



Ionia
Downtown Development Authority
Bi-Annual Report

September 2019

Ionia Downtown Development Authority

Bi-Annual Information Meeting

The Ionia Downtown Development Authority (DDA) was originally organized in 1981. After a period of inactivity, the DDA reorganized in 1989. At this time, a Tax Increment Financing Plan (TIF) and a 2 mill tax were created to generate additional income for improvements. In addition, the boundaries of the DDA were greatly expanded beyond the original central business district.

The mission of the Ionia DDA is to promote and control economic growth which enhances the quality of life through planning and implementation of activities and projects within the Development District.

The DDA Board of Directors is comprised of the Mayor and eight (8) members appointed by the Mayor, subject to confirmation by City Council. At least five (5) of the members shall be persons having an interest in property located in the DDA District. At least one (1) of the members shall be a resident of the DDA District, if the DDA District has one hundred (100) or more persons residing in it. Each member shall serve a term of four (4) years but for the Mayor whose term shall coincide with his or her term as Mayor. An appointment to fill a vacancy shall be made by the Mayor, upon confirmation by the City Council, for the remainder of the unexpired term. Members of the Board shall serve without compensation but shall be reimbursed for actual and necessary expenses.

Regular meetings of the Board of Directors are held at City Hall on the third Wednesday of each month at 8:00AM. The Board of Directors also utilizes a Finance Committee which meets monthly. The Finance Committee, comprised of a small number of board members, is charged with monitoring the DDA and Ionia Theatre budgets, expenditures and other matters that financially impact the DDA and / or the Ionia Theatre.

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DDA District map – attachment 1

Budget

Budget year: July 1 – June 30

Year end 2018 - attachment 2. Clean audit by contracted services.

\$286,455 - Revenue from special assessments, Tax Increment Financing, festivals / special events, sponsorships, and grants. Contributions from General Fund for capital outlay as determined.

\$264,370 - Expenses include employment, central garage maintenance services, contractual agreements / services, operating supplies, public utilities, training, district beautification, infrastructure improvements, promotions and special events.

\$22,085 – Fund balance. Reserved for 2019 / 2020 fund operating expenditures.

Finance contractual agreements: Melrose Pyrotechnics for 2018 fireworks display: \$10,000.

Finance contractual agreements: Melrose Pyrotechnics for 2019 fireworks display: \$12,000.

Organization

- Maintained business office and DDA presence in the downtown and district.
- Prepare agendas, meeting minutes, and recordkeeping for the DDA Board of Directors
- Respond to phone, mail and personal requests of DDA
- Provide reports to assist with annual budget
- DDA acts as the planning body for future downtown development within the DDA District
- Oversee the expense funds collected by the Tax Increment Finance Authority district (TIFA)
- Provide funding for improving the downtown district through economic development, business recruitment and retention, public improvements, downtown beautification, marketing and promotion and special events
- Operating expenses include staff employment, maintenance agreements, events, contractual agreements, office equipment / supplies, and training
- Annual Report presented to Board of Directors and Ionia City Council

Michigan Economic Development Corporation (MEDC)

The Ionia DDA is currently engaged in the following programs:

- Rental Rehabilitation grant programing
- Façade Improvement grant programing
- Redevelopment Ready Communities (RRC)
- Project Rising Tide

Marketing Efforts

- Provide DDA related materials for the City of Ionia website including but not limited to agendas, meeting minutes, DDA Director reports and special event information
- Monthly segment of 1420 WION radio
- Monthly newsletter
- Develop and shared marketing campaign opportunities with District businesses
- Provide marketing workshops in cooperation with Michigan Small Business Development Center for area businesses

Special Events

- Ionia Fireworks Display
- Michigan Wizard of Oz Festival
- Ionia Farmers' Market
- Project partner of Autumn Celebration / Chili Dawg Challenge
- Street closing and barricade requests in preparation for special events
- Assist with multiple fundraising activities for area nonprofit organizations
- Shop Local campaigns including but not limited to Small Business Saturday and Buy Nearby retail programs
- Partner with Ionia Area Chamber of Commerce on special projects as requested

Special Project / Infrastructure Improvements

- Funding for seasonal planting and maintenance of perennial and annual flowers
- Continued evaluation of downtown trees
- Fresh garland wraps on historic lampposts
- Seasonal banners and decorations within the business district
- Funding for landscaping, snow plowing, downtown maintenance, business district lampposts / lighting
- City of Ionia Wayfinding Sign – assisted with project
- Dumpster program for downtown businesses within specific areas
- Parking lot maintenance

Economic Development Activities

- Successfully worked with business owners and entrepreneurs seeking to open and / or retain businesses downtown
- Provide small business training workshops and webinars
- Maintained working relations and a visible presence with DDA business and property owners
- Continued regular retention calls and visits to offer DDA assistance
- Promote façade and Rental Rehabilitation grant programs. Work with MEDC representatives and a Third Party Administrator to provide assistance with grant writing and reporting. Past results included a four unit rental rehabilitation project and grant funding of \$153,000.
- Attend trainings related to DDA development, downtown economic revitalization and planning
- Currently engaged within the Redevelopment Ready Community (RRC) program
- Community engaged in Project Rising Tide programming administered through the MEDC. The DDA Director is a member of individual planning groups.
- Fundraising activities for the Ionia Theatre
- Sponsorship programs for several DDA projects

Past Achievements

- Acquisition and restoration of the historic Ionia Theatre
- Development of “the Point” area along South Steele Street
- Façade improvements and grant programs
- Improvements to the Ionia Free Fair grandstands
- Street, sidewalk, and parking lot improvements including the installation of red bricks along Main Street
- Water and sewer upgrades
- Beautification projects throughout the DDA District
- MEDC Rental Rehabilitation grant funding for four apartments totaling \$153,000
- Wayfinding Sign project in cooperation with the City of Ionia
- Shared services as consultant and Ionia Free Fair Manager 2009 – 2012
- Created new special events and festivals showcasing the DDA District
- Successful fundraising campaigns and secured grant funding for the Ionia Theatre, special events and activities

Ongoing Priorities

- Redevelopment Ready Communities certification
- Project Rising Tide programming
- Grant funding opportunities for façade, rental rehabilitation and opportunity zone
- Services, support and trainings for district businesses
- DPW services and maintenance agreement
- Events and projects include:
 - Fireworks Display
 - Special events and festivals
 - Lamppost garland project
 - Downtown beautification (plantings, trees, seasonal banners)
 - Parking lot maintenance
 - Farmers' Market
- Mural project
- Downtown beautification including tree health and replacement, banner replacement, flowers, holiday decorations
- Annual activities including but not limited to Small Business Saturday, Shop Nearby Campaign, SBDC training opportunities / workshops
- Business enhancement and promotion
- District data base, property and business inventory

Planned Projects

- Steele Street Corridor and special projects within the area
- Ionia Theatre upgrades
- Murals within the downtown area funded through grants and donations
- Façade and Rental Rehabilitation grants for downtown properties
- Business success workshops
- Goals and projects as detailed in the City of Ionia Master Plan
- Five year Capital Improvement Plan for City of Ionia and DDA – attachment 3

New Businesses and Ownership

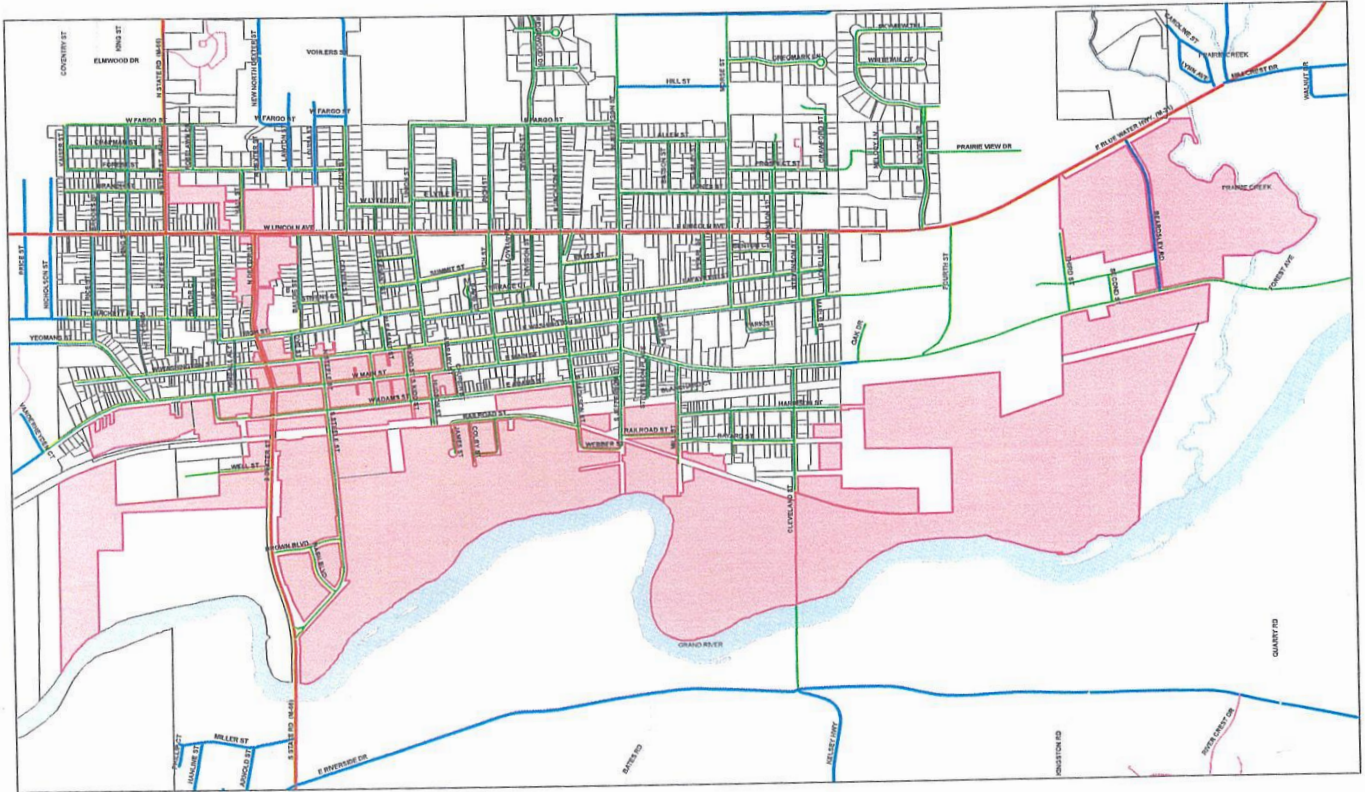
- Brick Street Photography – new location and ownership
- Peace of Time
- Ionia Lock & Key
- Market on Main
- The Depot Salon – new ownership
- Emmons Style Event Rentals
- Cook & Co.
- The Jewel Box
- Crafty Kitchen Creations
- Wrecker’s Sports - new ownership
- Izzy’s Barbershop – opening soon
- Bitter Sweet – opening soon

PA 57 compliance: Semi-annually beginning January 1, 2019

Authorities must hold two “informational meetings.” Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters.



Attachment #1: DDA District map



- Legend
- City Limits
 - City Limits - Parks
 - Streets
 - Type
 - Arterial
 - Local
 - Frontage
 - Drainage
 - Water
 - River



CITY OF IONIA
DDA DISTRICT



1 inch = 700 feet

CITY OF IONIA
DOWNTOWN DEVELOPMENT AUTHORITY
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN
FUND BALANCES/STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2018

	<u>Governmental</u> <u>Fund Type</u>		<u>Statement</u> <u>of</u> <u>Activities</u>
	<u>General</u> <u>Fund</u>	<u>Adjustments</u>	
Revenues			
Taxes	\$ 260,088	\$ -	\$ 260,088
Interest	68	-	68
Charges	4,416	-	4,416
Miscellaneous	21,883	-	21,883
Total revenues	<u>286,455</u>	<u>-</u>	<u>286,455</u>
Expenditures/expenses			
Current			
Personnel services	61,513	16,210	77,723
Contractual services	18,388	-	18,388
Benefits	30,636	-	30,636
Materials and supplies	20,139	-	20,139
Utilities	6,271	-	6,271
Promotion	22,423	-	22,423
Contributions to primary government	105,000	-	105,000
Miscellaneous	-	1,100	1,100
Total expenditures/expenses	<u>264,370</u>	<u>17,310</u>	<u>281,680</u>
Revenues over (under) expenditures/expenses	<u>22,085</u>	<u>17,310</u>	<u>4,775</u>
Net changes in fund balances	22,085	<u>(22,085)</u>	
Change in net position		(4,775)	4,775
Fund balances/net position, beginning of year	<u>21,275</u>		<u>262,174</u>
Fund balances/net position, end of year	<u>\$ 43,360</u>		<u>\$ 266,949</u>

Attachment #3: 5 Year Capital Improvement Plan – DDA

DEPARTMENT: <i>Downtown Development Authority</i>				
<u>Fiscal Year</u>	<u>Proposed Purchase</u>	<u>Estimated Cost</u>	<u>Rationale</u>	<u>Funding Source</u>
19-20	Caboose Restoration	\$35,000	Restoration Project	DDA Fund
	TOTAL 19-20	\$35,000		
20-21	Adams Street Lot – Re-Landscape	\$25,000	Routine Maintenance	DDA Fund
20-21	Adams Street Lot – Re-Surface	\$80,000	Routine Maintenance	DDA Funds
	TOTAL 20-21	\$105,000		
20-21	Parking Lot Sealing/Striping	\$35,000	Routine Maintenance	DDA Fund
	TOTAL 20-21	\$35,000		
21-22	Gateway Park Const. - Contribution	\$60,000	Park Development	DDA/General Funds
	TOTAL 21-22	\$60,000		
22-23	Holiday Decoration Replacement	\$40,000	Routine Replacement	DDA Fund
	TOTAL 22-23	\$40,000		
	GRAND TOTAL	\$275,000		