

The Marquette Downtown Development Authority
“DDA”
2016 Annual Report



Photo Credit: Shawn Malone

Presented by:
Marquette DDA Executive Director
Mona Lang, MBA

The Marquette DDA is a *public authority* established by the City of Marquette in accordance with Michigan Public Act 197 to “halt property value deterioration, increase property tax valuation, and to promote economic growth.”

Fundamental Goals Of The DDA

- Increase property values
- Create & maintain a favorable business and investment environment
- Ensure the sustainability of the district
- Support downtown property owners, businesses, professionals, and residents

DDA Board

The DDA has 9 members, of which 8 are appointed by the City Commission and serve 4 year terms, with the ninth member serving indefinitely by virtue of position as City Manager according to Public Act 197.

Jeremy Hansen, Chairperson (2019)

Fassbender & Swanson Linquist Funeral Homes

Weston Pernsteiner, Vice Chairperson (2018)

Ore Dock Properties and Ore Dock Brewing Company

Karan Hendricks, Secretary (2021)

Resident

Jack Frost, Treasurer (2021)

Range Bank

Mike Angeli (No term expiration)

City Manager

Paul Balconi (2020)

Downtown Resident

James Johnson (2018)

Casa Calabria

Greg Potvin (2020)

Potvin Properties

Tony Retaskie (2019)

UP Construction Council

Functions

Maintenance of Public Property

Sidewalks

- Snow Removal

- Trash Removal, Sweeping, Maintenance

Walkways and Pedestrian Connectors

- Rosewood Walkway

- Washington Street Pocket Park

- Washington Street Stairways

Parking Lots

- Snow Management

- Signage and striping

- Use and monitoring

Facilities

- Commons

- Main Street Tower

- Parking Ramp and Towers

Green Space – landscaping and maintenance

Amenities and Decorations

- Benches

- Trash Cans

- Holiday Decorations and Flags

- Summer Flowers

Parking Management

- Parking Rental Permits

- Parking Meters

- Parking Maps and guides

Promotion and Events

Organize and Implement

- Downtown Showdown

- UP 200 Warm-up Party

- Downtown Spring Open Inside Golf Tournament

- Blueberry Festival

- Music on Third

- Baraga Avenue Harvest Fest

- Ladies Night

- City Holiday Parade and Tree Lighting

Facilitate and/or Support

- New Year Eve Ball Drop

- UP200 & Midnight Run

- Kiddie Mutt Races

- City Arts and Culture Art Week

- Halloween Spectacle

- Farmers Market

- Promotional Materials

Staffing

Executive Director

Assistant Director

Events and Promotion Coordinator

1 Full-Time Maintenance Coordinator

1 Full-Time Maintenance Staff

4 Part-time Maintenance Staff

Full-Time Farmers Market Manager

Farmers Market Cashier (seasonal)

High School Intern

Funding

The Marquette DDA currently uses several sources of funding for its purposes:

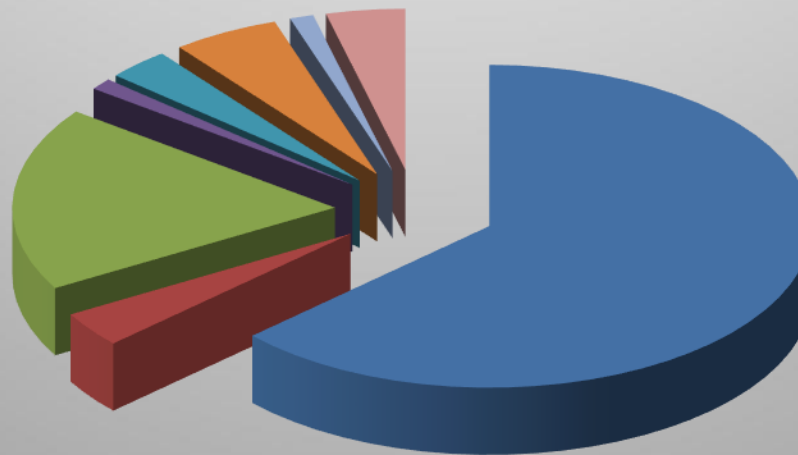
Tax Increment Financing (TIF)

2-mill property tax on property in the district

Revenues from parking rentals

Private Support, Sponsorships, Grants, and Other miscellaneous sources

**DDA
Breakdown of Revenue
2016 Fiscal Year**

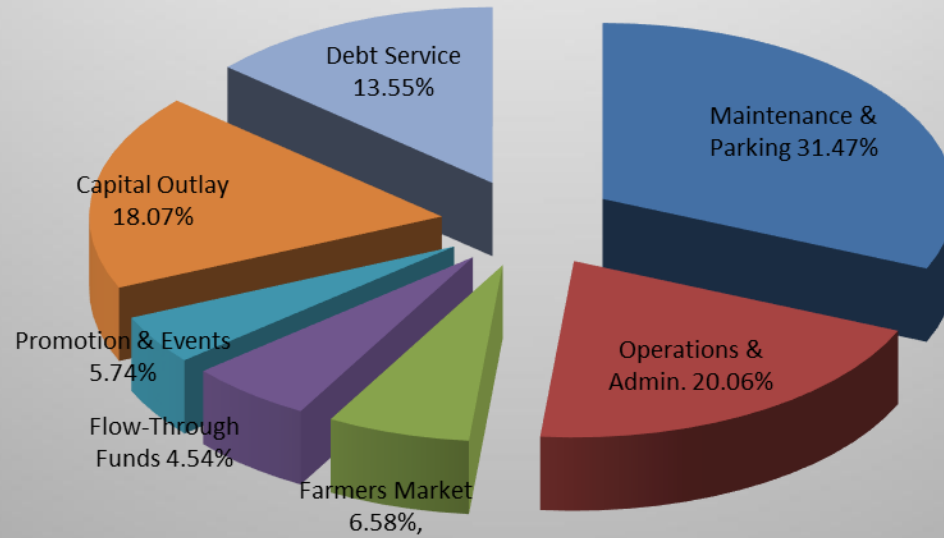


- | | |
|-------------------------------|------------------------|
| ■ TIF | ■ Taxes - 2 Mill |
| ■ Parking Revenue | ■ Mqt Commons Rentals |
| ■ Promotional & Miscellaneous | ■ Flow-Through Revenue |
| ■ Farmers Market Fees | ■ Grant Funds |

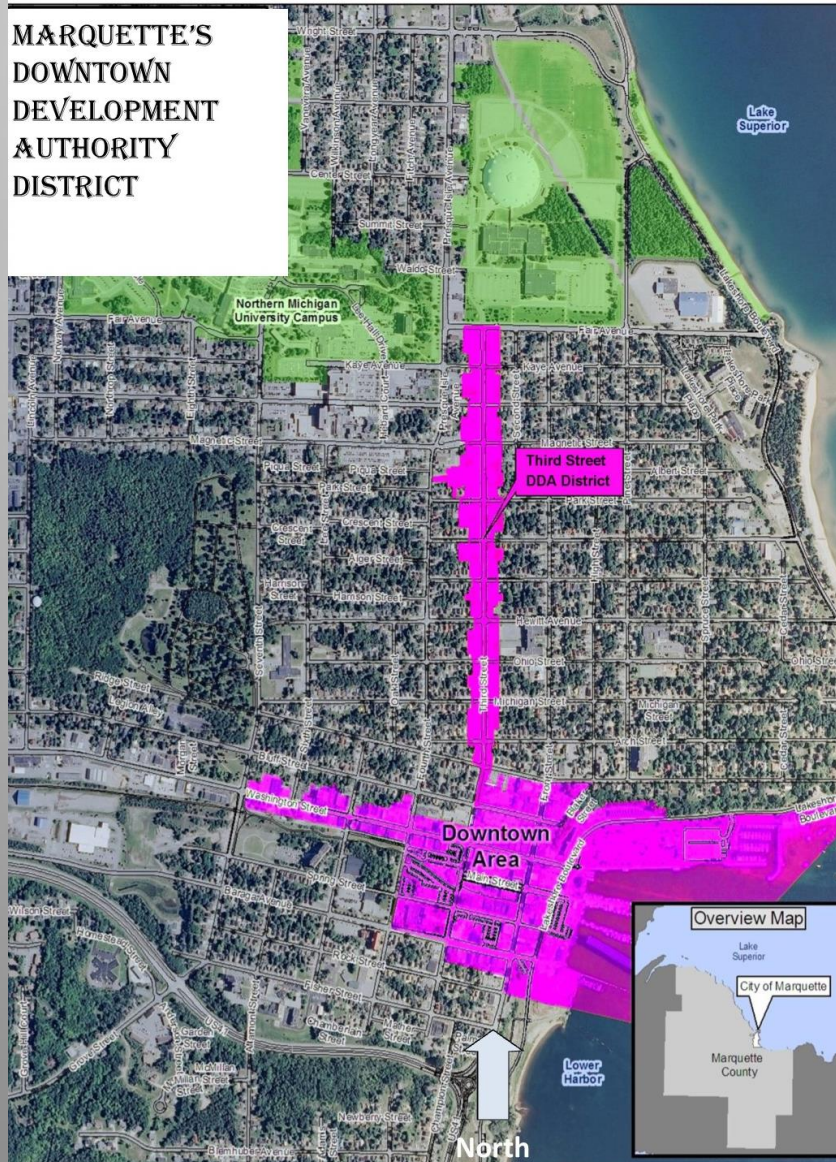
Operation Costs

DDA
2016

Breakdown of Expenditures



The DDA District

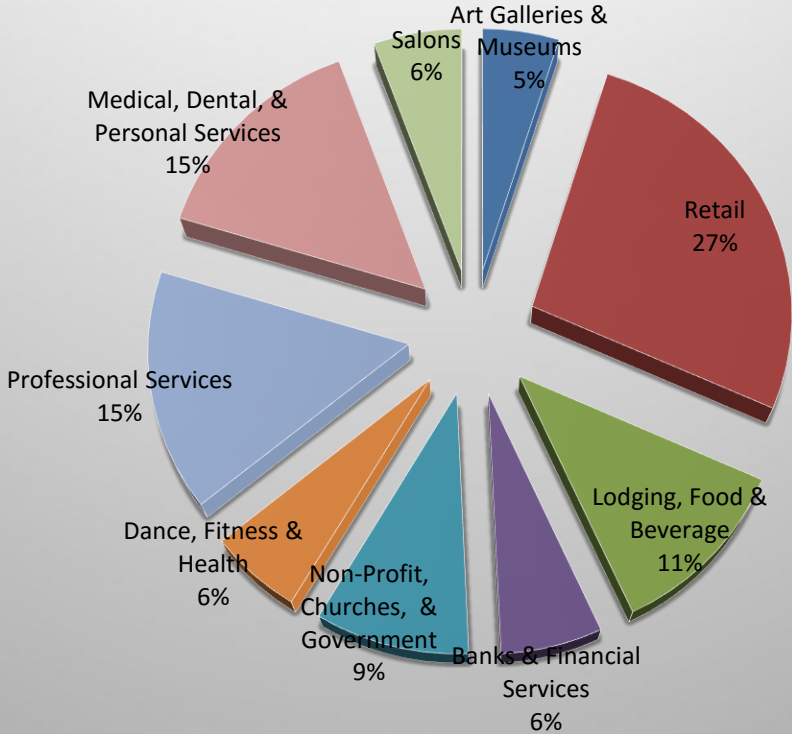


“Original” Downtown	259 parcels
“Third Street”	61 parcels
Total Properties	320 parcels

DDA Established	1976
TIF Development Plan#1	1984
District Expanded	1992
(Front Street, Baraga, 5 th -7 th)	
TIF Development Plan#2	1992
TIF Development Plan#3	2011
District Expanded	2011
(N. Third St)	

Businesses in District By Type

“Original District”
294 Businesses



“N. Third Street”
114 Businesses

Total Businesses: 408

Approximately 2,328 employees

Maintenance & Aesthetics



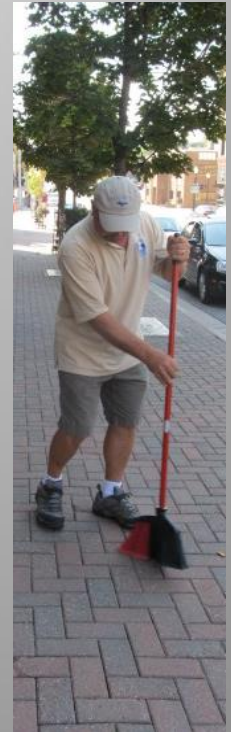
Sidewalks...

Original District

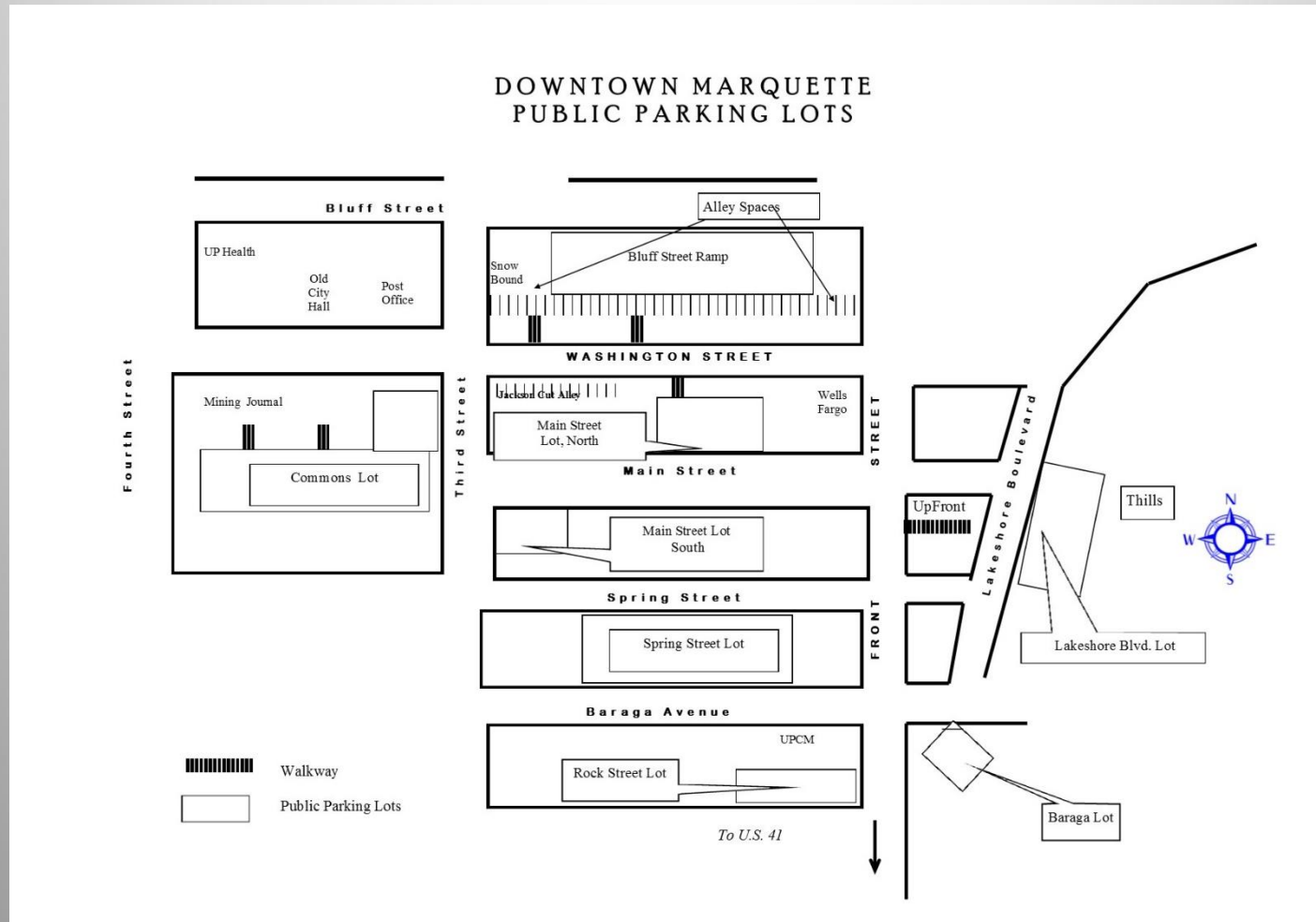
4.3 Miles

Third Street

2.3 Miles

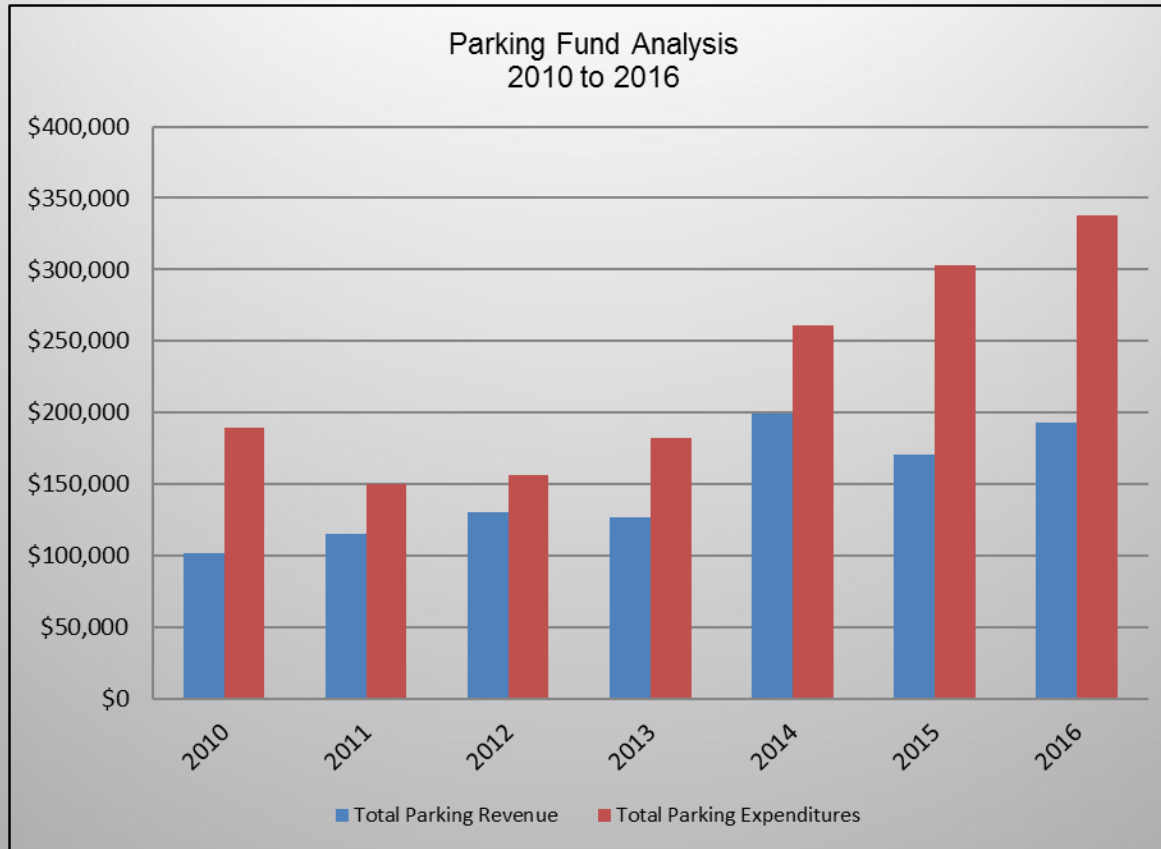


Parking Management



On-Street Parking – “Downtown”	509
On-Street Parking – “Third Street”	110
Parking Lots	755
Total Public	1,993

Private Parking – “Downtown”	1,450
Private Spaces – “Third Street”	708



Employee Parking Permits	454
24-hour/residential Permits	77
Parking Meters	145

Promotion & Events





Downtown Spring Open

Marquette's Downtown District

LADIES NIGHT

Thursday, November 19 • 4 to 8 p.m.

Presented by the Downtown District • 220 Broadway, Marquette, MI 49830 • 231.228.1111

Reservations are required for this event. Reservations are available at www.downtownmarquette.org.

Admission: \$10.00 (includes 1 drink)

- Dinner Menu: 4:00 p.m. - 7:00 p.m.
- Parking: Located at the corner of 220 & Broadway in Marquette, MI 49830. \$5.00 per hour, cash only.
- Music: Live music by the Downtown District.
- Dress: Casual to semi-formal.

Get your passport checked out on participating restaurants and be entered to win one of several gift baskets. Ticket will be mailed to you on 11/19/11.

Chapman For more information visit www.downtownmarquette.org



Downtown Showdown Rail Jam

Events We Support



**Kiwanis
Kiddie Mutt
Races**



**UP 200/Midnight Run
UPSDA**



Halloween Spectacle

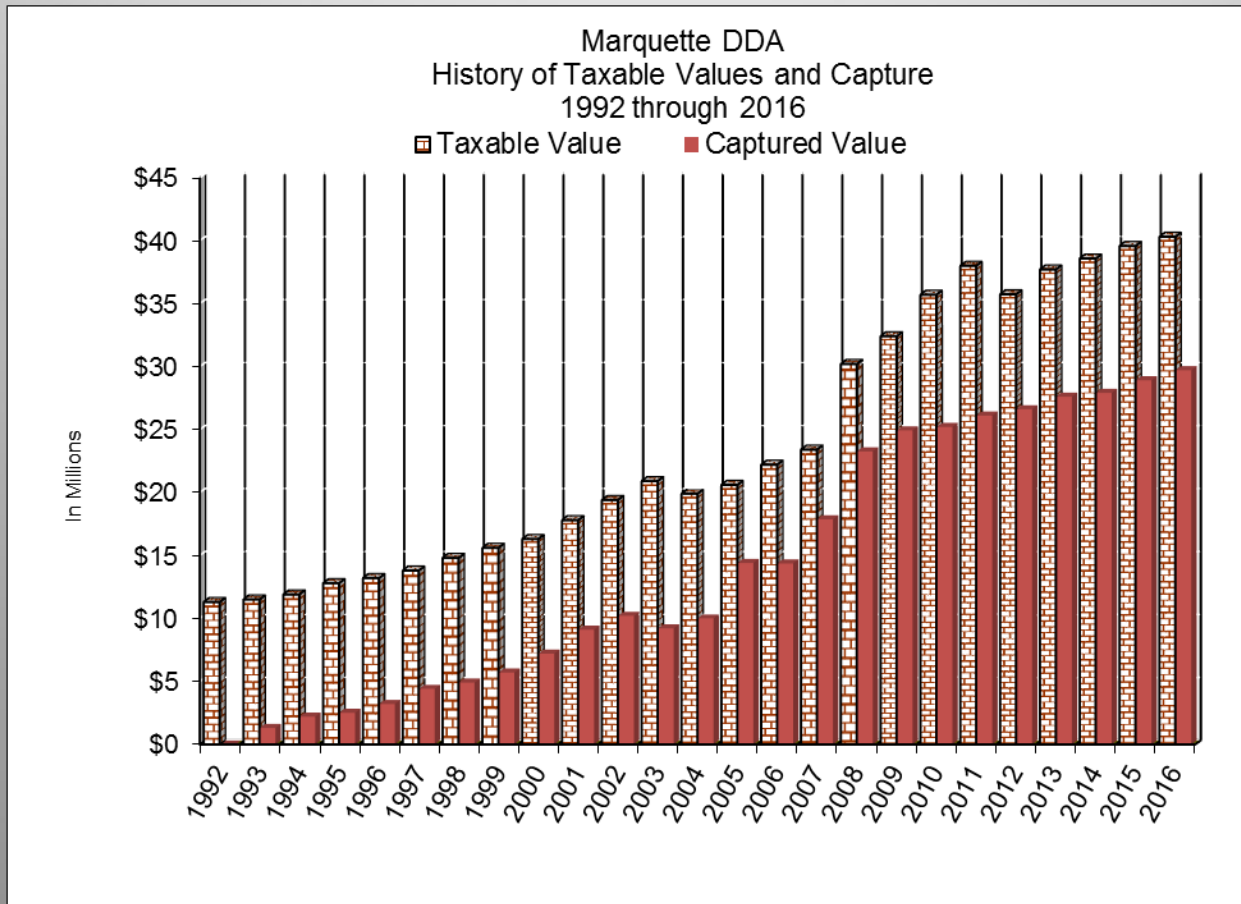
Downtown Marquette Farmers Market



- **\$125/season/\$10 per market daily vendors**
- **Vendor fees cover approximately 25% of market costs**
- **Season = 24 weeks, Regular Season, 57 vendors**
- **Expanded “Winter Market,” 7 weeks, 20 vendors**
- **Average Customer Attendance = 2,000**
- **Estimated Daily Market Sales = \$28,340; Estimated Season Sales: \$680,160**
- **Over \$25,000 in Food Assistance Programs**
- **Obtained USDA Farmers Market Promotion Program Grant \$74,642**

Measuring Success

The success of the DDA TIF can be verified by the growth in investment and property values in the Downtown District and decrease in the overall vacancy rate. DDA District property values have grown steadily as witnessed in the increase in district taxable values. The chart below reflects the trend of property values since the 1992 Tax Increment and Development Plan. The overall vacancy rate in the district is currently at approximately two (4) per cent of total available square footage.



2016 Accomplishments, Projects and Initiatives

South Front Street Sidewalk Improvement

Purchased Video Camera System for Police Department

Began implementation of Parking Management Plan

(pilot meters installed/pay station installed in Bluff Street Ramp)

Landscape/entryway improvement Seventh & West Washington

Financed striping of on-street parking spaces

Raised \$24,300 in event sponsorships and entry fees

Gave back to the community:

\$2,200 raised for the Women's Center (Ladies Night)

\$2,500 raised for the Janzen House (Downtown Spring Open)

Administered \$1.23 million in Community Development Block Grant

Received & Administered \$4,000 grant for Halloween Spectacle

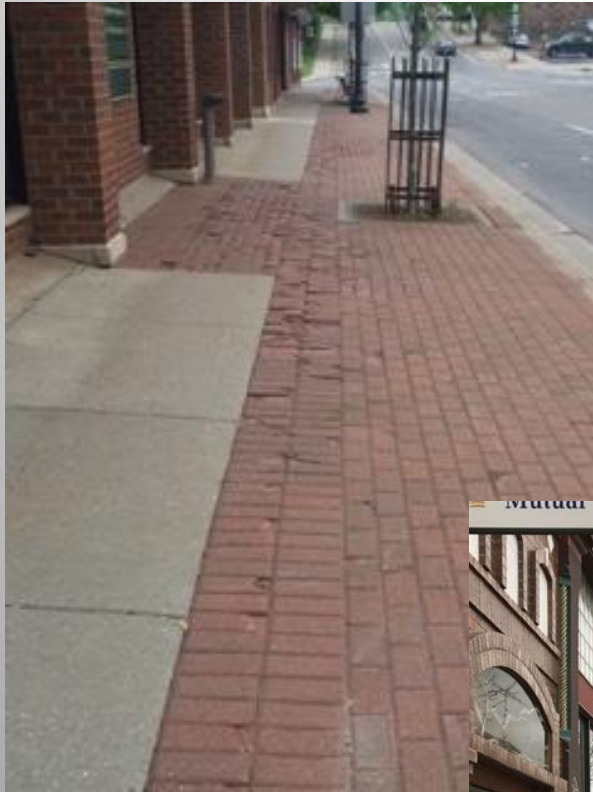
Assisted Delft Theater owners

Provided administrative support for 4th of July Fireworks Committee

Purchased Promotional Ad in Delta Sky Magazine

Provided support for "Smart Prize"

“A single project cannot revitalize a downtown neighborhood...An ongoing series of initiatives is vital to create lasting progress”



100, 200, & 300 Blocks
South Front Street Project



122 N. Third Street (Coles Bldg)
Façade Improvement





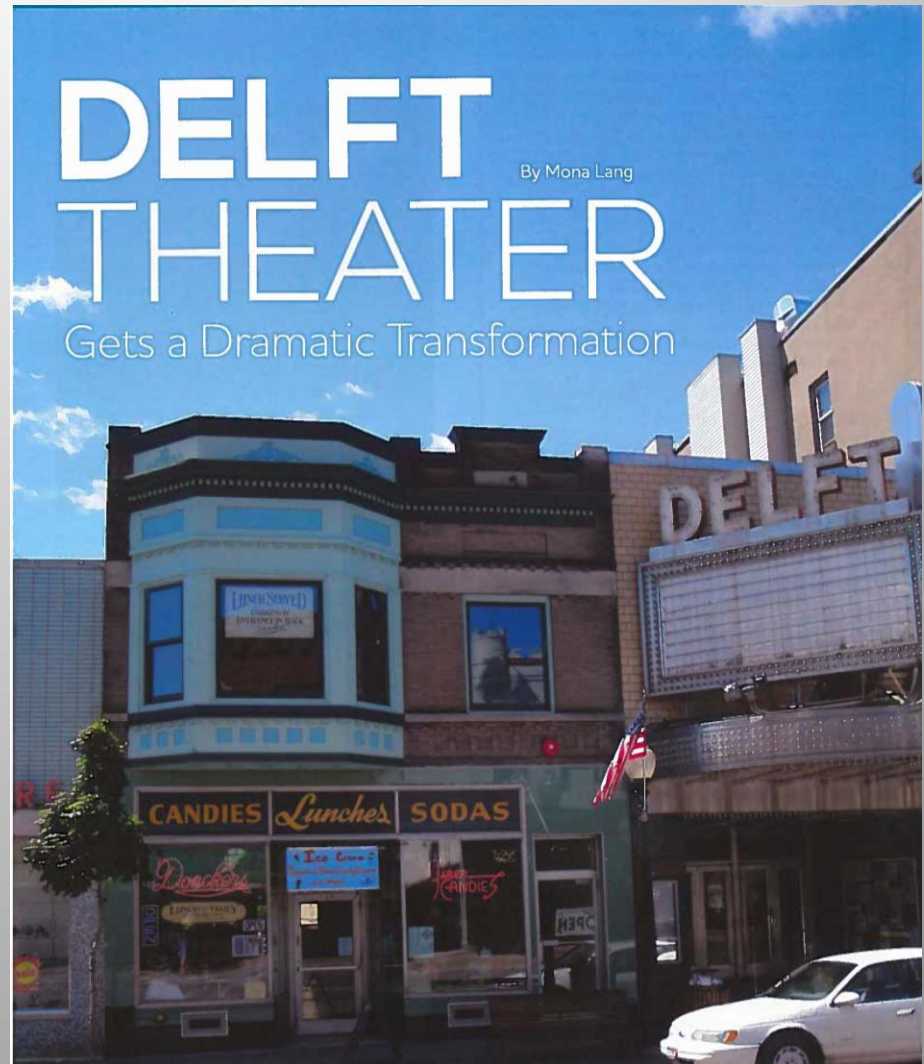
Vango's Façade Improvement



215 South Front Street



In progress and soon to come...



Implement Phase 1 of Downtown Parking Plan (Spring 2017)

Replace all obsolete parking meters

Install parking meters on 100, 200, 300 Blocks of West Washington

Install pay parking stations in Bluff Street Ramp & North Main Lot

Work with City Police Dept. to integrate parking equipment w/enforcement system



Better turnover/availability to encourage more visits to businesses

More convenient ways to pay...credit card, coins, and coming pay-by-phone

Revenues used to improve parking, sidewalks, & walkability



City Commission/DDA Strategic Initiatives

Implement Parking Management Plan

Replace all current obsolete meters & install parking meters in high demand areas

Install pay parking stations in Bluff Street Ramp & North Main Lot

Work with City Police Dept. to integrate parking equipment w/enforcement system

Baraga Avenue Improvement Project (3-5 years)

Redesign and reconstruct 100 Block of West Baraga Avenue

Develop RFP for professional services to engage a professional to assist with development and implementation of branding related strategy

Engage in a Comprehensive Market Analysis that will assist in identifying business and development opportunities

Improve walkability through streetscape improvement projects

Work with City Arborist to complete an Urban tree landscaping plan

Looking Ahead to 2017

Projects

Sidewalk & Curb Replacement

2017 - North Front Street

2018 - 100 Block West Washington Street

Re-stripe Parking Lots

Continue to work with property owners to pursue grant opportunities and assist property owners to facilitate property improvement grants and leverage private investment

Work with City Administration to analyze, modify, and develop applicable policies and regulations

Challenges

Winter Walkability/Snow Banks

Residential Parking Expectations

Resources –Identify Additional Supplemental Funding Opportunities

Farmers Market Sustainability

What people were saying about us....

MARQUETTE: It sounds disparaging to say it right out, but as you enter Marquette it will probably not strike you as any great beauty of a town. You either drive under a very utilitarian ore conveyor or swish past masses of roadside emporiums and their competing signs; its hard to tell which ancient red sandstone structure is "center".

The Long Blue Edge of Summer: A Vacation Guide to the Shorelines of Michigan, 1982

What people are saying about us now....

“Dynamic with a synergistic energy; Has a revitalized, energized downtown; Offers a sense of place; Provides creative opportunities, diverse housing, and is wired for technology;”

“Good Restaurants, Interesting Shops”

“Historic preservation meets new world.”

Best Practices Tourist Destinations, Michigan State Housing Development Authority,(MSHDA) Community Development Division, Web Page Notation