

Traverse City Downtown Development Authority Regular Meeting

Friday, November 15, 2024

9:00 am

Commission Chambers, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



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

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

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

Downtown Development Authority:
c/o Harry Burkholder, Executive Director
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. REVIEW AND APPROVAL OF AGENDA	
4. PUBLIC COMMENT	
5. CONSENT CALENDAR <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 approving the minutes from the October 18, 2024 DDA Regular Board Meeting (approval recommended) October 18, 2024 DDA Board Meeting Minutes - PDF	4 - 8
B. Consideration of approving the October Financial Reports and Disbursements for DDA General, Old Town TIF, TIF-97 and the Arts Commission (approval recommended) DDA General, Old Town TIF, TIF-97 Financial Report and Dashboard - PDF Arts Commission Financials - October 2024 (PDF)	9 - 17
6. ITEMS REMOVED FROM CONSENT CALENDAR	
7. SPECIAL ORDER OF BUSINESS	
A. Introduction of Lauren Bohac, DDA Deputy Director	
B. Informational Bi-Annual Report to the Community (MCL 125.4910(4)) Information Bi-Annual Report to the Community Memo - PDF	18

8. OLD BUSINESS

- A. Public Safety Video Surveillance System (Guest Chief Richmond) 19 -
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[Public Safety Video Surveillance System Memo \(Burkholder\) - PDF](#)
[Public Safety Video Surveillance System Memo \(Chief Richmond\) - PDF](#)
[TCPD Public Safety Video Surveillance System Policy - PDF](#)
- B. Two-Way Pilot Project (Possible Action) 29 -
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[Two Way Pilot Project Memo \(Burkholder\) - PDF](#)
- C. TIF-97 Budget Priorities 33 -
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[TIF-97 Budget Priorities Memo \(Burkholder\) - PDF](#)
[Potential Priority Project Description - PDF](#)
[Potential Project Priority Criteria Table - PDF](#)
-

9. NEW BUSINESS

10. EXECUTIVE DIRECTOR REPORT

- A. Executive Director Report 39 -
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[Executive Director Report \(Burkholder\) - PDF](#)
[Traverse City Voting Precincts Map \(PDF\)](#)
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11. BOARD MEMBER REPORTS

12. STAFF REPORTS

- A. Director of Events and Public Engagement Report 43 -
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[Director of Events and Engagement Report \(Klebba\) - PDF](#)
-

13. RECEIVE AND FILE

14. PUBLIC COMMENT

15. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, October 18, 2024**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:00 a.m.

The following Board Members were in attendance: Board Member Peter Kirkwood, Board Vice Chair Scott Hardy, Board Member Jeff Joubran, Board Member Todd McMillen, Board Member Ed Slosky, Board Member Hillary Ascroft, Board Member Shelley Spencer, Board Member Gary Howe, and Board Member Mike Powers

The following Board Members were absent: Mayor Amy Shamroe

Chairperson Schneider presided at the meeting.

(a) **CALL TO ORDER**

Chair Hardy called the DDA Board of Directors meeting to order at 9:00am.

(b) **ROLL CALL**

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

- (1) That the board approve the Agenda as presented.

Moved by Peter Kirkwood, Seconded by Todd McMillen

Yes: Peter Kirkwood, Scott Hardy, Todd McMillen, Ed Slosky, Hillary Ascroft, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Jeff Joubran and Amy Shamroe

CARRIED. 8-0-2 on a recorded vote

(d) **PUBLIC COMMENT**

n/a

(e) **CONSENT CALENDAR**

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

- (1) Consideration of approving the minutes from the September 20, 2024 DDA Regular Board Meeting (approval recommended)
- (2) Consideration of approving the September Financial Reports and Disbursements for DDA General, Old Town tIF, TIF-97 and the Arts Commission (approval recommended)
- (3) Consideration of approving the minutes from the September 30, 2024 DDA Governance Committee Meeting (approval recommended)
That the board approve the Consent Calendar as presented.

Moved by Ed Slosky, Seconded by Hillary Ascroft

Yes: Peter Kirkwood, Scott Hardy, Todd McMillen, Ed Slosky, Hillary Ascroft, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Jeff Joubran and Amy Shamroe

CARRIED. 8-0-2 on a recorded vote

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

(g) **SPECIAL ORDER OF BUSINESS**

(h) **OLD BUSINESS**

- (1) Downtown Restaurant Composting Program Update

The following addressed the board:

Harry Burkholder
Jennifer Flynn
Shelley Spencer
Pete Kirkwood
Hillary Ashcroft
Scott Hardy

- (2) West Front Street Bridge Staircase Budget Amendment (approval recommended)

The following addressed the board:

Harry Burkholder

Gary Howe
Mike Powers
Pete Kirkwood
Ed Slosky
Scott Hardy
Hillary Ashcroft
Shelley Spencer
Scott Howard

(i) **NEW BUSINESS**

(1) TIF-97 Budget Priorities (approval recommended)

The following addressed the board:

Harry Burkholder
Scott Hardy
Shelley Spencer
Pete Kirkwood
Gary Howe
Ed Slosky
Mike Powers

That the DDA Board appoint Scott Hardy, Ed Slosky, Jeff Joubran, Shelley Spencer to an Ad Hoc Committee to determine the criteria for how the DDA Board will collectively evaluate possible capital improvement projects and present to the full DDA Board a selection of possible capital improvement projects for their consideration and determination for the remaining three years of TIF-97.

Moved by Gary Howe, Seconded by Peter Kirkwood

Yes: Peter Kirkwood, Scott Hardy, Todd McMillen, Ed Slosky, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Jeff Joubran and Amy Shamroe

CARRIED. 7-0-2 on a recorded vote

(2) J-Smith Walkway (approval recommended)

The following addressed the board:

Harry Burkholder
Gary Howe
Pete Kirkwood
Scott Hardy

That the DDA Board approves to enter into an agreement with Gosling Czubak for a landscape planting plan for the J-Smith Walkway and that \$6,500 from TIF-97 be allocated for the landscape planting plan, subject to approval as to its form and substance by DDA Executive Director and DDA Attorney.

Moved by Gary Howe, Seconded by Ed Slosky

Yes: Peter Kirkwood, Scott Hardy, Todd McMillen, Ed Slosky, Hillary Ascroft, Shelley Spencer, Gary Howe, and Mike Powers

Absent: Jeff Joubran and Amy Shamroe

CARRIED. 8-0-2 on a recorded vote

(j) **EXECUTIVE DIRECTOR REPORT**

- (1) Executive Director Report

The following addressed the board:

Harry Burkholder
Scott Hardy

(k) **BOARD MEMBER REPORTS**

- (1) Arts Commission Report

The following addressed the board:

Harry Burkholder
Todd McMillan

(l) **STAFF REPORTS**

- (1) Director of Events and Engagement Report

The following addressed the board:

Sara Klebba

(m) **RECEIVE AND FILE**

(1) Correspondence from the Parking and Mobility Director

(2) August 8, 2024 DTCA Meeting Minutes

(n) **PUBLIC COMMENT**

(o) **ADJOURNMENT**

Chair Hardy adjourned the meeting 10:09am.

Harry Burkholder, Executive Director

Draft

Traverse City DDA - General

Trial Balance

As of September 30, 2024

	DEBIT	CREDIT
1000 Fifth Third Checking - 3112	511,227.91	
1010 Fifth Third Savings - 6740	210,861.38	
1020 Petty Cash	0.00	
1072 Bill.com Money Out Clearing	0.00	
1200 Accounts Receivable	117,895.12	
1101 Due From APS (City of TC)	0.00	
1102 Due From Arts Council	0.00	
1103 Due From DTCA	0.00	
1104 Due From Other Funds	0.00	
1220 Grants Receivable	0.00	
1230 Other Receivable	0.00	
1300 Pre-Paid Expense	2,605.50	
1480 Payroll Advance	0.00	
1499 Undeposited Funds	0.00	
2000 Accounts Payable		11,775.80
2153 Credit Card		3,305.78
2050 Other Accrued Liabilities		0.00
2100 Due to Other Funds		0.00
2110 Due to Oldtown TIF		0.00
2120 Due to TIF 97		0.00
2200 Payroll Liabilities		0.00
2201 Payroll Liabilities:Direct Deposit Liabilities		0.00
2202 Payroll Liabilities:Accrued Payroll Liabilities		11,081.49
2203 Payroll Liabilities:Accrued Salaries		37,361.89
2205 Payroll Liabilities:457b Payable		0.00
2210 Payroll Liabilities:Federal Income Tax Payable		0.00
2215 Payroll Liabilities:Health, Dental, Vision Insurance Payable		41,223.30
2220 Payroll Liabilities:Life & Disability Insurance Payable		1,502.08
2225 Payroll Liabilities:Medicare Tax Payable		0.00
2230 Payroll Liabilities:Social Security Tax Payable		0.00
2235 Payroll Liabilities:State Income Tax Payable		0.00
2240 Payroll Liabilities:State Unemployment Tax Payable		0.00
2245 Payroll Liabilities:Wage Garnishment Payable		0.00
2300 Deposits Payable		0.00
2301 Deposits Payable:Double Up Food Bucks	2,648.39	
2303 Deposits Payable:NCF Reimbursements	469.00	
2304 Deposits Payable:Prescriptions for Health		1,025.64
2305 Deposits Payable:Project Fresh		764.00
2306 Deposits Payable:Senior Project Fresh	1,984.00	
2307 Deposits Payable:SNAP Food Assistance Payable		0.00
2401 GRANTS:Coastal Zone Management		0.00
2402 GRANTS:Destination Downtown		0.00
2403 GRANTS:EGLE -- Cornwell Development		0.00
2404 GRANTS:Heathy Drinking Culture Grant		0.00
2405 GRANTS:Lower Boardman		0.00

Accrual Basis Wednesday, October 9, 2024 02:52 PM GMT-04:00

1/3

Traverse City DDA - General

Trial Balance

As of September 30, 2024

	DEBIT	CREDIT
2406 GRANTS:Match on Main MEDC Grant		0.00
2407 GRANTS:MEDC (Civic Square)		100,000.00
2408 GRANTS:Professional Development		0.00
2409 GRANTS:Rotary Charities		0.00
2410 GRANTS:Seed Grant		0.00
2411 GRANTS:Tech Incubator Fund		0.00
2600 Deferred Income		22,510.83
Bryan Crough Memorial Fund		0.00
Bumpout Project Funds Collected		0.00
Buy Local Give Local Campaign		1,698.37
Suspense		0.00
3000 Opening Bal Equity		107,606.27
3900 Retained Earnings		462,703.93
4101 TAXES:Property Taxes		121,815.32
4212 GRANTS & CONTRIBUTIONS:EGLE Grant-State Street West-End Mixed Use		1,485.00
4302 REIMBURSEMENTS:Administrative Services		185,932.00
4303 REIMBURSEMENTS:Parking Services		140,856.34
4306 REIMBURSEMENTS:Farmer's Market Booth Rental Income		40,438.00
4500 INTEREST INCOME		666.44
4501 INTEREST INCOME:Interest & Dividends		1,483.36
5101 SALARIES:Salaries & Wages	147,097.68	
5102 SALARIES:Hourly Wage Expense	107,045.85	
5201 FRINGE BENEFITS:Health Insurance	42,178.34	
5202 FRINGE BENEFITS:Disability Insurance Benefits	1,943.12	
5203 FRINGE BENEFITS:Life Insurance Expense	529.14	
5204 FRINGE BENEFITS:457 Company Matching	19,227.55	
5208 FRINGE BENEFITS:Social Security Tax Expense	16,342.14	
5209 FRINGE BENEFITS:Medicare Tax Expense	3,821.93	
5210 FRINGE BENEFITS:SUTA Tax Expense	331.09	
5400 PROFESSIONAL SERVICES	110.00	
5402 PROFESSIONAL SERVICES:Legal	5,325.00	
5403 PROFESSIONAL SERVICES:Professional/Contractual	64,092.51	
5409 PROFESSIONAL SERVICES:Grant exp EGLE cornwell bldg	825.00	
5418 PROFESSIONAL SERVICES:SNAP Food Assistance Expense	3,179.00	
5419 PROFESSIONAL SERVICES:EGLE Grant-State Street West-End Mixed Use	385.00	
5420 PROFESSIONAL SERVICES:Farmers Market Administrative Expense	6,460.26	
5421 PROFESSIONAL SERVICES:Marketing	15,175.00	
5503 TRAVEL AND CONFERENCES:Training	275.00	
5601 REPAIRS AND MAINTENANCE:Repairs & Maintenance	189.80	
5301 OFFICE SUPPLIES AND UTILITIES:Office Supplies	1,184.91	
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	1,127.24	
5303 OFFICE SUPPLIES AND UTILITIES:Operation Supplies	389.12	
5305 OFFICE SUPPLIES AND UTILITIES:Dues, Subscriptions and Memberships	4,911.25	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	442.03	
5307 OFFICE SUPPLIES AND UTILITIES:Communications	664.80	

Traverse City DDA - General

Trial Balance

As of September 30, 2024

	DEBIT	CREDIT
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	3,859.78	
5404 OFFICE SUPPLIES AND UTILITIES:Insurance, Bonds & Taxes	432.00	
TOTAL	\$1,295,235.84	\$1,295,235.84

Traverse City DDA - Old Town TIF

Trial Balance

As of September 30, 2024

	DEBIT	CREDIT
1001 Fifth Third Checking - 0650	1,481,830.73	
1072 Bill.com Money Out Clearing	0.00	
1200 Accounts Receivable	46,843.32	
1103 OTHER CURRENT ASSETS:Due From Other Funds	0.00	
1104 OTHER CURRENT ASSETS:Due From DDA	0.00	
1300 Pre-Paid Expense	0.00	
2000 Accounts Payable		0.00
2100 Due to Other Funds		0.00
3900 Retained Earnings		800,961.11
4101 Property Taxes		782,189.60
5302 OFFICE SUPPLIES & UTILITIES:Utilities	275.62	
5308 OFFICE SUPPLIES & UTILITIES:Miscellaneous Expense	146.10	
5400 PROFESSIONAL SERVICES	54,125.81	
4501 INTEREST INCOME:Interest & Divident Income		70.87
TOTAL	\$1,583,221.58	\$1,583,221.58

Traverse City DDA - TIF 97

Trial Balance

As of September 30, 2024

	DEBIT	CREDIT
1001 CASH AND CASH EQUIVALENTS:Fifth Third Checking - 8026	9,155,390.39	
1072 Bill.com Money Out Clearing	143.33	
1200 Accounts Receivable	197,326.11	
1102 OTHER CURRENT ASSETS:Due from other governments	0.00	
1103 OTHER CURRENT ASSETS:Due From Other Funds	0.00	
1104 OTHER CURRENT ASSETS:Due From DDA	0.00	
1210 Deposits-Security Deposit	4,500.00	
1300 Pre-Paid Expense	0.00	
1499 Undeposited Funds	0.00	
2000 Accounts Payable		14,829.20
2300 Due to City - Capital Projects		0.00
2100 Due to Other Funds		3,500.00
2200 Deferred Revenue		0.00
3000 Opening Bal Equity	21,200.00	
3900 Retained Earnings		6,338,506.61
4101 TAXES:Property Taxes		3,560,794.94
4501 INTEREST INCOME:Interest & Dividends		387.43
5302 OFFICE SUPPLIES AND UTILITIES:Utilities	495.30	
5306 OFFICE SUPPLIES AND UTILITIES:Printing & Publishing	1,530.43	
5308 OFFICE SUPPLIES AND UTILITIES:Miscellaneous Expense	111.62	
5309 OFFICE SUPPLIES AND UTILITIES:Bank Charges	178.55	
5400 Professional Services	189,360.99	
5500 Contributions to District Construction Projects	333,932.20	
5801 RENT OR LEASE EXPENSE:Rent Expense	13,500.00	
5901 REPAIR & MAINTENANCE EXPENSES:Repairs and Maintenance	349.26	
TOTAL	\$9,918,018.18	\$9,918,018.18

TC Downtown Development Authority (DDA)

Board Financial Report - Dashboard

9/30/2024

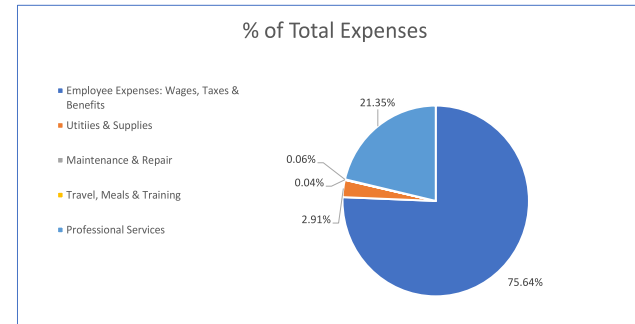
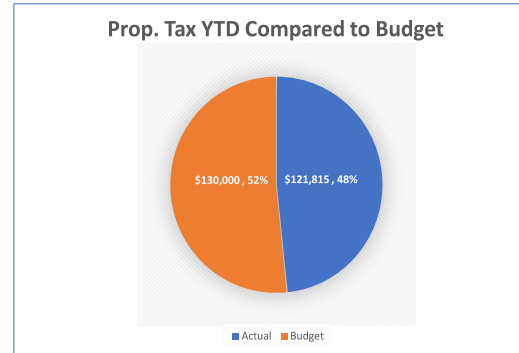
Financial Position	YTD as of 9/30/2024	Prior Year as of 6/30/2024 *	Change
Total Cash and Cash Equivalents	\$ 722,089	\$ 811,754	\$ (89,664)
Other Assets	120,501	266,361	(145,860)
Total Assets	\$ 842,590	\$ 1,078,115	\$ (235,525)
Current Liabilities	\$ 15,082	\$ 337,420	\$ (322,339)
Total Other Liabilities	212,066	170,384	41,682
Total Liabilities	227,148	507,804	(280,657)
Fund Balance	615,442	570,310	45,132
Total Liabilities and Fund Balance	\$ 842,590	\$ 1,078,115	\$ (235,525)

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

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 121,815	\$ 130,000	93.7%
Grants & Contributions	1,485	1,875,000	0.1%
Reimbursements	326,788	743,728	43.9%
Rental Income	40,438	51,000	79.3%
Interest	2,150	2,000	107.5%
Total Revenue	\$ 492,676	\$ 2,801,728	18%

Expenses	YTD	Annual Budget	% of Budget
Employee Expenses: Wages, Taxes & Benefits	\$ 338,517	\$ 541,113	63%
Office Supplies & Utilities	13,011	80,000	16%
Maintenance & Repair	190	0	0%
Travel, Meals & Training	275	30,000	1%
Professional Services	95,552	377,800	25%
Rental Expense	-	-	0%
Total Expenses	\$ 447,545	\$ 1,028,913	43%

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



Old Town Tax Increment Financing
Board Financial Report - Dashboard

9/30/2024

Financial Position	YTD as of 9/30/2024	Prior Year as of 6/30/2024 *	Change
Total Cash and Cash Equivalents	\$ 1,528,674	\$ 1,192,161	\$ 336,513
Other Assets		28,265	(28,265)
Total Assets	\$ 1,528,674	\$ 1,220,425	\$ 308,249
Current Liabilities	\$ -	\$ 490	\$ (490)
Total Other Liabilities	-	-	-
Total Liabilities	-	490	(490)
Fund Balance	1,528,674	1,219,936	308,738
Total Liabilities and Fund Balance	\$ 1,528,674	\$ 1,220,425	\$ 308,249

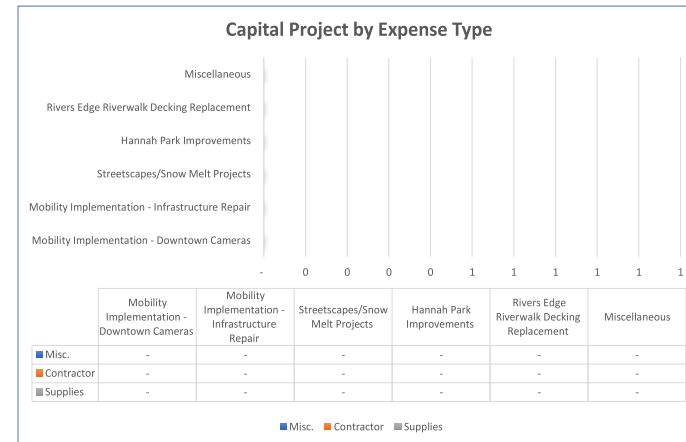
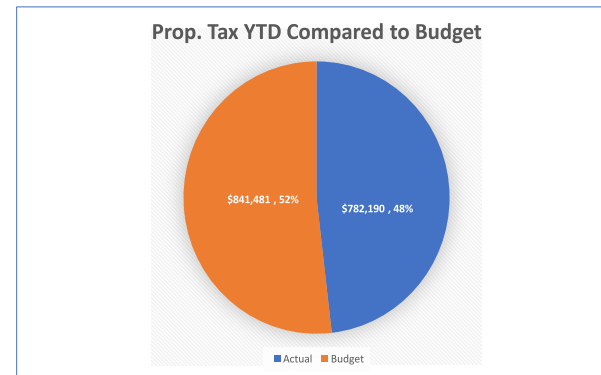
* Prior year balances are pre-audit and subject to change

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 782,190	\$ 823,427	95.0%
Interest	71	100	70.9%
Total Revenue	\$ 782,260	\$ 823,527	95%

Expenses	YTD	Annual Budget	% of Budget
Utilities	\$ 276	\$ -	N/A
Professional Services	54,126	303,383	18%
Other: Printing/Publishing, Supplies	146	100	146%
Repairs & Maintenance	-	60,000	0%
Capital Projects	-	378,120	0%
Total Expenses	\$ 54,548	\$ 741,603	7%

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

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



Tax Increment Financing Bond 97 (TIF97)
Board Financial Report - Dashboard

9/30/2024

Financial Position	YTD as of 9/30/2024	Prior Year as of 6/30/2024 *	Change
Total Cash and Cash Equivalents	\$ 9,155,534	\$ 6,109,666	\$ 3,045,868
Other Assets	201,826	264,215	(62,389)
Total Assets	\$ 9,357,360	\$ 6,373,881	2,983,479
Current Liabilities	\$ 14,829	\$ 56,574	\$ (41,745)
Total Other Liabilities	3,500	-	3,500
Total Liabilities	18,329	56,574	(38,245)
Fund Balance	9,339,031	6,317,307	3,021,724
Total Liabilities and Fund Balance	\$ 9,357,360	\$ 6,373,881	2,983,479

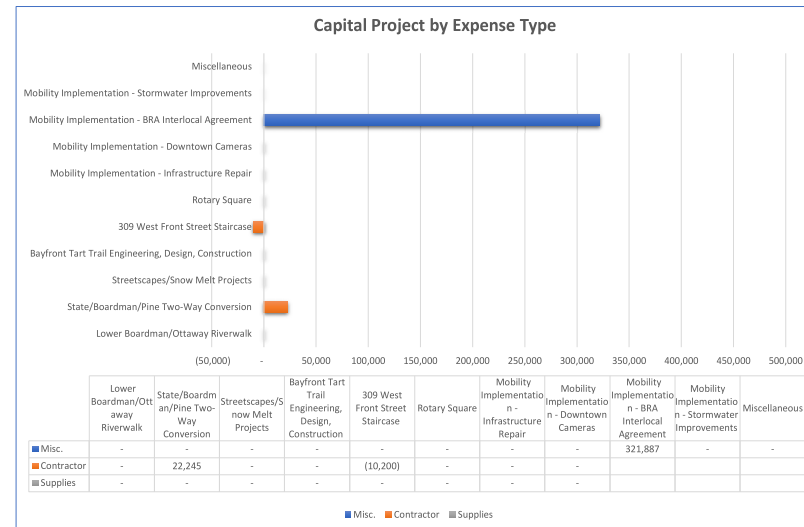
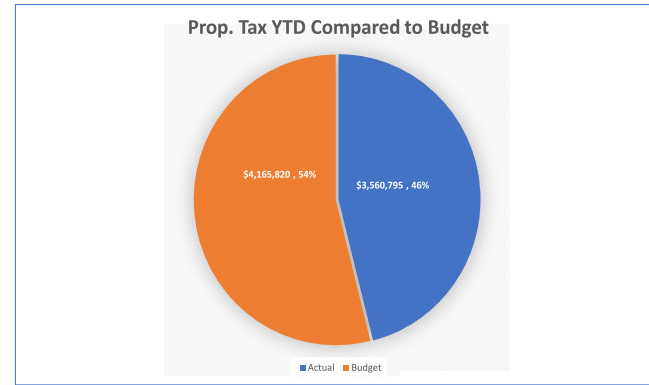
* Prior year balances are pre-audit and subject to change

Revenue	YTD	Annual Budget	% of Budget
Property Taxes	\$ 3,560,795	\$ 4,165,820	85.5%
Grant Revenue	-	-	N/A
Reimbursements	-	-	N/A
Interest	387	4,500	8.6%
Total Revenue	\$ 3,561,182	\$ 4,170,320	85%

Expenses	YTD	Annual Budget	% of Budget
Office Supplies & Utilities	\$ 2,316	\$ 20,000	12%
Professional Services	189,361	1,427,215	13%
Rent Expense	13,500	50,000	0%
Repair & Maintenance	349	250,000	0%
Capital Projects	333,932	3,034,367	11%
Debt Service	-	913,720	0%
Taxes & Transfers	-	-	0%
Total Expenses	\$ 539,458	\$ 5,695,302	9%

Capital Project Expenses:	YTD	Annual Budget	% of Budget
Lower Boardman/Ottaway Riverwalk	-	1,000,000	0%
State/Boardman/Pine Two-Way Conversion	22,245	500,000	4%
Streetscapes/Snow Melt Projects	-	400,000	0%
Bayfront Tart Trail Engineering, Design, Construction	-	200,000	0%
309 West Front Street Staircase	(10,200)	100,000	-10%
Rotary Square	-	100,000	0%
Mobility Implementation - Infrastructure Repair	-	100,000	0%
Mobility Implementation - Downtown Cameras	-	112,480	0%
Mobility Implementation - BRA Interlocal Agreement	321,887	321,887	100%
Mobility Implementation - Stormwater Improvements	-	100,000	0%
Miscellaneous	-	100,000	0%
Total Project Expenses	\$ 333,932	\$ 3,034,367	11%

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



REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 10/31/2024

GL NUMBER	DESCRIPTION	2024-25YTD BALANCE		ACTIVITY FOR		ENCUMBERED BALANCE	% BDGT USED
		UNDEDED BUDGET	10/31/2024	10/31/24	YEAR-TO-DATE		
Fund 107 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
107-000-664.000	INTEREST & DIVIDEND EARNIN	1,000.00	0.00	0.00	0.00	1,000.00	0.00
107-000-675.000	CONTRIBUTIONS-PUBLIC SOUR	15,000.00	0.00	0.00	0.00	15,000.00	0.00
107-000-692.000	PRIOR YEARS' SURPLUS	20,000.00	0.00	0.00	0.00	20,000.00	0.00
107-000-699.000	TRANSFERS IN	30,000.00	0.00	0.00	0.00	30,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		66,000.00	0.00	0.00	0.00	66,000.00	0.00
TOTAL REVENUES		66,000.00	0.00	0.00	0.00	66,000.00	0.00
Expenditures							
Dept 000 - NON-DEPARTMENTAL							
107-000-801.000	PROFESSIONAL AND CONTRAC'	64,000.00	3,000.00	3,000.00	3,337.93	57,662.07	9.90
107-000-930.000	REPAIRS AND MAINTENANCE	2,000.00	0.00	0.00	0.00	2,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		66,000.00	3,000.00	3,000.00	3,337.93	59,662.07	9.60
TOTAL EXPENDITURES		66,000.00	3,000.00	3,000.00	3,337.93	59,662.07	9.60
Fund 107 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		66,000.00	0.00	0.00	0.00	66,000.00	0.00
TOTAL EXPENDITURES		66,000.00	3,000.00	3,000.00	3,337.93	59,662.07	9.60
NET OF REVENUES & EXPENDITURES		0.00	(3,000.00)	(3,000.00)	(3,337.93)	6,337.93	100.00



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

Memorandum

To: Downtown Development Authority Board of Directors
From: Harry Burkholder, DDA Executive Director
Date: November 11, 2024
Re: Informational Meeting

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

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

This informational meeting will include an overview of projects underway or completed through the 2024/2025 fiscal year and a review of projects in the upcoming fiscal year. I will have a PowerPoint presentation providing this overview.

Please note, this is not a public hearing, but rather an informational overview of the TIF budgets and projects.



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

Memorandum

To: DDA Board of Directors
From: Harry Burkholder, DDA Executive Director
Date: November 13, 2023
Subject: Video Surveillance System

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

Over the last year, the Traverse City Police Department worked to research and employ other public safety video surveillance options throughout the city. To that end, TCPD Police Chief Matt Richmond has asked to address the DDA Board about a possible collaboration regarding the purchase of a mobile surveillance camera system. Chief Richmond will be at our meeting on Friday to update the DDA Board on efforts to enhance public safety and discuss a possible partnership on a mobile surveillance camera system.

To be clear, this presentation from Chief Richmond is just an opportunity to update the DDA Board on their efforts and discuss the possibility of a future partnership. If there is interest from the DDA Board, a more formal proposal could be brought back to the DDA board for consideration and approval at a future meeting. As a reminder, \$112,480 has been allocated in the 2024/2025 TIF-97 Budget for the possible implementation of a video surveillance system

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

Background

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

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

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

The City of Traverse City

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



DEPARTMENTAL MEMORANDUM

TO: Harry Burkholder, DDA CEO
FROM: Matthew Richmond, Chief of Police
DATE: November 8, 2024
RE: Safety Video Surveillance System

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

- Cameras will be used in conjunction with the Traverse City Police Departments Voluntary Camera Program slated to be rolled out by years end.
- The mobile surveillance camera trailer is more affordable with an initial investment of \$38,385 with no reoccurring annual cost.
- The Traverse City Police Department would be the sole owner of the mobile surveillance camera trailer.
- TCPD would not option for facial recognition technology at the is time.
- No audio will be recorded.
- Less reliant on other agencies to provide extra security and deterrence at special events held within the DDA boundaries.
 - The department was unable to provide cameras at this year's Up North Pride festivities held in the open space, due to Michigan State Police Departments camera trailers being used in other parts of the State.

- The department will not have access to MSP's camera trailers for the Tree Lighting and Parade or the Cherry T-Ball. Cameras are receiving maintenance and being prepped for winter storage.
- We have deployed cameras for the National Cherry Festival, Cherry T-Ball, Up North Pride, dignitary visits and are looking to deploy them at other large-scale events such as the Tree Lighting and Parade and Friday Night Live.
- The Traverse City Police Department has money budgeted for the purchase of a mobile surveillance camera and has submitted a grant for additional funding to purchase another mobile surveillance camera. We usually deploy anywhere from 12-20 live view cameras for the National Cherry Festival (This year's cameras were supplied by MSP).
- This camera trailer will be used at events in conjunction with other public safety measures purchased by the City, such as the Meridian Barriers.
- Project Green Light Detroit started with 8 participants in 2016 and has grown to 1025 participants today. Business owners sign an MOU and must purchase cameras, sign and a light to become a participant. Detroit Police Department (DPD) has a predetermined list of vendors for private businesses to buy or lease cameras and other necessary equipment. As part of the project, DPD determines where the cameras are placed on the business property. One camera is inside facing the entrance to the business while others are placed outside to capture as much of the property as possible. If participants are residential properties, cameras are only placed in common areas so not to violate any rights of the residents. As a result of being a participant, any call from the participating business to 911 is categorized as a Priority 1 response by DPD (Only certain calls will trump the response). Cameras are monitored 24/7 at DPD's Real Time Crime Center. Project Green Light Detroit participants also receive additional contacts by DPD community police officers. The project is monitored for compliance by DPD compliance and IT units.
- **Recent RFP Specs by the Traverse City Police Department**

**RFP - Request for Proposal
Mobile Solar Surveillance Trailer**

Trailer requirements

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

Frame

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

Leveling

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

Mast

No sway, rigid steel, 18', single person manual hand-crank deployable tilt-up mast with locking mechanism. Telescoping masts of any kind is not compliant with this specification and will not be accepted as an alternative. Mast must be rated for 85mph wind gusts and completely waterproof. The mast must have internal non-exposed cabling to support up to six IP cameras of any brand. The cabling must be terminated with outdoor weather rated RJ45 quick connect fittings. Alternatives to this design will not be accepted. Provider must have one year of documented experience providing ridged steel tilt-up masts as described. The contractor will provide three references for such deployments with customer contact upon request.

Controls

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

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

Communications

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

NVR – Recorder

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

Camera Assembly

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

The Camera Assembly will be equipped with:

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

Solar Panels

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

Power System

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

Lighting

Trailer shall be equipped with a minimum of four blue flashing LED marker lights with manual on/off control located in the camera storage compartment. The trailer will provide two high intensity LED flood lights which can be activated automatically or manually by a remote user.

Aux Power

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

Siren/Speaker

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

Custom Wrap

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

Deployment

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

Support

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

Warranty

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

Submittals

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

Public Safety Video Surveillance System

337.1 PURPOSE AND SCOPE

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

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

337.2 POLICY

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

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

337.3 OPERATIONAL GUIDELINES

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

337.3.1 PLACEMENT AND MONITORING

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

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

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

Traverse City Police Department

TCPD Policy Manual

Public Safety Video Surveillance System

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

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

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

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

337.3.2 CAMERA MARKINGS

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

337.3.3 INTEGRATION WITH OTHER TECHNOLOGY

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

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

337.4 VIDEO SUPERVISION

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

Traverse City Police Department

TCPD Policy Manual

Public Safety Video Surveillance System

337.4.1 VIDEO LOG

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

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

337.4.2 PROHIBITED ACTIVITY

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

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

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

337.5 STORAGE AND RETENTION OF MEDIA

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

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

337.5.1 EVIDENTIARY INTEGRITY

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

Traverse City Police Department

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Public Safety Video Surveillance System

337.6 RELEASE OF VIDEO IMAGES

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

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

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

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

337.7 VIDEO SURVEILLANCE AUDIT

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

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

337.8 TRAINING

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



Downtown Development Authority
303 E. State Street
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231-922-2050

MEMORANDUM

To: DDA Board
From: Harry Burkholder, Executive Director, DDA
Date: November 11, 2024
Re: Two-Way Circulation Pilot Project

Introduction

As you recall, in September the DDA Board approved to make a recommendation to the City Commission to extend the two-way pilot project for one additional year. After several subsequent internal discussions, the City's Design Team approved to provide a recommendation to extend the pilot project for an additional two-years (additional rationale and iterative improvements are identified below). Given that this project was first initiated and requested by the DDA in 2022, City and DDA staff feel it is imperative to go back to the DDA Board for consideration of a two-year extension to the pilot before seeking consideration and approval from the City Commission.

The two-year extension would allow the project partners to further study mobility (vehicular and pedestrian) movement and explore and possibly implement the following modifications:

- Signalization and/or signage modifications at key intersections: (1) State Street and Cass Street; (2) State Street and Union Street; (3) W. Front Street and Pine Street and; (4) West Front Street and Hall/Wadsworth.
- Mid-Block Crosswalks on State Street – Location(s), to be determined
- Converting Front Street to two-way traffic (including possible improvements to the Hardy Deck entrance on Front Street) – exploring this conversion would include a community engagement process with downtown business and property owners and the community.

- New designations for deliveries and loading.
- One-way designations in the alley between Front Street and State Street and parking and delivery conflicts within the alleys.
- The addition of data collection along Front Street.
- Short and long-term cost (financial and staff support) estimates for permanent changes, if/when decided.

The Design Team felt that two years would be needed in order to collect the relevant data, study the potential for also converting Front Street to two-way traffic (including conversion costs and implementation timeline), study the long-term traffic impacts of only one east-bound traffic lane (if Front Street remains one-way) and facilitate public outreach.

This project has been included in our recent discussions regarding project priorities in relation to the remaining lifespan of TIF-97.

Project Background and Observations

In June of 2022, the DDA hired Progressive AE (now Progressive Companies) to investigate and study downtown circulation and the feasibility of potentially converting one-way streets in downtown to two-way operation. Like many downtowns (and cities) across the country, the DDA had been reconsidering the circulation pattern of several of its downtown streets, especially as the role of pedestrians and automobiles in downtown have evolved over recent years. This reconsideration of circulation patterns was further enhanced by a seasonal conversion to two-way traffic on a portion of State Street in 2020 when Front Street was closed to vehicles in response to the COVID-19 pandemic as well as a roadway and streetscape design process for East Front Street.

In moving forward with the Circulation Study, the DDA noted that converting one-way streets to two-way operation (specifically State Street) had the potential to reinforce a “to” mobility strategy for downtown (versus a “through” strategy) and help realize a long-held vision to create more walkable and active streets throughout all of downtown – similar to the pedestrian-friendly character and commercial vitality of Front Street.

In addition, converting one-way streets to two-way operation has the potential to slow vehicular speeds and increase pedestrian safety, help enhance the public realm, encourage private investment of underdeveloped commercial areas and provide better connectivity to the existing grid-system.

In November of 2022, with approval from both the DDA Board and City Commission, the DDA and City partnered to convert traffic on State Street, Pine Street and Boardman Avenue from one-way traffic to two-way traffic under a two-year pilot. As noted above, the two-way pilot follows an iterative process. To that end, over the course of the last two years, we added additional signage along State Street, bagged a handful of

meters/parking spots at key locations and painted new directional arrows and lane markers at the Cass Street intersection.

In an effort to better understand the impacts of the two-way conversion with the community, the DDA created a unique email for this project to more directly solicit comments and suggestions throughout the project. In addition, the DDA also worked with City staff to facilitate an on-line survey of the Boardman Neighborhood. In general, over the course of the pilot, the comments had been fairly positive, with objections accompanied with suggestions for minor tweaks. However, over this past summer (and especially after Phase Two of the Grandview Parkway Reconstruction Project started), we received numerous calls and emails concerned about the traffic flow along State Street (including specific frustrations about the lack of left-hand turning opportunities at the Union and Cass intersections as well a traffic flow around the Front Street and Pine Street intersection.

Over the course of the pilot project, the DDA and City convened many meetings with a committee made up of DDA Staff, City Staff (including planning, public works, streets and engineering) as well as staff from BATA to discuss how the two-way conversion is working (in both the summer and winter) and address other concerns.

In addition, over the course of the pilot, the DDA and City has worked with Progressive Companies to formally monitor, track and evaluate the two-way conversion. This effort included tracking vehicular movement at ten downtown intersections, as well as pedestrian movement, vehicle speed, traffic volume, bicycle activity, parking utilization, and vehicular crashes. Data was collected over a 24-hour period, Thursday through Saturday during the first week of March, mid-May, late July and late October of both 2023 and 2024 (the next data collection activity is scheduled for early November to see if we can measure any changes now that Grandview Parkway is fully open).

Over the course of the two-year pilot, in respect to the initial goals of the pilot, the data has demonstrated that:

Goal: Slow Vehicular Speeds

- The average vehicle speed is slightly slower
- The number of instances of excessive speed is lower by 50%

Goal: Increase Pedestrian Safety

- Pedestrian volumes are higher
- Bicycle activities are higher during evening than the morning
- Bicycle activities were higher (in July) in 2024 than 2023

Goal: Help Enhance the Public Realm

- Pedestrian volumes are higher
- Parking utilization along State Street has increased

Goal: Encourage Private Investment of Underdeveloped Commercial Areas

Progress or change associated with the traffic circulation shift in regards to this goal is difficult to quantify, especially in a short period of time. That said, there are at least four new commercial/residential developments underway on State Street and Pine Street.

Goal: Provide Better Connectivity to the Existing Grid System

- Traffic volumes are higher – eastbound volumes are higher than westbound (note, there are three westbound lanes in downtown if we include Front Street versus one eastbound lane)
- No longer the potential for vehicles to travel the wrong way on State, Pine and Boardman

In an effort to proactively address some of these additional modifications, we have started to secure cost estimates for signal modifications at the State and Cass Street intersection and State and Union Street intersection. We believe a potential signal modification at these intersections could address some of the more immediate concerns and complaints related to traffic flow, if needed. A possible motion is listed below should the DDA Board determine that the extension of the two-way pilot be for a duration of two years.

Possible Motion

That the DDA Board approve to make a recommendation to the City Commission to extend the two-way circulation pilot project along State Street, Pine Street and Boardman Avenue for a period of two years.



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

MEMORANDUM

To: Downtown Development Authority Board

From: Harry Burkholder, Executive Director

Date: November 11, 2024

Re: TIF-97 Budget Priorities

Picking up from our ongoing board discussions regarding the need to determine and prioritize what capital improvement projects the DDA should focus on and complete over the remaining three years of TIF-97 - as a reminder, if TIF-97 is not extended, it will formally expire in December of 2027, which means the DDA has three budget years and three construction seasons remaining to advance and complete capital improvement projects. Although I remain optimistic about the approval and extension of the Moving Downtown Forward TIF Plan, the results of last week's election only highlight the uncertain future and need for decisive action. While three years seems like a long time, when it comes to implementing public infrastructure (especially for large projects), it goes by very quickly. It is imperative that the DDA Board focus and take decisive action about which capital improvement projects it will focus on and move forward.

Last month, in an effort to advance this discussion, the DDA Board appointed an Ad Hoc Committee to:

1. Determine the criteria from which the DDA will evaluate the potential capital improvement projects.
2. Use the criteria to narrow the list of potential projects to five or six
3. Bring the five or six projects back to the DDA Board to then collectively discuss the criteria and further narrow down and decide on our priority capital improvement projects – targeting some finality to the discussion at our December meeting.

To that end, the Ad-Hoc Committee met (and had a productive discussion) on November 9th. The proposed criteria were developed with a baseline understanding that the DDA has an estimated total of \$9.3 million to spend on capital improvement projects over the next three years, that each project is consistent with the Moving Downtown Forward Guiding Principles, and each project requires some level of additional design engineering to understand the true cost of implementation.

Proposed Criteria

1. Can this project compliment or be incorporated into an existing city project?
2. What is the current status of this project?
3. How much money has already been invested into this project?
4. What is the total cost estimate of this project?
5. Does this project have broad community support?
6. Does this project have city commission support – will it align with the city's strategic planning results?
7. Is completion of this project feasible by 2027?
8. What is the return on investment of this project (environmental, private investment, placemaking)?
9. Is this project considered core infrastructure or an amenity?
10. Is this project a predecessor to future project components or separate projects?
11. What are the long-term maintenance obligations of this project?
12. What are the long-term staffing obligations of this project?
13. What are the potential sources for outside funding?

Using the criteria, the Ad-Hoc identified and discussed the merits of eight potential projects:

- Rotary Square
- Permanent Farmers Market Shed
- Boardman/Ottaway Riverwalk – Phase 1-A
- East Front Street
- Two-Way Pilot
- Bayfront TART Trail Improvements
- Ambassador Program
- Stormwater

DDA staff and Ad Hoc Committee members also identified a number of small on-going and/or unfinished projects that would need TIF-97 funding to complete, including:

- West Front Street Staircase (paused indefinitely at our last meeting)
- J-Smith Walkway (movement to hire a landscape architect at our last meeting)
- Formal stairs/landing adjacent to the northeast corner of the north Union Street Bridge
- Refurbished benches and trash receptacles
- Composting Program
- Heated sidewalks
- Downtown Camera's
- Stormwater Evaluation (complete the SAW analysis in downtown)

For Friday's DDA Board meeting, I'd like to walk through the proposed criteria and priority projects and discuss the decision-making considerations of the Ad Hoc Committee. I have included two attachments in support of this discussion – a brief history and overview of the proposed capital improvement projects and a working summary of the criteria considerations in regards to each project. Following our discussion, the Ad-Hoc Committee will likely meet at least one more time and bring

forward a recommendation for consideration and approval at our December Board Meeting.

Background Information

How Much Money Is Available?

One of the most important questions we need to know understand is how much money does the DDA have available over the remaining three budget cycles for capital improvements projects. I am working with our team from Rehmann to develop a working “TIF Revenue and Expense Projection Sheet” (see attached) that estimates the revenue and expenditures of TIF-97 for the next three years. The numbers listed in the preliminary revenue and expense projection sheet reflect a few assumptions – mainly that the expenses for Professional Services (including Debt Service on the Hardy Parking Structure, General Expenses and Repairs and Maintenance) remains fairly consistent.

Therefore, the dollars remaining for Capital Improvement Projects for each future fiscal year is estimated to be:

Fiscal Year 2025 – 2026: \$1,624,680

Fiscal Year 2026 – 2027: \$1,715,190

Fiscal Year 2027 – 2028: \$1,178,920

The total dollars remaining for capital improvements, coupled with our estimated *End of Fiscal Year 2024-2025 Fund Balance* of \$4,798,515, means that the DDA has an estimated total of \$9,317,305 to spend on Capital Improvement projects over the next three years. I will continue to work with the team from Rehmann to refine the projection sheet, but it does provide a starting point.

What Capital Infrastructure Projects Do We Want to Spend the Money On?

Based on several years of DDA Board conversations and discussions regarding capital infrastructure projects, including community discussion from the Moving Downtown Forward planning process, the DDA had identified several capital infrastructure projects of interest:

Garland Street Improvements	Public Alley Improvements	Farmers Market Shed
Rotary Square	Board/Ottaway Riverwalk	City Opera House
Bridge Improvements	Bayfront Improvements	Heated Sidewalks
East Front Street	Downtown Cameras	Stormwater
Streetscaping Improvements	Housing (west end)	Mobility Improvements
Composting	Two-Way Streets	TART Trail Extension
General Repair	West Front Staircase	Lot G
East Front Gateway		

Based on the estimated amount of money we believe we have left in TIF-97, the number of budget cycles we have left, and the considerations mentioned above, it's likely that one or two (or maybe three) projects is possible.



Rotary Square

Project Background

- Project was identified in the original TIF-97 Plan
- 2018 - DDA received a \$2-million appropriation from the State of Michigan for this project
- 2020 – DDA received a \$1-million award from Rotary Charities for this project
- 2020 - DDA purchased the site from TCF Bank for \$1.75 million
- DDA has cleared and seeded the site (added a formal sign)
- DDA has held a handful of community events on the site, include the 2024 Farmers Market
- DDA continues to receive interest from community organizations to use the space for events

Current Status/Opportunity

- 2024 - DDA formalized an agreement with Progressive Associates for \$141,600 to facilitate public engagement process, create a conceptual and schematic design and provide cost estimates for implementation for the square – targeting “phase one” design by May 2024
- Funding for conceptual and schematic design supported by Rotary grant award (no TIF dollars)
- Additional grant funding likely available



Permanent Farmers Market Shed

Project Background

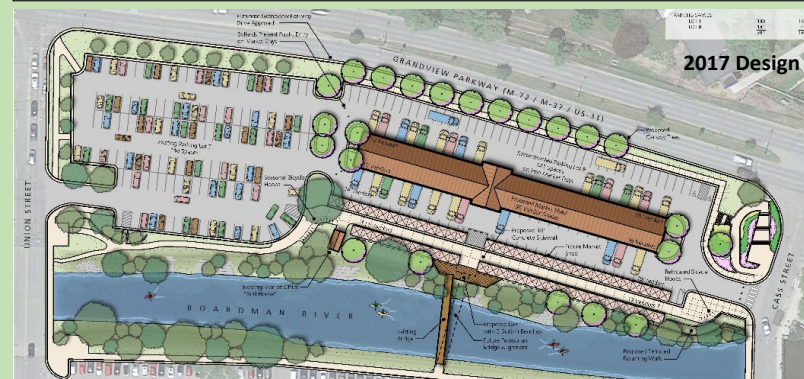
- Farmers Market was established in 1984
- Market sits on city parkland
- 2016 - DDA commissioned a study on the fiscal impacts of the Farmers Market. Key Findings:
 - Attracts roughly 76,000 people annually (2,500 people on Saturdays)
 - Market visitors spend \$1,700 - \$3,000 in the surrounding community each market day
- 2017 - DDA hired Beckett and Reader to design a Permanent Shed
- Cost estimates for the Shed totaled roughly \$2-million
- Fundraising efforts started – with an initial pledge by the DDA of \$400,000
- 2018 - Project paused indefinitely

Current Status/Opportunity

- Repaving of Lot B has been included in the city’s CIP Plan for many years - City has renewed interest in repaving Lot B, but also adding stormwater infrastructure on the site
- Estimated Costs: Repaving (\$400,000) Stormwater (\$600,000)
- When repaving project moves forward, Lot B will be reconfigured (eliminating some parking spaces) to align with the Lower Boardman Unified Plan and egress will be eliminated from Lot T and Grandview Parkway.
- Remaining parking would be preserved for all non-market days
- Project could compliment and connect to future Boardman/Ottaway Riverwalk

Considerations

- Updated engineering and schematic design and cost estimates for a permanent Shed is needed to align with reconfigured parking lot
- Additional grant funding likely available



Boardman/Ottaway Riverwalk – Phase 1-A
J-Smith Walkway, Pedestrian Bridge, Naturalized Abutment
Approvements and Stormwater Infrastructure

Project Background

- 2018 – DDA hired SmithGroup in 2018 for \$40,000 to develop Lower Boardman Unified Plan
- 2021 - DDA and City Commission adopt Lower Boardman Unified Plan
- 2022 - DDA hired INFORM Studio for \$318,000 to develop conceptual design for new “Riverwalk”
- Inform Studio provides preliminary cost estimates for each “reach” of the Riverwalk
- 2024 - DDA terminates \$1million grant agreement for implementation of Phase I-A due to time constraints

Current Status/Opportunity

- J-Smith Walkway and Pedestrian Bridge in need of new treatment
- Scoped narrowed to Phase 1-A
- INFORM Studio provided \$1.7 million estimate to facilitate final engineering and schematic design for Phase 1-A
- Funding included in the 2024/2025 budget

Considerations

- State permitting to do work in the river
- Project identified as a priority ion the Moving Downtown Forward Report
- Additional grant funding likely available





East Front Street Reconstruction

Project Background

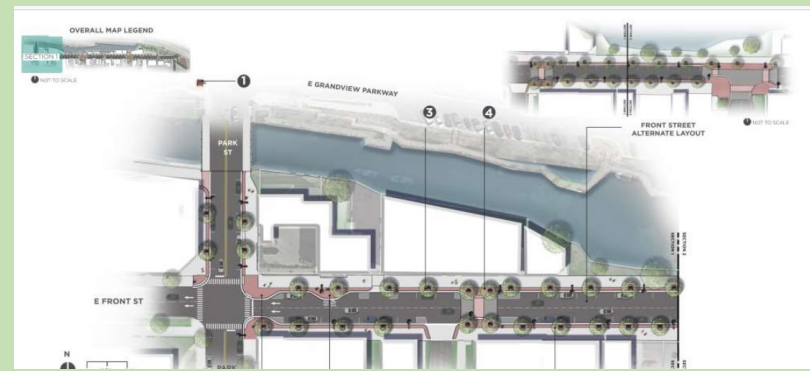
- 2020 - DDA hired Progressive AE for \$319,000 to develop a new design/streetscaping plan for East Front Street (from Grandview Parkway to Park Street)
- 2021 - DDA finalizes streetscaping plan for East Front Street, project estimated around \$5-million (Business and Property Owner Support)
- Implementation paused indefinitely due to debate on final design
- Debate on final design provided impetus for the two-way study and Mobility Action Plan
- 2024 - New intersection design for East Front Street and Grandview Parkway implemented in MDOT's reconstruction of Grandview Parkway

Current Status/Opportunity

- Implementation paused indefinitely due to debate on final design and completion of the Mobility Action Plan

Considerations

- Requires final design and engineering plan and revised cost estimates
- New entryway into downtown from Grandview Parkway recently completed provides additional space for a "gateway" feature
- Another major construction project that would disrupt a portion of Downtown during construction
- One of the last streets in Downtown without streetscaping treatment
- Unclear (at this time) how project would directly tie into a two-way pilot on Front Street
- City has interest in upgrading underground utilities if East Front Street is reconstructed (100-year-old infrastructure)
- Continued political debate on how the street will accommodate cyclists
- Mobility Action Plan is complete



Two-Way Traffic Pilot

Project Background

- 2020 - DDA commissioned two-way study with Progressive AE following planning process and pause in East Front Street project
- Nov. 2022 (with DDA Board and CC support) DDA and City initiated a two-year pilot to convert State, Pine and Boardman to two-way
- DDA utilized TIF-97 funding for small physical modifications and signage as well as contract with Progressive Partners for data gathering and analysis.

Current Status/Opportunity

- Two-Way Pilot ended in October
- Seeking approval of extension (considering Front Street)
- Currently budgeted for \$500,000

Considerations

- Acceptability of Two-Way traffic on Front Street
- Costs for continued data collection and monitoring
- Costs and timeline for additional physical improvements and modifications
- Long-term funding needs if the pilot is made permanent
- Partnership with the city
- Consistent with national trends



Bayfront TART Trail Improvements - Phase Two

History

- 2022 – DDA partnered with City and TART to facilitate design and engineering for trail expansion
- Budgeted \$200,000 in 2023/2024 for implementation, but didn't spend it
- Budgeted \$200,000 in 2024/2025
- 2024 - Phase One Completed - roughly one-mile of new trail
- Total project \$1.2 million – partially funded through a RAP grant

Considerations

- DDA budgeted for two years, but costs only incurred this fiscal year.
- Phase Two Scope (Open Space to Division)
- Proof of concept, solid partnership and highly visible
- Entire scope extends from West End Beach to Eastern Avenue – connecting with outside neighborhoods and voting precincts



Ambassador Program

History

- Concept discussed by staff for several years
- Currently use YouthWorks during the summer to provide clean and green services, but its limited

Considerations

- Very visible and addresses common criticisms
- Program could be supported through internal staff or contractors
- Need to secure equipment
- Cost
- Costs incurred as "in-house" staff or contractor

Criteria to Consider	Project Priorities						
	Rotary Square	Farmers Market Shed	Boardman/Ottaway Riverwalk + J. Smith Walkway	Two Way Circulation	Bayfront TART Trail	East Front Street/Gateway	Ambassador Program*
1. Can this project compliment or be incorporated into an existing city project?	Yes, potential tie into the FishPass Project	The city has identified plans to reconstruct and reconfigure Lot B, including adding stormwater infrastructure.			The city is a funding partner and stakeholder in the expansion of the Bayfront TART Trail	The city has identified plans for underground utility work if the street is replaced	
2. What is the current status of this project?	Conceptual and schematic design process has begun	Schematic design was developed in 2019, but final engineering would need to be revised to account for a reconfigured Lot B	A conceptual design was developed as part of the 2019 Unified Plan. The next phase would be working with a design engineer	In progress and up for approval of extension	In progress in collaboration with stakeholders	Project has been proposed, next phase would be developing a design	*This is not a capital project but an employee or contractor. Research into potential contracting options has begun
3. How much money has already been invested into this project?	\$1.75 million		\$350,000		\$200,000	\$319,000	\$0
4. What is the total cost estimate of this project?	TBD as part of design process	Shed: TBD: Repaving: \$400,000: Stormwater: \$600,000	Estimated \$5 million	TBD	\$200,000 from DDA	Estimated \$5 million	TBD based on contract vs. hire
5. Does this project have broad community support?	Events and farmers market held here have been successful, and the DDA continues to receive inquiries from the community about using the space	89% of respondents to the Moving Downtown Forward survey ranked stormwater infrastructure as a top priority. The farmers market is the most popular in the region and investing in its upgrades would likely be well received.	This project addresses two of the top three issues residents ranked as top priorities in the Moving Downtown Forward survey. When asked what physical improvements they found most important to downtown, 79% said implementing the proposed improvements to the Lower Boardman and 77% said making downtown more pedestrian-friendly and accessible	Feedback on two way traffic on State has been well-received, with noted improvements. With the parkway construction causing considerable changes in traffic patterns, it is not yet clear how two way traffic will operate and be received under standard circumstances	This stretch of trail is extremely popular, with over 2 million annual visits. In the Moving Downtown Forward survey, 65% of respondents said improving connectivity between downtown and the Bay was an important physical improvement project	Business owners on this stretch of East Front have expressed support for new streetscaping plan. In the Moving Downtown Forward survey, general appearance of downtown was ranked as the top characteristic respondents have noticed an improvement in, indicating support for similar projects	59% of respondents to the Moving Downtown Forward survey said providing additional maintenance including trash, snow removal, flower care, etc. was important. Additionally, in the DTCA's summer merchant survey, several merchants indicated downtown needing more cleanliness support
6. Does this project have City Commission support? Will it align with the City's strategic plan?							
7. Is completion of this project feasible by 2027?	Yes - Phase One	Depending on final cost and timeline by which the city can break ground on Lot B infrastructure and reconfiguration	Yes, somewhat determined by state permitting, if needed	Maybe	Yes	Maybe, depending on scale of project	Yes
9. What is the return on investment of this project? - Environmental - New Private Investment - Placemaking	As a space intended for events, this project could draw thousands of annual visitors downtown	With improved infrastructure, the farmers market may see an uptick in visitors and spending, which already draws 76,000 annual visitors and \$1,700-\$3,000 additional dollars spent in the community per market day	The project design is intended to serve as a gathering space and improve connectivity, drawing visitors and providing a space to spend more time and money downtown. Environmental opportunities associated with stormwater BMP's	Studies have shown two way traffic encourages economic development, improves livability, improves traffic safety, and encourages multimodal travel			The impact of an in house employee dedicated to maintaining downtown's appearance is a worthwhile investment that will be noticed by merchants, residents, and visitors
10. Is this project considered core infrastructure or an amenity?	Amenity	Core and Amenity	Amenity	Core	Amenity	Core and amenity	N/A
11. Is this project a predecessor to future project components or separate projects?	Likely not a predecessor to additional infrastructure, but a predecessor to future community events		Yes, the proposed river improvements are to be done in phases, with this project being Phase 1-A	Pending outcomes of the pilot's extension, we may learn additional projects are needed	Yes, this trail improvement is part of the larger plans for the Bayfront TART Trail and Grandview Parkway		Potentially, depending on outcomes of the role
12. What are the long term maintenance obligations of this project?	Depending on final design, Rotary Square will at least need lawn maintenance and may include infrastructure that may need maintenance	During the farmers market season, the shed will need basic maintenance and may need long term building maintenance. The lot and stormwater infrastructure will need continued city maintenance	Will need standard long term infrastructure maintenance depending on the sustainability of the building materials	Pending outcomes of the pilot's extension, we may learn additional maintenance above current levels is needed	N/A	Would need standard long term infrastructure maintenance	N/A
13. What are the long term staffing obligations of this project?	Depending on the direction and programming needs of the project, Rotary Square may need dedicated staff	No change in current staffing should be necessary as a result of this project	No change in current staffing should be necessary as a result of this project	No change in current staffing should be necessary as a result of this project	N/A	No change in current staffing should be necessary as a result of this project	One or two contractors or full time employees
14. What is this project's potential for outside funding sources (e.g., grants)?	High	High	High	Low	DDA is one of several city and regional organizations financing this project	State or federal placemaking grant opportunities may be available	N/A



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

Memorandum

To: DDA Board of Directors
From: Harry Burkholder, DDA Executive Director
Date: November 11, 2024
Subject: Executive Director Report

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

Bayfront TART Trail Expansion & Extension

Work on the new section of the expanded TART Bayfront Trail, from Murchie Bridge to Clinch Park and Division to Hall Street is complete. As a reminder, the DDA committed \$200,000 toward this project - matching funds from the City, TART and a grant from the MEDC. **The ribbon-cutting for this project is scheduled for Thursday, November 21 at 4:30 at Clinch Park. All Board members are invited to participate.**



Hannah Park Overlook

City and DDA staff met with the contractor to review final details of the Hannah Park overlook project. It is anticipated that this project will get started in December and last six to eight weeks, depending on weather. As a reminder, the DDA committed \$105,000 from Old Town TIF toward this project – matching similar funding amounts from the city.



Rotary Square

Work has begun with Progressive Partners on the conceptual design for Rotary Square. The Steering Committee for this project is scheduled to meet at the beginning of December. Representatives from Progressive Partners will be at our December meeting to discuss the project timeline and review the public engagement strategy.

Garland Street Banners

In collaboration with Britten Banner, we have replaced the “Warehouse District” banners along Garland Street, as most of the banners were faded and/or worn-out.

Infrastructure Repair

As you may recall, the 2024/2025 Budget included \$130,000 to facilitate basic repairs to downtown infrastructure throughout the district. I have identified a handful of basic infrastructure repairs that I feel the DDA could address (e.g., sidewalk repairs, curbing) and will be working with the city's engineering department over the next month to review the list and determine what projects could get addressed still this fall or in the early spring. After an initial discussion with city engineering staff, it is possible that many of these repairs could be completed in cooperation with city staff.

Proposal One and Two – November 5, 2024 Election Results

Listed below are the unofficial results on Proposals 1 and 2 from the November 4, 2024 Election (Sources: Grand Traverse and Leelanau County's). Attached is the voting precinct map for Traverse City.

Observations

- More people (114) voted for Proposal 1 than Proposal 2
- The margin of people approving Proposals 1 and 2 was lesser in precincts that are included in or are immediately adjacent to the downtown district
- The margin of people approving Proposal 2 in precincts three and eight was 30 votes or less
- Ballots Cast on: Election Day: 2,147 (21.8%)
Early Voting: 2,271(23.1%)
Absentee Voting: 5,388 (54.9%)

Election Results

General

Registered Voters in Traverse City: 13,126 (21.8%)
Total Ballots Cast in Traverse City: 9,806 (74.7%)
(not including Precinct 4*)

Proposal One.

Total Votes: 9,280
Total Yes: 5,171 (53.2%)
Total No: 4,109 (44.2%)
Margin: 1,062 votes

Precinct 1

Total Votes: 1,620
Total Yes: 863 (53.2%)
Total No: 757 (46.7%)
Margin: 106 votes

Precinct 3

Total Votes: 1,474
Total Yes: 772 (52.3%)
Total No: 702 (47.6%)
Margin: 70 votes

Precinct 7

Total Votes: 1,397
Total Yes: 822 (58.8%)
Total No: 575 (41.6%)
Margin: 247 votes

Precinct 8

Total Votes: 1,420
Total Yes: 746 (52.6%)
Total No: 674 (47.4%)
Margin: 72 votes

Precinct 9

Total Votes: 1,455
Total Yes: 841 (57.8%)
Total No: 614 (42.2%)
Margin: 227 votes

Precinct 10

Total Votes: 1,555
Total Yes: 898 (57.7%)
Total No: 657 (42.5%)
Margin: 241 votes

Precinct 4*

Total Votes: 359
Total Yes: 229 (63.7%)
Total No: 130 (36.2%)
Margin: 99 votes

Proposal Two.

Total Votes: 9,166
Total Yes: 4,986 (54.3%)
Total No: 4,180 (45.6%)
Margin: 1,062 votes

Precinct 1

Total Votes: 1,595
Total Yes: 836 (52.4%)
Total No: 759 (47.5%)
Margin: 77 votes

Precinct 3

Total Votes: 1,452
Total Yes: 741 (51.0%)
Total No: 711 (48.9%)
Margin: 30 votes

Precinct 7

Total Votes: 1,384
Total Yes: 816 (58.6%)
Total No: 568 (41.0%)
Margin: 248 votes

Precinct 8

Total Votes: 1,410
Total Yes: 718 (50.9%)
Total No: 692 (49.0%)
Margin: 26 votes

Precinct 9

Total Votes: 1,434
Total Yes: 817 (56.9%)
Total No: 617 (43.0%)
Margin: 200 votes

Precinct 10

Total Votes: 1,538
Total Yes: 848 (55.1%)
Total No: 690 (44.8%)
Margin: 158 votes

Precinct 4*

Total Votes: 353
Total Yes: 210 (59.4%)
Total No: 143 (40.5%)
Margin: 67 votes



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

Memorandum

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

From: Sara Klebba, DDA Director of Events & Engagement

Date: November 12, 2024

Subject: DTCA Director of Events & Engagement Update

Nov 23: Annual Tree Lighting with Santa's Arrival & Light Parade
Nov 29&30: Black Friday & Small Business Saturday
Dec 5: Ladies' Night
Dec 12: Men's Night

Haunts & Harvest Window Walk (Oct 18-31):

- Contest winners:
 - Most Creative (public vote): Fleet Feet
 - Best Overall (public vote): Fleet Feet
 - Judge's Choice: Wilson Antiques
- For 2025: Consider opening up outside of windows to kids for painting/decorating. (Similar to other downtown events.)
- Consider shoulder season window display contests. A number of merchants commented on the enthusiasm their staff had for the event.

Downtown Halloween Walk (10/26)

- We enjoyed a successful event on a beautiful, chilly day!
- Volunteers showed up to monitor crosswalks and intersections, assisting with TCPD.
- One-direction flow signage seemed to help a bit to create a smoother flow on Front St.
- Though we promoted trick-or-treating at all downtown locations, guests continue to congregate on Front St. We'll add signage with arrows directing to side streets/State/E & W Front in A-frames, but the larger issue of how to create a traffic flow to outside area should be addressed.

Shop Your Community Day (11/9)

- It was a gorgeous day to give downtown! Parking Services noticed an uptick in traffic and less available parking spots. Merchants noticed more foot traffic compared to previous weekends. One merchant noticed a large increase in customers after she posted signage in her windows day of.
- 42 merchants supported 30 nonprofits. We are still tallying donation totals.
- NPOs will receive payment through DTCA (Rehmann) by end of November.

Light Parade & Tree Lighting with Santa

- Santa & Tree Lighting
 - Tree delivery by Elmer's set for 11/18. City to decorate with lights before 11/23. Will be testing in advance!
- Light Parade
 - We are partnering with nine cash and in-kind sponsors.
 - The new Meridian barricade system will be piloted on Front St. during Tree Lighting.
- General Updates
 - Santa's House is set to be delivered on 11/18 by Elmer's to City Center Plaza (Cass & State).
 - We need a few more adult volunteers! Route monitors, staging, de-staging. We'll have volunteer HQ at Espresso Bay with donated That'sa Pizza.

Black Friday & Small Business Saturday (11/29 & 30)

- Request for deals/offers of DTCA members was sent in Nov newsletter. To re-send to member list this week.

Ladies' & Men's Nights (12/5 & 12)

- Request to DTCA members for offers and special festivities planned was sent in Nov newsletter. To re-send to members list this week.