

The Marquette Downtown Development Authority **“DDA”**



Presented by:
Mona Lang, MBA
Marquette DDA Executive Director

The Marquette DDA is a **Public Authority** established by the City of Marquette which operates in accordance with Michigan Public Act 197 to “prevent deterioration in business districts, encourage historic preservation, increase property tax valuation, and to promote economic growth.”



Fundamental Goals

- 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 Lundquist 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

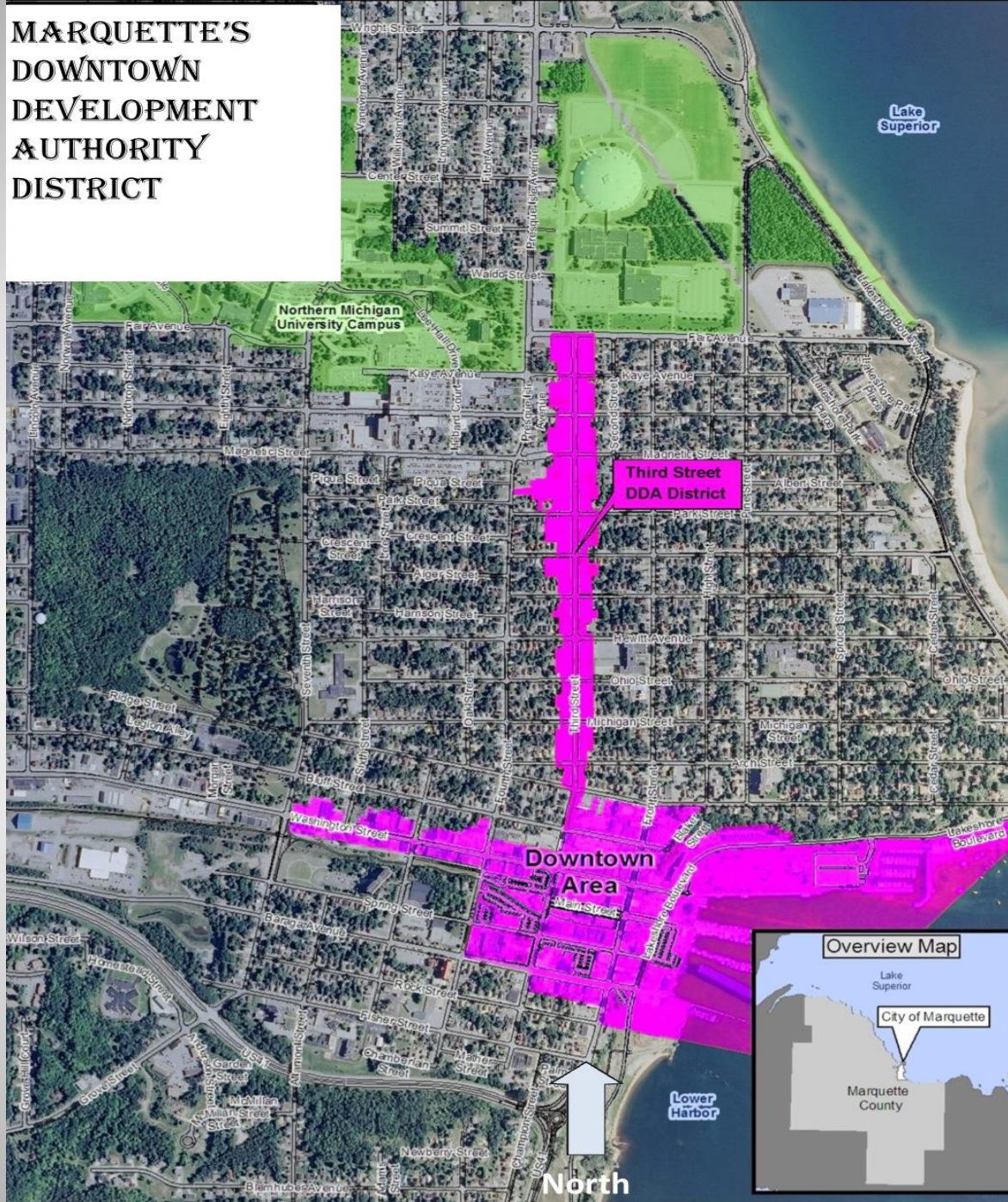
Greg Potvin (2020)

Potvin Properties

Tony Retaskie (2019)

UP Construction Council

MARQUETTE'S DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT



DDA Established	1976
TIF Development Plan#1	1984
District Expanded	1992
(Front Street, Baraga, 5 th -7 th)	
TIF Development Plan#2	1992 - 2013
TIF Development Plan#3	2011 - 2036
District Expanded	2011

(N. Third St: Ridge to Fair)

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

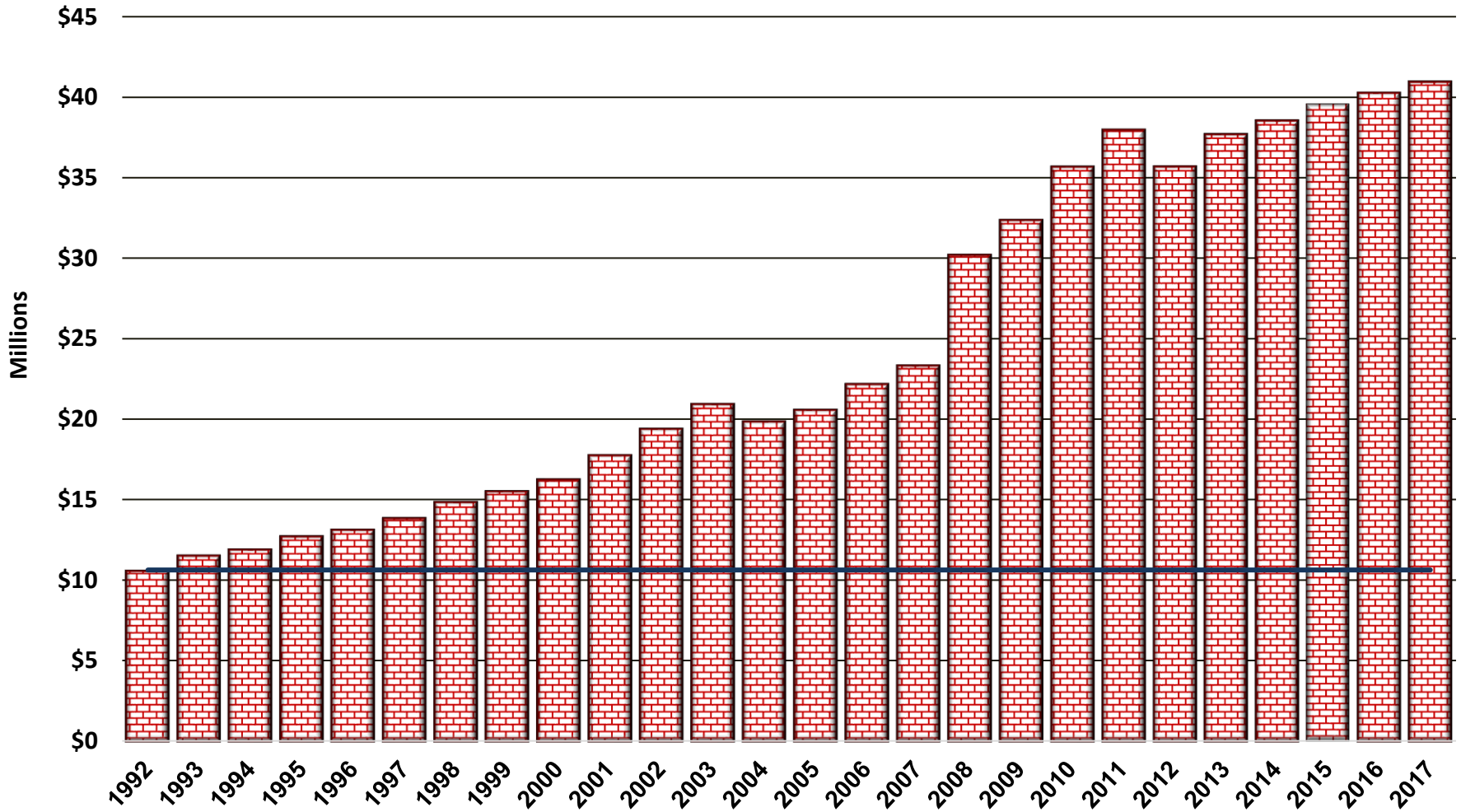
6.6 miles of sidewalk
 7 public parking lots
 1 parking structure
 619 on-street parking spaces

Total Businesses:	410
Employees	3,100

What does the DDA do?

- Maintains Downtown Public Property
- Manages Downtown Parking
- Plans and Implements Public Improvement Projects
- Manages the Marquette Commons
- Produce and Support Events
- Supports and manages the Farmers Market
- Installs Holiday Decorations, Flags, Flowers
- Works to Promote & Market Downtown & the City
- Receives and Administers Grant Funds
- Works with City Staff to modify and/or implement policies and regulations that encourage economic development

**Marquette TIF District
Assessed Property Values
Base Year (1992) through 2017**

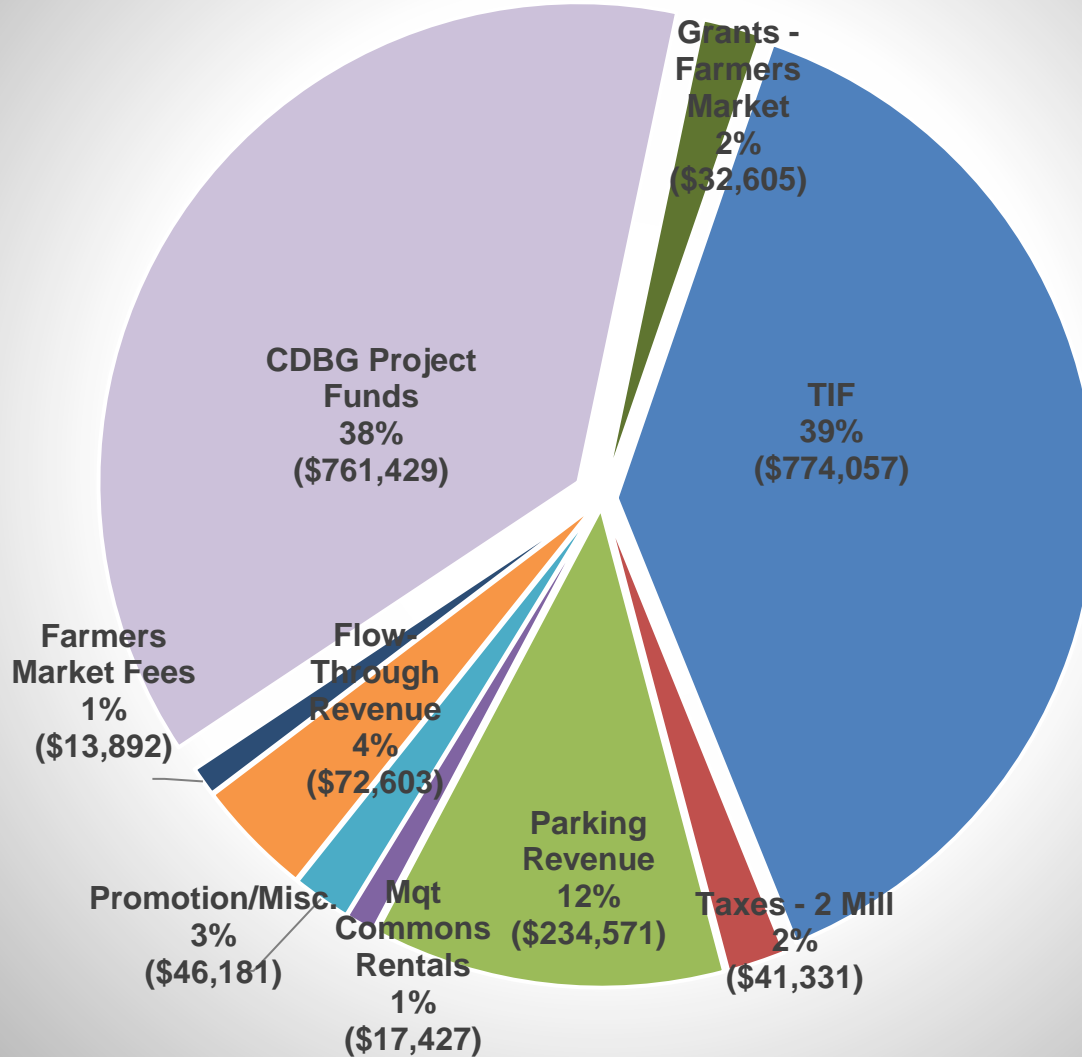


Initial Base Value 1992
\$10,621,582

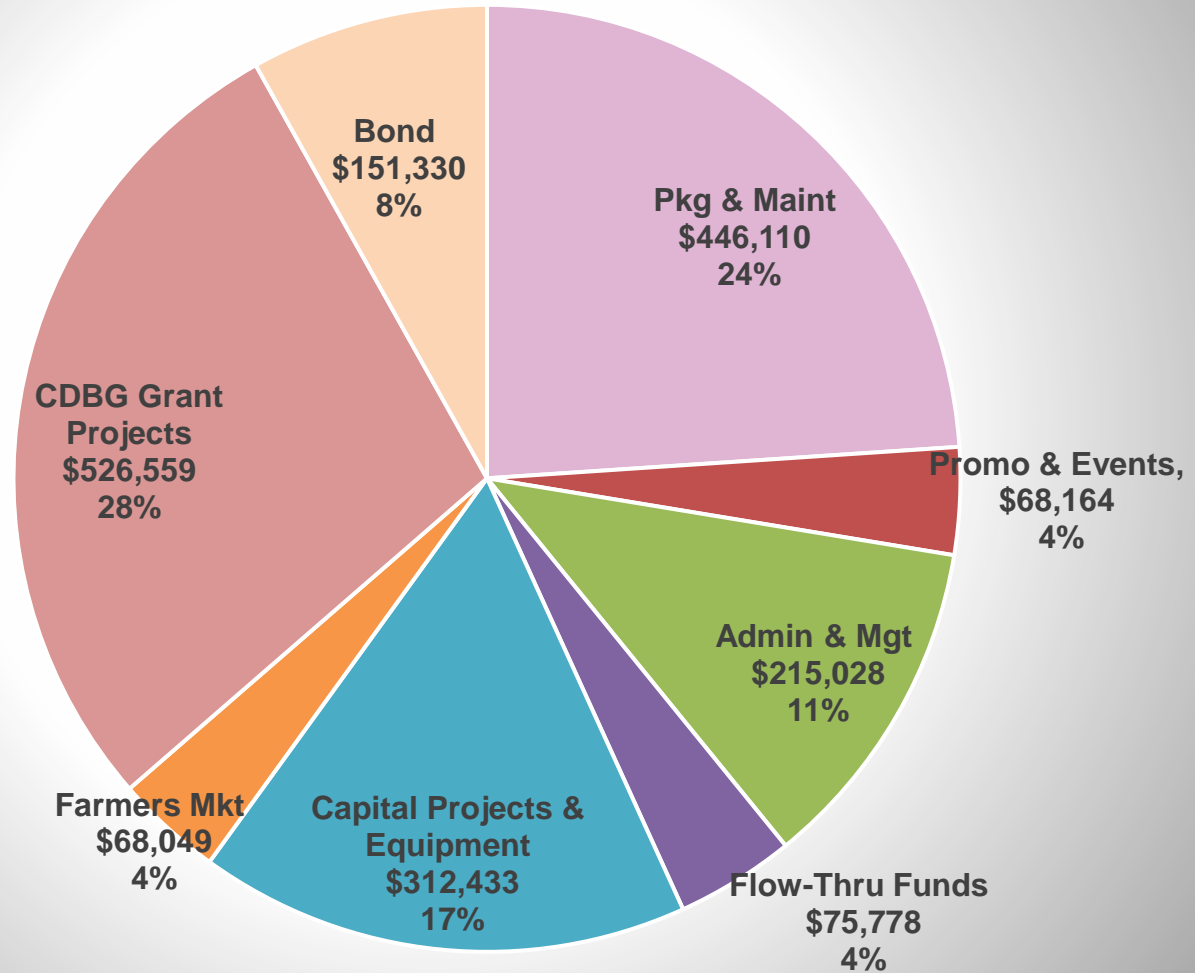
2017 Value
\$40,336,481

Captured Value
\$29,714,899

Revenue 2017 Fiscal Year



Expenditure By Function Fiscal Year 2017

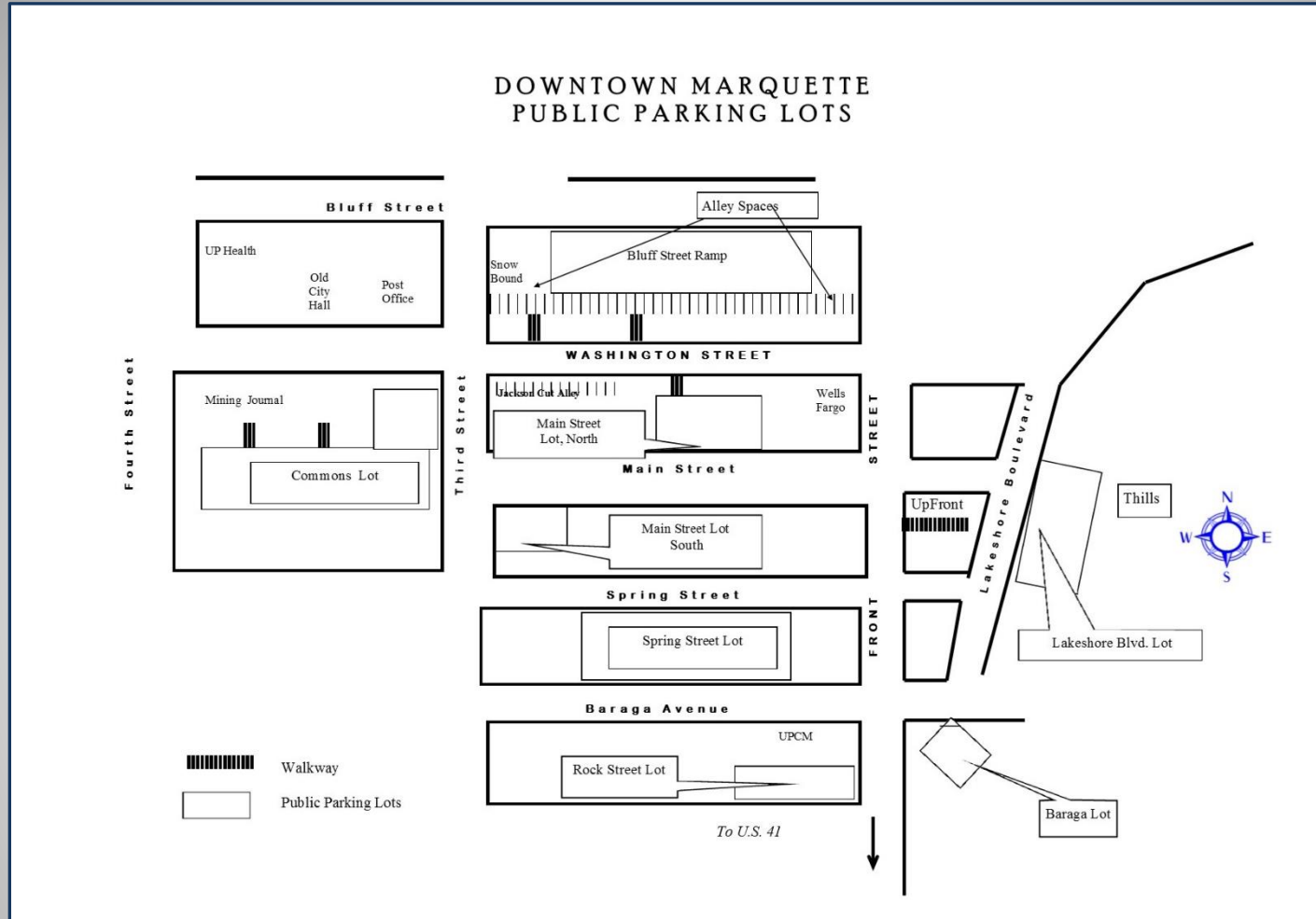


Staffing

Executive Director
Assistant Director
Events and Promotion Coordinator
Full-Time Maintenance Coordinator
2 - Full-Time Maintenance Staff
3 - Part-time Maintenance Staff
Full-Time Farmers Market Manager
Farmers Market Cashier (seasonal)



Parking Management & Maintenance



On-Street Parking – “Downtown”	509
On-Street Parking – “Third Street”	110
Parking Lots (7 + Parking Ramp)	764
Total Public	1,383

Parking Fund Operational Analysis

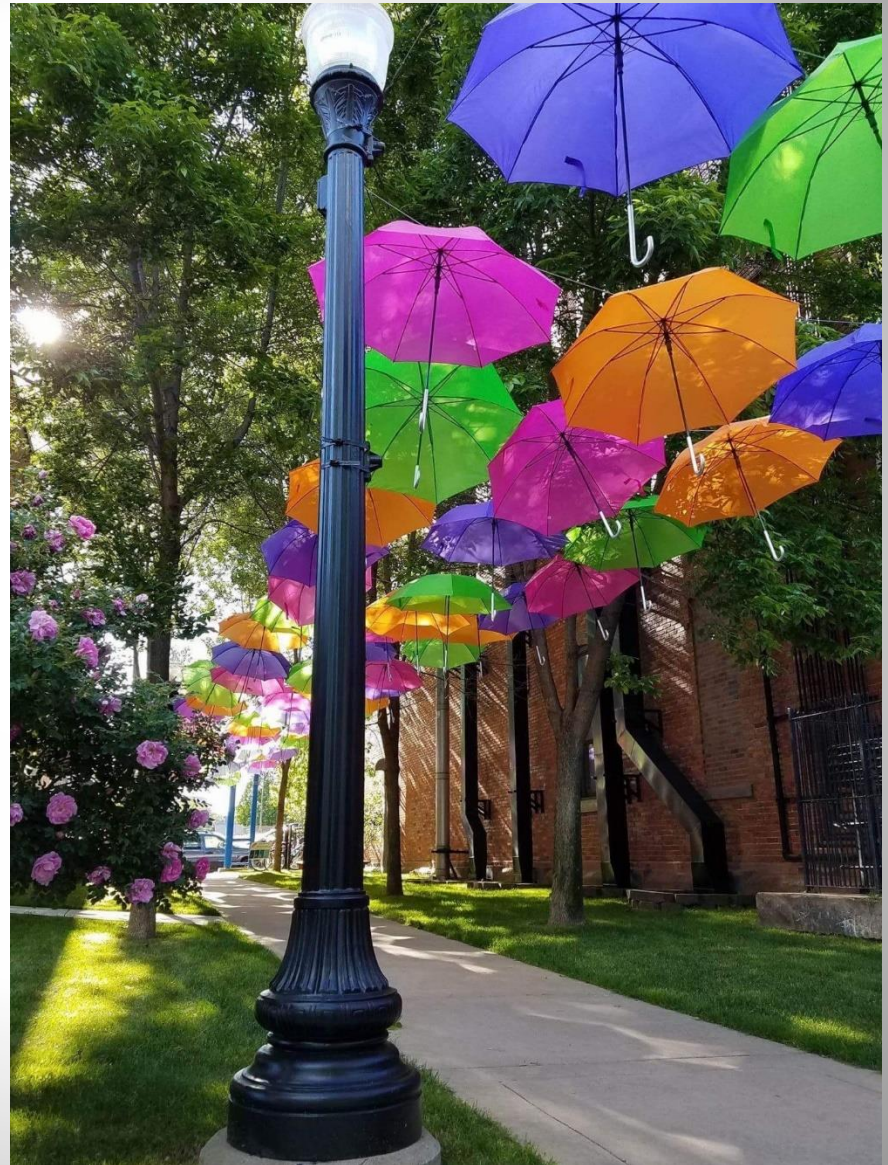
2013 - 2017

	2013	2014 (15 months)	2015	2016	2017
Rental Permit Income	\$ 91,550	\$ 148,850	\$ 91,240	\$ 138,163	\$ 146,789
Meter Revenue	\$ 35,353	\$ 50,134	\$ 62,000	\$ 46,370	\$ 87,782
Total Parking Revenue	\$ 126,903	\$ 198,984	\$ 153,240	\$ 184,533	\$ 234,571
Maintenance & Operating Expense	\$ 182,347	\$ 260,728	\$ 249,263	\$ 213,303	\$ 250,514
Bluff Street Ramp Restoration Bond	\$ 115,250	\$ 148,075	\$ 144,377	\$ 155,680	\$ 151,330
Capital Equipment - Meters					\$ 206,514
Total Parking Expenditures	\$ 297,597	\$ 408,803	\$ 393,640	\$ 368,983	\$ 608,358
Total Revenue Over (Under) Expenditures	\$ (170,694)	\$ (209,819)	\$ (240,400)	\$ (184,450)	\$ (373,787)

2017 Activities and Accomplishments

- Implemented of Parking Management Plan
 - 343 Meters Installed, 3 Pay Station
 - Better turnover/availability on-street spaces encourages more visits to businesses
 - Convenient ways to pay...credit card, coins
 - Revenues used to improve parking, sidewalks, aesthetics
- Purchased on-street Video Camera System for Police Department
- Supported Father Marquette Improvement Project
- North Front Street – 100 & 200 Block Sidewalk Improvement Project
- Re-striped Parking Lots
- Purchased & Installed Electrical Vehicle Charging Station in Bluff Street Parking Structure
- Successfully closed out \$1,301,574 CDBG Grants and USDA Farmers Market Grant
- Worked with City Community Development to Prepare & Submit Redevelopment Ready Self-Evaluation
- Installed Holiday Lights (including Lower Harbor Park) and Holiday Green Baskets
- Installed and Maintained 256 Summer Flower Baskets
- Assumed administration of Eastside Independent Restaurant Association
- Acted as Fiscal Agent & Administered \$4,000 MCACA Grant for Halloween Spectacle

Supported and Installed Public Art



Managed & Funded Downtown Marquette Farmers Market

Average Customer Attendance = 2,200

Estimated Season Sales: \$1.7 million

85 Participating Vendors

Received \$71,000 USDA Farmers Market Grant Funds



“Best of the Lake Farmers Market” – *Lake Superior Magazine*

“9 Best Farmers Market in Michigan” – bestthings.com

Welcomed 19 New Businesses

Marquette Nutrition

Blackbird

Aurora Piercing

Gathered Earth

Delft Bistro

Daniele Carole Photography

Velodrome Coffee

Tom Stone Fitworx

KADU Design

Iron Bay Restaurant and Drinkery

Yooper Shirts

Contrast Coffee

Café Bodega

Rohana Yoga and Fitness

Jim's Music

Opalus Salon

Yoop Tone

UP Reef

UP Supply Company

Organized and Implemented Events



Music on Third



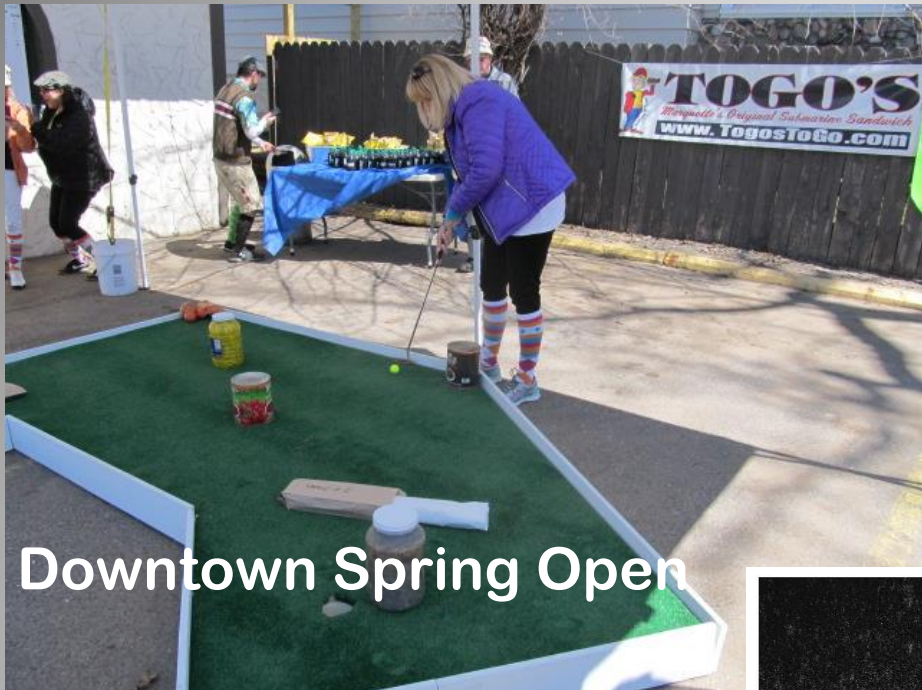
Baraga Avenue Harvest Fest



Winter Parade & City Tree Lighting



Blueberry Festival



Downtown Spring Open

SHOP DOWNTOWN MARQUETTE

SMALL BUSINESS SATURDAY
NOVEMBER 26

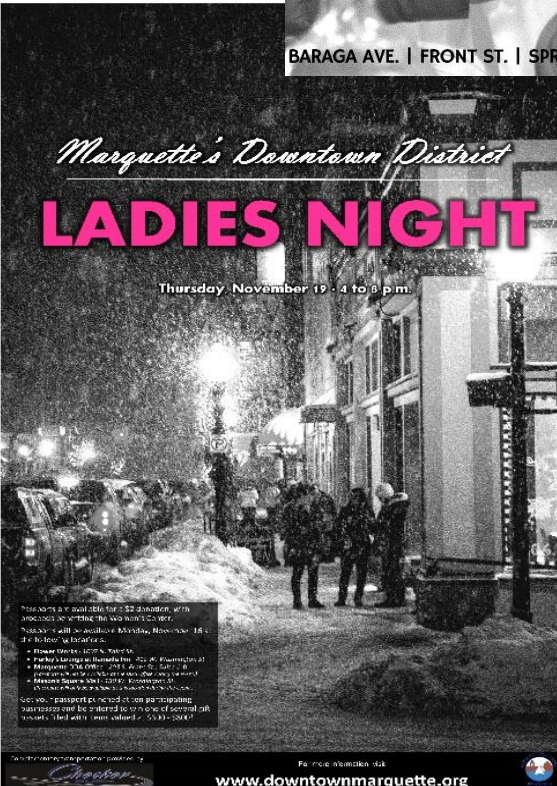


BARAGA AVE. | FRONT ST. | SPRING ST. | THIRD ST. | WASHINGTON ST.

Marquette's Downtown District

LADIES NIGHT

Thursday November 19 - 4 to 8 p.m.



There's a special offer for \$2 admission, with proceeds benefiting the Women's Center. Tickets will be available Monday, November 18 at 10:00am at the following locations:

- Downtown Market Square
- Park's Garage in Marquette, 302 St. Francis St.
- Marquette High School, 121 S. DuSable St.
- Marquette University, 1000 University Ave.
- Marquette University, 1000 University Ave.

Seating is limited so be sure to arrive early. Tickets may be ordered to the phone of several gift stores. Call with your order - 5381-5887

For more information visit www.downtownmarquette.org



**Kiwanis
Kiddie Mutt
Races**



**UP 200/Midnight Run
UPSDA**

Classic Cars on Third



DDA Board Identified Short-term Projects & Initiatives

- Continue Sidewalk & Curb Replacements to improve walkability
- Renew operating & management contract with City
- Develop and implement branding related strategy
- Continue to analyze and implement parking management strategies
- Conduct a comprehensive Market Analysis that will assist in identifying business and economic development opportunities
- Work to identify development opportunities for North Third Street & explore TIF Development Funding Plan
- Work with City to analyze, develop, or modify policies/regulations effecting small business and economic development
- Implement local façade improvement program to assist property owners & leverage private investment
- Continue to assist property owners to facilitate potential property improvement grants & leverage private investment
- Work to identify potential funding sources for Public Improvement Projects and Private/Public Partnerships

DDA Board Identified Long-term Projects & Initiatives

- Redesign and reconstruct 100 Block of West Baraga Avenue (3-5 years)
- Continue to plan for and develop future parking in response to identified development needs

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

National Main Street Center

Questions?

Comments?