

**Traverse City Downtown
Development Authority Regular
Meeting
(Zoom) Meeting
December 18, 2020
8:00 am**



The Downtown Development Authority Meeting Will Not Be Held At the Governmental Center. The Downtown Development Authority Meeting Will Be Conducted Remotely Via Zoom Webinar Quick Highlights for Viewing and Participating (Finer Details Below)

The Downtown Development Authority Meeting will be broadcast live on Cable Channel 191 and streamed at:

<https://www.tacm.tv/govtvnow.asp>

Anyone wishing to give public comment will need to call in and wait in a "virtual waiting room" where their microphones will be muted until they are called upon:

Dial: 312-626-6799

Meeting ID: 857 2037 1897

Participant ID: # (yes just #)

Posted and Published

The DDA recognizes the importance of not bringing people together unnecessarily in an effort to stop the spread of COVID-19. The Governmental Center has been closed to walk-in traffic and will be closed for DDA meetings for the foreseeable future. Members of the DDA will not be present in the Governmental Center for official DDA meetings.

For the foreseeable future, the DDA does not intend to convene other committees of the DDA unless there is critical action to be taken; meetings that do not need to be held will not be held. The meeting is being conducted remotely to assist in stopping the spread of COVID-19. Individuals with disabilities may participate in the meeting by calling-in to the number as though they were going to be giving public comments as outlined below or by calling the TDD#. Individual members of the DDA may be contacted via email. Member email addresses can be found at the DDA website: dda.downtowntc.com

DDA meetings will continue to be broadcast live on Cable Channel 191 and will be streamed live at: <https://www.tacm.tv/govtvnow.asp>.

For members of the DDA and key staff, their name will appear on screen when they are speaking. For individuals who may wish to give public comment, the method for providing

public comment during these remote-participation meetings is to call: 312-626-6799 and enter the Meeting and Participant ID.

Callers wishing to give public comment may call in before the meeting starts and wait in a "virtual waiting room." Going forward, these instructions will be included in every published agenda of the DDA. Those calling in will be able to hear the audio of the DDA meeting, yet their microphone will be muted.

When the DDA accepts public comment, in the order calls were received, the meeting facilitator will identify the caller by the last four digits of their telephone number and ask them if they would like to make a comment. While not required, but so we do not have to go through an unnecessarily long list of callers, we ask, if possible, that those who do not wish to give public comment refrain from calling in and instead listen to the meeting online at: <https://www.tacm.tv/govtvnow.asp> or on Cable Channel 191.

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

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Jean Derenzy, CEO
(231) 922-2050
Web: www.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting!

Agenda

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. OPENING PUBLIC COMMENT	
4. CONSENT CALENDAR	
<i>The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.</i>	
A. Consideration of minutes for the Regular Meeting of November 20, 2020 (approval recommended)	7 - 11
Downtown Development Authority Regular Meeting - 20 Nov 2020 - Minutes - Pdf	
B. Consideration of approving Financial Reports and disbursements for DDA, TIF 97, Old Town TIF, Parking Services, and Arts Commission for November 2020 (approval recommended)	13 - 21
DDA, TIF 97, Old Town TIF Financials.	
TC Parking Services Financials November 2020	
TC Arts Commission Financials November 2020	
C. Finance Committee Minutes (approval recommended)	23
December 8, 2020 Finance Committee Meeting Minutes - PDF	
D. Governance Committee Minutes (approval recommended)	25
December 3, 2020 Governance Committee Meeting Minutes - PDF	
E. Amendment to Parking Lot N License Agreement (approval recommended)	27
Amendment to Lot N License Agreement - Memo	

5.	ITEMS REMOVED FROM CONSENT CALENDAR	
6.	COMMITTEE BUSINESS AND RECOMMENDATIONS	
A.	Finance Committee CIP 2020/2021 (approval recommended) CEO Memo - PDF TIF 97, Old Town TIF and Parking CIP Narratives	29 - 47
7.	CEO REPORT	
A.	Winter Parklets CEO Report Winter Parklet Memo - PDF Winter Parklet Draft Schematic Design - PDF	49 - 51
8.	NEW BUSINESS	
A.	Emergency Declaration - Remote Meetings (approval recommended) CEO Memo - PDF Traverse City Emergency Declaration	53 - 56
9.	STAFF REPORTS	
A.	Transportation Mobility Director (VanNess) Transportation Mobility Director Report - PDF	57 - 58
B.	COO Report - Memo (Burkholder) COO Report (Lower Boardman) - PDF	59 - 60
10.	CLOSED SESSION	
A.	West End Parking	
11.	RECEIVE AND FILE	
A.	Board Member Reports 1. Parking Subcommittee Memo (Hardy) - PDF 2. Arts Commission Memo (McCallum) - PDF	61 - 63
B.	Staff Reports 1. Community Development Director Report (McCain)- Memo. PDF 2. Downtown Experience Coordinator Report (Viox) - Memo.PDF	65 - 68
C.	Arts Commission November 2020 Minutes Arts Commission Minutes November 18, 2020 - PDF	69 - 71
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E.	Lower Boardman November 2020 Minutes	75 -
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F.	Social Media November Report	77 -
	DDA/DTCA Social Media November Report - PDF	131

12. CLOSING PUBLIC COMMENT

13. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, November 20, 2020**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 8 a.m.

The following Board Members were in attendance: Mayor Jim Carruthers, Board Vice Chair Gabe Schneider, Board Member Steve Nance, Board Member Peter Kirkwood, Board Secretary Stephen Constantin, Board Treasurer Scott Hardy, Commissioner Debbie Hershey, Board Member T. Michael Jackson, Board Chair Leah Bagdon-McCallum, Board Member Jeff Joubran, and Board Member Richard Lewis

The following Board Members were absent: None

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Schneider called the meeting to order at 8:00 AM.

(b) **ROLL CALL**

Hardy joined the meeting at 8:04 AM.

(c) **OPENING PUBLIC COMMENT**

(d) **CONSENT CALENDAR**

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

- (1) Approval of the October 23, 2020 regular meeting minutes
- (2) Approving of the financial reports and disbursements for the DDA, TIF 97, Old Town TIF, Parking Services, and Arts Commission for October 2020
- (3) Approval of the Finance Committee Minutes
- (4) Approval of the Downtown Tree Management Contract

Motion to approve the consent calendar as presented.

Moved by T. Michael Jackson, Seconded by Debbie Hershey

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: None

CARRIED. 11-0-0 on a recorded vote

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

(f) **SPECIAL ORDER OF BUSINESS**

- (1) Survey Results - Woody Smith Presenting Survey Findings

Comments from Presenter (Smith):

- Presented data results from Owners/Managers, and Residents.
- Presented condition ratings and verbatim comments.
- Presented summary modifications for 2020 and 2021.

Comments from the Board:

- Mayor Carruthers inquired about comments in a recent Ticker article about the closure not working in future years downtown.
- Kirkwood gave observations of support and positive comments.
- Schneider inquired if there were indicators that drove the results.
- Jackson applauded Avenue SR for a thorough survey.
- Hershey commented that the study was informative, and asked about future plans with the uncertainty of the timing on a vaccine.
- Hardy inquired on the intent and whether sales for downtown merchants were included to provide quantitative data for pre-COVID vs post-COVID.
- Joubran commented on retailers feedback being low compared to restaurants.

(g) **CEO REPORT**

(1) CIP 2020/2021 Introduction

Comments from the Board:

- Schneider highlighted that projects like bridges have other funding sources.
- Mayor Carruthers suggested that attachments be included in landscape.
- Kirkwood suggested sharing the screen for future presentations.
- Schneider suggested nesting the fiscal years together.
- Jackson questioned the bridge projects as part of the TIF budgets.
- Hardy added infrastructure such as storm water as another question for TIF budgets.
- Lewis commented on funds that have already been allocated in previous CIPs and not going back. He provided the example of expense sharing with TIF 97 in the 90's on the Union St. bridge.
- Constantin commented that we need to remind ourselves it is a revenue sharing device, and a way we can save the City money as well as the residents.

(h) **OLD BUSINESS**

(1) Board appointments for the following sub-committees

1. Farmers Market Subcommittee
2. Parking Subcommittee

Motion of the appointment of Scott Hardy to the Farmers Market Subcommittee.

Moved by Stephen Constantin, Seconded by Jeff Joubran

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: None

CARRIED. 11-0-0 on a recorded vote

Motion of the appointment of Richard Lewis to the Parking Subcommittee.

Moved by Stephen Constantin, Seconded by Jeff Joubran

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood, Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: None

CARRIED. 11-0-0 on a recorded vote

(2) Appointments to the DDA Board (Board Grid)

Comments from the Board:

- Lewis commented on aspects identified and what expertise need to be filled to have a balanced board, and guidelines identified in state law.
- Constantin commented on separating out of skills or experience, and look to how recruiting a commercial property owner is important.
- Mayor Carruthers thanked the committee for their work, and how he will create an ad hoc for some interviews to fill the vacancies.
- Schneider shared information obtained from the City Clerk's Office on applications and expressed interest to serve on ad hoc committee.

(i) **STAFF REPORTS**

- (1) Transportation Mobility Director (VanNess)
- (2) Community Development Director (McCain)

Comments from the Board:

- Mayor Carruthers extended the reminder of snow removal and responsibilities per local ordinance.
- Constantin commended the DDA and Parking Services for their creativity and outreach.

- (3) Downtown Experience Coordinator (Viox)

(j) **RECEIVE AND FILE**

- (1) Arts Commission Board Member Update (Bagdon-McCallum)
- (2) Farmers Market Board Member Update (Hardy)
- (3) Lower Boardman Member Update (Kirkwood)

Comments from the Board:

- Kirkwood asked for attention to the vision laid out and noted that ordinance changes are required to align with the grand vision.

- (4) DTCA October 2020 Minutes
- (5) Arts Commission October 2020 Minutes
- (6) Lower Boardman September 2020 Minutes
- (7) Social Media Results October Report

(k) **CLOSING PUBLIC COMMENT**

- (1) Comments from the CEO
 - Derenzy updated the Board on a grant submitted to provide outdoor dining over the winter months.
 - Derenzy updated the Board on opportunities to partner with non-profits to increase snow removal downtown.

(l) **ADJOURNMENT**

- (1) Motion to adjourn at 9:45 AM
Motion to adjourn the meeting.

Moved by Richard Lewis, Seconded by Jeff Joubran

Yes: Jim Carruthers, Gabe Schneider, Steve Nance, Peter Kirkwood,
Stephen Constantin, Scott Hardy, Debbie Hershey, T. Michael
Jackson, Leah Bagdon-McCallum, Jeff Joubran, and Richard Lewis

Absent: None

CARRIED. 11-0-0 on a recorded vote

Jean Derenzy, Traverse City DDA
CEO

4:16 PM
12/14/20
Accrual Basis

Downtown Development Authority
Balance Sheet
As of December 14, 2020

	Dec 14, 20
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 3112	2,454,956.64
Fifth Third Savings - 6740	202,453.81
Petty Cash	548.19
Total Checking/Savings	2,657,958.64
Accounts Receivable	
Accounts Receivable	270,754.87
Total Accounts Receivable	270,754.87
Other Current Assets	
Due From APS	2,122.82
Due From Arts Council	352.00
Due From DTCA	1,220.51
Payroll Advance	2,001.86
Total Other Current Assets	5,697.19
Total Current Assets	2,934,410.70
Other Assets	
Due From Other Funds	51,790.00
Pre-Paid Expense	6,920.00
Total Other Assets	58,710.00
TOTAL ASSETS	2,993,120.70
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
First National - 8689	-1,226.46
First National - 8870	70.00
Total Credit Cards	-1,156.46
Other Current Liabilities	
Accrued Payroll Liabilities	2,025.55
Accrued Salaries	14,169.22
Buy Local Give Local Campaign	1,000.00
Deferred Income	2,000,000.00
Deposits Payable	
Double Up Food Bucks	-2,679.39
EBT Bridge Card	-2,751.84
NCF Reimbursements	346.00
Prescriptions for Health	2,300.64
Project Fresh	2,849.00
Senior Project Fresh	-10,081.00
Deposits Payable - Other	2,782.43
Total Deposits Payable	-7,234.16
Direct Deposit Liabilities	-66.96
Due to Other Funds	385,993.65
GRANTS	
EGLE -- Cornwell Development	10,914.29
Heathy Drinking Culture Grant	-9,956.25
Lower Boardman	-23,750.00
Tech Incubator Fund	40,625.00
Total GRANTS	17,833.04
Payroll Liabilities	
457k Payable	-3,564.36
Federal Income Tax Payable	1,934.00

4:16 PM
12/14/20
Accrual Basis

Downtown Development Authority
Balance Sheet
As of December 14, 2020

	<u>Dec 14, 20</u>
Health Insurance Payable	5,682.11
Life Insurance Payable	2,928.03
Medicare Tax Payable	866.90
Social Security Tax Payable	3,707.08
State Income Tax Payable	2,928.51
State Unemployment Tax Payable	-710.94
Total Payroll Liabilities	<u>13,771.33</u>
Total Other Current Liabilities	<u>2,427,491.67</u>
Total Current Liabilities	<u>2,426,335.21</u>
Total Liabilities	2,426,335.21
Equity	
Opening Bal Equity	107,606.27
Retained Earnings	632,875.61
Net Income	-173,696.39
Total Equity	<u>566,785.49</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,993,120.70</u></u>

4:14 PM
12/14/20
Accrual Basis

DDA - TIF97
Balance Sheet
As of December 14, 2020

	<u>Dec 14, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 8026	4,619,610.03
Total Checking/Savings	<u>4,619,610.03</u>
Accounts Receivable	
Accounts Receivable	431,213.79
Total Accounts Receivable	<u>431,213.79</u>
Total Current Assets	5,050,823.82
Other Assets	
Due From Other Funds	292,933.23
Total Other Assets	<u>292,933.23</u>
TOTAL ASSETS	<u><u>5,343,757.05</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-90,458.71
Total Accounts Payable	<u>-90,458.71</u>
Other Current Liabilities	
Deferred Revenue	672,248.19
Due To Other Funds	48,290.00
Total Other Current Liabilities	<u>720,538.19</u>
Total Current Liabilities	<u>630,079.48</u>
Total Liabilities	630,079.48
Equity	
Opening Bal Equity	-21,200.00
Retained Earnings	2,995,400.29
Net Income	1,739,477.28
Total Equity	<u>4,713,677.57</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,343,757.05</u></u>

4:17 PM
12/14/20
Accrual Basis

**DDA Old Town TIF
Balance Sheet
As of December 14, 2020**

	<u>Dec 14, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
Fifth Third Checking - 0850	485,837.50
Total Checking/Savings	<u>485,837.50</u>
Total Current Assets	485,837.50
Other Assets	
Due From Other Funds	93,060.42
Total Other Assets	<u>93,060.42</u>
TOTAL ASSETS	<u>578,897.92</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-31,760.75
Total Accounts Payable	-31,760.75
Other Current Liabilities	
Due To Other Funds	3,500.00
Total Other Current Liabilities	<u>3,500.00</u>
Total Current Liabilities	<u>-28,260.75</u>
Total Liabilities	-28,260.75
Equity	
Retained Earnings	219,377.21
Net Income	387,781.46
Total Equity	<u>607,158.67</u>
TOTAL LIABILITIES & EQUITY	<u>578,897.92</u>

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	0.00	67.50	0.00	(67.50)	100.00
585-000-502.000	FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-651.000	PARKING DECK PROCEEDS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-652.000	PARKING FEES-COIN	800,000.00	55,126.94	607,299.89	0.00	192,700.11	75.91
585-000-653.000	PERMITS-SURFACE LOTS	150,000.00	3,932.00	42,952.00	0.00	107,048.00	28.63
585-000-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
585-000-653.007	PERMITS - NEIGHBORHOOD	0.00	0.00	1,160.00	0.00	(1,160.00)	100.00
585-000-653.010	DESTINATION DOWNTOWN	200.00	0.00	0.00	0.00	200.00	0.00
585-000-656.010	PARKING FINES	50,000.00	5,766.00	76,269.03	0.00	(26,269.03)	152.54
585-000-656.020	PARKING FINES-AIRPORT	0.00	0.00	0.00	0.00	0.00	0.00
585-000-656.030	PARKING FINES-COLLEGE	0.00	0.00	0.00	0.00	0.00	0.00
585-000-664.000	INTEREST & DIVIDEND EARNINGS	40,000.00	0.00	19,538.24	0.00	20,461.76	48.85
585-000-668.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-673.000	SALE OF FIXED ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-677.000	REIMBURSEMENTS	0.00	0.00	1,123.24	0.00	(1,123.24)	100.00
585-000-683.000	RECOVERY OF BAD DEBTS	0.00	0.00	0.00	0.00	0.00	0.00
585-000-686.000	MISCELLANEOUS INCOME	0.00	100.00	518.06	0.00	(518.06)	100.00
585-000-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
585-000-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-000-699.000	PRIOR YEARS' SURPLUS	1,455,500.00	0.00	0.00	0.00	1,455,500.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,495,700.00	64,924.94	748,927.96	0.00	1,746,772.04	30.01
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-653.005	PERMITS-PARKING DECK	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		0.00	0.00	0.00	0.00	0.00	0.00
Dept 586 - HARDY DECK							
585-586-651.000	PARKING DECK PROCEEDS	100,000.00	3,223.70	90,768.45	0.00	9,231.55	90.77
585-586-653.000	PERMITS-SURFACE LOTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-653.005	PERMITS-PARKING DECK	175,000.00	12,428.00	37,559.00	0.00	137,441.00	21.46
585-586-668.000	RENTS AND ROYALTIES	26,300.00	1,530.00	13,818.00	0.00	12,482.00	52.54
585-586-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
585-586-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-586-687.000	REFUNDS AND REBATES	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 586 - HARDY DECK		301,300.00	17,181.70	142,145.45	0.00	159,154.55	47.18
Dept 587 - OLD TOWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	25,000.00	1,175.75	26,781.25	0.00	(1,781.25)	107.13
585-587-653.005	PERMITS-PARKING DECK	325,000.00	1,536.00	212,508.00	0.00	112,492.00	65.39
585-587-677.000	REIMBURSEMENTS	0.00	0.00	15.00	0.00	(15.00)	100.00
585-587-686.000	MISCELLANEOUS INCOME	0.00	0.00	0.00	0.00	0.00	0.00
585-587-694.000	OTHER INCOME	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 587 - OLD TOWN DECK		350,000.00	2,711.75	239,304.25	0.00	110,695.75	68.37

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Revenues							
TOTAL REVENUES		3,147,000.00	84,818.39	1,130,377.66	0.00	2,016,622.34	35.92
Expenditures							
Dept 585 - AUTOMOBILE PARKING SYSTEM							
585-585-702.000	SALARIES AND WAGES	17,800.00	172.01	913.35	0.00	16,886.65	5.13
585-585-704.000	EMPLOYEE OVERTIME	0.00	0.00	3.25	0.00	(3.25)	100.00
585-585-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	(0.58)	32.10	0.00	(32.10)	100.00
585-585-715.000	EMPLOYER'S SOCIAL SECURITY	1,400.00	12.67	67.47	0.00	1,332.53	4.82
585-585-716.000	EMPLOYEE HEALTH INSURANCE	200.00	10.64	53.23	0.00	146.77	26.62
585-585-717.000	EMPLOYEE LIFE/DISABILITY INS	100.00	2.62	13.04	0.00	86.96	13.04
585-585-718.000	RETIREMENT FUND CONTRIBUTION	200.00	0.00	70.24	0.00	129.76	35.12
585-585-719.000	RETIRES HOSPITALIZATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-720.000	UNEMPLOYMENT COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00
585-585-721.000	WORKERS COMPENSATION INS	0.00	0.00	0.00	0.00	0.00	0.00
585-585-727.000	OFFICE SUPPLIES	6,000.00	220.00	1,060.69	0.00	4,939.31	17.68
585-585-740.000	OPERATION SUPPLIES	37,000.00	2,787.46	15,313.14	17,564.12	4,122.74	88.86
585-585-801.000	PROFESSIONAL AND CONTRACTUAL	1,232,500.00	32,174.94	285,483.41	803,801.60	143,214.99	88.38
585-585-810.000	COLLECTION COSTS	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-850.000	COMMUNICATIONS	25,000.00	540.00	5,390.86	68,780.00	(49,170.86)	296.68
585-585-854.000	CITY FEE	169,200.00	0.00	0.00	0.00	169,200.00	0.00
585-585-860.000	TRANSPORTATION	5,000.00	0.00	551.45	0.00	4,448.55	11.03
585-585-862.000	PROFESSIONAL DEVELOPMENT	8,000.00	0.00	0.00	0.00	8,000.00	0.00
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00
585-585-880.000	COMMUNITY PROMOTION	66,000.00	0.00	8,719.50	0.00	57,280.50	13.21
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	0.00	2,429.60	0.00	11,570.40	17.35
585-585-910.000	INSURANCE AND BONDS	9,000.00	0.00	3,928.15	0.00	5,071.85	43.65
585-585-920.000	PUBLIC UTILITIES	20,000.00	672.24	4,124.12	0.00	15,875.88	20.62
585-585-930.000	REPAIRS AND MAINTENANCE	121,000.00	2,068.45	19,457.86	2,197.53	99,344.61	17.90
585-585-930.005	RAMSDELL GATE REPAIR & MAINT	1,000.00	0.00	848.00	0.00	152.00	84.80
585-585-940.000	RENTAL EXPENSE	90,000.00	2,865.32	29,636.54	0.00	60,363.46	32.93
585-585-956.000	MISCELLANEOUS	600.00	0.00	6,100.33	0.00	(5,500.33)	1,016.72
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00	0.00
585-585-964.000	TRANSFERS OUT	0.00	0.00	0.00	0.00	0.00	0.00
585-585-977.000	EQUIPMENT	149,000.00	0.00	2,013.12	2,513.00	144,473.88	3.04
585-585-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 585 - AUTOMOBILE PARKING SYSTEM		2,112,000.00	41,525.77	386,209.45	894,856.25	830,934.30	60.66
Dept 586 - HARDY DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	0.00	0.00	0.00	1,000.00	0.00
585-586-740.000	OPERATION SUPPLIES	9,000.00	65.00	7,963.19	2,690.00	(1,653.19)	118.37
585-586-801.000	PROFESSIONAL AND CONTRACTUAL	89,000.00	3,875.00	31,654.37	20,630.00	36,715.63	58.75
585-586-850.000	COMMUNICATIONS	3,500.00	0.00	1,024.00	0.00	2,476.00	29.26
585-586-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-586-910.000	INSURANCE AND BONDS	7,000.00	0.00	2,034.45	0.00	4,965.55	29.06
585-586-920.000	PUBLIC UTILITIES	55,000.00	2,124.64	9,954.63	0.00	45,045.37	18.10
585-586-930.000	REPAIRS AND MAINTENANCE	117,000.00	14,627.46	42,538.23	39,120.86	35,340.91	69.79
585-586-940.000	RENTAL EXPENSE	13,000.00	0.00	0.00	0.00	13,000.00	0.00
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.00
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	0.00	0.00	0.00	220,000.00	0.00
585-586-977.000	EQUIPMENT	5,000.00	0.00	0.00	(228.80)	5,228.80	(4.58)
Total Dept 586 - HARDY DECK		529,500.00	20,692.10	95,168.87	62,212.06	372,119.07	29.72

12/10/2020 08:00 AM
 User: nvanness
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 11/30/2020

Page: 3/3

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND							
Expenditures							
Dept 587 - OLD TOWN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00
585-587-740.000	OPERATION SUPPLIES	8,000.00	98.71	1,267.81	2,943.69	3,788.50	52.64
585-587-801.000	PROFESSIONAL AND CONTRACTUAL	69,500.00	515.00	10,010.04	16,020.00	43,469.96	37.45
585-587-850.000	COMMUNICATIONS	6,000.00	0.00	1,597.53	0.00	4,402.47	26.63
585-587-863.000	TRAINING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
585-587-910.000	INSURANCE AND BONDS	6,000.00	0.00	1,815.54	0.00	4,184.46	30.26
585-587-920.000	PUBLIC UTILITIES	50,000.00	1,994.17	8,730.29	0.00	41,269.71	17.46
585-587-930.000	REPAIRS AND MAINTENANCE	167,000.00	555.02	11,540.51	14,886.98	140,572.51	15.82
585-587-940.000	RENTAL EXPENSE	13,000.00	0.00	0.00	0.00	13,000.00	0.00
585-587-956.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00
585-587-959.000	DEPRECIATION EXPENSE	181,000.00	0.00	0.00	0.00	181,000.00	0.00
585-587-977.000	EQUIPMENT	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 587 - OLD TOWN DECK		505,500.00	3,162.90	34,961.72	33,850.67	436,687.61	13.61
TOTAL EXPENDITURES		3,147,000.00	65,380.77	516,340.04	990,918.98	1,639,740.98	47.90
Fund 585 - AUTOMOBILE PARKING SYSTEM FUND:							
TOTAL REVENUES		3,147,000.00	84,818.39	1,130,377.66	0.00	2,016,622.34	35.92
TOTAL EXPENDITURES		3,147,000.00	65,380.77	516,340.04	990,918.98	1,639,740.98	47.90
NET OF REVENUES & EXPENDITURES		0.00	19,437.62	614,037.62	(990,918.98)	376,881.36	100.00

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 11/30/2020

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	ACTIVITY FOR MONTH 11/30/20	YTD BALANCE 11/30/2020	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	30,000.00	0.00	0.00	0.00	30,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	10,500.00	0.00	0.00	0.00	10,500.00	0.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	14,895.00	0.00	(14,895.00)	100.00
282-000-695.000	TRANSFERS IN	35,000.00	0.00	0.00	0.00	35,000.00	0.00
282-000-699.000	PRIOR YEARS' SURPLUS	37,700.00	0.00	0.00	0.00	37,700.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	2,200.00	0.00	0.00	0.00	2,200.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	19,000.00	0.00	1,578.83	20,209.50	(2,788.33)	114.68
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	20,000.00	0.00	0.00	0.00	20,000.00	0.00
282-282-970.000	CAPITAL OUTLAY	72,000.00	0.00	0.00	0.00	72,000.00	0.00
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		113,200.00	0.00	1,578.83	20,209.50	91,411.67	19.25
TOTAL EXPENDITURES		113,200.00	0.00	1,578.83	20,209.50	91,411.67	19.25
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		113,200.00	0.00	14,895.00	0.00	98,305.00	13.16
TOTAL EXPENDITURES		113,200.00	0.00	1,578.83	20,209.50	91,411.67	19.25
NET OF REVENUES & EXPENDITURES		0.00	0.00	13,316.17	(20,209.50)	6,893.33	100.00

Minutes
Traverse City Downtown Development Authority
Finance Committee
9:30am
December 8, 2020
Virtual Zoom Meeting

Scott Hardy called the meeting to order at 9:30am

Present: Scott Hardy, Debbie Hershey, Steve Constantin, Richard Lewis, Gabe Schneider

Absent: None

Attendees: Jean Derenzy, Harry Burkholder

Opening Public Comment: None

Review of 2021/2022 CIP Projects

2020/2021 Budget

Derenzy provided a review of the updated CIP Projects as well as revenue projections for TIF 97 and Old Town TIF. Constantin noted the rather large and unknown costs associated the enhanced pedestrian crossings CIP at Grandview Parkway. Hardy noted that these costs might already be assumed in MDOT's budget/project and we may be obligated to uphold such costs. Derenzy noted she will talk with Tim Lodge and MDOT regarding the details of that project. Derenzy noted the updated CIP plan will be on the December 18th DDA agenda.

MOVED by Lewis seconded by Schneider to approve the CIP with amendment to the full DDA Board for consideration and approval the the December 18, 2020 DDA meeting. **APPROVED unanimously.**

Closed Session

MOVED by Schneider and seconded by Lewis to move into Closed Session. **APPROVED unanimously.**

Back from closed session at 11:13

Other Business: None.

Closing Public Comment: None

MOVED by Lewis and seconded by Hardy to adjourn meeting. **APPROVED unanimously.**

Meeting adjourned at 10:17

Scott Hardy, Chair

Minutes
Traverse City Downtown Development Authority
Governance Committee

9:00am
December 3, 2020
Virtual Zoom Meeting

Present: T. Michael Jackson, Debbie Hershey, Richard Lewis. Steve Constantin

Absent: None

Attendees: Jean Derenzy, Kate Green

Chair Lewis called meeting to order at 9:10am

Approval of October 9, 2020 Minutes: **MOVED** by Jackson seconded by Hershey to approve minutes as presented. **APPROVED** unanimously.

Public Comment: No public comment.

Review of Proposal for CEO Compensation Salary Survey: Kate Green, owner of Human Resource Partners, outlined proposal presented and stated that the survey will also include direct reports of CEO, meaning COO, Transportation & Mobility Director, Downtown Experience Coordinator and Community Development Director. Cost of survey is \$2,250.00.

Discussion. Committee members agreed to move forward with proposal as outlined with full report to be brought back to Governance in January or February. Timing of the report will allow for budget building for 2021/2022.

Consideration for Board membership Orientation Approach: Governance Committee recommended is that new board members meet with CEO and key staff as well as the Chair or Vice-Chair if available to go over budget, policies, procedures.

DDA Strategic Planning: Chair Lewis identified that a strategic planning session is needed with the goal of such a session to occur when in-person meetings can occur. Based on the projects that are before the DDA and the need to begin formulating a long-term vision for the District, it will take time and significant outreach. Item will be brought back to Committee in January to begin discussion.

Public Comment: None

Meeting adjourned at 10:10am

Richard Lewis, Chair



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Re: December 10, 2020
Date: Amend Lot N License Agreement

The five-year Reciprocal License Agreement with Washington Place Development (WPD) for spaces adjacent to Parking Lot N is due to expire on January 20, 2021.

The City owns Parking Lot N which consists of 22 spaces. The license agreement includes Parcel A which is the 10 spaces on the west row along the WPD development, and two space on the WPD parking garage surface. Parcel A would otherwise be a private drive to access the WPD garage parking. Utilizing a shared drive lane and access point through Lot N, provides access to WPD and provide additional public parking spaces.

In planning for the termination of the lease, we have mutually agreed to proceed with an amendment containing pending the following revisions:

- Two spaces on WPD parking garage surface would no longer be included in the agreement.
- 10 spaces on Parcel A will not be restricted to meter parking only.
- Agreement will auto-renew annually unless terminated by either party.
- Termination notice has been decreased from 120 day to 90 days.

The draft amendment has been reviewed by WPD and provided to the City Attorney for review. If the DDA Board approves at their December 18th meeting, this item will be on the City Commission agenda for January 4, 2021.

RECOMMENDED MOTION: The DDA Board recommend the City Commission approve an Amendment to the License Agreement for the use of the WPD parcel in Parking Lot N subject to content approval by the City Attorney.



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

Memorandum

To: DDA Board
From: Jean Derenzy, DDA CEO
Date: December 14, 2020
Re: 2021/2022 CIP

As reported at our November meeting, I am working with the Finance Committee to identify the 6-year Capital Improvement Plan (CIP). The CIP sets the foundation for building the 2021/2022 budget.

I have attached the CIP narratives for TIF 97 and Old Town TIF, as well as the Parking CIP for your review. A summary of the CIP is provided below:

When reviewing the CIP, it is important to keep in mind how important the revenue sharing component is under the TIF funding model. To be clear, TIF is the **only** cost-sharing funding tool available to the DDA to develop, construct and maintain critical public infrastructure that supports and promotes economic development for the city and the entire region. For every dollar collected under TIF 97, 58-cents comes from the City and 42-cents comes from regional taxing entities.

TIF 97

Bridges

- Reconstruction of the Park Street, South Cass, West Front and 8th Street bridges are scheduled for 2021, with bid-letting scheduled for Spring 2021.
- Reconstruction of the North Cass Street and South Union Street bridges will occur in 2022/2023.

Civic Square and Farmers Market

The costs allocated to these two projects will cover additional planning and design activities for fiscal year 2021/2022. The planning and design activities will help us determine the full cost of implementation of each project. We anticipate the planning and design activities of the Farmers Market will be influenced by (and incorporate) the results of the Lower Boardman River Unified Plan.

Lower Boardman Unified Plan

Staff anticipates the Lower Boardman Unified Plan will be ready for public review, comment and input by the summer of 2021. The Unified Plan will also be presented to the DDA Board, City Commission and Planning Commission for their review and feedback (note: we will continue to update these three boards throughout the planning process). Looking forward to next years budget, we recommend that we set aside dollars for a significant implementation project.

Stormwater Management

As you may recall, last year the DDA completed a stormwater study with AECOM that identified projects that would help reduce stormwater runoff and improve green infrastructure. Staff will be working with the City Engineer to identify and implement projects from the study that move forward a cohesive approach to stormwater management.

East Front Street Improvements

As you are aware, we will soon be issuing an RFP for design and engineering services for streetscape improvements on East Front Street. This portion of Front Street (our primary gateway into Downtown) has not experienced significant investment in infrastructure in many years and remains one of the last remaining sections of downtown without streetscaping elements (e.g., brick ribbons, decorative light poles, crosswalks, etc.). As with all large projects, the process will include significant public outreach activities.

Due to the timing of the West Front Street Bridge reconstruction project (2021-2022) and MDOT's reconstruction of Grandview Parkway (2022-2023), this project will likely be implemented in 2023/2024. The additional time will also give us an opportunity to look for and secure additional funding sources to supplement our TIF funds.

State/Boardman/Pine Two-Way conversation

We are looking to cover costs for design and engineering services for the next year. Due to potential improvements to the Boardman/Front Street intersection, this project is tied to the East Front Street Improvement Project. This project may be prudent to implement in 2022/2023 to help with traffic flow.

Grandview Parkway Pedestrian Crossing Enhancements:

This project is tied to MDOT's construction schedule. The pedestrian enhancements are planned for Cass, Union and Hall streets. Staff is working with MDOT to develop the schematic design for enhancements that will help pedestrians better connect between the Bay and Downtown.

Front Street streetscapes and State Streetscapes Including sidewalks, trees, tree grates, snowmelt, curb/gutter

The DDA will continue to work on public/private partnerships to improve walkability and streetscapes along these two important streets.

Tree Replacement and Maintenance:

This will be a continual line-item to help maintain the Downtown tree inventory (as well as associated infrastructure).

Projects within TIF 97 that will need further discussion during our strategy session (strategy session yet to be identified):

- Lower Boardman River Unified Plan
- Farmers Market
- Civic Square
- Parking Structure
- East Front Street Improvements

OLD TOWN TIF

This is the first year of our 6-year capital improvement plan. Most of the project are new, but consistent with the approved Old Town TIF Plan.

Bridges

Reconstruction of the 8th Street and South Cass bridges will be in the 2021/2022 budget.

Midtown Riverwalk

This project will include upgrades and possible replacement of the Midtown Riverwalk.

Lake Avenue Streetscaping and Plaza

This project will include new streetscaping along Lake Avenue (south of Eight Street) as well as a pedestrian plaza (connecting to the Boardman Lake Trail) near Eleventh Street.

PARKING

For Parking, the CIP focuses on the two parking structures and annual maintenance. The important maintenance items for next fiscal year include:

- Hardy Garage Pedestrian Stair Tower: \$400,000
- Circulation conversion (this item relates to the possible change of State Street to two-way traffic): \$400,000
- Boiler Replacement (Old Town Parking Deck): \$80,000

RECOMMENDATION

That the DDA Board approve of the 2021/2022 CIP.

DOWNTOWN DEVELOPMENT AUTHORITY Six Year Capital Improvement Plan (DRAFT)

All Projects Submitted for 2021-2022 (as of Dec 9, 2020 Draft)

Budget Year 2021-2022 by Fund

Bold - indicates projects occurring in the first year of the Plan.
 + - indicates projects with multiple funding sources

Project ID	Category	Fiscal Year Previous	Fiscal Year 2021-2022	Fiscal Year 2022-2023	Fiscal Year 2023-2024	Fiscal Year 2024-2025	Fiscal Year 2025-2026	Fiscal Year 2026-2027	Project Cost	City Funds	Non-City Funds
TIF 97 FUND											
BRIDGES:											
+ 895-21-CIP	North Cass Street Bridge Rehabilitation		45,000						1,343,000	246,500	913,500
+ 586-21-CIP	Park Street Bridge Repair		150,000	201,500					640,965	150,000	807,500
+ 187-21-CIP	South Cass Street Bridge Repair		66,000						939,500	132,000	807,500
+ 186-21-CIP	South Union Street Bridge Repair			93,000					1,323,000	260,500	1,057,500
+ 535-21-CIP	West Front Street Bridge Replacement		220,000						1,929,550	220,000	1,181,500
CIVIC:											
+ 870-21-CIP	Chic Square		25,000		1,000,000				6,025,000	1,025,000	5,000,000
+ 781-21-CIP	Farmer's Market		25,000						TBD	100,000	TBD
+ 82-21-CIP	Lower Boardman River United Plan		300,000						TBD	300,000	TBD
+ 1141-21-CIP	Stormwater Management		100,000	56,000					TBD	268,000	TBD
+ 1159-21-CIP	Workforce Housing			200,000					200,000	200,000	TBD
PARKING:											
645-21-CIP	West Front Parking Structure				21,715,600				21,715,600	21,715,600	
STREETS:											
1157-21-CIP	East Front Street Improvements					4,200,000			4,200,000	TBD	TBD
New	State Boardman/Pine Street Two-way Conversion		25,000	400,000					4,000,000	25,000	4,250,000
1087-20-CIP	Front Street Streetscape/Snow Melt Projects		336,000	280,000					1,232,000	616,000	616,000
713-21-CIP	Grandview Parkway Pedestrian Crossing			560,000					TBD	560,000	TBD
1086-21-CIP	State Street Streetscape/Snow Melt Projects		336,000	280,000					1,232,000	616,000	616,000
1089-21-CIP	Tree Replacement		25,000	25,000						150,000	
Total TIF 97 FUND		45,000	1,608,000	2,095,500	22,796,600	4,281,000	25,000	25,000	41,090,615	26,594,600	11,424,500

DOWNTOWN DEVELOPMENT AUTHORITY Six Year Capital Improvement Plan (DRAFT)
for Budget Year 2021/2022
TIF 97 PROJECT NARRATIVES (as of Dec 9, 2020)

Project ID:	Bridges 885-21-CIP	
Project Title:	North Cass Street Bridge Rehabilitation	
Project Estimated Cost:	\$1,343,000	
Engineering / Design Included:	\$183,000	
Funding Sources:	TIF 97 - \$246,500 In-Kind - \$183,000 Federal/State Grant - \$913,500	
Project Year:	FY 2022/2023	
Project Description: Removal and replacement of the existing concrete box beam support deck, widening and replacement of sidewalks, railings, approach pavement and related work. \$45,000 from TIF 97 has been contributed to the project leaving a balance of \$201,500 to be contributed.		

Project ID:	Bridges 586-21-CIP	
Project Title:	Park Street Bridge Repair	
Project Estimated Cost:	\$616,250	
Engineering / Design Included:	\$24,705	
Funding Sources:	TIF 97 - \$150,000 Federal/State Grant - \$807,500	
Project Year:	FY 2021/2022	
Project Description: Carryover from FY 2020/2021. Rehabilitate bridge superstructure		

Project ID:	Bridges 187-21-CIP	
Project Title:	South Cass Street Bridge Repair	
Project Estimated Cost:	\$807,720	
Engineering / Design Included:	\$62,578	
Funding Sources:	TIF 97 - \$66,000 Federal/State Grant - \$807,500 Old Town TIF - \$66,000	
Project Year:	FY 2021/2022	
Project Description: Carryover from FY 2020/2021. Concrete arch rehabilitation.		

Project ID:	Bridges 186-21-CIP	
Project Title:	South Union Street Bridge Repair	
Project Estimated Cost:	\$1,323,000	
Engineering / Design Included:	\$189,000	
Funding Sources:	TIF 97 - \$93,000 Federal/State Grant - \$1,057,500 General Fund - \$74,500 Old Town/TIF - \$93,000	
Project Year:	FY 2022/2023	
Project Description: Rehabilitate bridge superstructure.		

Project ID:	Bridges 186-21-CIP	Project Description: Rehabilitate bridge superstructure.
Project Title:	South Union Street Bridge Repair	
Project Estimated Cost:	\$1,323,000	
Engineering / Design Included:	\$189,000	
Funding Sources:	TIF 97 - \$93,000 Federal/State Grant - \$1,057,500 General Fund - \$74,500 Old Town/TIF - \$93,000	
Project Year:	FY 2022/2023	
Project Year:	FY 2022/2023	

Project ID:	Bridges 535-21-CIP	Project Description: Carryover from 2020/2021 . Complete removal and replacement of the existing concrete arch bridge with a new concrete bridge including aesthetic treatments.
Project Title:	West Front Street Bridge Replacement	
Project Estimated Cost:	\$1,323,000	
Funding Sources:	TIF 97 - \$220,000 Federal/State Grant - \$1,181,560 Water Fund - \$149,375	
Project Year:	FY 2021/2022	
Project Year:	FY 2021/2022	

Project ID:	Civic 870-21-CIP	Project Description: In FY21/22, \$25,000 has been budgeted to begin the public input process to determine communities vision for the Civic Square. The objective is to have public gathering space for Traverse City citizens and visitors. This project will feature a variety of placemaking features and connections with the new FishPass Project. Detail Engineering/Design, cost estimates and funding sources will be identified to determine when construction will be undertaken. In addition, the redevelopment of Lot G will need to be completed.
Project Title:	Civic Square	
Project Estimated Cost:	\$6,025,000	
Engineering / Design Included:	\$120,000	
Funding Sources:	TIF 97 - \$4,025,000 Private - \$5,000,000	
Project Year:	FY 2021/2022 & FY 2023/2024	

Project ID:	Civic 781-21-CIP	Project Description: In FY21/22, \$25,000 has been budgeted to review the potential reconstruction of the Farmers Market at Lot B including the possibility of a permanent structure, wider sidewalks, river enhancements, lighting and reconstruction of parking lot. Preliminary plan options have been developed. This project is tied improvements associated with the Lower Boardman River Unified Plan for the 100 Block Alley. Detail Engineering/Design and Cost Estimates as well as other funding sources will have to be undertaken prior to further consideration.
Project Title:	Farmers Market	
Project Estimated Cost:	TBD	
Engineering / Design Included:	\$25,000	
Funding Sources:	TIF 97 \$25,000 Federal/State Grant - TBD General Fund - TBD	
Project Year:	FY 2021/2022	

Project ID:	Civic 82-21-CIP	Project Description: In FY 2022, the community process will be completed and a pilot project started. The community process is to identify areas along the Lower Boardman River (from Boardman Lake to West Grand Traverse Bay) to beautify and enhance the river environment for recreation and fishing opportunities. In addition, help the Downtown face/engage with the river. Substantial placemaking elements and previous City/TIF projects (e.g., Wellington Plaza stabilization and 200 block alley improvements) will be included. Detail Engineering/Design, cost estimates funding sources will have to be undertaken prior to further consideration.
Project Title:	Lower Boardman River Unified Plan	
Project Estimated Cost:	TBD	
Engineering / Design Included:	\$300,000	
Funding Sources:	TIF 97 - \$300,000	
	Federal/State Grant - TBD	
Project Year:	FY 2021/2022	

Project ID:	Civic 1141-21-CIP	Project Description: Multi-year improvements to the City storm water system within the Downtown TIF 97 District per recommendations of the AECOM Study. Specific efforts will be made to add green infrastructure to the Downtown alleys. Detail Engineering/Design and Cost Estimates as well as other funding sources will have to be undertaken prior to further consideration.
Project Title:	Stormwater Management	
Project Estimated Cost:	\$268,000	
Engineering / Design Included:	\$30,000	
Funding Sources:	TIF 97 - \$268,000	
	Federal/State Grant - TBD	
Project Year:	General Fund - TBD FY 2021/2022 - FY 2024/2025	

Project ID:	Civic 1158-21-CIP	Project Description: Provide funding to explore opportunities to partner with non-profits or for-profits to develop workforce housing within the Downtown.
Project Title:	Workforce Housing	
Project Estimated Cost:	\$200,000	
Engineering / Design Included:	N/A	
Funding Sources:	TIF 97 - \$200,000	
	Federal / State Grant - TBD	
Project Year:	Private - TBD FY 2022/2023	

Project ID:	Parking 645-21-CIP	Project Description: Construction of 481 space Parking Structure at West Front and Pine Streets. Structure is planned to be 57.33 feet in height and will cover the alley. Purchase of required property has or is in the process. Project will need to be bonded through the City and further consideration of extension of TIF 97 will be necessary.
Project Title:	West Front Parking Structure	
Project Estimated Cost:	\$21,715,600	
Engineering / Design Included:	\$1,258,750	
Funding Sources:	TIF 97 - \$21,715,750	
Project Year:	FY 2023-2024	

Project ID:	Streets 1157-21-CIP	
Project Title:	East Front Street Improvements	
Project Estimated Cost:	\$4,200,000	
Engineering / Design Included:	TBD	
Funding Sources:	TIF 97 - TBD	
	Federal / State Grant - TBD	
	General Fund - TBD	
Project Year:	FY 2021/2022	

Project Description: Street reconstruction with utility rehabilitation and replacement. New curbs, street trees, benches, bike racks and sidewalk along East Front between Park Street and Grandview Parkway. Detail Engineering/Design, cost estimates and funding sources will have to be undertaken prior to further consideration. Request for Proposals for Engineering/Design services will be completed in FY20/21 and funded from the Hardy Parking Deck Bond Proceeds.

Project ID:	Streets	
Project Title:	State/Boardman/Pine Street Two-way Conversion	
Project Estimated Cost:	\$400,000	
Engineering / Design Included:	\$25,000	
Funding Sources:	TIF 97 - \$425,000	
Project Year:	FY 2021/2022 & FY 2022/2023	

Project Description: After the success of the two-way traffic during the summer of 2020, further investigate the feasibility of converting State, Boardman and Pine Streets in the Downtown from one-way to two-way. If the study determines the conversion is feasible, plan for implementation to take place in FY22/23 prior to future constructions MDOT bridge/road projects in order to mitigate traffic issues in the downtown.

Project ID:	Streets 1087-21-CIP	
Project Title:	Front Street Streetscapes/Snow Melt Projects	
Project Estimated Cost:	\$1,232,000	
Engineering / Design Included:	\$132,000	
Funding Sources:	TIF 97 - \$616,000	
	Property Owners - \$616,000	
Project Year:	FY 2021/2022 & FY 2022/2023	

Project Description: Upgrade streetscapes, including snow melt systems at 101 and 124 West Front in FY 21/22 and FY 22/23. Property owners to pay for half.

Project ID:	Streets 713-21-CIP	
Project Title:	Grandview Parkway Pedestrian Crossings	
Project Estimated Cost:	\$560,000	
Engineering / Design Included:	\$60,000	
Funding Sources:	TIF 97 - \$560,000	
Project Year:	FY 2022/2023	

Project Description: Pedestrian enhancements to cross Grandview Parkway between Hall Street to Cass Street with possible gateway treatment at Union Street. Project detail Engineering/Design and Cost Estimates to be coordinated with MDOT Grandview Parkway construction planned to begin Spring 2023.

Project ID:	Streets 1088-21-CIP	Project Description: Upgrade streetscapes, including snow melt systems at 222 East Front in FY 21/22 and 231 East Front in FY 22/23. Property owners to pay for half.
Project Title:	State Street Streetscapes/Snow Melt Projects	
Project Estimated Cost:	\$1,232,000	
Engineering / Design Included:	\$132,000	
Funding Sources:	TIF 97 - \$616,000 Property Owners - \$616,000	
Project Year:	FY 2021/2022 & FY 2022/2023	

Project ID:	Streets 1089-21-CIP	Project Description: Multi-year project to replace trees throughout the DDA TIF 97 District.
Project Title:	Tree Replacement	
Project Estimated Cost:	\$150,000	
Engineering / Design Included:	N/A	
Funding Sources:	TIF 97 - \$150,000	
Project Year:	FY 2021/2022 - FY 2027/2028	

DOWNTOWN DEVELOPMENT AUTHORITY Six Year Capital Improvement Plan (DRAFT)

All Projects Submitted for 2021-2022 (as of Dec 9, 2020 DRAFT)

Budget Year 2021-2022 by Fund

Bold - Indicates projects occurring in the first year of the Plan.

+ - Indicates projects with multiple funding sources

Project ID	Category	Fiscal Year Previous	Fiscal Year 2021-2022	Fiscal Year 2022-2023	Fiscal Year 2023-2024	Fiscal Year 2024-2025	Fiscal Year 2025-2026	Fiscal Year 2026-2027	Project Cost	City Funds	Non-City Funds
Old Town TIF FUND											
BRIDGES											
+ 58-21-CIP	Eighth Street Bridge Repair		150,000						1,520,426	644,717	712,500
+ 187-21-CIP	South Cass Street Bridge Repair		66,000						806,720	132,000	807,500
+ 186-21-CIP	South Union Street Bridge Repair			93,000					1,323,000	260,500	1,057,500
PARKS											
1195-21-CIP	Midtown Riverwalk		336,000	336,000		392,000	392,000		672,000	672,000	
1195-21-CIP	Riverme Riverwalk				336,000				784,000	784,000	
1194-21-CIP	Hannah Park Improvements								336,000	336,000	
STREETS											
1160-21-CIP	Lake Avenue Streetscaping & Plaza			700,000					1,478,400	739,200	
1197-21-CIP	Union Street Streetscaping							369,600	119,700	119,700	
WALKWAYS											
1025-21-CIP	Rivers Edge Riverwalk Decking Replacement		552,000	1,248,700	336,000	392,000	392,000	369,600	7,040,246	3,688,117	2,577,500
Total Old Town TIF FUND											

DOWNTOWN DEVELOPMENT AUTHORITY Six Year Capital Improvement Plan (DRAFT)
for Budget Year 2021-2022
OLD TOWN TIF PROJECT NARRATIVES (as of Dec 9, 2020)

Project ID:	Bridges 58-21-CIP	
Project Title:	Eighth Street Bridge Repair	
Project Estimated Cost	\$1,520,426	
Engineering / Design Included:	\$35,506	
Funding Sources:	Old Town TIF - \$150,000	Project Description: Concrete box beam deck removal and replacement, railing replacement, sidewalk widening, riverbank slope protection approach and related work including aesthetic treatments. Also includes Midtown Water Transmission Main improvement.
	Capital Projects Fund - \$195,000	
	Federal/State Grant - \$712,500	
	Water Fund - \$299,717	
Project Year:	FY 2021/2022	

Project ID:	Bridges 187-21-CIP	
Project Title:	South Cass Street Bridge Repair	
Project Estimated Cost	\$806,720	
Engineering / Design Included:	\$62,578	
Funding Sources:	Old Town TIF - \$66,000	Project Description: Concrete arch rehabilitation.
	Federal/State Grant - \$807,500	
	TIF 97 - \$66,000	
Project Year:	FY 2021/2022	

Project ID:	Bridges 186-21-CIP	
Project Title:	South Union Street Bridge Repair	
Project Estimated Cost	\$1,318,000	
Engineering / Design Included:	\$189,000	
Funding Sources:	Old Town TIF - \$93,000	Project Description: Rehabilitate bridge superstructure.
	Federal/State Grant - \$1,057,500	
	General Fund - \$74,500	
Project Year:	FY 2022/2023	

Project ID:	Parks 1195-21-CIP	
Project Title:	Midtown Riverwalk	
Project Estimated Cost	\$672,000	Project Description: Maintenance, upgrades and possible replacement of Midtown Riverwalk.
Engineering / Design Included:	\$72,000	
Funding Sources:	Old Town TIF - \$672,000	
Project Year:	FY 2021/2022 & FY 2022/2023	

Project ID:	Parks 1196-21-CIP	
Project Title:	Riverine Riverwalk	
Project Estimated Cost:	\$784,000	Project Description: Pedestrian access loes to possible pathway/boardwalk along the Riverine Development. This project is related to the Lower Boardman River Unified Plan.
Engineering / Design Included:	\$84,000	
Funding Sources:	Old Town TIF - \$784,000	
Project Year:	FY 2024/2025 & FY 2025/2026	

Project ID:	Parks 1194-21-CIP	
Project Title:	Hannah Park Improvements	
Project Estimated Cost:	\$336,000	Project Description: Improvements for Hannah Park would come from the final recommendations of the Lower Boardman River Unified Plan.
Engineering / Design Included:	\$36,000	
Funding Sources:	TIF 97 - \$336,000	
Project Year:	FY 2023/2024	

Project ID:	Streets 1197-21-CIP	
Project Title:	Union Street Streetscapes	
Project Estimated Cost:	\$739,200	Project Description: Enhance streetscapes along Union Street, including snow-melt. Property owners to pay for half
Engineering / Design Included:	\$79,200	
Funding Sources:	Old Town TIF - \$739,200	
Project Year:	FY 2026/2027 & FY 2027/2028	

Project ID:	Streets 1160-21-CIP	
Project Title:	Lake Avenue Streetscaping & Plaza	
Project Estimated Cost:	\$700,000	Project Description: Development of streetscaping along Lake Avenue (south of Eighth Street) and a pedestrian plaza near Eleventh Street
Engineering / Design Included:	\$84,000	
Funding Sources:	Old Town TIF - \$784,000	
Project Year:	FY 2026/2027 & FY 2022/2023	

Project ID:	Walkways 1025-21-CIP	
Project Title:	Rivers Edge Riverwalk Decking Replacement	
Project Estimated Cost:	\$119,693	Project Description: Replacement of decking on River's Edge Riverwalk. Delayed due to Fish Pass Project to determine if Project will be include in the overall project; will investigate possibility of incorporation with Fish Pass Project otherwise.
Engineering / Design Included:	\$12,824	
Funding Sources:	Old Town TIF - \$119,693	
Project Year:	FY 2022/2023	

CITY OF TRAVERSE CITY Six Year Capital Improvement Plan (DRAFT)
as of Budget Year 2021/2022
AUTO PARKING PROJECT NARRATIVES (as of Dec. 3, 2020)

Project ID:	Parking 1133-21-CIP	
Project Title:	Bike Infrastructure Expansion	
Project Estimated Cost:	\$100,000	Project Description: Expand bike parking options throughout the City; new or replace inverted Us, bike shelter, or bike shelter construction.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$120,000	
Project Year:	FY 2021/2022 - FY 2025/2026	

Project ID:	1209-21-CIP	
Project Title:	Hardy Pedestrian Stair Tower Interior	
Project Estimated Cost:	\$400,000	Project Description: This is a maintenance project that will be performed over multiple years. The work is to repaint the interior from the ground level to level 4 and will include the walls, handrails and doors. The towers have not been refreshed since the garage was built in 2003. The work will not be performed until the window seals are replaced/repaired and all leaks are caulked.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$400,000	
Project Year:	FY 2021/2022 - FY 2024/2025	

Project ID:	1081-21-CIP	
Project Title:	Hardy PTAC Units	
Project Estimated Cost:	\$30,000	Project Description: Replace all PTAC units at the Hardy Parking Garage.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$30,000	
Project Year:	FY 2024/2025	

Project ID:	1214-21-CIP	
Project Title:	Hardy Traffic Circulation Conversion	
Project Estimated Cost:	\$400,000	Project Description: The Hardy Parking Garage circulation is configured based on the one way traffic patterns of 300 E Front and 300 E State. Discussions are underway to convert E Front and E State to two way traffic. This change will require the circulation at Hardy to change and equipment be purchased in order to meet the changing on-street traffic pattern. Items in the project will include painting, equipment purchase, new conduit and electrical, and signage.
Engineering / Design Included:	\$50,000	
Funding Sources:	Parking System - \$450,000	
Project Year:	FY 2021/2022 - FY 2022/2023	

Project ID:	545-21-CIP	
Project Title:	Lot B Rehab	
Project Estimated Cost:	\$400,000	Project Description: Reconstruct Lot B per Farmers Market Plan.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$400,000	
Project Year:	FY 2021/2022	

Project ID:	979-21-CIP	
Project Title:	Lot C Resurfacing	
Project Estimated Cost:	\$80,000	Project Description: Carryover Resurface Lot C which serves Clinch Park and downtown businesses.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$80,000 (FY 2020/2021) FY 2021/2022	
Project Year:		

Project ID:	1198-21-CIP	
Project Title:	Lot J - Parking Meters for Pay Stations	
Project Estimated Cost:	\$50,000	Project Description: The FishPass project will completely reconstruct parking lot J south of Sixth St Dam. The project scope includes providing marking off the locations where single space meters can be installed after the project is complete. This project is to purchase and install single space or multi-space parking meters.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2022/2023	

Project ID:	980-21-CIP	
Project Title:	Lot J Resurfacing	
Project Estimated Cost:	\$50,000	Project Description: Project is no longer needed as the lot will be reconstructed as part of the FishPass project.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2020/2021	

Project ID:	981-21-CIP	
Project Title:	Lot K Resurfacing	
Project Estimated Cost:	\$30,000	Project Description: Replace pavement with impervious surface pavers in the existing lot K so parking lot surface is contiguous with the five spaces added in the FishPass project.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$30,000	
Project Year:	FY 2023/2024	

Project ID:	708-21-CIP	
Project Title:	Lot O Remediation	
Project Estimated Cost:	\$430,000	Project Description: Mitigation of contamination that likely is affecting adjacent properties and the water table in close proximity to the Boardman River. Fiver underground storage tanks exist in Lot O and likely are contributing to soil contamination.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$430,000	
Project Year:	FY 2022/2023	

Project ID:	982-21-CIP	
Project Title:	Lot T Resurfacing	
Project Estimated Cost:	\$200,000	Project Description: Routine maintenance to resurface lot T.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$200,000	
Project Year:	FY 2022/2023	

Project ID:	1134-21-CIP	
Project Title:	Mobility Amenities	
Project Estimated Cost:	\$50,000	Project Description: Expand mobility amenities near parking locations.
Engineering / Design Included:	\$0.00	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2021/2022 - FY 2023/2024	

Project ID:	1136-21-CIP	
Project Title:	Old Town ADA Door Operators	
Project Estimated Cost:	\$18,000	Project Description: Replace ADA door operators at all pedestrian doors.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$18,000	
Project Year:	FY 2023/2024	

Project ID:	1082-21-CIP	
Project Title:	Old Town Battery Backup Convert to Generator	
Project Estimated Cost:	\$50,000	Project Description: Carryover . Replace battery backup system with a natural gas powered generator.
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	(FY 2020/2021) FY 2021/2022	

Project ID:	1072-21-CIP	Project Description: Carryover. Boilers and pumps are original to 2009 install. Boiler life is 10 years. There are (3) boilers and pumps onsite that will need to be replaced. Boiler/Pumps #1 and #2 are planned to 2020/2021. The project will include relocating the snow sensor from Level 4 to the ground level in order to increase boiler response time to kick on. Boiler/Pump #3 is planned for 2021/2022
Project Title:	Old Town Boiler Replacement	
Project Estimated Cost:	\$80,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$80,000	
Project Year:	(FY2020/2021) FY 2021/2022 - FY 2022-2023	

Project ID:	1210-21-CIP	Project Description: This work will be performed from the ground level to level 4. This work will be performed inside the towers and include repainting walls, handrails and doors. This is a multi-year project. Work will be performed after the window seals are replaced or caulked. Interior maintenance to refresh the towers has not been performed since the opening of the garage in 2010.
Project Title:	Old Town Pedestrian Stair Towers Interior	
Project Estimated Cost:	\$300,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$300,000	
Project Year:	FY 2023/2024 - FY 2025/2026	

Project ID:	1083-21-CIP	Project Description: Replace all PTAC units at the Old Town Parking Garage (elevators, pedestrian towers, office). Replacement will be from the Old Town Fund 585-587.
Project Title:	Old Town PTAC Units	
Project Estimated Cost:	\$50,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$50,000	
Project Year:	FY 2024/2025	

Project ID:	1211-21-CIP	Project Description: The entrance off of Eighth Street into the Old Town Parking Garage is pavers. There is snow melt under the pavers. Over time, ruts have formed caused by vehicle traffic and the surface area is not longer level and has a waved appearance.
Project Title:	Old Town Reset Egress Pavers	
Project Estimated Cost:	\$60,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$60,000	
Project Year:	FY 2021/2022	

Project ID:	1137-21-CIP	Project Description: Replace or upgrade inverters for the solar panels. The current inverters were installed in 2009 and may be reaching the end of their useful life as the solar technology has changed.
Project Title:	Old Town Solar Panels/Inverters	
Project Estimated Cost:	\$30,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$30,000	
Project Year:	FY 2025/2026	

Project ID:	1201-21-CIP	
Project Title:	Park Street Restroom Boiler	
Project Estimated Cost:	\$15,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$15,000	
Project Year:	FY 2026/2027	
<p>Project Description: The restrooms were opened in 2018. A boilers lifespan is roughly 8 years. The Park Street Restroom area has a boiler that is used to operate the snow melt outside of the restroom area.</p>		

Project ID:	1199-21-CIP	
Project Title:	Pedestrian Tower Window Maintenance - Hardy	
Project Estimated Cost:	\$40,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$40,000	
Project Year:	FY 2021/2022	
<p>Project Description: There are (3) pedestrian towers at the Hardy Parking Garage. All of the exterior sides of the towers are windows from ground to level 4. The window seals are failing and leaking in to the towers is occurring when snow melts or during heavy rain. The seals need to be caulked or replaced.</p>		

Project ID:	1200-21-CIP	
Project Title:	Pedestrian Tower Window Maintenance - Old Town	
Project Estimated Cost:	\$40,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$40,000	
Project Year:	FY 2021/2022	
<p>Project Description: There are (2) pedestrian towers that have windows from ground to level 4 on the exterior. The seals have failed and leaking is occurring after melting snow or heavy rain. The seals need to be replaced or caulked.</p>		

Project ID:	1132-21-CIP	
Project Title:	Single Space Meter Expansion	
Project Estimated Cost:	\$150,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$150,000	
Project Year:	FY 2021/2022 - FY2026/2027	
<p>Project Description: This project will allow for expanding meter districts and adding metered parking. Funding is planned for multiple years.</p>		

Project ID:	1132-21-CIP	
Project Title:	Single Space Meter Replacement	
Project Estimated Cost:	\$400,000	
Engineering / Design Included:	\$0	
Funding Sources:	Parking System - \$400,000	
Project Year:	FY 2022/2023 - FY 2025/2026	
<p>Project Description: This project will replace existing coin only meters with pay stations or single space mechanisms that accept coin, cash and credit.</p>		

Project ID:	1230-21-CIP	Project Description: This project will require a design build and equipment purchase. The design build will confirm camera
Project Title:	Cameras	installation locations, provide construction documents for
Project Estimated Cost:	\$150,000	installation and ensure the materials/anchoring for conduit are
Engineering / Design Included:	\$50,000	appropriate for the pre-cast parking structures. The equipment
Funding Sources:	Parking System \$200,000	purchase may include head-end and server equipment if the
Project Year:	FY 2020/2021 - FY2022/2023	solution is not a web-hosted solution. Cameras will be installed on

Project ID:	1231-21-CIP	Project Description: This will be a multi-year project to replace
Project Title:	Signage & Wayfinding	signage and wayfinding for the Hardy and Old Town Parking
Project Estimated Cost:	\$300,000	Garages and throughout the field within the parking system. This is
Engineering / Design Included:	\$0	a maintenance item as planned for signage that will be 20+ years
Funding Sources:	Parking System \$300,000	old.
Project Year:	FY 2023/2024, FY 2025/2026, FY 2030/2031	



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

Memorandum

To: DDA Board
From: Jean Derenzy, DDA CEO
Date: December 14, 2020
Subject: Winter Parklets

As you are aware, this past summer the DDA took steps to create a welcoming but safe and social distanced environment in Downtown Traverse City. This effort included closing Front Street to vehicles, adding parklets and expanding outdoor dining options. In our continued effort to welcome and encourage people to come Downtown and embrace winter, we are collaborating with Britten Banners on a “winter-parklet” concept for Downtown.

Similar to a platform café, the winter-parklet would sit raised and level with the sidewalk within two parking spaces. The platform would be covered and enclosed on three sides (open toward the sidewalk), with clear plexiglass-siding so people could see inside and outside. The enclosed platform would be heated (with propane heaters), include bench seating and tables and lit with string-lights (see concept sketch attached).

To be clear, these winter parklets would be placed within selected parking spaces throughout Downtown and not within any traffic lane. Recent conversations with MDOT reveal these parklets would not interfere with state regulations and/or threaten future road funding.

We are working with Britten Banner and a local architect, as well as city staff, to ensure the final design of the winter-parklet concept meets all public safety and construction code requirements.

Maintenance of the winter parklets, including clearing snow in and around the platform would be the responsibility of the DDA.

The preliminary winter-parklet concept has been presented and discussed with the Northern Michigan Disability Network and the DTCA. In general, the biggest concerns expressed centered on creating an unintended space for loitering, maintenance and blocking views (from passing vehicles) of their establishment.

Each parklet is estimated to cost roughly \$15,000 and we hope to employ 4 to 5 throughout Downtown. As you might image, this concept or a similar design is being employed in downtowns all over Michigan.

To be clear, the current winter-parklet design would **not be** permitted under the current order from the Michigan Department of Health and Human Services and would only be employed if future orders permitted it.

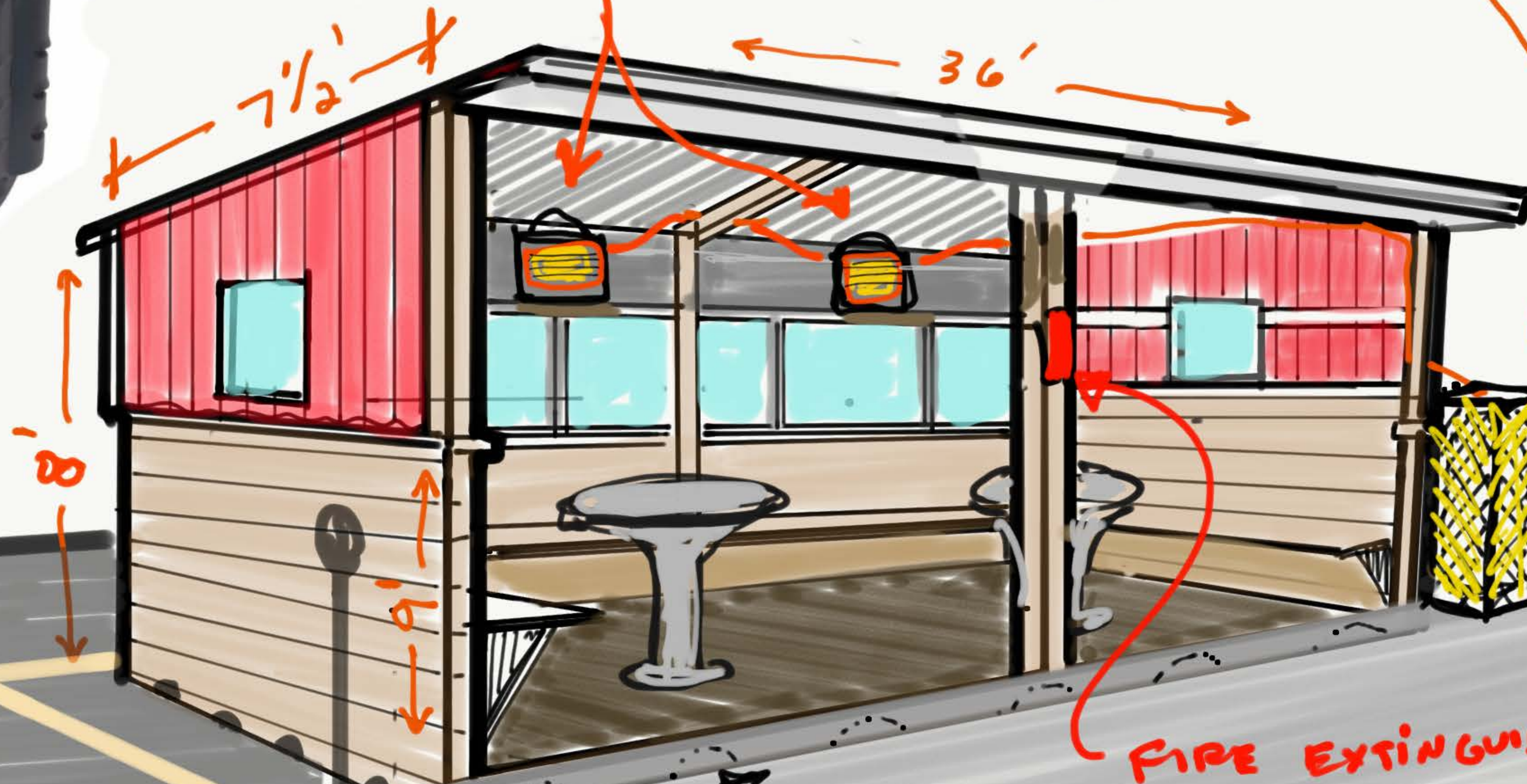
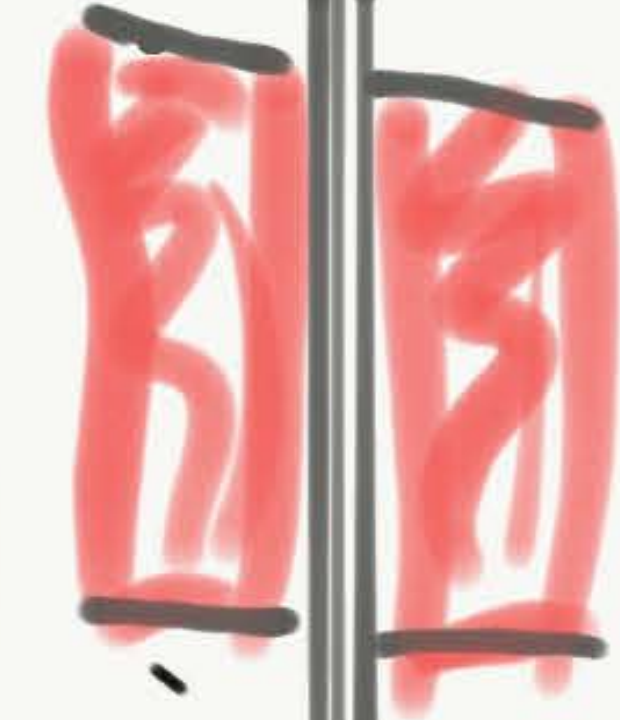
Your thoughts and questions regarding the winter-parklet concept are welcomed and appreciated.

(TWO PER STRUCTURE)
RADIANT PORTABLE PROPANE
HEATER. (EXACT MODEL AND
LOCATION T.B.D.)



Radiant Portable Gas Heater, LP, 4000 to 18,000
BtuH, 12 in Wx 19 in L

PADLOCKED CAGE ON
CURB
BOLTED TO
STRUCTURE.



Y.
Lit

DRAINAGE HOLES



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

Memorandum

To: Downtown Development Authority Board

From: Jean Derenzy, DDA CEO

Date: December 9, 2020

Re: Remote Meetings

The law that allows for remotely-conducted meetings of public bodies in Michigan is set to expire on December 21, 2020, unless certain criteria are met. At their December 7th meeting, the City Commission consented to a Declaration of Local Emergency (attached) by the Mayor for the purpose of allowing the City Commission and all public bodies of the city to continue meeting remotely.

The signed declaration, developed by City Attorney Ms. Tribble-Laucht and City Clerk Mr. Marentette, is through April 30, 2021. However, the declaration could be extended if necessary; and if so, would be brought back to the City Commission for consent and affirmation.

Recommendation

That the DDA Board continue to meet remotely, consistent with the intent and time frame stated in the Declaration of Local Emergency for the City Commission.

City of Traverse City

GOVERNMENTAL CENTER
400 Boardman Avenue
Traverse City, MI 49684
(231) 922-4700
www.traverscitymi.gov



Declaration by Traverse City Mayor Jim Carruthers

As the Mayor of Traverse City, Michigan, counties of Grand Traverse and Leelanau, I declare a state of emergency for the purpose of allowing public bodies of the City of Traverse City to convene remotely pursuant to law.

The Director of the Michigan Department of Health and Human Services has made the following findings:

“The novel coronavirus (COVID-19) is a respiratory disease that can result in serious illness or death. It is caused by a new strain of coronavirus not previously identified in humans and easily spread from person to person. There is currently no approved vaccine for this disease. COVID-19 spreads through close human contact, even from individuals who may be asymptomatic.


In recognition of the severe, widespread harm caused by epidemics, the Legislature has granted MDHHS specific authority, dating back a century, to address threats to the public health like those posed by COVID-19. MCL 333.2253(1) provides that “[i]f the director determines that control of an epidemic is necessary to protect the public health, the director by emergency order may prohibit the gathering of people for any purpose and may establish procedures to be followed during the epidemic to insure continuation of essential public health services and enforcement of health laws. Emergency procedures shall not be limited to this code.” See also *in re Certified Questions*, Docket No. 161492 (Viviano, J., concurring in part and dissenting in part, at 20) (“[T]he 1919 law passed in the wake of the influenza epidemic and Governor Sleeper’s actions is still the law, albeit in slightly modified form.”); *id.* (McCormack, C.J., dissenting, at 12). Enforcing Michigan’s health laws, including preventing disease, prolonging life, and promoting public health, requires limitations on gatherings and the establishment of procedures to control the spread of COVID-19. This includes limiting the number, location, size, and type of gatherings, and requiring the use of mitigation measures at gatherings as a condition of hosting such gatherings.

On March 10, 2020, MDHHS identified the first two presumptive-positive cases of COVID-19 in Michigan. As of November 13, 2020, Michigan had seen 244,741 confirmed cases and 7,929 confirmed deaths attributable to COVID-19. Michigan was one of the states most heavily impacted by COVID-19 early in the pandemic, with new cases peaking at nearly 2,000 per day in late March. Strict preventative measures and the cooperation of Michiganders drove daily case numbers dramatically down to less than 200 confirmed cases in mid-June, greatly reducing the loss of life. Since October, Michigan has seen an exponential growth in cases. Daily new cases are now over 6,000 which is three times higher than what was seen in the spring.

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Declaration by Traverse City Mayor Jim Carruthers

I declare this state of emergency as outlined in this declaration as of the date indicated next to my signature and request that the City Commission affirm it through April 30, 2021, and have asked the City Clerk to place consideration of such affirmation on the City Commission's December 7, 2020, meeting, which meeting is to be conducted remotely.




Mayor James C. Carruthers

12/2/20

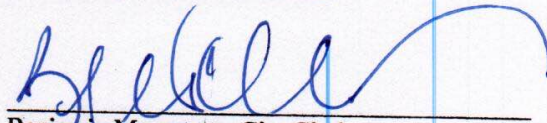
Date

As City Clerk for the City of Traverse City, I affirm that James Churchill Carruthers is the Mayor of Traverse City and was elected to the Office of Mayor by the electorate of Traverse City, on November 5, 2019, according to the procedures set forth in the City Charter of Traverse City as authorized according to the Home Rule Cities Act of Michigan.



Benjamin Marentette, City Clerk

I certify that the City Commission for the City of Traverse City consented to this emergency declaration at its regular meeting held December 7, 2020, and conducted remotely as authorized by Michigan Law, which consent was issued within seven days of this declaration's issuance by Mayor Carruthers.



Benjamin Marentette, City Clerk



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
Date: December 10, 2020
Re: Staff Report: Parking Services – December 2020

Holiday Courtesy Warning

On December 1, 2020, rescinding of the \$5 same day meter discount went into effect. Through the month of December, we have added a one-time courtesy warning for all meter violations in order to give reprieve for downtown shoppers and to help communicate this change to regular parkers. These warnings have been well received by the public.

Rate Increases Effective January 1, 2021

Staff has been working on securing signage and new rate files for the rate increases that will go into effect on January 1. As we have continued to review utilization in the parking garages, we continue to have available occupancy. The initial proposal was to include a peak-time rate between the hours of 10 AM-2 PM. This increase will not be implemented on January 1, and we will continue to monitor occupancy levels to include this change at a later date. Garage hourly rates at both structures will remain \$1.00 per hour. With the core downtown on-street meter rates increasing to \$1.25 per hour, we hope parkers will consider taking advantage of the reduced fee along with this location offering covered parking and shelter from the snow.

November Parking Revenue

We have completed our November revenue reports. Throughout the month, we continued to see a decrease in revenue compared to prior months. Meter revenues were at 48% compared to November 2019. Prior months have averaged between 71%-76% compared to prior years' revenue. Hardy admissions were down to 28% from 51%-55% and Old Town admissions were down to 47% from 71%-79% compared to last year. These numbers are lower than what we had projected back in March.

Smart Parking Meter RFP

We structured the proposals so vendors could bid on single space, multi-space, and real-time solutions separately. Of the eight bids received; four proposals for single space, four proposals for multi-space and six proposals for real-time solutions.

An evaluation committee comprised of Scott Hardy, DDA Board/PSC Chair; Rick Brown, PSC Vice-chair; Jean Derenzy, DDA CEO and myself have been reviewing the proposals. We recently met and have determined the best approach for on-street would be single-space meters as they offer the most convenience to the user. We have narrowed down to three vendors and have been provided demonstrations. I am continuing to contact references to complete the due diligence process. As we move towards a recommendation, I would like the Board to keep in mind that smart parking meters are a devices that utilize technology that will incur additional operational and subscription expenses annually, and will need to be scheduled for full replacement in six to eight years.



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

MEMORANDUM

To: DDA Board

From: Harry Burkholder, DDA COO
Pete Kirkwood

Date: December 14, 2020

SUBJECT: Review and Status of the Unified Planning Process

Although our work was paused and made more complicated because of the pandemic, I believe the Leadership Teams continued effort and resolve to develop a Unified Plan for the Lower Boardman River remains stronger than ever.

At our last Leadership Team meeting we discussed the recommendations from the Unified Plan subcommittee. While the recommendations presented several options/scenarios related to physical improvements to the river corridor (e.g., public access, the build environment and environmental stewardship), each option was consistent with the overarching values and goals that have been identified throughout the planning process.

Last week, after several productive meetings, the Zoning Subcommittee completed their zoning recommendations for the river corridor, including specific recommendations to the draft Riparian Buffer Ordinance. As a reminder, the city planning commission has been working on a separate but parallel effort to develop a Riparian Buffer Ordinance – incorporating many of the comments and recommendations of the zoning subcommittee throughout the process.

Given the interconnection and complexity of the river corridor, the lengthy subcommittee work, current efforts to study and determine stabilization options for the channel wall and with the end of year approaching, the Leadership Team is taking the December meeting to review what they have accomplished, where they are in the process and discuss/map-out their next steps heading into 2021.

To briefly review, these are the topics that the Leadership Team has spent a good deal of time analyzing and discussing over the last 18 months.

1. The results of public engagement have been summarized and reviewed.
2. Based on the public input, an Action Plan was developed and discussed, debated and refined by the Leadership Team.
3. Following the discussion of the Action Plan, two subcommittees were formed and developed:
 - a) A recommendation on the draft Riparian Buffer Ordinance, and documentation of other policy level recommendations (changes to zoning ordinances, regulatory ordinances, etc.)
 - b) A set of draft plans for physical improvements of the river corridor.

Moving forward into 2021, here are the topics that the Leadership Team will pursue over the next half year.

December 2020	Review summary of work to date and work plan for 2021
January 2021	Review and take action on Riparian Buffer Ordinance recommendation; get an update on the preliminary findings of the Boardman Wall Stabilization project
February 2021	Review findings of the Boardman Wall Stabilization project and discuss implications for the future of the 100/200 block
March 2021	Discuss process for establishing project and policy priorities and gaining public input
April 2021	Discuss preliminary budget estimates, potential funding sources, and physical plan refinements
May 2021	Review public engagement strategy and potential schedule
June 2021	Prepare for public engagement

If COVID recovery lags, we could use the additional time to review the draft report, and/or discuss future management structures for implementing projects and maintaining the river corridor.



Memorandum

To: Jean Derenzy, DDA CEO
From: Nicole VanNess, Transportation Mobility Director
CC: Scott Hardy, Parking Subcommittee Chair
Date: December 10, 2020
Re: Board Member Report: Parking Subcommittee – December 2020

The Smart Parking Meter RFP was issued in October and bids were received on November 17th. The Subcommittee met to have a high-level discussion and provide feedback on the pros and cons of single space versus multi-space meters. Overall, the Subcommittee discussions supported the continuation of single space meters for on-street parking versus transitioning to multi-space meters as they provide the end user with a more convenient solution. Additionally, the ability to share occupancy data would be a positive improvement so long as the signage is discreet.

Of the Subcommittee members, Rick Brown and Scott Hardy participated in the evaluation of the proposals. Staff will continue to contact references and has requested demonstrations that will take place prior to finalizing a recommendation to the DDA Board.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Harry Burkholder, DDA COO
Katy McCain, Community Development Director
Leah McCallum

For Meeting Date: December 18, 2020

Memo Date: December 10, 2020

SUBJECT: Arts Commission Memo

Art on the TART

The Tenth Street Trailhead RFQ is live and open until Sunday, January 10. The Arts Commission is strongly encouraging non-sculpture entries including multi-sensory, immersive pieces. The final artist will be chosen by February 17, fabrication will begin in March, with a groundbreaking ceremony tentatively planned for August.

Mural Project

The Arts Commission Mural Subcommittee will be meeting next week and bring their thoughts and findings to the commission at the December meeting.



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

Memorandum

To: Downtown Development Authority Board of Directors

From: Katy McCain, DDA Director of Community Development

Date: December 11, 2020

Re: Community Development Update

Relief Fund

The Downtown Relief Fund is in full swing. The Holiday Auction closed on Friday, 12/11 with all proceeds going directly to the fund. We have also started receiving private donations, on top of the generous \$30,000 from the DTCA and Cherry Republic's Giving Tuesday donation. Backcountry North is also selling their Men's Night Pint Glasses with all proceeds going directly to the fund. We also had West Shore Bank sign on to be the presenting sponsor of the Relief Fund and will be receiving dollars from them. So far with all fundraising efforts, we have raised around \$42,500, with donations coming in daily.

Parking Management System Communications Plan

The Communications Plan is still on schedule. A mailing will be going out within the next week to over 6,000 City Resident addresses. The postcard gives basic facts on the upcoming parking changes and directs people to parking.downtowntc.com for further details.

The second email to permit holders reminding them of the changes and encouraging them to update all of their info with Parking Services went out a couple weeks ago.

The parking website has been updated to reflect the current and upcoming changes. These changes include an in-depth master table for complete information on all changes. Equally as important, we will also have a basic "current rates" table that will launch January 1. This simplistic table will allow quick access on up-to-date rates, so visitors and residents can easily see where they can park and what the cost will be. The goal of the Parking Communications Plan is to communicate all changes in an efficient and transparent manner with the community at large, while also providing basic parking information. The structure of the website allows us to do both in a clear and concise way.

Social Media

Our social media has been more effectively managed to bring more visibility to our downtown businesses. See attached social media reports to see how our pages are performing.

Neighborhood Engagement

The DDA organized to have Santa visit Traverse City neighborhoods the first two weeks of December. The local firefighters escorted Santa throughout town in their antique fire engine. He hit the following neighborhoods on his four-day journey: Central, Slabtown/Kids Creek, Old Town, SOFO, Oak Park, Boardman, the base of Old Mission Peninsula, Traverse Heights, and the east side of town (Civic Center to Three Mile). We had great response from each of the neighborhoods and their residents, and were able to spread joy during a difficult holiday season.

Giving Thanks Through Giving Meals

After the MDHHS "pause" was announced in mid-November, we determined that something needed to be done to help Downtown Restaurants, thus, "Giving Thanks Through Giving Meals" was born. We coordinated a program where people could purchase \$10 boxed lunches online, to be delivered to worthy organizations throughout Traverse City. Eight restaurants and six non-profits took part in the program. In total, 631 lunches were sold, putting \$6,310 into our restaurants, while feeding the Munson Medical Center staff, the Goodwill Inn and other organizations. This program received a lot of great press and the lunches sold out very quickly. Because of Giving Thanks Through Giving Meals, a couple of Downtown restaurants saw so much demand that they continued similar programs internally.

Consumers Energy "Our Town" Program

The DDA was honored to be chosen to be a part of Consumers Energy's "Our Town" program—where they provided \$500,000 worth of match funding to local gift certificate programs across the state of Michigan. Downtown Traverse City received a \$10,000 match. We launched the promotion at 8am on Friday, December 11, and sold out in under 10 minutes. With the Consumers Energy funding, we matched up to \$100 gift certificate purchases. The buyer had the option of keeping the match themselves or gifting it to their favorite Downtown Traverse City employee. We are very grateful to Consumers Energy for including us in this program and for the influx in Downtown spending it will bring.



Memorandum

To: DDA Board
From: Nick Viox
Re: DTCA Events Update
Date: December 10, 2020

Downtown Light Parade & Tree Lighting

With the most recent update from the MDHHS, we have decided to cancel the Strolling Downtown Light Parade. The health of our community is of the utmost importance. With 12 different nonprofits involved and the potential of over 3,000 community members visiting these displays, this event did not seem conducive to our most recent need for safety precautions.

Our sponsorship of \$5,000 will have to be returned to Serra Subaru of Traverse City, but they are looking forward to partnering with us again for future events, Light Parade and beyond. This sponsorship paid for a stipend for each nonprofit. I have asked our nonprofit partners to let us know if they would like to still receive the stipend because of "the investment many of you (them) have made in this endeavor and (how we) would still like to offer the stipend to those that have already contributed money and energy to this event." The DTCA Board approved to reimburse nonprofits, up to \$2,000, from the Holiday Light Fund.

Walking in a Window Wonderland

This weekend, 24 locations in Downtown Traverse City will be decorated to the nines with holiday cheer. Each display will have a hidden light bulb that customers can all search for and find. If they find all 24, they can enter to win a Downtown Shopping Spree. This is the same format of this event as past years. We hope to see many bright faces peering through windows this weekend!

Chili Cook Off

This Annual DTCA Fundraiser is facing some tough decisions. A survey to past participants and local restaurants will go out later this month to propose some modifications to this event to make it a safe one for the community and our restaurants.

Traverse City Restaurant Week

This Winter event has become a favorite in our community and an event that seems to be needed now more than ever. However, the format of this event will need to see changes. Jeff Libman, Susan Fisher,

and myself will be creating a survey to go out to restaurants to see which formats would work best for them. Results from this survey will be presented next month.

303 E. State Street, Suite C
Traverse City MI, 39684
(231) 922-2050
@downtowntc.com



**Minutes of the
Arts Commission for the City of Traverse City
Regular Meeting
Wednesday, November 18, 2020**

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

The following Commissioners were in attendance: Commissioner Ashlea Walter, Commissioner Charlotte Smith, Commissioner Chelsie Niemi, Commissioner Roger Amundsen, Commissioner Megan Kelto, and Commissioner Matt Ross

The following Commissioners were absent: Board Chair Leah Bagdon-McCallum

Chairperson Hershey presided at the meeting.

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

(b) **ROLL CALL**

(c) **PUBLIC COMMENT**

(d) **APPROVAL OF MINUTES**

- (1) Approval of October 21, 2020 Arts Commission Minutes
Motion to approve the October 21, 2020 Art Commission Minutes.

Moved by Ashlea Walter, Seconded by Roger Amundsen

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen,
Megan Kelto, and Matt Ross

Absent: Leah Bagdon-McCallum

CARRIED. 6-0-1 on a recorded vote

(e) **FINANCIALS**

- (1) Current 2020-21 Financial Report

No changes made and no discussion.

(f) **PROJECT UPDATE**

- (1) Art on the Tart Update
- (2) RFP Draft Approval
(Dates and link to be filled in once CaFE account is set up).

Smith - Asked if the language in the RFP meets all of the needs of the Arts Commission. General feedback was that it does.

Walter - Inquired about the language of the Sixteenth Street trailhead project and asked that it should be removed from the project background & history as to not present this installation as part of a "series". Asked for clarification on the timeline and the second phase of the Art Selection Panel.

Kelto - Recommended keeping in information about the Sixteenth Street trailhead to give the artist a full scope of Art on the TART.

Motion to approve the presented RFP with the following amendments: removal of mention of the Sixteenth Street trailhead from the project background and history & removal of June 16th and June 1st dates from the project timeline.

Moved by Roger Amundsen, Seconded by Matt Ross

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen, Megan Kelto, and Matt Ross

Absent: Leah Bagdon-McCallum

CARRIED. 6-0-1 on a recorded vote

(g) **OLD BUSINESS**

- (1) Mazinaadin Frames- Sammie Dyal from the GT Band will be picking up the frames. We have archived info on them all for an easy checkout process for rotational exhibition.

Smith - Asked for photography of the prints once they are on display.

- (2) Project Prioritization

Walter - Asked for clarification on the number associated with the document. McCain and Smith will follow up with the Commission on this.

Niemi - Reiterated the process and stated that the rubric used wasn't as effective.

(h) **NEW BUSINESS**

- (1) Mural Project Sub Committee: Commissioners Niemi, Smith, and Walter. Possible December Meeting?

Smith - Stated she will set up the subcommittee meeting.

(i) **PUBLIC COMMENT**

(1) General

No public comment.

(2) Commissioners

Walter - Urged the Commission to be mindful of the December meeting. Inquired about the donation/paypal option for Giving Tuesday.

(j) **ADJOURNMENT**

(1) Motion to adjourn the meeting at 4:08pm.

Moved by Megan Kelto, Seconded by Matt Ross

Yes: Ashlea Walter, Charlotte Smith, Chelsie Niemi, Roger Amundsen,
Megan Kelto, and Matt Ross

Absent: Leah Bagdon-McCallum

CARRIED. 6-0-1 on a recorded vote

Charlotte Smith, Chairperson

DOWNTOWN TRAVERSE CITY ASSOCIATION

BOARD MEETING

THURSDAY, November 12, 2020
8:30 AM • Hotel Indigo

MINUTES

1. Call to Order (*Fisher*) (8:42am)
 - a. Present: Susan Fisher, Liz Lancashire, Karen Hilt, Amanda Walton, Jeffrey Libman, Blythe Skarshaug, Dawn Gildersleeve & Margaret Morse
 - b. Absent: Jake Kaberle

2. Approval of [Minutes of the Board Meeting of October 8, 2020](#) (*Fisher*)
 - a. Motion to approve the minutes with the reflection of Kaberle being absent at the September meeting, **motion by Libman and seconded by Morse. Motion carried unanimously.**

3. CEO Report (*Derenzy*)
 - a. DDA Projects
 - b. DTCA Financials
 - i. Budget update
 1. Motion to approve the budget as presented. **Motion by Gildersleeve and seconded by Libman. Motion carried unanimously.**
 - ii. Independent Bank
 1. There is about \$450,000 that the DTCA will need to figure out how to move forward with.
 - c. Petition Regarding Lot G
 - i. A current petition signed by Downtown businesses that opposes development on Lot G for the Civic Square has been going around and will go to the City Commission.
 - ii. A lack of information was provided to signers and not all business owners were asked.

4. [Events Review](#) (*Viox*)
 - a. Downtown Relief Fund Update (*McCain*)
 - i. Baskets
 - b. Downtown Holiday Weekend
 - i. Tree Lighting Ceremony

- ii. Strolling Light Parade
 - c. Men's Night & Ladies' Night
 - i. General feedback has been against congregating people at one time
 - ii. Motion to cancel Men's Night & Ladies' Night 2020. **Motion by Gildersleeve and seconded by Morse. Motion carried unanimously.**

- 5. President's Report (*Fisher*)
 - i. Downtown Gift Certificate Signing
 - ii. Statement of Solidarity

- 8. Adjourn (*9:44am*)

**Minutes of the
Lower Boardman Leadership Team
Regular Meeting
Wednesday, November 18, 2020**

A regular meeting of the Lower Boardman Leadership Team was called to order via ZOOM on Wednesday, November 18.

The following members were in attendance: Elise Crafts, Christine Crissman, Jean Derenzy, Deni Scudato, Frank Dituri, Russ Soyering, Tim Werner, Michael Vickery, Sammie Dyal, Pete Kirkwood, Rick Korndorfer, and Brett Fessell (Co-Chair).

The following Members were absent: Jennifer Jay

Co-Chairperson Fessell presided at the meeting.

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

(1) Meeting called to order at 5:31 by Chairperson, Fessell.

(b) **PUBLIC COMMENT**

(1) Mitch Treadwell:

Tom White:

(c) **APPROVAL OF MINUTES FOR SEPTEMBER 16, 2020**

(1) Meeting Minutes
Approval of September 2020 minutes.

Moved by Crafts , Seconded by Scudato

Yes: Elise Crafts, Christine Crissman, Jean Derenzy, Deni Scudato, Frank Dituri, Russ Soyering, Tim Werner, Michael Vickery, Sammie Dyal, Pete Kirkwood, Rick Korndorfer, and Brett Fessell.

Absent: Jennifer Jay

CARRIED 12-0.

(e) **PROJECT UPDATE**

(1) Fessell provides a FishPass update

(2) Bob Doyle provides project review

- Committee discussed capitol improvements (subcommittee recommendations) for the lower Boardman.
- Committee briefly discussed status of the Zoning Subcommittee and the Riparian Buffer Ordinance. Soyring mentioned that a public hearing on the Riparian Buffer Ordinance is likely planned for the December Planning Commission Meeting.

(h) **PUBLIC COMMENT**

(1) General

- Thomas White
- Mitch Treadwell

(i) **ADJOURNMENT**

(1) Meeting was adjourned at 7:41pm

Moved by Scrudato, Seconded by Vickery

Yes: Elise Crafts, Christine Crissman, Jean Derenzy, Deni Scrudato, Frank Dituri, Russ Soyring, Tim Werner, Michael Vickery, Sammie Dyal, Pete Kirkwood, Rick Korndorfer, and Brett Fessell.

Absent: Jennifer Jay

CARRIED 12-0.



Facebook Pages
for **Traverse City DDA**

November 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

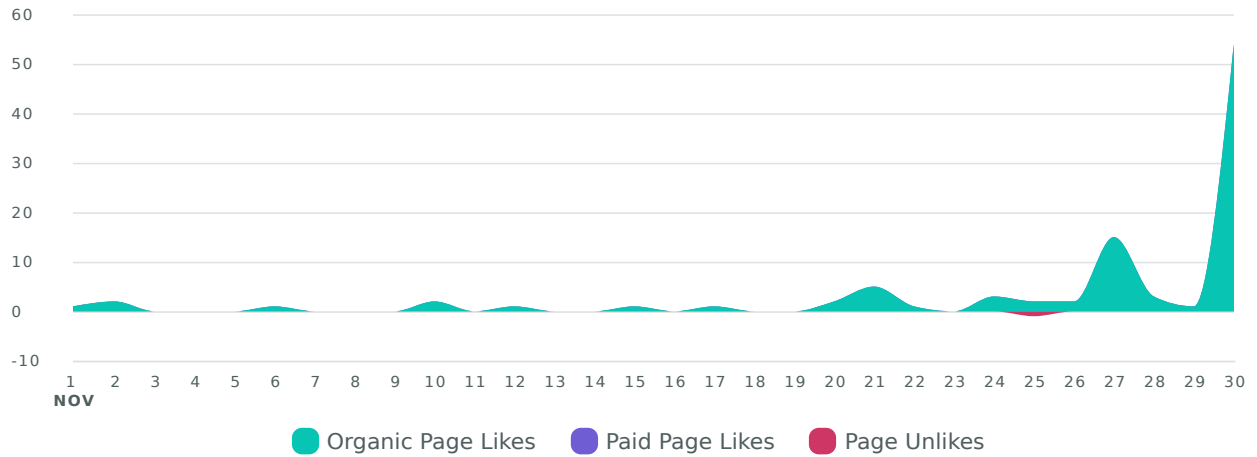
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>58,095 ↗173%</p>	<p>Engagements</p> <p>3,727 ↗257%</p>	<p>Post Link Clicks</p> <p>266 ↗47%</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

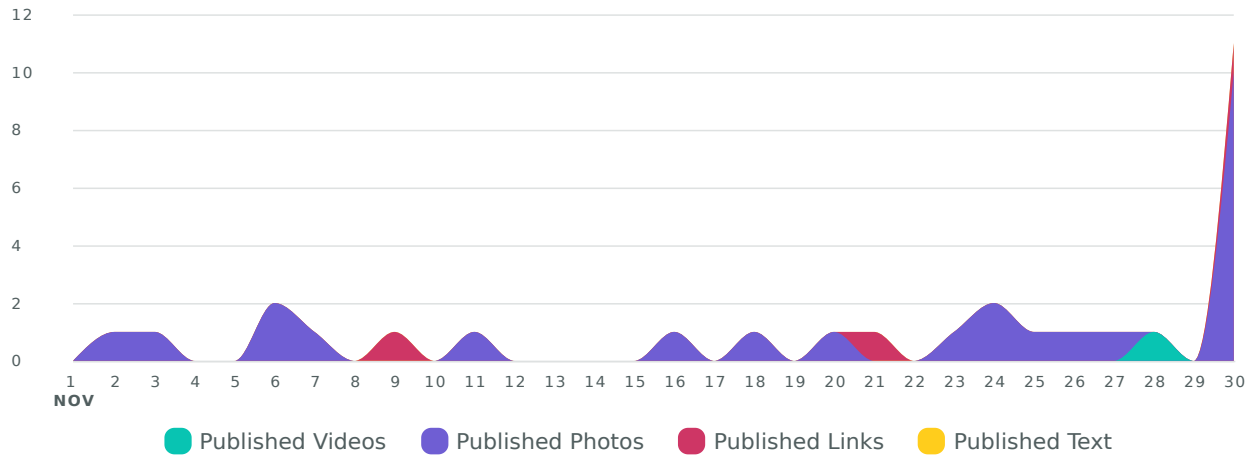


Audience Metrics	Totals	% Change
Fans	1,474	↗ 6.89%
Net Page Likes	96	↗ 700.00%
Organic Page Likes	97	↗ 546.67%
Paid Page Likes	0	→ 0.00%
Page Unlikes	1	↘ 66.67%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day




Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	29	↗ 52.6%
Published Videos	1	→ 0%
Published Photos	25	↗ 150%
Published Links	3	↘ 57.1%
Published Text	0	↘ 100%

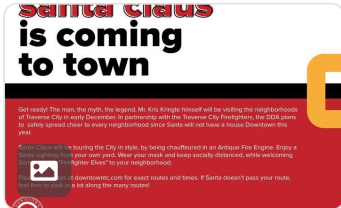
Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


By Lifetime Engagements

 **Traverse City D...**
 Mon 11/30/2020 12:33 p...


The man, the myth, the legend, Mr. Kris Kringle himself will be visiting the




Total Engagements	1,778
Reactions	317
Comments	73
Shares	113
Post Link Clicks	134
Other Post Clicks	1,141

 **Traverse City D...**
 Fri 11/27/2020 8:49 am ...


Beginning today, November 27th, take advantage of free parking at the Larry C. Har...



Total Engagements	920
Reactions	133
Comments	17
Shares	53
Post Link Clicks	1
Other Post Clicks	716

 **Traverse City D...**
 Wed 11/25/2020 10:07 a...

Nearly 200 meals from Bubba's and Park Street Cafe were donated to the

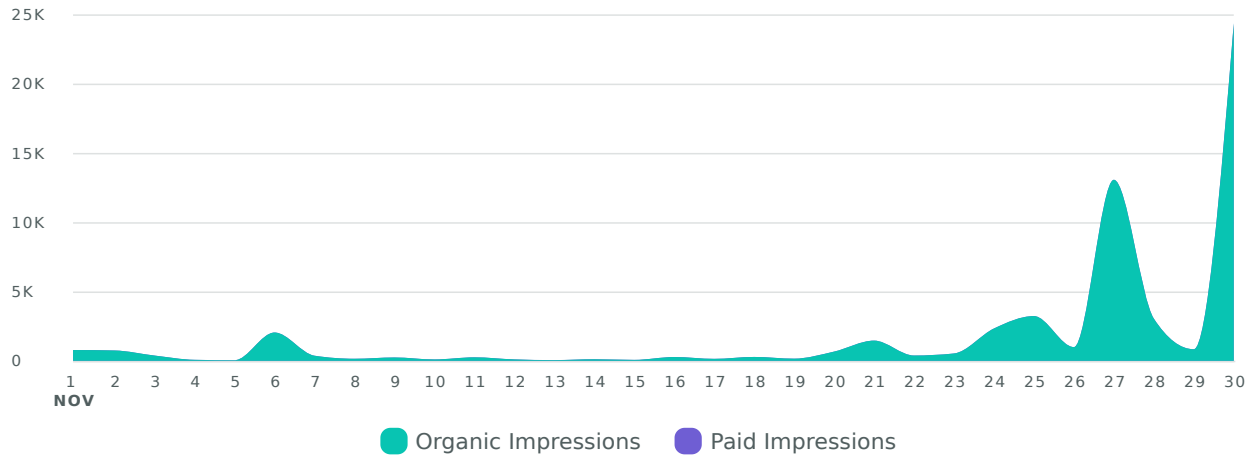


Total Engagements	203
Reactions	81
Comments	5
Shares	9
Post Link Clicks	19
Other Post Clicks	89

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

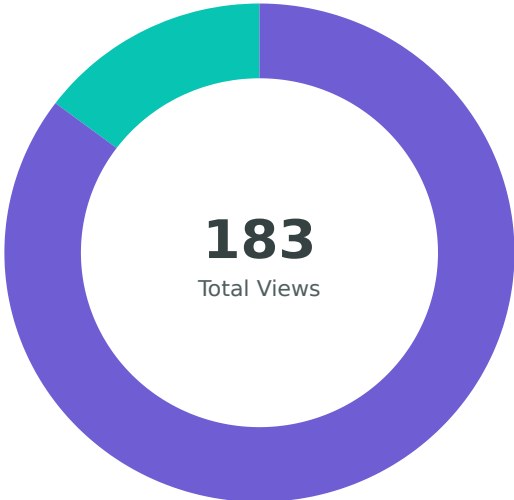


Impression Metrics	Totals	% Change
Total Impressions	58,095	↗ 173.31%
Organic Impressions	57,179	↗ 172.32%
Paid Impressions	0	→ 0.00%
Average Daily Impressions per Page	1,936.5	↗ 182.42%
Average Daily Reach per Page	1,520.87	↗ 164.60%

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



Organic Full
27

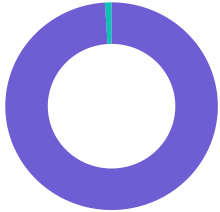
Organic Partial
156

Viewing Breakdown



Organic Views
100%

Paid Views
0%



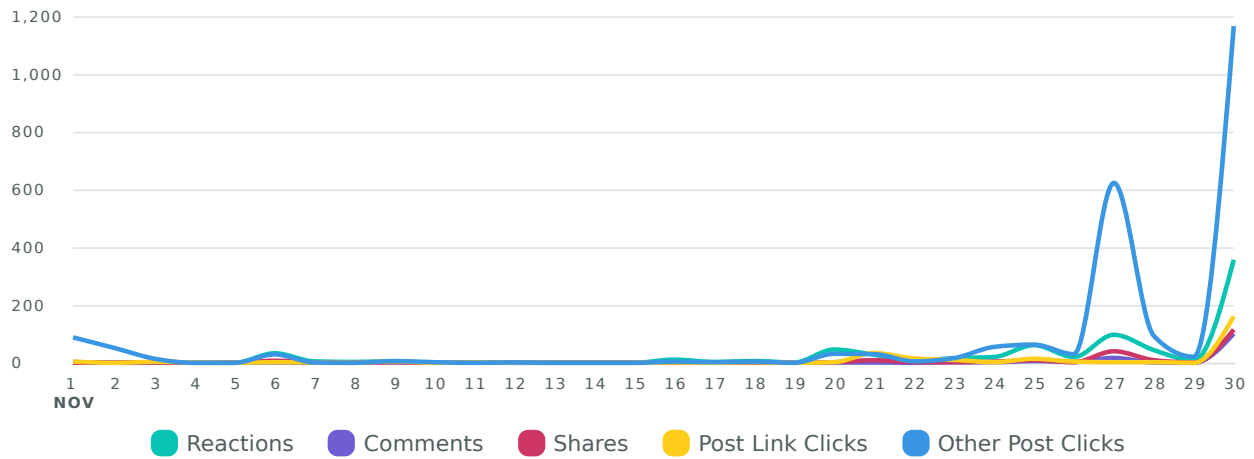
Click Plays
1%

Auto Plays
99%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

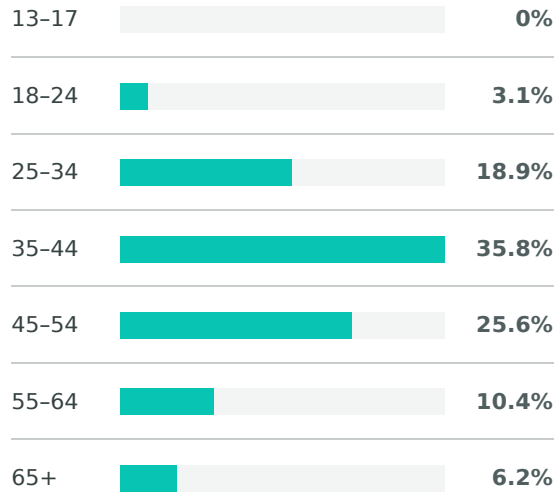


Engagement Metrics	Totals	% Change
Total Engagements	3,727	↗ 256.65%
Reactions	776	↗ 262.62%
Comments	140	↗ 775.00%
Shares	210	↗ 311.76%
Post Link Clicks	266	↗ 46.96%
Other Post Clicks	2,335	↗ 300.51%
Engagement Rate (per Impression)	6.4%	↗ 30.49%

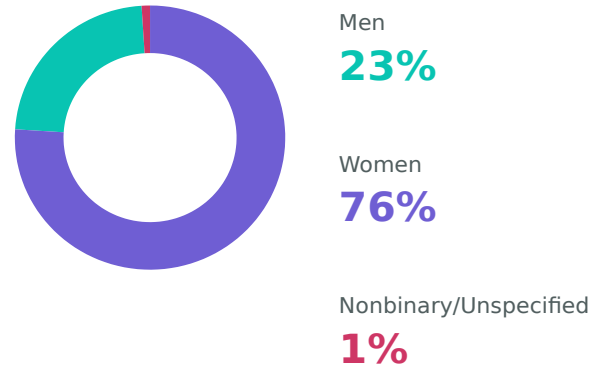
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age 📄



Audience by Gender 📄



Women between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

United States	1,407
Nigeria	4
Argentina	1
The Bahamas	1
Canada	1

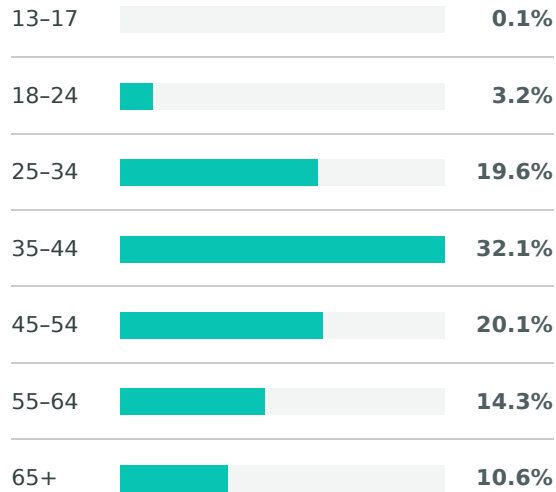
Audience Top Cities

Traverse City, MI	880
Interlochen, MI	18
Kingsley, MI	16
Kalkaska, MI	15
Grand Rapids, MI	12

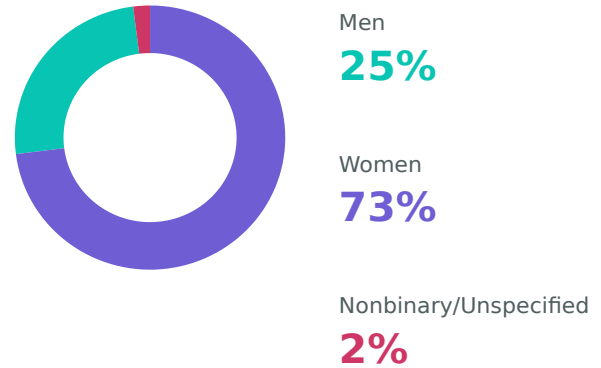
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age 📘



People Reached by Gender 📘



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

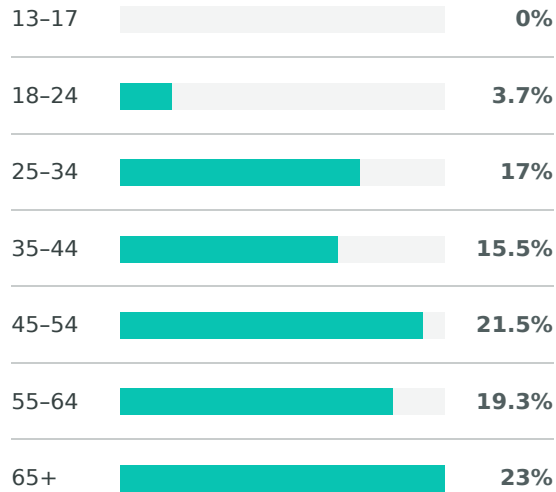
People Reached Top Countries	Daily Average
United States	469.27
Canada	1.13
Argentina	0.67
United Kingdom	0.4
Germany	0.33

People Reached Top Cities	Daily Average
Traverse City, MI	258.13
Grand Rapids, MI	6.93
Kingsley, MI	5.73
Kalkaska, MI	4.87
Suttons Bay, MI	4.8

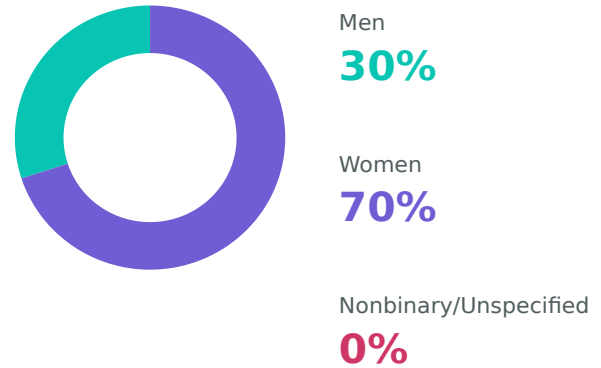
Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

People Engaged by Age 📄



People Engaged by Gender 📄




Women between the ages of **65+** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	134
Mexico	1

People Engaged Top Cities	Daily Average
Traverse City, MI	79
Kingsley, MI	4
Interlochen, MI	3
Rapid City, MI	3
Cedar, MI	2

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ▲	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	1,474	96	29	58,095	3,727	266
Nov 1, 2020 - Nov 30, 2020	↗ 6.9%	↗ 700%	↗ 52.6%	↗ 173%	↗ 257%	↗ 47%
Compare to	1,379	12	19	21,256	1,045	181
Oct 1, 2020 - Oct 31, 2020						
 Traverse City DDA	1,474	96	29	58,095	3,727	266



Facebook Pages
for **Downtown TC (Official)**

November 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

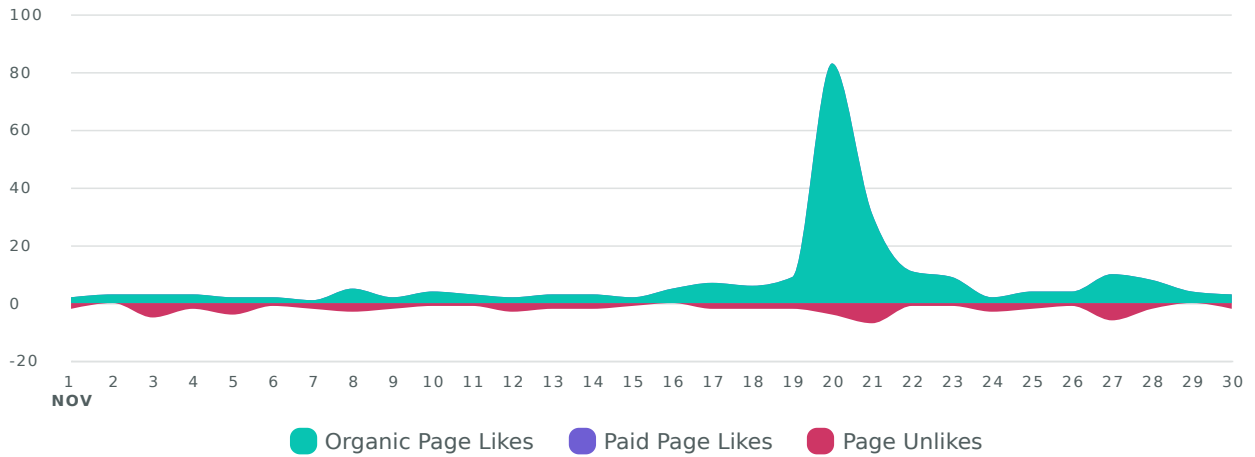
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>289,077 ↗84.3%</p>	<p>Engagements</p> <p>18,620 ↗326%</p>	<p>Post Link Clicks</p> <p>1,041 ↗174%</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day



Audience Metrics	Totals	% Change
Fans	22,728	↗0.73%
Net Page Likes	170	↗844.44%
Organic Page Likes	236	↗198.73%
Paid Page Likes	0	→0.00%
Page Unlikes	66	↗8.20%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day





Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	35	↗ 12.9%
Published Videos	1	→ 0%
Published Photos	30	↗ 57.9%
Published Links	2	↘ 80%
Published Text	2	↗ 100%

Facebook Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements





 **Downtown TC (...)**
Fri 11/20/2020 10:25 am...

The tree is decorated and ready for this evening's Virtual Downtown Tree Lighting! 🎄




Total Engagements	5,118
Reactions	743
Comments	198
Shares	77
Post Link Clicks	324
Other Post Clicks	3,776





 **Downtown TC (...)**
Fri 11/20/2020 3:55 pm ...

Front Street is LIT! Thank you to all who participated in our community tradition by turning




Total Engagements	4,383
Reactions	2,117
Comments	242
Shares	170
Post Link Clicks	87
Other Post Clicks	1,767



 **Downtown TC (...)**
Tue 11/17/2020 9:25 am...

A bright light this week! Thank you Team Elmers for helping us get ready for our

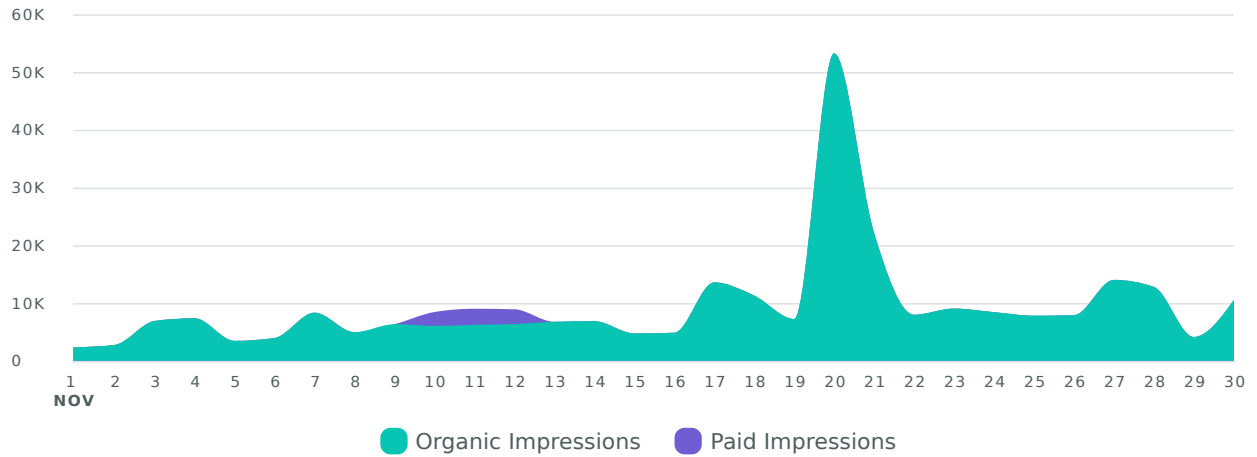


Total Engagements	1,543
Reactions	473
Comments	45
Shares	56
Post Link Clicks	122
Other Post Clicks	847

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

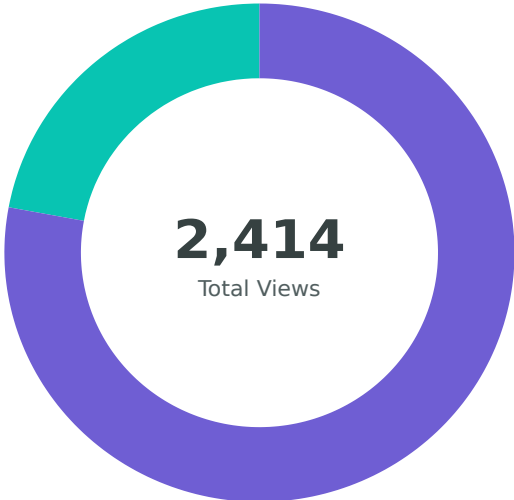


Impression Metrics	Totals	% Change
Total Impressions	289,077	↗ 84.28%
Organic Impressions	278,419	↗ 78.82%
Paid Impressions	7,739	↗ 100.00%
Average Daily Impressions per Page	9,635.9	↗ 90.42%
Average Daily Reach per Page	6,092.07	↗ 114.79%

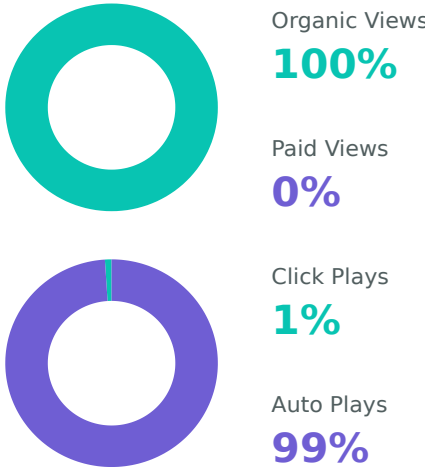
Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



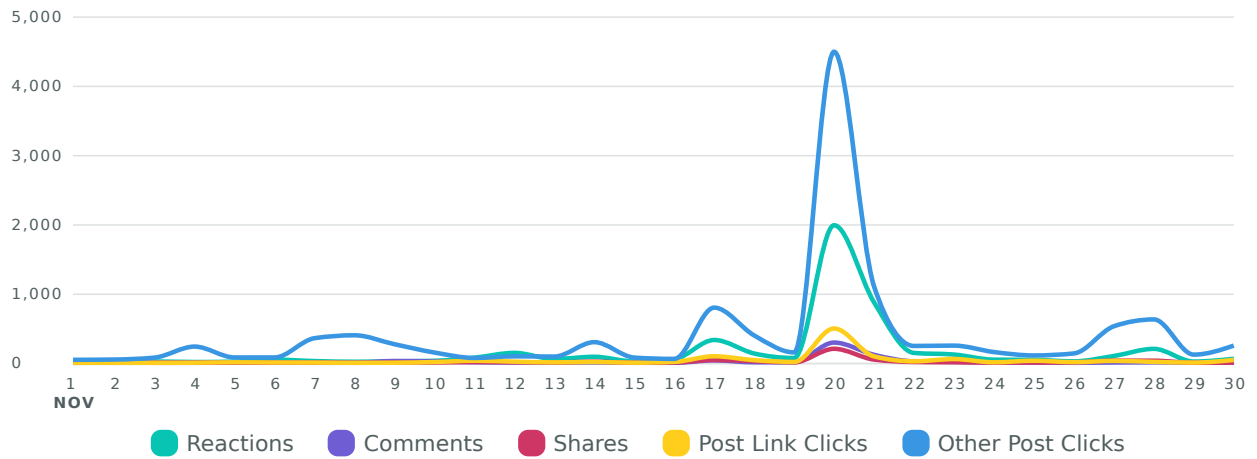
Viewing Breakdown



Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

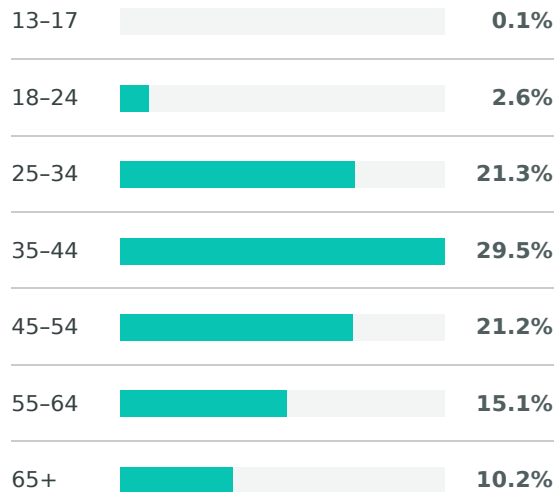


Engagement Metrics	Totals	% Change
Total Engagements	18,620	↗ 326.38%
Reactions	4,771	↗ 705.91%
Comments	594	↗ 858.06%
Shares	473	↗ 403.19%
Post Link Clicks	1,041	↗ 173.95%
Other Post Clicks	11,741	↗ 262.49%
Engagement Rate (per Impression)	6.4%	↗ 131.38%

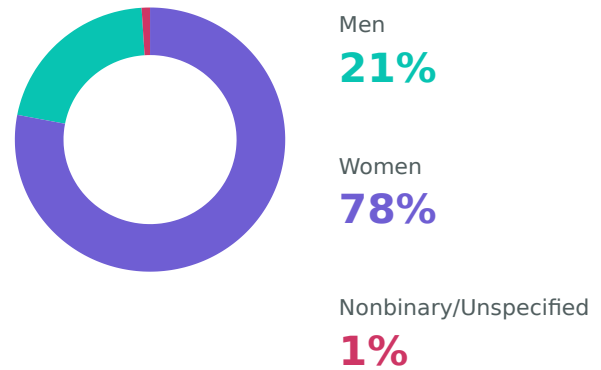
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age 📘



Audience by Gender 📘



Women between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

United States	22,449
Canada	47
Germany	21
India	14
United Kingdom	12

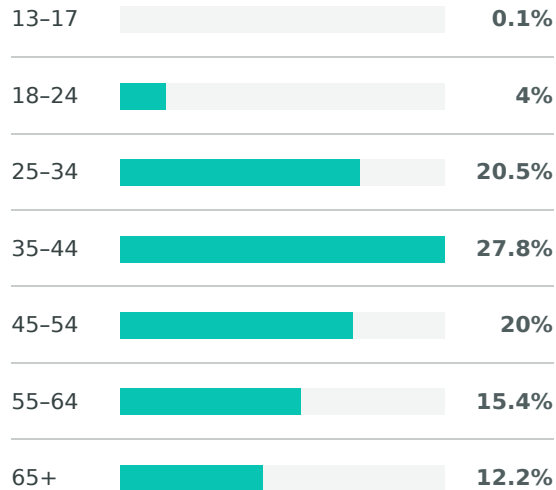
Audience Top Cities

Traverse City, MI	7,894
Grand Rapids, MI	479
Kingsley, MI	333
Kalkaska, MI	299
Interlochen, MI	249

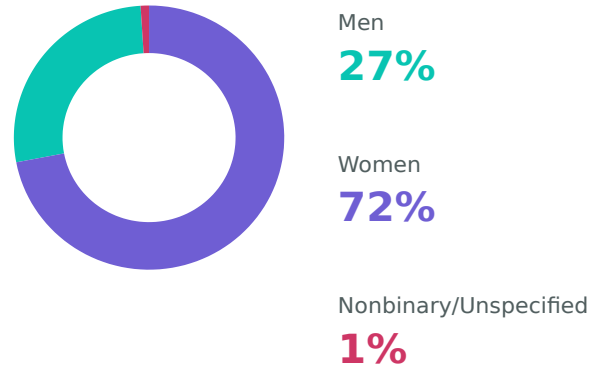
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age 📄



People Reached by Gender 📄



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

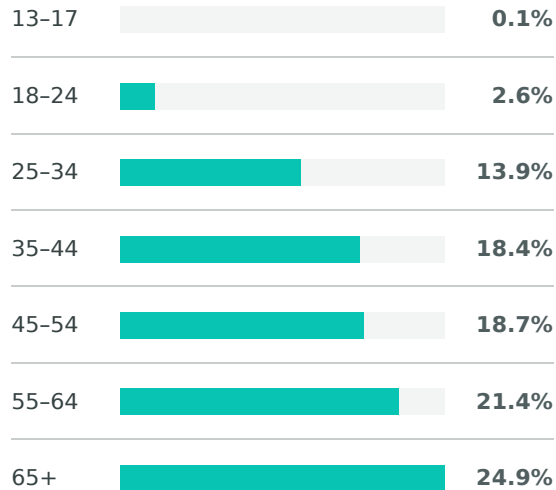
People Reached Top Countries	Daily Average
United States	5,994.18
Canada	20.5
United Kingdom	9.5
Germany	6.23
France	3.23

People Reached Top Cities	Daily Average
Traverse City, MI	2,252.09
Grand Rapids, MI	117.36
Kingsley, MI	89.73
Kalkaska, MI	78.18
Interlochen, MI	69.32

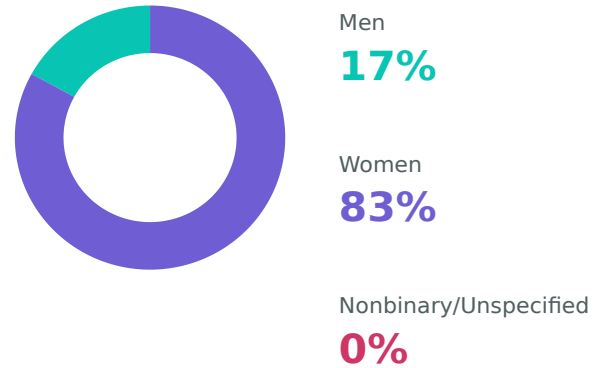
Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

People Engaged by Age 📄



People Engaged by Gender 📄





Women between the ages of **65+** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	472.13
Canada	1.5
United Kingdom	0.63
Mexico	0.63
Germany	0.5

People Engaged Top Cities	Daily Average
Traverse City, MI	208.88
Grand Rapids, MI	6.5
Interlochen, MI	6
Kingsley, MI	5.13
Elk Rapids, MI	4.63

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page ▲	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	22,728	170	35	289,077	18,620	1,041
Nov 1, 2020 - Nov 30, 2020	↗ 0.7%	↗ 844%	↗ 12.9%	↗ 84.3%	↗ 326%	↗ 174%
Compare to	22,564	18	31	156,869	4,367	380
Oct 1, 2020 - Oct 31, 2020						
  Downtown TC (Offi...	22,728	170	35	289,077	18,620	1,041



Facebook Competitors Report

November 2020

The Facebook Competitor report lets you keep tabs on your Facebook Page's performance compared to competitors or other company Pages using proprietary metrics based on publicly available Page data.

Included in this Report

 Downtown TC (Official)

 Downtown Detroit Partnership

 Downtown Holland

 Downtown Petoskey

 Traverse City DDA

 Downtown Ferndale

 Downtown Kalamazoo




 Lansing Downtown

 Downtown Charlevoix

 Downtown Grand Rapids Inc.

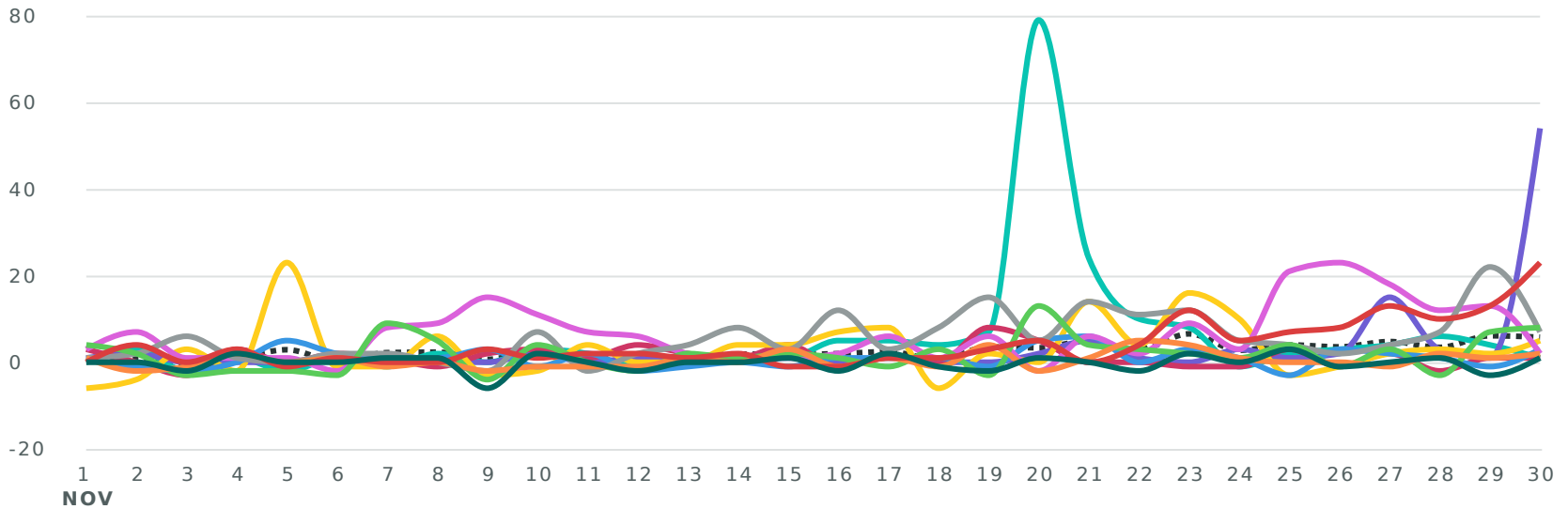
 Downtown Ludington

Activity Overview

<p>Your Fans</p> <p> 24.2k</p>	<p>Top Competitor (Downtown Detroit Partnership)</p> <p> 61k</p>	<p>Competitor Avg. Fans</p> <p> 23.1k</p>
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Audience Growth









Net Fan Growth, By Day



Toggle Profiles

- Competitor Average
- Downtown TC (Official)
- Traverse City DDA
- Downtown Charlevoix
- Downtown Detroit Partner...
- Downtown Ferndale
- Downtown Grand Rapids I...
- Downtown Holland
- Downtown Kalamazoo
- Downtown Ludington
- Downtown Petoskey
- Lansing Downtown

Audience Growth by Profile

Facebook Page	Fans	Net Fan Growth	% Change
 Owned Average	12,101	133	↗1.1%
 Competitor Average	23,065	77.56	↗0.3%
 Downtown TC (Official) Business Page	22,728	170	↗0.8%
 Traverse City DDA Business Page	1,474	96	↗7%
 Downtown Charlevoix Business Page	9,583	37	↗0.4%
 Downtown Detroit Partnership Business Page	61,007	88	↗0.1%
 Downtown Ferndale Business Page	10,862	29	↗0.3%
 Downtown Grand Rapids Inc. Business Page	30,635	193	↗0.6%

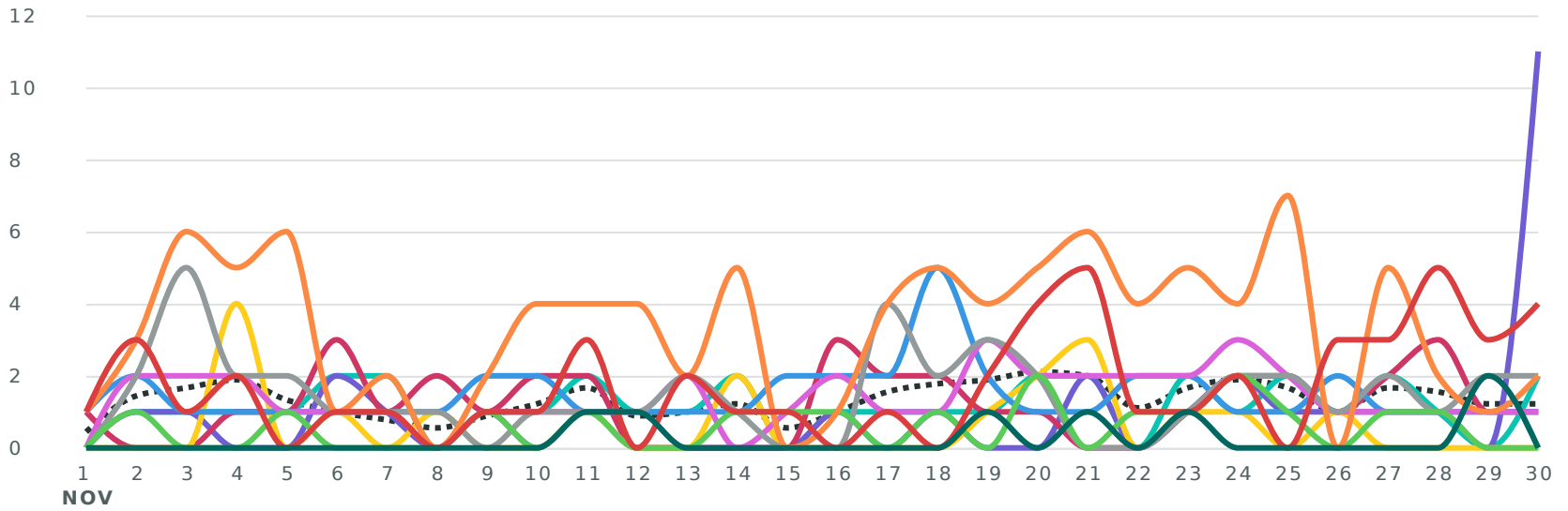
Audience Growth by Profile

Facebook Page	Fans	Net Fan Growth	% Change
 Downtown Holland Business Page	23,147	165	↗ 0.7%
 Downtown Kalamazoo Business Page	30,202	54	↗ 0.2%
 Downtown Ludington Business Page	14,421	15	↗ 0.1%
 Downtown Petoskey Business Page	15,081	121	↗ 0.8%
 Lansing Downtown Business Page	12,643	-4	↘ 0%

Message Volumes

Published Posts Received Messages






















Published Posts, by Day



























Toggle Profiles

- Competitor Average ✓
- Downtown TC (Official) ✓
- Traverse City DDA ✓
- Downtown Charlevoix ✓
- Downtown Detroit Partner... ✓
- Downtown Ferndale ✓
- Downtown Grand Rapids I... ✓
- Downtown Holland ✓
- Downtown Kalamazoo ✓
- Downtown Ludington ✓
- Downtown Petoskey ✓
- Lansing Downtown ✓

Stats by Page

Facebook Page	Published Posts	Received Messages	Post Breakdown	Public Engagements	Public Engagements per Post
 Owned Average	32	24	3.5 A 27.5  1 	3,315	103.59
 Competitor Average	39.89	1.11	5.11 A 31.11  3.67 	1,692	42.3
 Downtown TC (Official) Business Page	35	39	4 A 30  1 	5,511	157.46
 Traverse City DDA Business Page	29	9	3 A 25  1 	1,118	38.55
 Downtown Charlevoix Business Page	36	1	3 A 30  3 	1,525	42.36
 Downtown Detroit Partnership Business Page	18	2	4 A 14  0 	1,514	84.11
 Downtown Ferndale Business Page	44	0	5 A 36  3 	534	12.14

Stats by Page

Facebook Page	Published Posts	Received Messages	Post Breakdown	Public Engagements	Public Engagements per Post
 Downtown Grand Rapids Inc. Business Page	41	0	2  35  4 	3,577	87.24
 Downtown Holland Business Page	44	7	10  31  3 	1,909	43.39
 Downtown Kalamazoo Business Page	17	0	2  14  1 	875	51.47
 Downtown Ludington Business Page	100	0	12  74  14 	1,619	16.19
 Downtown Petoskey Business Page	52	0	5  42  5 	3,498	67.27
 Lansing Downtown Business Page	7	0	3  4  0 	176	25.14



Instagram Business Profiles for **Downtown Traverse City**

November 2020

Determine the impact of Instagram content by analyzing your activity.

Instagram Performance Summary

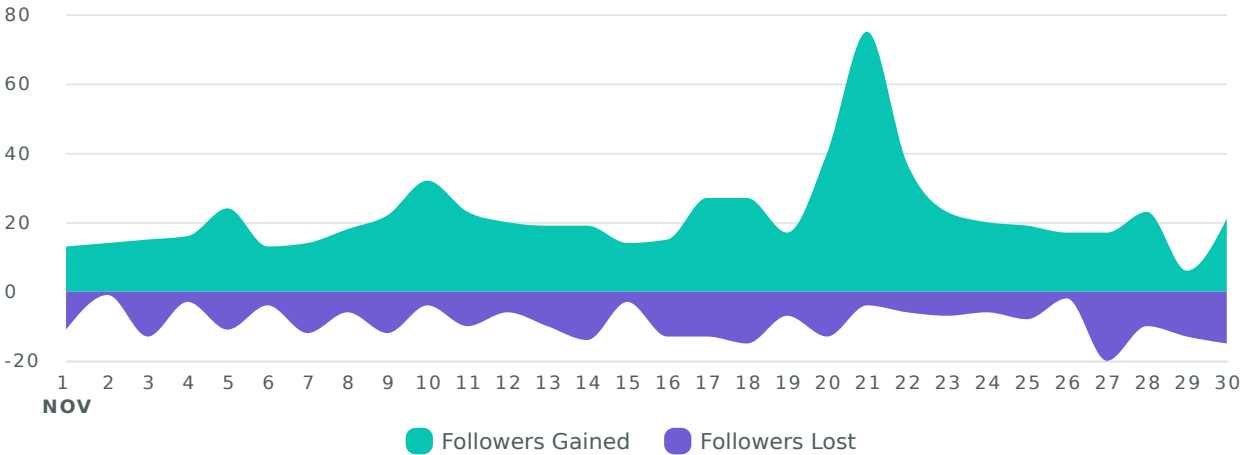
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>355,097 ↗ 29.8%</p>	<p>Engagements</p> <p>8,092 ↗ 116%</p>	<p>Profile Actions</p> <p>122 ↗ 294%</p>
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Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

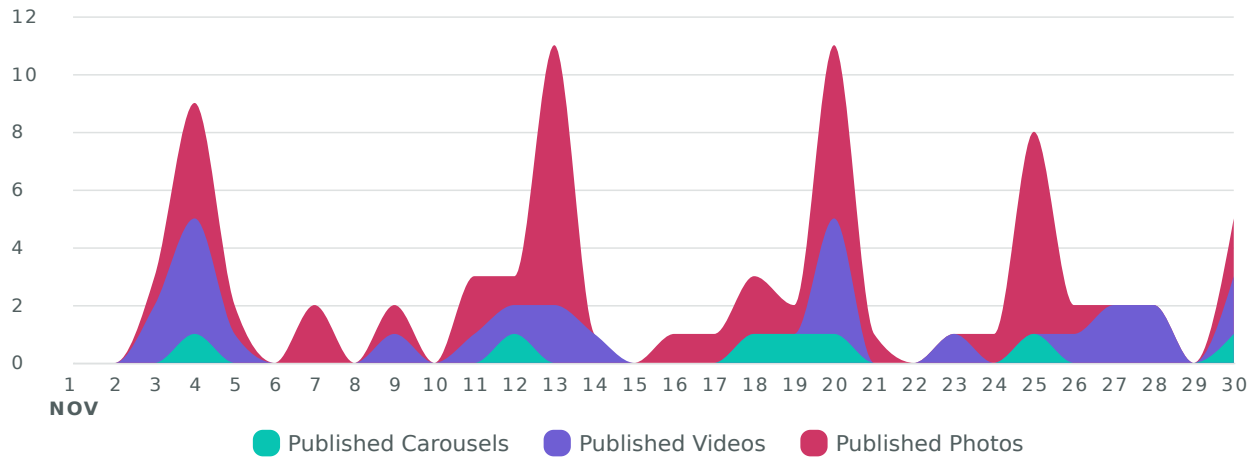


Audience Metrics	Totals	% Change
Followers	28,949	↗1.36%
Net Follower Growth	388	↘2.27%
Followers Gained	660	↗3.29%
Followers Lost	272	↗12.40%

Instagram Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	76	↘ 33.9%
Published Carousels	7	↘ 36.4%
Published Videos	25	↘ 60.3%
Published Photos	44	↗ 7.3%

Instagram Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's life...

By Lifetime Engagements



 **downtown_tc**
Fri 11/20/2020 3:59 pm ...

Front Street is LIT! Thank you to all who participated in our community tradition by tuning






Total Engagements **2,537**

Likes **2,498**


Comments **14**

Saves **25**



 **downtown_tc**
Tue 11/17/2020 9:54 am...

A bright light this week! Thank you @teamelmers for helping us get ready for the Tree





Total Engagements **1,150**

Likes **1,119**


Comments **18**

Saves **13**



 **downtown_tc**
Wed 11/25/2020 10:54 a...

Nearly 200 meals from @tcbubbas and @parkstreetcafetc were



Total Engagements **624**

Likes **611**

Comments **9**

Saves **4**

Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most ...

Most Used Hashtags

#downtownc	19
#traversecity	13
#tcmi	6
#supportlocal	5
#givingseason	4
#communitylove	3
#givemeals	3
#givethanks	3
#holidayseason2020	3
#shopyourcommunityday	3

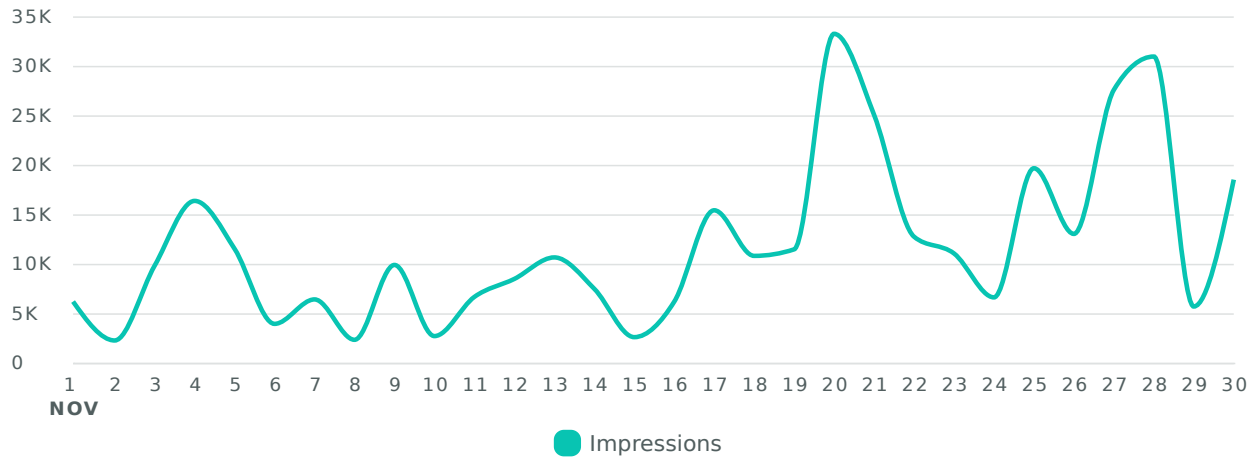
Top Hashtags by Lifetime Engagements

#downtownc	8,221
#traversecity	4,239
#tcmi	3,982
#holidayseason	2,537
#treelighting2020	2,537
#treelightingceremony	2,537
#holidayseason2020	1,556
#holidays2020	1,420
#treelighting	1,420
#givingseason	1,242

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day

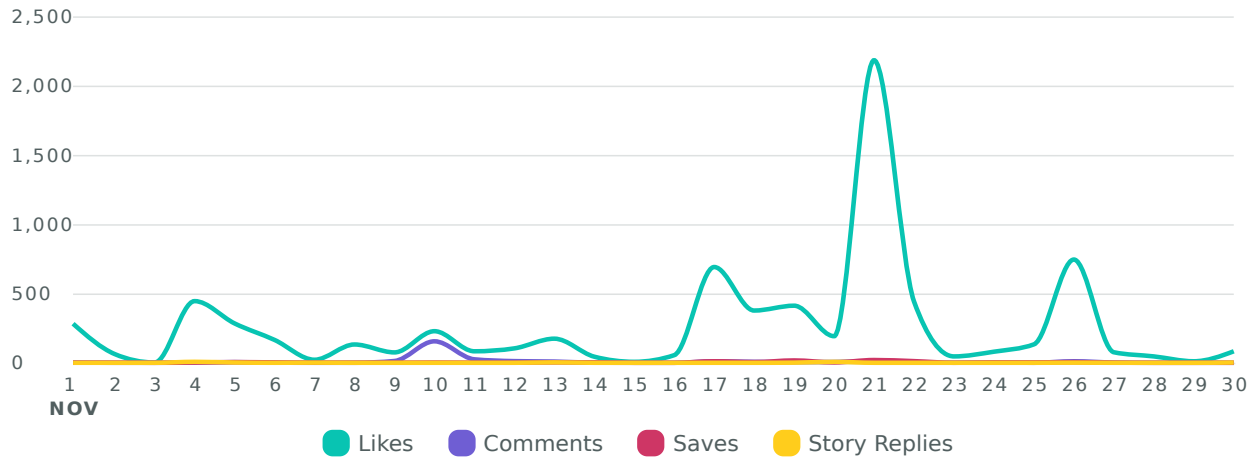


Impression Metrics	Totals	% Change
Impressions	355,097	↗ 29.8%
Average Daily Impressions per Profile	11,836.57	↗ 34.1%
Average Daily Reach per Profile	6,167.30	↗ 83%

Instagram Engagement

See how people are engaging with your posts and stories during the reporting period.

Engagements Comparison, by Day

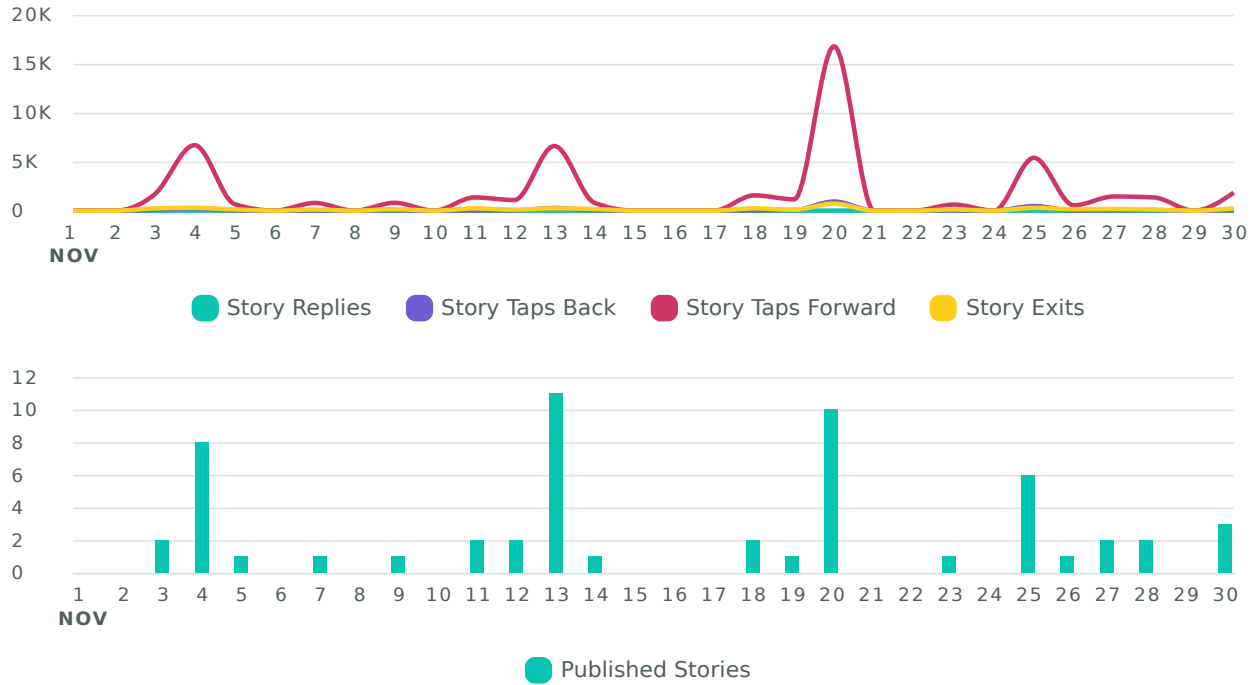


Engagement Metrics	Totals	% Change
Total Engagements	8,092	↗ 115.56%
Likes	7,682	↗ 113.51%
Comments	281	↗ 353.23%
Saves	105	↗ 43.84%
Story Replies	24	↗ 14.29%
Engagement Rate (per Impression)	2.3%	↗ 66.08%

Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date r...

Published Stories, by Day

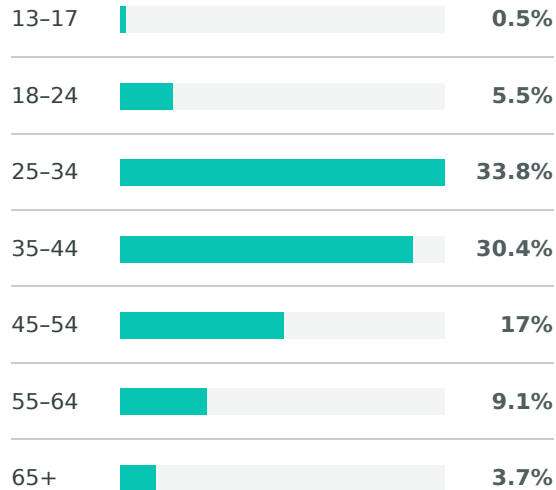


Story Metrics	Totals	% Change
Published Stories	57	↘43%
Story Replies	24	↗14.3%
Story Taps Back	2,525	↘43.2%
Story Taps Forward	51,178	↘50.7%
Story Exits	3,750	↘10.2%
Story Impressions	71,249	↘46%
Average Reach per Story	1,123	↘5%

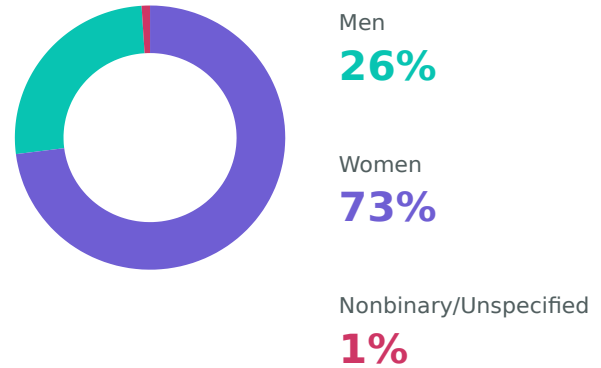
Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age 📘



Audience by Gender 📘



Women between the ages of **25-34** appear to be the leading force among your followers.

Audience Top Countries


United States	23,654
Canada	111
United Kingdom	24
Brazil	20
Australia	18

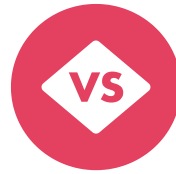
Audience Top Cities

Traverse City, Michigan	5,913
Grand Rapids, Michigan	891
Chicago, Illinois	383
Detroit, Michigan	277
Ann Arbor, Michigan	233

Instagram Profiles

Review your aggregate profile metrics from the reporting period.

Profile ^	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Nov 1, 2020 - Nov 30, 2020	28,949 ↑ 1.4%	388 ↘ 2.3%	76 ↘ 33.9%	355,097 ↑ 29.8%	8,092 ↑ 116%	2.3% ↑ 66.1%
Compare to Oct 1, 2020 - Oct 31, 2020	28,561	397	115	273,597	3,754	1.4%
 Downtown Travers... downtown_tc	28,949	388	76	355,097	8,092	2.3%



Instagram Competitors Report

November 2020

The Instagram Competitor report lets you keep tabs on your Instagram Profile's performance compared to competitors or other Profiles using proprietary metrics based on publicly available Profile data.

Included in this Report

@downtown_tc

@downtowndet

@downtownholland

@downtownpetoskey

@downtown.lansing

@downtownferndale




@downtownkalamazoo

@downtown_charlevoix

@downtowngrinc

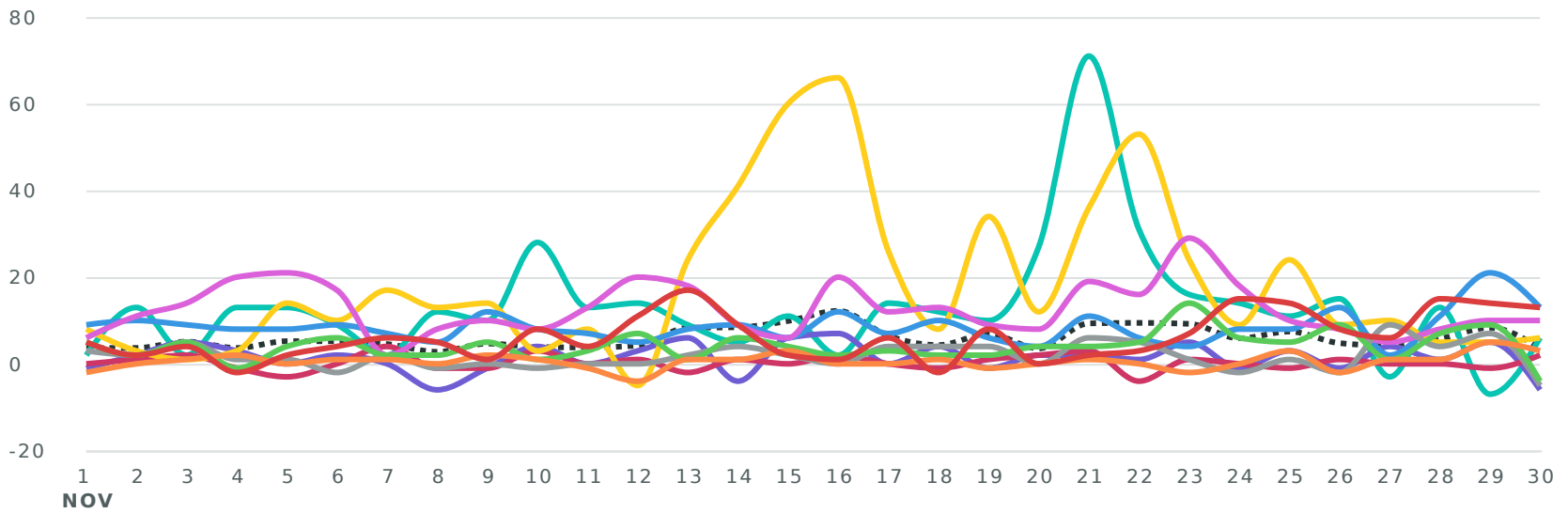
@downtownludington

Activity Overview

<p>Your Followers</p> <p> 28.9k</p>	<p>Top Competitor (downtowndet)</p> <p> 22.8k</p>	<p>Competitor Avg. Followers</p> <p> 11k</p>
---	---	--

Audience Growth










Net Follower Growth, By Day







Toggle Profiles

- Competitor Average ✓
- downtown_tc ✓
- downtown.lansing ✓
- downtown_charlevoix ✓
- downtowndet ✓
- downtownferndale ✓
- downtowngrinc ✓
- downtownholland ✓
- downtownkalamazoo ✓
- downtownludington ✓
- downtownpetoskey ✓

Audience Growth by Profile

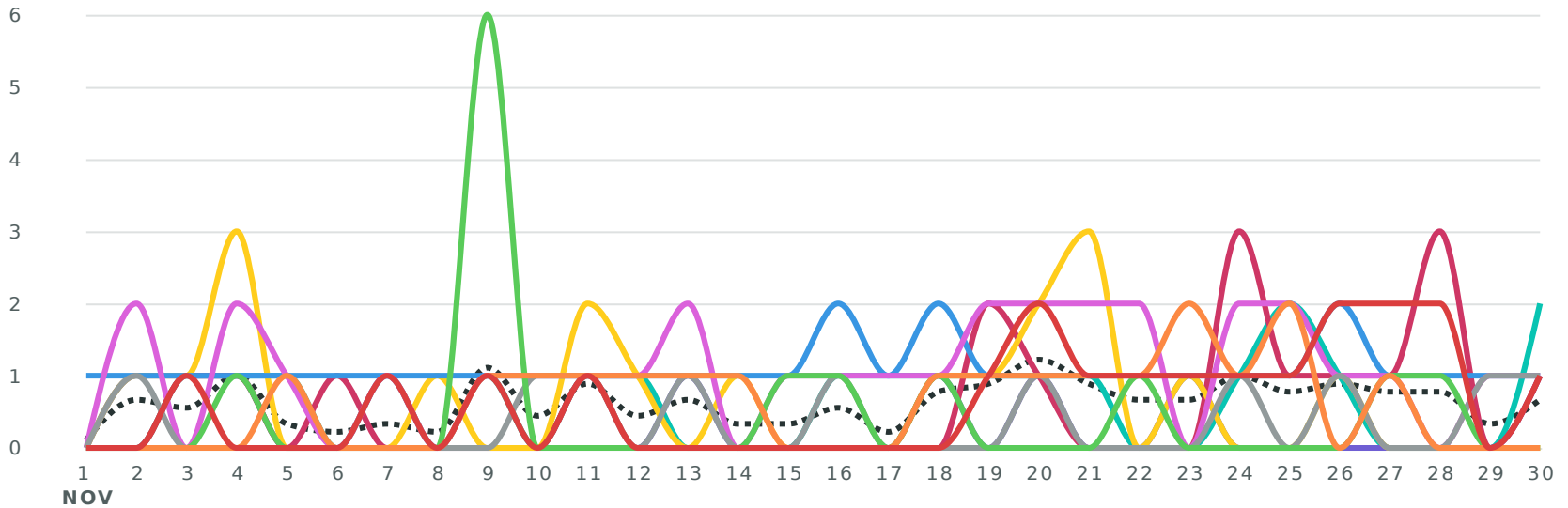
Instagram Profile	Followers	Net Follower Growth	% Change
 Competitor Average	11,023	178.56	1.6%
 downtown_tc downtown_tc	28,949	388	1.4%
 downtown.lansing downtown.lansing	9,590	44	0.5%
 downtown_charlevoix downtown_charlevoix	2,284	9	0.4%
 downtowndet downtowndet	22,798	541	2.4%
 downtownferndale downtownferndale	3,945	256	6.9%
 downtowngrinc downtowngrinc	20,095	378	1.9%
 downtownholland downtownholland	18,804	54	0.3%
 downtownkalamazoo downtownkalamazoo	11,049	121	1.1%

Audience Growth by Profile

Instagram Profile	Followers	Net Follower Growth	% Change
  downtownludington downtownludington	3,140	16	0.5%
  downtownpetoskey downtownpetoskey	7,501	188	2.6%

Publishing Behavior



















Published Posts, by Day







Toggle Profiles

- Competitor Average ✓
- downtown_tc ✓
- downtown.lansing ✓
- downtown_charlevoix ✓
- downtowndet ✓
- downtownferndale ✓
- downtowngrinc ✓
- downtownholland ✓
- downtownkalamazoo ✓
- downtownludington ✓
- downtownpetoskey ✓










Publishing Behavior by Profile

Instagram Profile	Published Posts	Photos	Videos	Other
  Competitor Average	18.78	10.78	1.22	6.78
  downtown_tc downtown_tc	19	12	0	7
  downtown.lansing downtown.lansing	8	2	1	5
  downtown_charlevoix downtown_charlevoix	17	13	1	3
  downtowndet downtowndet	19	17	1	1
  downtownferndale downtownferndale	33	10	3	20
  downtowngrinc downtowngrinc	32	10	0	22
  downtownholland downtownholland	10	10	0	0
  downtownkalamazoo downtownkalamazoo	13	13	0	0

Publishing Behavior by Profile

Instagram Profile	Published Posts	Photos	Videos	Other
  downtownludington downtownludington	18	6	3	9
  downtownpetoskey downtownpetoskey	19	16	2	1

Stats by Profile

Instagram Profile	Published Posts	Most Used Hashtags	Likes	Comments	Public Engagements	Public Engagements per Post
 Competitor Average	18.78		3,628	63.11	3,691	194.26
 downtown_tc downtown_tc	19	#downtowntc #traversecity #tcmi	7,867	283	8,150	428.95
 downtown.lansing downtown.lansing	8	#liftuplocal #shoplansing #supportlansing	514	25	539	67.38
 downtown_charlevoix downtown_charlevoix	17	#MiDowntown #MiMainStreet #ShopSmallOnMainSt	1,109	19	1,128	66.35
 downtowndet downtowndet	19	#downtowndetroit #Detroit #CampusMartiusPark	11,150	168	11,318	595.68
 downtownferndale downtownferndale	33	#downtownferndale #unboxtheholidays #openinferndale	2,021	38	2,059	62.39
 downtowngrinc downtowngrinc	32	#DowntownGR	9,198	182	9,380	293.13
 downtownholland downtownholland	10	#downtownholland #holidayseason #miholland	2,491	37	2,528	252.8
 downtownkalamazoo downtownkalamazoo	13	#NationalCandyDay #ShopSmall	1,284	15	1,299	99.92

Stats by Profile

Instagram Profile	Published Posts	Most Used Hashtags	Likes	Comments	Public Engagements	Public Engagements per Post
  downtownludington downtownludington	18	#DowntownLudington #ThinkShopBuyLudington #ShopLocal	761	14	775	43.06
  downtownpetoskey downtownpetoskey	19	#DowntownPetoskey #GaslightDistrict #PureMichigan	4,125	70	4,195	220.79