

# MARQUETTE DOWNTOWN DEVELOPMENT AUTHORITY



2020 REPORT

Presented by:  
Rebecca Finco  
Marquette DDA Executive Director

Photo credit: Campfire CoWorks



# MISSION

The Marquette DDA is a Public Authority established in 1976 by the City of Marquette 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.”

\*\*As of 1/1/18 Act 197 was replaced with Public Act 57 of 2018, which recodifies Tax Increment Financing Authorities and established additional government reporting requirements.

# 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, & residents





# MARQUETTE DOWNTOWN DEVELOPMENT AUTHORITY

## District Map

# BACKGROUND

DDA Established	1976
TIF Development Plan #1	1984
District Expanded	1992
• Front St.	
• Baraga Ave.	
• Fifth-Seventh St.	
TIF Development Plan #2	1992 - 2013
TIF Development Plan #3	2011 - 2036
District Expanded	2011
• N. Third St.:	
Ridge St. to Fair Ave.	

# CURRENT STATISTICS

Total Businesses:	298	Core Downtown:	259 parcels
Employees:	2,682	Third Street Corridor:	61 parcels
Residents:	358	Total Parcels:	320 parcels

*Source: (2019) U.S. Census Bureau prepared by Esri  
as reported in the City of Marquette Downtown Plan*

# DDA BOARD OF DIRECTORS

The DDA Board 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.

Board Member Name	Term Expiration
Tony Retaskie, Chairperson	2023
Jermey Ottaway, Vice-Chair	2023
Jack Frost, Treasurer	2021
Nichole Durley-Rust, Secretary	2022
James Johnson	2022
Eric Kucharczyk	2024
Meagan Morrison	2025
Mike Angeli, City Manager	No expiration
Vacancy (DDA resident)	



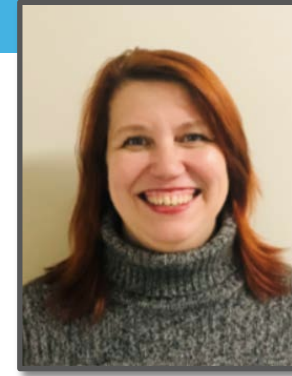
# MARQUETTE DDA STAFF



**Rebecca Finco**  
Executive Director



**Tara Laase-McKinney**  
Events & Promotions Coordinator



**Sarah Trumbley**  
Operations Administrator



**Sara Johnson**  
Farmers Market Manager



**Kaitlin Sellers**  
Office Assistant



**Jay Brady**  
Maintenance Coordinator

Maintenance Staff: Joe Quinnell, Ken Croschere, John Budinger,  
Michael Foley, Kevin Frey, Larry Somero, Randy St. Charles

# MARQUETTE DDA PRIMARY FUNDING SOURCES

- Tax Increment Financing (TIF)
- 2 Mill property tax levy
- Parking permits & meter revenues
- Other revenues
  - Promotions & sponsorships
  - Farmers Market fees
  - Marquette Commons rentals
  - Grant flow through funds



# TAX INCREMENT FINANCING

Tax Increment Financing (TIF) is a local economic development financing tool used to encourage private investment by authorizing the capture of property taxes to be used for development purposes.

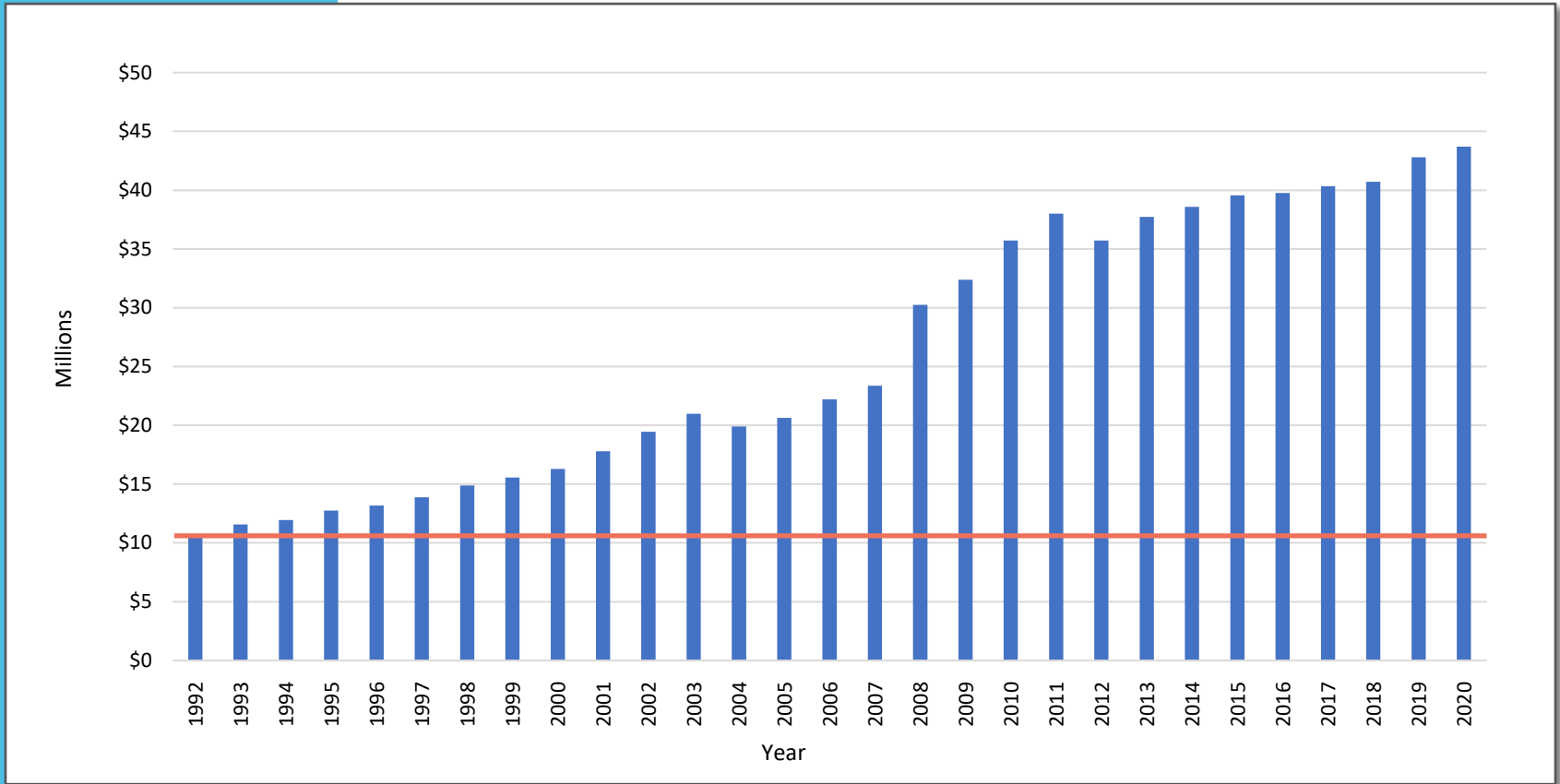


TIF funds can only be used in accordance with the adopted TIF and Downtown Development Plan and only within the designated TIF District





# MARQUETTE ODA TIF DISTRICT ASSESSED PROPERTY VALUES Base year (1992) through 2020



Initial Base Value  
(1992)  
\$10,621,582

2020 Assessed Value  
\$43,715,989

Captured Value  
\$33,094,407

# ANNUAL REPORT ON STATUS OF TIF & DEVELOPMENT PLAN #3

**Fiscal Year  
Ending  
9/30/2020**

**City of Marquette**  
**Downtown Development Authority**  
**Annual Report on Status of Tax Increment Financing Plan**  
**TIF and Development Plan #3**  
**Fiscal Year Ending 9/30/2020**

<b>A Revenue:</b>		
Tax Increment Revenues	\$	792,130.36
Property Taxes - DDA levy	\$	39,716.00
Interest Income	\$	2,491.32
Parking Income	\$	225,023.40
Other Income	\$	37,376.26
<b>Total Ordinary Revenue</b>	<b>\$</b>	<b>1,096,737.34</b>
Flow-Through Funds	\$	62,047.06
Grant Revenue	\$	253,346.44
<b>Total Revenue</b>	<b>\$</b>	<b>1,412,130.84</b>
<hr/>		
<b>B Bond Reserve</b>	<b>\$</b>	<b>152,627.50</b>
<hr/>		
<b>C Expenditures:</b>		
Payroll Expense	\$	453,375.69
Communication Expense	\$	13,769.93
Maintenance and Operating Expense	\$	134,046.05
Utilities	\$	45,897.27
Professional and Contractual	\$	161,550.50
Promotion and Development	\$	38,688.18
<b>Total Operating Expense</b>	<b>\$</b>	<b>847,327.62</b>
Capital Projects & Equipment	\$	42,359.73
Grant Projects	\$	275,940.49
Flow-Through Funds	\$	77,593.42
2011 Bond Interest and Principal	\$	152,627.50
<b>Total Expenditures</b>	<b>\$</b>	<b>1,395,848.76</b>
<hr/>		
<b>D Outstanding bonded Indebtedness - Bond 1</b>	<b>\$</b>	<b>750,000.00</b>
Principal	\$	115,000.00
Interest	\$	37,627.50



# PARKING FUND ANALYSIS

## 2017 - 2020



	2017	2018	2019	2020
Rental Permit Income	\$ 146,789	\$ 164,420	\$ 162,860	\$ 81,282
Meter Revenue	\$ 87,782	\$ 201,030	\$ 197,509	\$ 143,637
Reimbursements for Damages				\$ 1,171
<b>Total Parking Revenue</b>	<b>\$ 234,571</b>	<b>\$ 364,450</b>	<b>\$ 360,369</b>	<b>\$ 226,090</b>
Maintenance & Operating Expense	\$ 250,514	\$ 276,043	\$ 299,323	\$ 266,161
Bluff Street Ramp Restoration Bond	\$ 151,330	\$ 146,980	\$ 157,630	\$ 152,628
Capital Equipment & Repairs	\$ 206,514	\$ 5,738		\$ 9,200
<b>Total Parking Expenditures</b>	<b>\$ 608,358</b>	<b>\$ 428,807</b>	<b>\$ 456,953</b>	<b>\$ 427,989</b>
<b>Total Revenue Over (Under) Expenditures</b>	<b>\$ (373,787)</b>	<b>\$ ( 59,450)</b>	<b>\$ ( 96,584)</b>	<b>\$ ( 201,899)</b>

### Decrease in Parking Revenues from 2019 to 2020

Revenues	2019	2020	% Decrease
Rental Parking Permits	\$162,860	\$81,282	- 50%
Parking Meters	\$197,509	\$143,637	- 27%
<b>Total Parking Revenues</b>	<b>\$360,369</b>	<b>\$226,090</b>	<b>- 37%</b>

# 2020: A YEAR IN REVIEW



U.S. Small Business  
Administration

Notice: PPP Resumes April 27, 2020



## PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release  
May 21, 2020

For More Information:  
Manager's Office / 228-0435

### CITY SUSPENDS PERMITTING AND FEES FOR OUTDOOR VENDING AND SALES

Beginning today, May 21, the City of Marquette will be temporarily suspending the Special Land Use permitting process for Outdoor Food and Beverage Service, which is otherwise required by the City's Land Development Code.

## MATCH ON MAIN

COVID-19 RESPONSE PROGRAM GUIDELINES



**MICHIGAN  
ECONOMIC  
DEVELOPMENT  
CORPORATION**

## COVID-19 Business Support & Recovery Efforts

- Providing frequent communications providing relevant and timely information and resources
  - Financial assistance programs
  - Changing Executive Orders
  - Marquette County Health Dept. guidelines
  - OSHA guidance for safe workplaces
  - Business re-opening guide
  - Customizable COVID-19 work plans
  - Webinar & educational opportunities
- Partnered with City of Marquette to waive sidewalk café, outdoor merchandise display, and outdoor dining and beverage service fees and procedures to address capacity limitations
- Secured \$50,000 in Match on Main COVID-19 Response Program grant funds for 15 downtown businesses through MEDC

# COVID-19 Business Support & Recovery Efforts, Con't.

- Conducting surveys to understand the concerns and needs of downtown businesses and to regularly monitor the economic impact of COVID-19 on Downtown Marquette
- Suspended paid parking and enforcement during shut-down
- Providing complimentary reserved on-street parking to support curbside pick-up
- Created Digital Downtown Marquette, a virtual directory of current operational status of downtown businesses
- Implemented “Brighter days ahead” media campaign

May 2020 Marquette DDA Business Survey

Form description

What kind of business do you operate? \*

- Professional Services
- Retail
- Restaurant/Food Service
- Non-Profit
- Personal Care

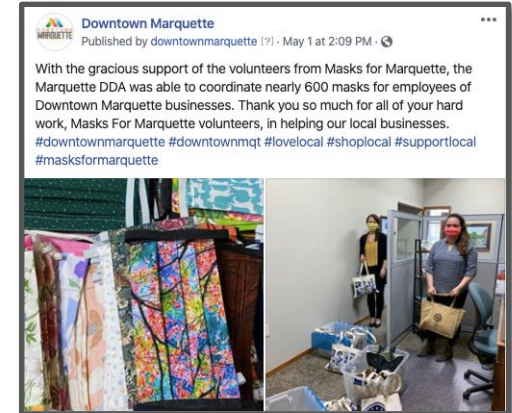




Photo credit (above):  
Wattsson & Wattsson  
Jewelers;  
(right): Babycakes  
Muffin Co.



- Provided COVID-19 signage to convey a unified, branded message of mask wearing, social distancing, and hand-washing expectations
- Procured face masks for downtown businesses through Masks for Marquette and CAAM
- Partnered with the LSCP, NMU, and Singletrack Health to provide helpful webinars and informational meetings for downtown businesses.
- Collaborated with TV6 and Invent@NMU to offer digital workshops for downtown businesses for creating an online presence
- Partnered with LSCP to promote Love on Local Gift Card Program



# DOWNTOWN MARQUETTE BUSINESS CLOSINGS AND OPENINGS – 2020



## Business Closures - 10

- Wild Pages - 130 W. Washington St.
- Iron Bay Restaurant and Drinkery  
105 E. Washington St.  
(closed until May 2021)
- Steinhaus - 104 W. Washington St.  
(closed indefinitely)
- Border Grill – 800 N. Third St.
- Jimmy John’s – 1125 N. Third St.
- Marquette Monthly – 810 N. Third St.
- Superior Sewing Studio – 116 W. Spring St.
- Panara Imports - 125 W. Washington St.
- Washington Shoe Store  
135 W. Washington St.
- Viking Sewing Village – 1104 N. Third St.

## Business Openings - 10

- Astral Owl - 220 W. Washington St.
- Epps Apothecary - 417 N. Third St.
- Lash Lounge - 119 W. Baraga Ave.
- Studio Alchemy - 136 W. Baraga Ave.
- Little Shop of Hairdos  
151 W. Baraga Ave.
- Elixirs by BeWell MQT - 603 N. Third St.
- Aloha Grill - 130 W. Washington St.
- Boudicca Barre - 307 S. Front St.
- Unity Yoga Co-op - 147 W. Washington St.
- Towners Pastry & Chocolate Shoppe  
315 S. Front St.

## Business Relocations - 3

- HOTplate Pottery & Art Studio
- Synergy Fitness
- Superior Watershed Partnership


# DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM

- Since 2019, awarded \$330,000 in grant funds to 12 property owners to make exterior façade improvements
- Leveraged \$1,055,575 in downtown investment
- 10 projects completed to date
  - Be Well: 601 N. Third St.
  - Breakers Roadhouse: 149 W. Baraga Ave.
  - Great Northern Title & Abstract: 155 W. Baraga Ave.
  - The Preserve: 351 W. Washington St.
  - Superior Hearing Aid Center: 515 W. Washington St.
  - Symbios, LLC: 1209 N. Third St.
  - Thai House: 1031 N. Third St.
  - Third Base Bar: 726 N. Third St.
  - Third St. Bagel: 429 N. Third St.
  - Veridea Group: 153 W. Washington St.
- 2 projects to be completed in 2021
  - Blackrocks Brewery: 420 N. Third St.
  - OBFQ (Quinnell Law Office): 419 W. Washington St.
- In partnership with the MEDC's pilot FRI Program





# EVENTS & PROMOTIONS



**DOWNTOWN DIGEST**  
A publication of the Downtown Development Center

September 24, 2020

**Annual Festival Transformed**

For the past 19 years, people have flocked to the annual Blueberry Festival in downtown Marquette, MI. The summertime favorite features sidewalk sales, food vendors, crafts, blueberry specials, pony rides, children's activities, and inflatables.

For 2020, the event was transformed from Blueberry Fest to Blueberry Quest. Starting the morning of Friday, July 31 "blueberry" rocks were hidden around downtown in the traditional Blueberry Festival area.

When the rocks were found, the lucky searcher received a \$20 gift certificate to a downtown Marquette business. Each rock had a code on it with instructions on how to claim the gift certificate.

The event ran until midnight on Sunday, August 2. But all of the prizes were claimed by Friday afternoon.

More on downtowns adjusting to social distancing guidelines appears in the September issue of *Downtown Idea Exchange*. Click below to learn more about [Downtown Idea Exchange](#) and other resources for revitalizing downtowns and commercial corridors.

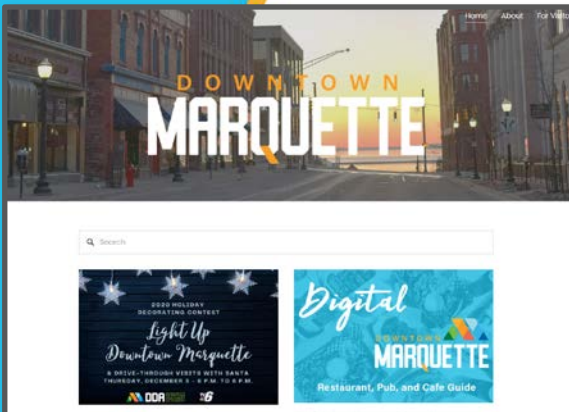
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Books and reports for downtown revitalization in small communities.  
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**Improve physical, social, and economic conditions downtown**  
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**Downtown Idea Exchange**

- Typically host 8 community events annually and support 8 others
- Cancelled for 2020 due to pandemic
  - Music on Third series (June – Sept)
  - 20<sup>th</sup> Annual Blueberry Festival (July 31)  
Blueberry Quest highlighted in Downtown Digest
  - Classic Cars on Third Street (Aug 15)
  - Downtown Trick or Treating (Oct 31)
- 2020 Events & Promotions
  - Launched new website
  - Monthly Building Blocks newsletter
  - History Minute series with WMQT Q107
  - Partnered with MATI on outdoor drive-in movie
  - Local Fall Harvest Restaurant Week (Nov 8 - 14)
  - Ladies Week Out (Nov 15 – 21)



Home About For Visitors

# DOWNTOWN MARQUETTE

Search

2020 HOLIDAY DECORATING CONTEST  
**Light Up Downtown Marquette**  
A DRIVE-THROUGH VISIT WITH SANTA  
THURSDAY, DECEMBER 3, 4 P.M. TO 9 P.M.

**Digital MARQUETTE**  
Restaurant, Pub, and Cafe Guide

# LIGHTING UP THE HOLIDAYS DOWNTOWN!

- Light Up Downtown Marquette Holiday Decorating Contest
- Drive thru visits with Santa & friends
- TV6 group holiday commercials and WJMN spots
- Downtown Holiday Gift Guide
- Holiday shopping webinar
- Downtown Dining Challenge
- Free after 3:00 p.m. complimentary holiday parking



## Parking Facilities & Supply

- 7 parking lots plus Bluff Street Ramp: 764 spaces
  - Baraga Avenue Lot
  - Commons Lot
  - Lakeshore Lot
  - North Main Street Lot
  - South Main Street Lot
  - Spring Street Lot
  - Rock Street Lot
- On-street parking spaces in core downtown: 506
- On-street parking on Third Street: 110
- Total public parking spaces: 1,380

## Parking Equipment

- Approximately 350 parking meters
- 3 pay stations (1 pay station trial underway)
- Dual-port electric vehicle charging station

## 2020 Parking Highlights

- Update to 2012 Parking Study
- Implementation of digital permitting
- Implementation of Passport mobile pay app

# PARKING MANAGEMENT & MAINTENANCE



**DDA** MARQUETTE DOWNTOWN DEVELOPMENT AUTHORITY

### Buy Parking Permits Online

Already have an account? [Log In](#)

Need an account? [Sign Up](#)

Why do I have to create an account to buy a parking permit?

The first time you use the online permit system you are required to create and verify your account before you are eligible to purchase or apply for parking permits. We follow the industry standard of account creation using an email address or phone number along with two step authentication. We take information security seriously and ensure that your personal, vehicle and billing information are protected.

By creating an account in our system you get access to:

- Email Reminders
- Recurring Billing
- Faster Renewals
- Application Status Viewing
- Permit/Vehicle Management
- Secure Information Storage

If you have any additional questions, please go to our [Help](#) page to view FAQs and contact information.

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Digital permit website portal

# FOR WHAT ARE PARKING REVENUES USED?

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**100%** of revenues received from rental permits, parking meters, & pay stations are reinvested into the downtown parking system to provide for:

- Snow removal (\$47,000 annually)
- Maintenance & repairs of Bluff Street Ramp
- Maintenance of elevators, stair towers, & pedestrian connectors
- Parking lot repair & maintenance
- Lighting & safety measures
- Repair & replacement of parking meters & pay stations
- Line painting
- Sidewalk clearing



Bluff Street Parking Ramp

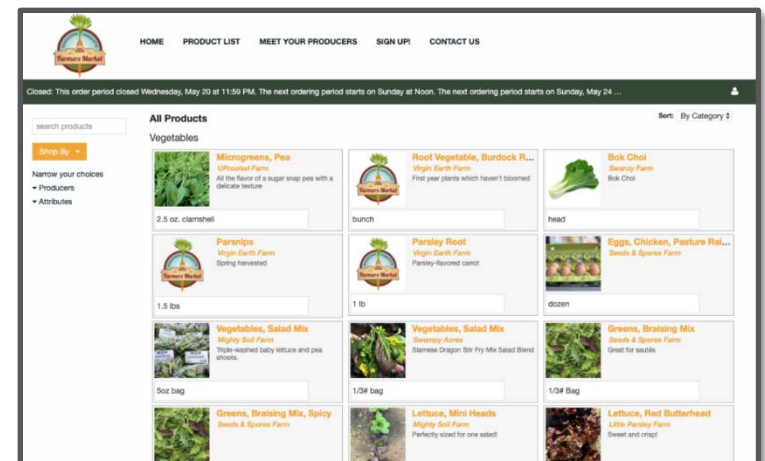
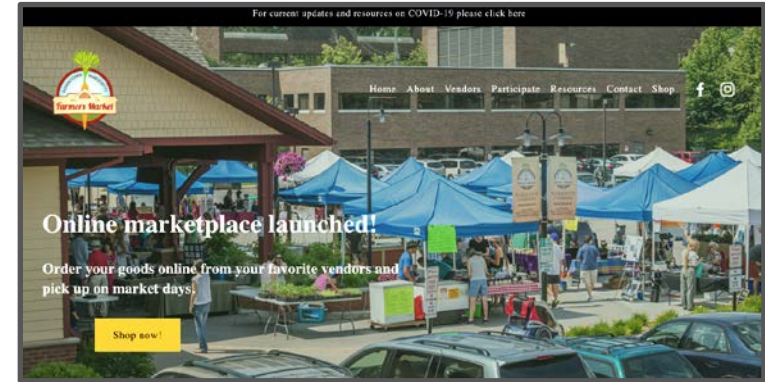
The DDA is reliant upon parking revenues to provide these services as well as a safe & efficient parking environment for all users.





# DOWNTOWN MARQUETTE FARMERS MARKET

- Launched new Downtown Marquette Farmers Market website & enhanced social media presence
- Updated systems for greater efficiency
- Implemented Online Marketplace in response to COVID-19 restrictions
  - May & June
  - November & December
- Conducted modified physical market with essential vendors & safety precautions
  - July – October
- 40 Online Marketplace vendors; 33 physical market vendors (typically 70)
- 50% increase in food assistance program redemption



The Market participates in food assistance programs including EBT, Project FRESH, Market FRESH, Double Up Food Bucks, & Hoophouses for Health

# MAINTENANCE

- Entryway signage construction
- Summer landscaping & lawncare
- Winter plowing & shoveling
- Sweeping, trash removal, cleaning, etc.
- Watering of flowers
- Flags & other seasonal decorations
- Hanging of holiday greens baskets
- Installation of holiday lights
- Maintenance of Marquette Commons
- Event & Farmers Market set-up & tear-down
- Parking lot maintenance
- Parking meter & pay station maintenance & collections
- Maintenance of pedestrian connectors
  - Main Street Elevator Tower
  - Portside Walkway
  - Phil Niemisto Pocket Park
  - Rosewood Walkway
- Implementation of special projects



# STREET TREE REPLACEMENT PLAN



- Partnered with City Arborist to replace 24 trees downtown in 2020
- 12 additional replacements planned for spring 2021

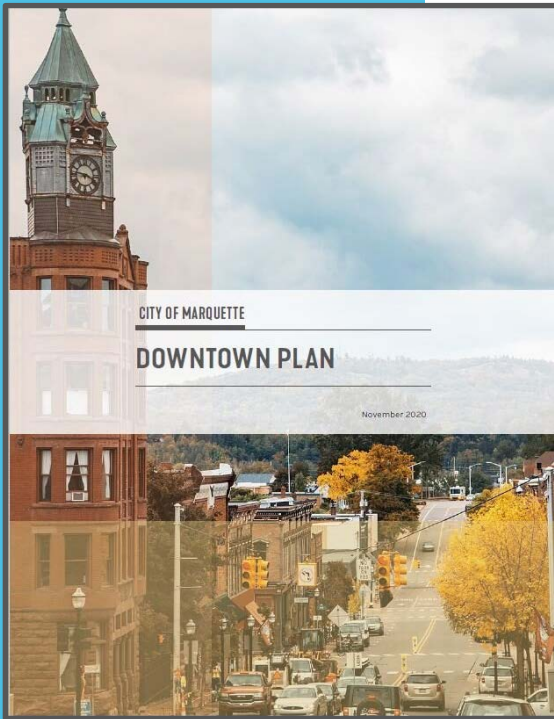
# CITY OF MARQUETTE DOWNTOWN PLAN

Incorporated public engagement, previous plans and studies, and downtown goals to form the plan's foundation.

- **Improvements to the public realm**
  - Streetscape design & enhancements
    - Wayfinding
    - Walkability
  - Site specific recommendations
    - Reimagining the Marquette Commons
    - Creating a civic street – W. Main St.
    - Humanizing Baraga Ave.
    - Third Street improvements & cohesion with core downtown
    - Connectivity to the lakeshore
- **Parking & Transportation Strategies**
  - Parking management plan recommendations
  - Public transit & mobility improvements
  - Enhancements to bike network systems & non-motorized access
- **Public Policy Recommendations**
  - Affordable housing
  - Business attraction
  - Third Street investment and funding mechanism
  - Street management & design
- **Action Plan/Implementation**
  - Prioritizes projects and identifies opportunities for collaboration

Plan adoption fulfills requirement for MEDC Redevelopment Ready Certification

Funded in part by the MEDC and the DDA





# 2021 & BEYOND: PLANS, PROGRESS, & POSITIVITY



Update identity signage



Wayfinding Signage



Install banners downtown

- Continue to support downtown businesses through pandemic response & recovery
- Capital Improvement Projects – Spring/Sum 2021
  - 100 block of W. Washington St. reconstruction
  - Bluff Street Ramp repairs
- Signage Improvements & Initiatives – Spring/Sum 2021
  - Install gateway signage (Rock St. & Seventh St.)
  - Update identity signage with current logo
  - Work toward a wayfinding signage program
  - Install banners throughout core downtown
- Work to identify development opportunities for N. Third St. & explore funding options (TIF expansion)
- Explore modifications to Marquette Commons facility
  - Public greenspace
  - Farmers Market suitability

- Pursue a Market Study
- Identify & pursue potential funding sources for public improvement projects and private/public partnerships
- Continue to assist property owners seeking potential grant funding for property improvements & private investment
- Continue to plan for redesign of 100 block of W. Baraga Ave. when funding is available
- Parking & Transit Management
  - Explore options for parking structure
  - Partner to enhance public transit program
  - Meter/pay station replacement plan
  - Striping of on-street parking spaces & lots
  - Fine tune digital permitting
  - Implement target pricing for meters/pay stations
  - Eliminate 2-hour complimentary lot parking
  - Allow overnight parking in Bluff Street Ramp



601 N. Third St.



Upper Commons Lot



**HAPPY HOLIDAYS**  
*from our DDA family to yours!*



DOWNTOWN  
**MARQUETTE**

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