company issued vehicle. Am I eligible to obtain a permit?**

No. The license plate must be registered to a property in the RPP zone.

**What should I do if I do not agree with time restrictions on my block?**

You may request to have your block surveyed to remove time restrictions. 51% in favor is required in order to pass. Once passed, any permits issued to properties on the block will be deactivated.



**TRAVERSE CITY CODE OF ORDINANCES**

**ORDINANCE AMENDMENT NO. \_\_\_\_\_**

Effective date: \_\_\_\_\_

**TITLE:** Parking by Permit for Residential Parking

**THE CITY OF TRAVERSE CITY ORDAINS:**

That Chapter 483, Parking by Permit for Residential Parking of the Traverse City Code of Ordinances, be amended to read in its entirety as follows:

**483.01 DEFINITIONS**

For the purpose of this chapter, the words and phrases shall have the following meanings:

1. *Residential Parking Permits* means any parking permits issued which are valid for a specified date range, time, and location as indicated for the type of permit to allow the permit holder of a Residential Lot to exceed the posted restricted time limits in a residential parking zone. The physical type of permit issued and may include; hangtags, decals, virtual, proximity, printable or other media.
2. *Residential Parking Area* means a non-metered residential block that has restricted time limit. Metered residential blocks may not be included in a residential parking zone.
3. *Residential Parking Zone* means one or more residential parking areas that require a valid residential parking permit to park for a length of time exceeding the posted restricted time limits.
4. *Residential Parking Program (RPP)* means a process residents may use to request restricted time limits for on-street parking in residential parking areas to obtain a residential parking permit.

**483.02 RESIDENTIAL PARKING PERMITS GENERALLY**

1. In accordance with the Parking Operation and Management Agreement, Traverse City Parking Services is authorized to issue and administer the residential parking program.
2. The residential parking program is intended to supplement resident parking needs on a temporary or as-needed basis. The program does not eliminate on-street parking for public use.
3. Residential parking permits are available for motor vehicles registered to a residential lot in residential parking area. Residential parking permits shall not be issued for RV/Motorhomes, Boat/Tool Trailers, or other oversized vehicles.
4. Residential parking permits allow residents to park and exceed posted restricted time limits on City streets in residential parking areas near their residence.
5. Residential parking permits do not allow overnight parking where otherwise prohibited.
6. Residential parking permit effective start and expiration dates will coincide with MISOS motor vehicle registration. If MISOS motor vehicle registration does not expire, the permit will expire annually on the registered owner's date of birth.

### **483.03 ESTABLISHMENT OF RESIDENTIAL PARKING**

1. Residential parking areas and residential parking zones may be established by traffic control orders issued as provided in the Uniform Traffic Code for Cities, Townships, and Villages, as adopted in Section 410.01.
2. The traffic control order shall specify the signage necessary.
3. The traffic control order shall designate the boundaries of the residential parking zone.
4. The traffic control order shall designate the residential parking area and the time of regulation. Residential parking areas are assigned to the residential parking zone in which they reside.

### **483.04 REQUIRED INFORMATION FOR OBTAINING RESIDENTIAL PARKING PERMIT**

In order to be eligible for a residential parking permit, the following shall be supplied by the resident/registered vehicle owner:

1. Motor Vehicle Registration issued by the State of Michigan Secretary of State's Office, which coincides with the property address for the residential lot shown in the proof of residence.
2. Other relevant information requested to verify eligibility.

### **483.05 VIOLATIONS**

1. It shall be a violation of this ordinance for a person to:
  - a. park a vehicle in a residential parking area longer than the posted restricted time limit unless a valid residential parking permit is displayed;
  - b. park a vehicle displaying a residential parking permit in a residential parking area assigned to an invalid residential parking zone;
  - c. make any false, untrue, or misleading statement on any application for a residential parking permit or renewal thereof, or to willfully withhold information or make incomplete disclosure concerning any matter required to be furnished in connection with any such residential parking permit;
  - d. fail to report a change of residence or vehicle ownership upon which facts a residential parking permit is issued;
  - e. alter, tamper or transfer the residential parking permit to another person or vehicle.

### **483.99 PENALTY.**

Whoever violates any provisions of this chapter is responsible for a civil infraction and shall be assessed a civil fine of not more than one hundred dollars \$100.00, provided, however that the offense may be disposed of as provided in Section 488.06 if it is an offense listed as disposable under such section and if the civil fine is paid within the periods stipulated therein.

The effective date of this Ordinance is the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

I hereby certify the above ordinance amendment was introduced on \_\_\_\_\_, \_\_\_\_\_, at a regular meeting of the City Commission and was enacted on \_\_\_\_\_, \_\_\_\_\_, at a regular meeting of the City Commission by a vote of Yes: \_\_\_\_\_ No: \_\_\_\_\_ at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.

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James Carruthers, Mayor

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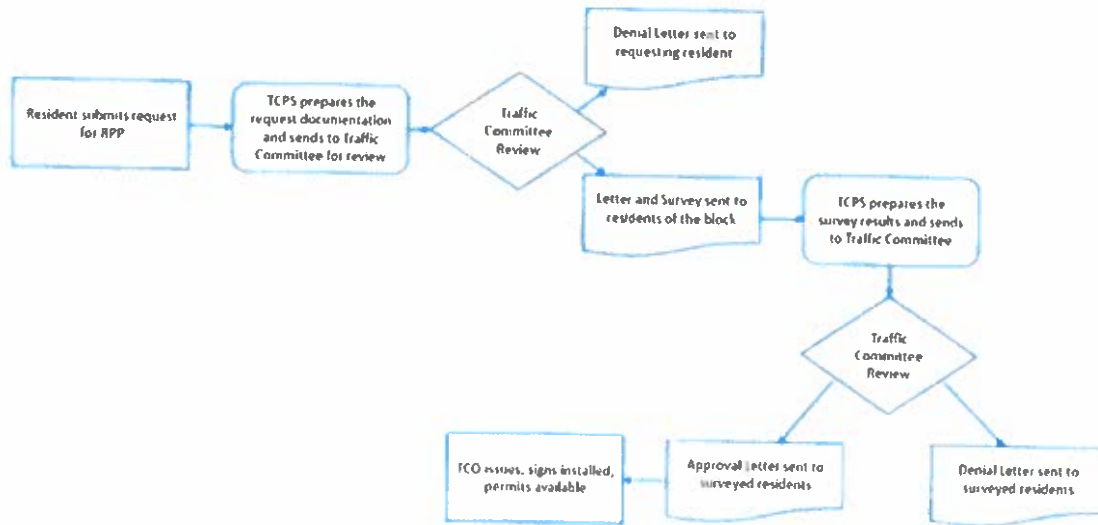
Benjamin C. Marentette, City Clerk

I hereby certify that a notice of adoption of the above ordinance was published in the Traverse City Record Eagle, a daily newspaper published in Traverse City, Michigan, on \_\_\_\_\_.

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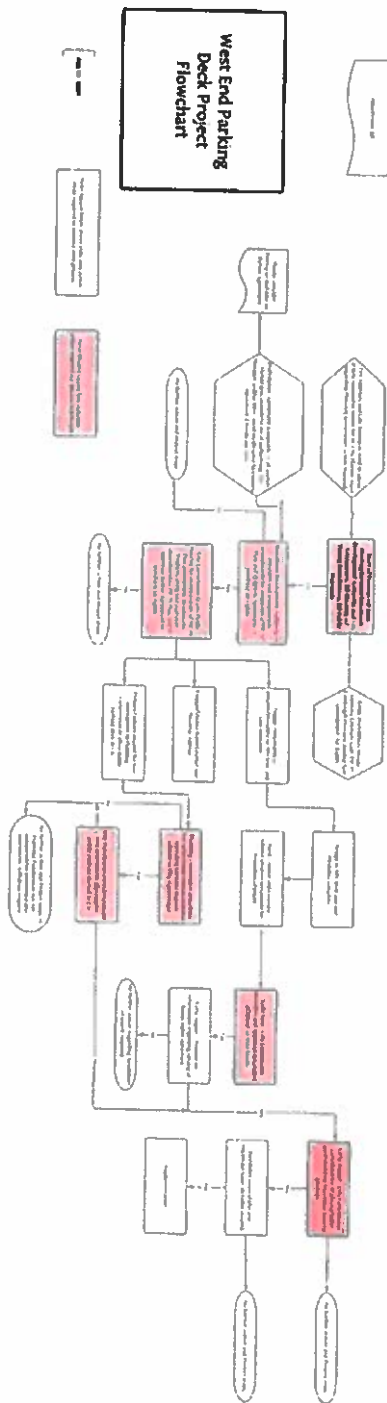
Benjamin Marentette, City Clerk

## Residential Parking Program Procedure Overview



1. Any resident may submit a request to [rpp@downtowntc.com](mailto:rpp@downtowntc.com). This group email will notify Traverse City Parking Services (TCPS), Engineering Department designee, and Traffic Committee chairperson. If the requestor does not have access to email, a letter is to be submitted to Parking Services. If a letter request is submitted, Parking Services will scan and submit via email. The purpose of the email notification is to provide a trackable form of the process and begin a timeline.
2. TCPS will submit a memo to the Traffic Committee to review the request to verify if a block qualifies for residential parking and utilization that warrants restricted time limits. The purpose of the RPP program is to provide residents who live in areas that have increased parking utilization an opportunity to request restricted time limits and have access to a permit that will provide an exemption from the restriction. If a block is underutilized or has a circumstance that does not warrant the request, they would be denied.
3. TCPS will notify residents of the outcome of the Traffic Committee's decision, with documentation of when notification is sent.
  - a. If the Traffic Committee denies the request, the letter will inform them that their block does not qualify and the reasoning why and they can request another survey if desired in one year.
  - b. If the Traffic Committee approves the request, the letter will inform them that their block does qualify and a survey is provided.
4. TCPS will tabulate survey results, and provided to the Traffic Committee for verification. TCPS will track due dates for surveys, when surveys are received, and if surveys are unable to be delivered.
5. If favorable, the Traffic Committee will issue necessary TCOs, make signage requests to DPS, and approve notification to residents. TCPS will work with the Traffic Committee to follow the process and requirements for establishing time restricted zones.

6. TCPS will notify residents of the results of the surveys,
  - a. If survey results were in favor, the process is underway and residents may begin to obtain permits.
  - b. If survey results did not show support, no permits can be issued with communication identifying that another request can be made in one year.



# DOWNTOWN TRAVERSE CITY ASSOCIATION BOARD MEETING

THURSDAY, SEPTEMBER 12, 2019  
8:30AM - DOWNTOWN OFFICE

## MINUTES

1. Call to order (*Neidorfler*)
  - a. Present: Liz Lancashire, Blythe Skarshaug, Margaret Morse, Misha Neidorfler, Amanda Walton, Pete Kirkwood & Dawn Gildersleeve
  - b. Absent: Susan Fisher, Jake Kaberle, & John McGee
2. Approval of [Minutes of the Board Meeting of August 8, 2019](#) (*Neidorfler*)
  - a. Motion to approve the minutes, *motion by Morse and seconded by Skarshaug. Motion carried unanimously.*
3. [Event Report](#) (*Viox*)
  - a. Downtown Art Fairs Feedback
    - i. Motion to have the National Cherry Festival Arts & Crafts Fair hours move from 10am to 7pm to 9am to 5pm, *motion by Kirkwood and seconded by Skarshaug. Motion carried unanimously.*
  - b. Street Sale Feedback
  - c. Ironman Feedback
  - d. Art Walk
  - e. Shop Your Community Day
  - f. Santa's Arrival
    - i. Float Committee Update
4. Marketing & Communications Director Report (*Paveglio*)
  - a. Marketing Report
    - i. Website
    - ii. Social Media & Newsletter Report
  - b. DDA Board Request for Sponsorship of Light Parade
    - i. No motion needed, we will just invoice actual cost to DDA.
5. DDA Report (*Derenzy*)
  - a. DDA just finished Strategic Plan to be reviewed at Meeting
  - b. New DDA Board Members
    - i. Pete Kirkwood
    - ii. Richard Lewis
    - iii. Steve Nance
  - c. New Developments
    - i. Honor State Bank at 400 Block of E. Front
    - ii. Breakwater, Warehouse District - March/April of 2020
      1. Want to do things on the river, but not until the Lower Boardman Unified Plan is complete

- d. Uptown Riverwalk
    - i. To be completed by Spring of 2020
  - e. New COO - Harry Burkholder
6. President's Report (*Neidorfler*)
- a. Good Morning Downtown Sign Up
  - b. Great Lakes Children's Museum Request
    - i. Board supports coordinating this event in conjunction with Happy Apple Days
7. Adjourn (10:19am)



# FARMERS MARKET ADVISORY BOARD

## DRAFT MINUTES

Monday, September 16, 2019, 9:00 am  
Training Room, Second Floor  
Governmental Center, 400 Boardman Avenue, Traverse City  
[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call:
  - a. Present: Tim Werner, Gary Jonas, Meghan McDermott, Tricia Phelps, Sue Kurta, Lori Buchan, Scott Hardy, Linda Grigg, Courtney Lorenz, Joanne Brown
  - b. Absent: Brenin Wertz-Roth, Nic Welty
2. Approval of Minutes
  - a. Motion to Approve: Scott Hardy, Second: Courtney Lorenz
3. Public Comment
  - a. No public present
4. Events
  - a. Ironman Review
    - i. 45 responses, 32 provided dollar amounts (out of 61 participating vendors)
    - ii. Paper surveys were distributed to all vendors
    - iii. Impact of Iron Man was less than we had hoped, 82% of sales on average, approximately 10 vendors chose not to come to market, all 4k of customer vouchers were redeemed, redemption of vouchers seemed to be concentrated by distribution sites (Cass St. bridge, Boardman river bridge)
    - iv. Feedback will be relayed to Jean Derenzy
    - v. Potential to pursue grant funding with partner organizations to support smart commute to market incentives
5. Programming Committee Update
  - a. Farmers Market Brunch Review
    - i. Rad-ish has purchased a food truck, Bubbie's Bagels has signed a lease on a brick and mortar space
  - b. Cooking Demonstration
    - i. TLD is working with chefs to encourage more education (rather than just sampling) during demos
  - d. Wednesday Market Review
    - ii. Feedback is mixed, customers seem to enjoy it, vendors seem concerned about relocating (some concerns with vendors on southern side and sun affecting their product)
6. Vendor Visits
  - a. Undertoe Farms
  - b. Green Morning Farm
  - c. Northern Growin' Farm

- d. Modern Bird
  - e. Bloom Wildcraft
  - f. Batter: Remixed
7. Future Committee Meetings
- a. Programming
    - i. Wednesday Review
    - ii. End of Season Meeting
  - b. Operations
    - i. Rules Review
      - 1. Cut Flower Vendors
8. Public Comment
- a. [Farms, Food and Health Conference](#) Sept. 26-29
  - b. SHFM vendors invited to Expo (free, open to the public, ok to sell non ready to eat items)  
Email Meghan for more info ([meghan@groundworkcenter.org](mailto:meghan@groundworkcenter.org))
  - c. Contact Meghan if you or your staff would like a free ticket to the Friday, Sept. 27 evening keynote (\$25 value)
9. Adjournment (9:51am)
- a. Motion: Lori Buchan
  - b. Second: McDermott

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director 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 DDA office.

**DOWNTOWN DEVELOPMENT AUTHORITY  
LOWER BOARDMAN RIVER LEADERSHIP TEAM  
Wednesday, September 18, 2019, 5:30 p.m.  
400 Boardman Avenue, Lower Level Cafeteria  
Traverse City, MI 49684  
[dda.downtowntc.com](http://dda.downtowntc.com)**

Chair Jay called the meeting to order at 5:31 p.m.

**Present:** Harry Burkholder, Elise Crafts, Jean Derenzy, Frank Dituri, Tim Ervin, Brett Fessell, Jennifer Jay, Deni Scudato, Russ Soyring, Mike Vickery

**Absent:** Christine Crissman, Michele Howard, Rick Korndorfer

**DDA Staff:** Colleen Paveglio

1. Nomination by Jay for Fessell to Co-Chair the Lower Boardman River Leadership Team
2. Meeting Minutes: The meeting minutes from August 21, 2019 were approved as presented upon motion by Crafts, seconded by Derenzy. Motion carried unanimously.
3. Update on FishPass Project
  - a. Frank Dituri and Brett Fessell will provide updates at the Lower Boardman River Leadership Team meetings
  - b. An overview of public outreach meetings and how the project began to address restoration of the river
  - c. Suggestion for a televised meeting for updates
4. Review Comments Received from Public Engagement Project
  - a. Include the updated feedback on website
  - b. Review of the survey results with over 500 respondents
  - c. Leadership Team to review the Project Action Plan and provide feedback
    - a. What exists today? Where we came from
    - b. Deadline for the Team to send to SmithGroup: October 2nd
      - a. Staff to send Bob Doyle's email to Team
  - d. Future public engagement: Weigh value statements against input
    - a. Focus on habitat enhancement and others follow
    - b. Initial outreach to stakeholders and partners
    - c. Comment regarding historical context of overuse and misuse and provide a guiding document for the future
    - d. Ervin to map a process for FishPass for engagement and send to group
    - e. Inquiry on process and mapping for FishPass
      - a. The LBR Team should be involved in the future FishPass meetings

5. Begin Opportunity/Design Phase based on comments received
  - a. Leadership Team to review the Project Action Plan and provide feedback
    - a. What exists today? Where we came from
    - b. Deadline for the Team to send to SmithGroup: October 2nd
      - a. Staff to send Bob Doyle's email to Team
    - c. Future development before Unified Plan
      - a. Derenzy: Planning Commission has delayed work on riparian buffer until Unified Plan is developed
6. Identify Public Outreach for Design Phase
  - a. Future public engagement: Weigh value statements against input
    - a. Focus on habitat enhancement and others follow
    - b. Initial outreach to stakeholders and partners
    - c. Comment regarding historical context of overuse and misuse and provide a guiding document for the future
    - d. Ervin to map a process for FishPass for engagement and send to group
      - a. Scudato to provide a list of questions to Ervin
      - b. Inquiry on process and mapping for FishPass
      - c. The LBR Team should be involved in the future FishPass meetings
    - e. Doyle to provide an outline once feedback is received from LBR Team
      - a. Linking grid to vision and values and provide content
      - b. Reviewed at the October 16th, LBR meeting
7. Public Comment
  - a. Ann Rogers, 1236 Peninsula Drive, NMEAC Co-Chair, commented on the FishPass project and the process.
  - b. Milton Anderson, 429 S. Garfield, commented on the FishPass project
  - c. Rick Buckhalter, 932 Kelley Street, commented on the FishPass project
  - d. Judy Nelson, 429 S. Garfield, commented on the FishPass project and mirroring the LBR engagement process
  - e. Mitch Treadwell, 620 W. Seventh Street, commented on the LBR public engagement and future development being addressed
8. Adjournment. The meeting officially adjourned at 7:54 p.m.

Respectfully submitted,

Colleen Paveglio

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treatment or employment in, its programs or activities. The DDA CEO 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 DDA office.

DRAFT



**City of Traverse City  
Traverse City Arts Commission  
DRAFT**

**Minutes  
Regular Meeting  
September 18, 2019  
Second Floor Committee Room  
Governmental Center, 400 Boardman Avenue, Traverse City, Michigan**

1. Chairperson Hershey called the meeting to order at 3:32 p.m., roll call and announcements.

Amendment of Agenda to add Dan Zielinski, Great Lakes Fisheries Commission as item 4, and discussion on Cardboard Parade under New Business.

**Present:** Roger Amundsen, Debbie Hershey, Megan Kelto, Matthew Ross, Amy Shamroe, Charlotte Smith, Ashlea Walter

**Absent:** N/A

**Staff:** Colleen Paveglio

2. Opening Public Comment
  - a. None at this time
3. Consideration of approving the minutes of the August 21, 2019 meeting.
  - a. **Moved by Shamroe, seconded by Kelto, that the minutes of the August 21, 2019 meeting as presented, be approved.**

**AIF/MC**

4. Great Lakes Fisheries Commission
  - a. Dan Zielinski, reviewed artistic elements that will be incorporated in the FishPass project and inquired about local artists for bronze casting of native fish species.
5. Project Update
  - a. Signage
    - i. Signage templates have been completed with the addition of logo
    - ii. Service order under way to move forward with Sestok and Boardman Lake Trail signage
  - b. Clinch Park Tunnel

- a. **Motion by Walter, seconded by Shamroe to rescind the August motion by Shamroe, seconded by Ross, to enter into an agreement with Image360 for a lighting and panel system for the Clinch Park Tunnel in an amount not-to-exceed \$39,000 as provided by the City Commission's action taken November 19, 2018. AIF/MC**
- b. **Motion by Walter, seconded by Shamroe enter into an agreement with Image360 for a panel system for the Clinch Park Tunnel in an amount not-to-exceed \$12,000 as provided by the City Commission's action taken November 19, 2018. AIF/MC**
- c. **Motion by Walter, seconded by Shamroe to enter into an agreement with Image360 for a lighting system for the Clinch Park Tunnel in an amount not-to-exceed \$20,000 as provided by the City Commission's action taken November 19, 2018. AIF/MC**
- d. Painting quotes are were sought as per the City's purchasing policy and is anticipated to take place in late September/early October
- e. Targeting a late October date for completion
- c. **Boathouse Project**
  - a. Artist Daniel Roache notified staff of a delay and a new timeline has been determined
  - b. Staff has notified the donor and mutually agreed on the following
  - c. Completion of Work: December 31, 2019, Installation: By May 31, 2020
- d. **Then & Now**
  - a. Camera Shop is working on photo restoration and files will then be send to Britten for manufacturing
  - b. Installation anticipated for mid October
- e. **Pitch Night**
  - a. MCACA grant notice has been delayed due to State budget negotiations
  - b. Targeting November 14, 2019 at Workshop Brewing Co.
  - c. **Motion by Shamroe, seconded by Ross, that the Traverse City Arts Commission approve an amount not to exceed \$2,500 for Pitch Night. AIF/MC**
  - d. Staff to schedule meeting with committee to discuss details further
- 6. **Financials**
  - a. A projected budget for FY 19'-20' was provided in the packet.
- 7. **Old Business**
  - a. **Website Compliance**
    - i. A service order has been requested for FlightPath and work will begin in October
  - b. **Shop Your Community Day**

- i. Arts Commission has been accepted as a participating non-profit for Shop Your Community its Day on Saturday, November 9, 2019.
8. New Business
- a. Committee Update
    - i. Master Plan Committee: Executive Committee
      - i. Staff to send a doodle to schedule meeting after completion of fall projects
      - ii. Fund development to be discussed at the meeting
    - ii. Holiday Lights Committee
      - i. Previous committee regarding a light installation in collaboration with the Downtown Traverse City Association at Enspire.
      - ii. Staff to discuss further with DTCA and report back at the October meeting
  - b. Capital Improvement Plan
    - i. The six year outlook was provided in packet
  - c. Cardboard Parade
    - a. No discussion at this time
9. Public Comment
- a. General
    - i. None at this time
  - b. Commissioners
    - i. None at this time
10. Adjournment. The meeting officially adjourned at 4:58 p.m.

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Colleen Paveglio  
DDA Marketing & Communications Director  
Designated Secretary



RESOLUTION  
148-2019

**Grand Traverse County Board of Commissioners Position on the Extension of Tax  
Increment Finance Development Plan 97**

WHEREAS, on October 27, 1997, the City of Traverse City Commission adopted a tax increment finance development plan (referred to as "TIF 97"), which provides for a proposed tax capture from certain local units of government to finance various projects in the northern section of downtown Traverse City within the Downtown Development District ("DDA"); and

WHEREAS, on October 29, 1997 the Grand Traverse County Board of Commissioners adopted a resolution to partner with Traverse City in support of TIF 97, for a 30-year term, in order to fund core infrastructure improvements within the TIF district; and

WHEREAS, in the last twenty-one years, TIF 97 has been an important tool in promoting economic development within the TIF district and will have fulfilled its purpose by December 31, 2027, and

WHEREAS, the TIF 97 plan stipulates that the last date of capture is December 31, 2027, and thereafter Grand Traverse County and other local units of government that had relinquished significant tax revenue for a 30-year period, would as a result experience a significant increase in revenue to be used to provide improved services within the County; and

WHEREAS, an ad hoc committee composed of DDA board representatives and City Commission members have adopted a resolution recommending that the City Commission extend TIF 97 for an additional eight to thirteen years, beyond the 30 year term agreed to by Grand Traverse County, to finance the construction of a proposed public parking deck on the west end of downtown; and

WHEREAS, if the City Commission accepts the recommendation of the ad hoc committee to extend TIF 97 beyond the initial 30-year term Grand Traverse County will lose unforeseen millions of dollars in tax revenue due to the extension. A loss of revenue that will negatively impact future levels of service the county is obligated to provide to the residents and businesses within the County;

THEREFORE, be it resolved that the Grand Traverse County Board of Commissioners requests that the Traverse City Commission take into serious consideration the impact of the County's significant loss in revenue should TIF 97 be extended, and

BE IT FURTHER RESOLVED that the Board of Commissioners request that the City Commission conclude the TIF 97 tax capture for Grand Traverse County at the end of the initial 30-year term.

BE IT FINALLY RESOLVED that the County Clerk shall submit a copy of this resolution to the Traverse City DDA, City Commission and all other local units of governments that would also be negatively impacted by the proposed extension of TIF 97.

APPROVED: October 2, 2019