Traverse City Downtown Development Authority Finance Committee



November 28, 2023 8:30AM

Committee Room, Governmental Center 400 Boardman Avenue Traverse City, Michigan 49684

The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

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

Downtown Development Authority: c/o 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 Finance Committee meeting!

Agenda

			Page		
1.	CA	LL TO ORDER			
2.	RO	LL CALL			
3.	. OLD BUSINESS				
	A.	Trolley Purchase Update Trolley Purchase Memo (Jean Derenzy) - PDF	3 - 4		
4.	NE	W BUSINESS			
	A.	Financials Update <u>Financials Memo (Jean Derenzy) - PDF</u> <u>DDA Financials - PDF</u> <u>October 2023 Parking Services Financials - PDF</u>	5 - 13		
5.	PU	BLIC COMMENT			
6	۸D	IOLIDNMENT			



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

MEMORANDUM

To: Finance Committee

From: Jean Derenzy, DDA CEO

Date: November 22, 2023

Re: Update on Costs – Trolleys

At our October 17th meeting members requested staff investigate option of leasing two trolley's versus purchasing, and if no lease option was available, to move purchasing forward to the full Board. The purchase price for two trolley's was a cost of \$380,000 with wraps being \$5,000.

Lease options were investigated through BATA, and no options were available from any vendors. Further, BATA identified that the costs were not fully priced (considering that the costs met their facility standards and MDOT standards). A new cost for hybrid vehicles which meets our standards was provided at \$258,977.50/vehicle; or a cost of \$517,954 for two trolley vehicles. With the increased cost over \$100,000, I could not move forward without coming back to the Finance for further discussion.

As a reminder from last month, the Mobility and Parking Advisory Board recommended the trolleys to help with access downtown during Grandview Parkway project for both employees and customers. Secondly, to investigate a circulator program in the DDA District in 2024/25; with my recommendation that this circulator program would be put on hold until a full cost for a study was identified.

The DDA has invested in communication and marketing during the Grandview Parkway Project to help with messaging that Downtown is open; taglines are being created with Greenlight now. During 2024, the DDA will be working on experiences that when you get here the memories last. The dollars for the trolleys would be better spent on identifying the better experience when you get downtown. Use the dollars for the marketing and communications to work for the DDA; as well as work with BATA on marketing/communicating the existing and free Bayline, like the wraps discussed last month Utilizing what has been put in place is, in my opinion, a much better return on investment.

Recommendation:

My recommendation is to not approve the purchase of trolley's to be added to BATA fleet. This recommendation is made due to:

- DDA has invested \$95,000 in communication and marketing for Downtown with heavy emphasis on communication and marketing for the Grandview Parkway construction project.
- 2) The cost of the Trolley of \$517,954 is a cost that is a one-time cost but one that is focused on a 8-month problem of Grandview parkway construction. Although the trolley's would be utilized after the construction, staff has not uncovered a true value of having a trolley type bus encourages ridership.

Relating to the bus wraps, my recommendation would be to approve the purchase of wraps for the existing Bayline buses for a cost not to exceed \$8,000. This is made as this is part of our current marketing/communication effort during the construction process now (as noted above). Cost would be split between TIF 97 and Old Town TIF.



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

Memorandum

To: Finance Committee

From: Jean Derenzy, DDA CEO

Date: October 23, 2023

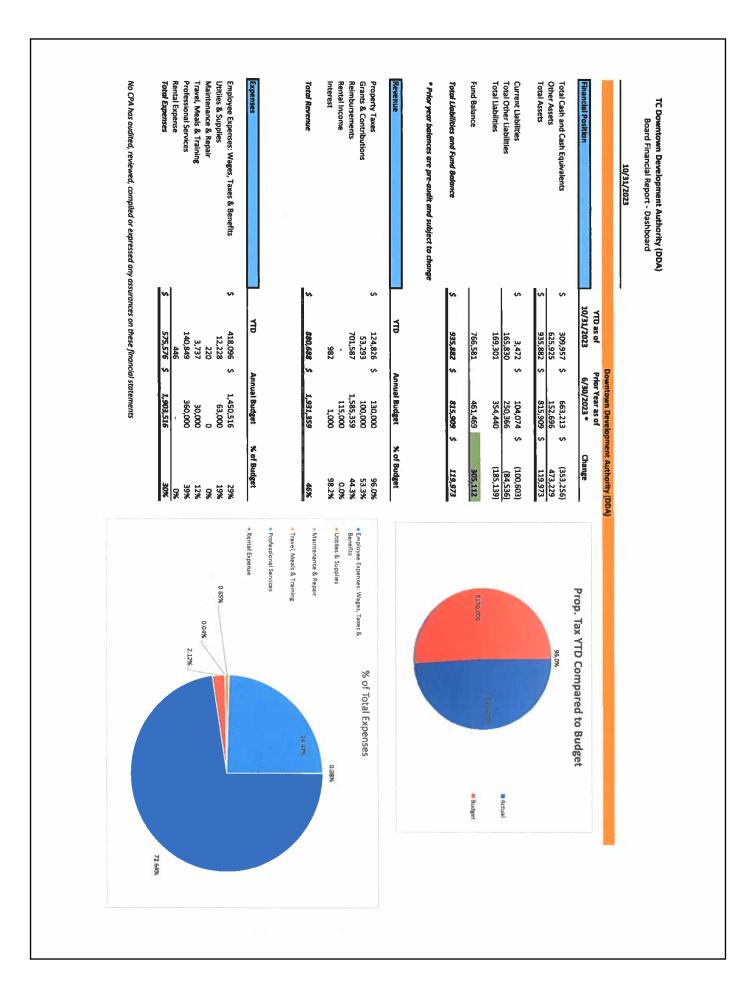
Subject: October Financials

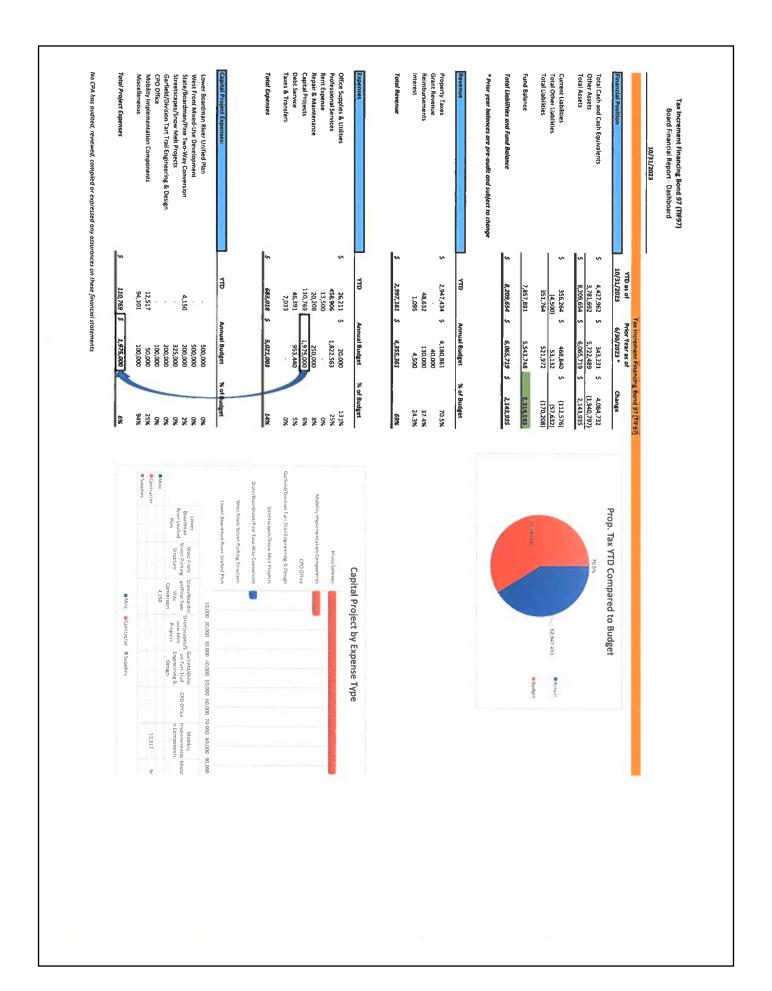
Attached are the October financials to be reviewed with members at our meeting. The financials as you know are based on approved budgets.

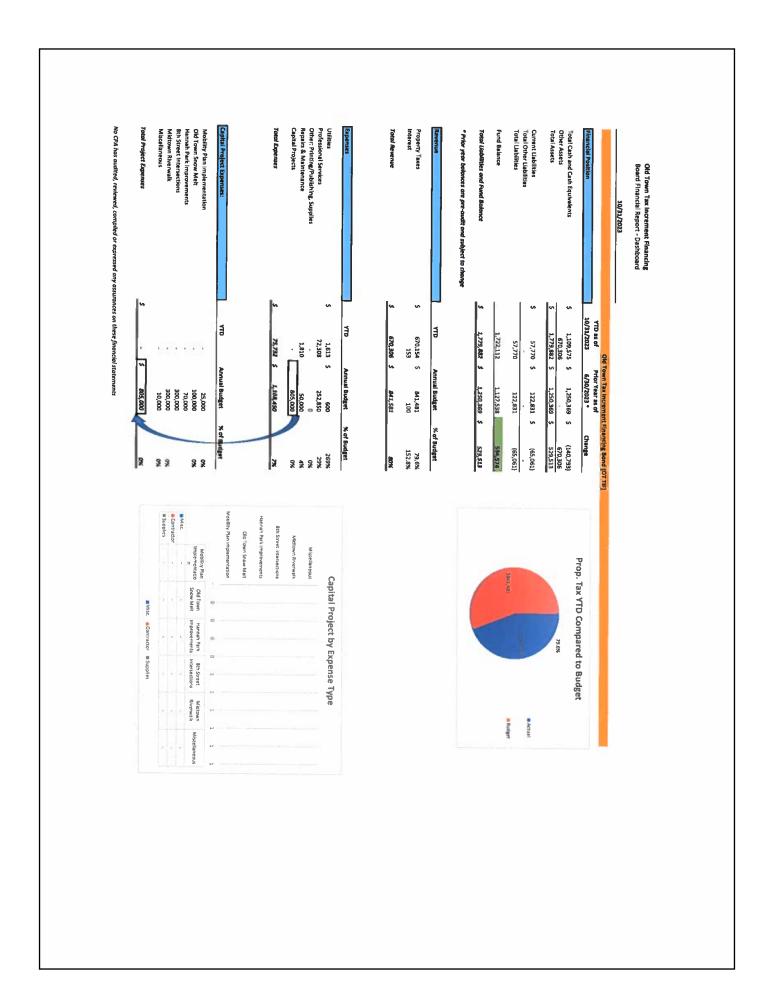
For the Old Town budget, the intersection project increased from \$300,000 to \$883,444.29. Therefore, the projects for this year would be reduced to the intersections and possibly Hannah Park. A budget adjustment of \$158,445 would be required should the project come in as planned, however at this time no invoicing has been received from the city.

For TIF 97 budget, there are several projects that are underway, including Staircase next to West Front Street bridge (this is contained under streetscapes/snow melt projects), TART Trail next to Grandview Parkway, west end mixed-use development, and state/boardman/pine two-way conversion.

Parking financials are also attached and I'm working with Rehman and City Treasurer to develop with input from the finance committee for an understanding of current and projected financial impacts on parking.







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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

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User: nvanness	PERIOD ENDING 10/31/2023							
DB: Traverse City	ACTIVITY FOR							
22, 114, 6156 610	2023-24YTD BALANCE MONTH ENCUMBERED ENCUMBERED % BDG7							
GL NUMBER	DESCRIPTION	NDED BUDGET	10/31/2023		EAR-TO-DATE	BALANCE	USED	
Fund 585 - AUTON	MOBILE PARKING SYSTEM FUND							
Revenues								
Dept 000 - NON-D	EPARTMENTAL							
585-000-451.073	RAMSDELL GATE FEES	0.00	100.00	0.00	0.00	(100.00)	100.00	
585-000-651.000	PARKING DECK PROCEEDS	0.00	50,109.50	0.00	0.00	(50,109.50)	100.00	
585-000-652.000	PARKING FEES-COIN	1,800,000.00	573,690.93	81,260.21	0.00	1,226,309.07	31.87	
585-000-653.000	PERMITS-SURFACE LOTS	200,000.00	13,223.00	2,502.50	0.00	186,777.00	6.61	
585-000-653.007	PERMITS - NEIGHBORHOOD	2,200.00	30.00	0.00	0.00	2,170.00	1.36	
585-000-653.010	DESTINATION DOWNTOWN	0.00	155.00	5.00	0.00	(155.00)	100.00	
585-000-656.010	PARKING FINES	225,000.00	53,211.50	7,615.00	0.00	171,788.50	23.65	
585-000-664.000	INTEREST & DIVIDEND EARNIN		7,706.52	0.00	0.00	58,293.48	11.68	
585-000-673.000	SALE OF FIXED ASSETS	0.00	6,709.60	0.00	0.00	(6,709.60)	100.00	
585-000-677.000	REIMBURSEMENTS	6,000.00	851.05	0.00	0.00	5,148.95	14.18	
585-000-686.000	MISCELLANEOUS INCOME	1,700.00	0.00	0.00	0.00	1,700.00	0.00	
585-000-699.000	PRIOR YEARS' SURPLUS	0.00	0.00	0.00	(30,143.60)	30,143.60	0.00	
T-4-1 D 4 000 NO	ON DEDARTMENTAL	2 200 000 00	705 797 10	01 292 71	(20.142.60)	1 (25 25 (50	20.26	
Total Dept 000 - NO	ON-DEPARTMENTAL	2,300,900.00	705,787.10	91,382.71	(30,143.60)	1,625,256.50	29.36	
Dept 586 - HARDY	Z DECK							
585-586-651.000	PARKING DECK PROCEEDS	250,000.00	60,873.55	2,861.00	0.00	189,126.45	24.35	
585-586-653.005	PERMITS-PARKING DECK	150,000.00	21,753.00	3,806.00	0.00	128,247.00	14.50	
585-586-668.000	RENTS AND ROYALTIES	30,000.00	0.00	0.00	0.00	30,000.00	0.00	
Total Dept 586 - HA	Total Dept 586 - HARDY DECK		82,626.55	6,667.00	0.00	347,373.45	19.22	
Dept 587 - OLD TO	OWN DECK							
585-587-651.000	PARKING DECK PROCEEDS	70,000.00	27,838.80	482.00	0.00	42,161.20	39.77	
585-587-653.005	PERMITS-PARKING DECK	100,000.00	11,331.38	2,625.00	0.00	88,668.62	11.33	
Total Dept 587 - OI	Total Dept 587 - OLD TOWN DECK		39,170.18	3,107.00	0.00	130,829.82	23.04	
TOTAL REVENUES		2,900,900.00	827,583.83	101,156.71	(30,143.60)	2,103,459.77	27.49	
Expenditures								
	MOBILE PARKING SYSTEM							
	SALARIES AND WAGES	10,600.00	835.13	204.92	0.00	9,764.87	7.88	
585-585-704.000	EMPLOYEE OVERTIME	2,300.00	0.00	0.00	0.00	2,300.00	0.00	
585-585-714.000	HEALTH SAVINGS ACCT EXPEN	,	34.99	(0.63)	0.00	(34.99)	100.00	
585-585-715.000	EMPLOYER'S SOCIAL SECURITY		61.59	15.14	0.00	138.41	30.80	
585-585-716.000	EMPLOYEE HEALTH INSURANCE		38.06	9.50	0.00	61.94	38.06	
585-585-717.000	EMPLOYEE LIFE/DISABILITY IN		9.32	2.32	0.00	(9.32)	100.00	
585-585-718.000	RETIREMENT FUND CONTRIBUT		182.65	67.82	0.00	517.35	26.09	
585-585-727.000	OFFICE SUPPLIES	6,000.00	1,747.85	269.01	891.98	3,360.17	44.00	
585-585-740.000	OPERATION SUPPLIES	37,000.00	6,568.44	2,959.66	39,337.84	(8,906.28)	124.07	
585-585-801.000	PROFESSIONAL AND CONTRAC		202,927.48	3,042.02	1,257,048.31	(491,975.79)	150.82	
585-585-802.000	INFORMATION TECHNOLOGY S	,	32,023.00	22,208.50	259,315.08	(116,138.08)	166.29	
585-585-810.000	COLLECTION COSTS	500.00	0.00	0.00	0.00	500.00	0.00	
585-585-850.000	COMMUNICATIONS	20,800.00	4,941.60	1,262.99	210,873.00	(195,014.60)		
585-585-854.000	CITY FEE	141,700.00	0.00	0.00	0.00	141,700.00	0.00	
585-585-860.000	TRANSPORTATION	5,000.00	763.04	0.00	0.00	4,236.96	15.26	
585-585-862.000	PROFESSIONAL DEVELOPMENT	,	0.00	0.00	0.00	1,000.00	0.00	
585-585-863.000	TRAINING	2,000.00	0.00	0.00	0.00	2,000.00	0.00	
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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY PERIOD ENDING 10/31/2023

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User: nvanness		PERIOD ENDI	NG 10/31/2023			•		
DB: Traverse City		ACTIVITY FOR						
		2023-24Y	TD BALANCE	MONTH ENCUMBERED ENCUMBERED)% BDGT	
GL NUMBER	DESCRIPTION	NDED BUDGET	10/31/2023		EAR-TO-DATE	BALANCE	USED	
Fund 585 - AUTON	MOBILE PARKING SYSTEM FUND							
Expenditures								
585-585-880.000	COMMUNITY PROMOTION	15,000.00	0.00	0.00	0.00	15,000.00	0.00	
585-585-900.000	PRINTING AND PUBLISHING	14,000.00	99.90	0.00	97.94	13,802.16	1.41	
585-585-910.000	INSURANCE AND BONDS	13,900.00	1,609.85	0.00	0.00	12,290.15	11.58	
585-585-920.000	PUBLIC UTILITIES	15,000.00	7,238.19	4,381.92	0.00	7,761.81	48.25	
585-585-930.000	REPAIRS AND MAINTENANCE	157,100.00	43,934.21	41,339.59	4,907.44	108,258.35	31.09	
585-585-930.005	RAMSDELL GATE REPAIR & MA	*	543.76	0.00	0.00	456.24	54.38	
585-585-940.000	RENTAL EXPENSE	48,800.00	(939.75)	0.00	54,641.03	(4,901.28)	110.04	
585-585-956.000	MISCELLANEOUS	40,000.00	14,894.70	0.00	0.00	25,105.30	37.24	
585-585-959.000	DEPRECIATION EXPENSE	135,000.00	0.00	0.00	0.00	135,000.00	0.00	
585-585-977.000	EQUIPMENT	125,000.00	66,890.00	0.00	46,313.00	11,797.00	90.56	
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585-585-977.000-22	2-/EQUIPMENT	0.00	0.00	0.00	510.10	(510.10)	0.00	
Total Dept 585 - AU	JTOMOBILE PARKING SYSTEM	1,935,900.00	384,404.01	75,762.76	1,873,935.72	(322,439.73)	116.66	
Dept 586 - HARDY	DECK							
585-586-727.000	OFFICE SUPPLIES	1,000.00	2,842.40	120.80	2,174.40	(4,016.80)	501.68	
585-586-740.000	OPERATION SUPPLIES	9,000.00	11,014.45	2,285.25	16,541.99	(18,556.44)	306.18	
585-586-801.000	PROFESSIONAL AND CONTRAC		89,679.58	71,686.55	178,635.75	(156,415.33)	239.78	
585-586-802.000	INFORMATION TECHNOLOGY S	· ·	8,639.40	8,639.40	34,763.60	(34,603.00)		
585-586-850.000	COMMUNICATIONS	3,300.00	1,314.89	0.00	0.00	1,985.11	39.85	
585-586-910.000	INSURANCE AND BONDS	8,000.00	574.21	0.00	0.00	7,425.79	7.18	
585-586-920.000	PUBLIC UTILITIES	55,000.00	6,635.94	2,232.65	0.00	48,364.06	12.07	
585-586-930.000	REPAIRS AND MAINTENANCE	285,600.00	38,844.88	13,058.35	225,566.68	21,188.44	92.58	
585-586-940.000	RENTAL EXPENSE	22,400.00	174.00	0.00	0.00	22,226.00	0.78	
585-586-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	0.00	10,000.00	0.78	
585-586-959.000	DEPRECIATION EXPENSE	220,000.00	0.00	0.00	0.00	220,000.00	0.00	
					809.60			
585-586-977.000	EQUIPMENT	5,000.00	4,760.00	4,760.00	809.00	(569.60)	111.39	
Total Dept 586 - HARDY DECK		740,000.00	164,479.75	102,783.00	458,492.02	117,028.23	84.19	
Dept 587 - OLD TO	WN DECK							
585-587-727.000	OFFICE SUPPLIES	0.00	1,814.40	0.00	1,449.60	(3,264.00)	100.00	
585-587-740.000	OPERATION SUPPLIES	8,000.00	8,425.31	2,250.00	14,156.15	(14,581.46)	282.27	
585-587-801.000	PROFESSIONAL AND CONTRAC	,	76,072.50	61,112.50	87,084.79	(75,457.29)	186.04	
585-587-802.000	INFORMATION TECHNOLOGY S		7,649.40	7,429.40	30,377.60	(29,027.00)	422.52	
585-587-850.000	COMMUNICATIONS	5,100.00	1,295.13	0.00	0.00	3,804.87	25.39	
585-587-910.000	INSURANCE AND BONDS	7,000.00	512.69	0.00	0.00	6,487.31	7.32	
585-587-920.000	PUBLIC UTILITIES	50,000.00	4,270.87	1,064.53	0.00	45,729.13	8.54	
585-587-930.000	REPAIRS AND MAINTENANCE	164,900.00	29,552.90	15,857.68	122,241.81	13,105.29	92.05	
585-587-940.000	RENTAL EXPENSE	14,300.00	174.00	0.00	0.00	14,126.00	1.22	
585-587-959.000	DEPRECIATION EXPENSE	183,100.00	0.00	0.00	0.00	183,100.00	0.00	
585-587-977.000	EQUIPMENT	0.00	282.00	282.00	328.65	(610.65)	100.00	
363-367-977.000	EQUIFMENT	0.00	282.00	282.00	328.03	(010.03)	100.00	
Total Dept 587 - OLD TOWN DECK		529,100.00	130,049.20	87,996.11	255,638.60	143,412.20	72.90	
TOTAL EXPENDITURES		3,205,000.00	678,932.96	266,541.87	2,588,066.34	(61,999.30)	101.93	
Fund 585 - AUTOM TOTAL REVENUE	MOBILE PARKING SYSTEM FUND: S	2,900,900.00	827,583.83	101,156.71	(30,143.60)	2,103,459.77	27.49	

11/03/2023 04:12 PM User: nvanness	REVENUE AND EXPENDITURE RI PERIOD ENDING		RAVERSE CITY	7	Page: 3/3	
DB: Traverse City	ACTIVITY FOR					
	2023-24YTD BALANCE MONTH ENCUMBERED ENCUMBERED % BDG7					
GL NUMBER DESCRIPTION	NDED BUDGET	10/31/2023	10/31/23 T	EAR-TO-DATE	BALANCE	USED
Fund 585 - AUTOMOBILE PARKING S TOTAL EXPENDITURES NET OF REVENUES & EXPENDITUR	3,205,000.00	678,932.96 148,650.87	266,541.87 (165,385.16)	2,588,066.34 (2,618,209.94)	(61,999.30) 2,165,459.07	101.93 812.09