



Downtown Development Semi-Annual Update

September 2023

Portland Downtown Development Semi-Annual Update September 2023

The Portland Downtown Development Authority was established in 1987. It is a designated district with a Board of Directors. The main focus is to utilize tax dollars to prevent deterioration and to promote economic growth. Plans include constructions, renovation, repair, remodeling and rehabilitation of public facilities and multi family dwellings withing the district.

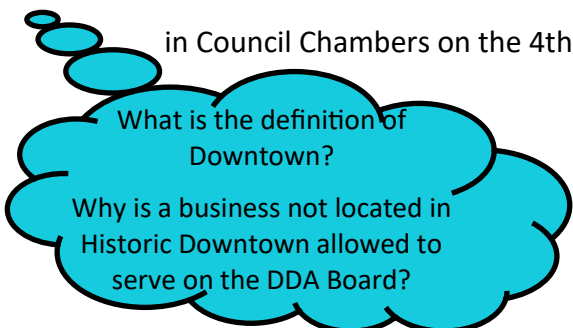
The financial guide to the DDA is the Tax Increment Financing (TIF) Plan. The current TIF plan was developed in 2014 and extends to 2038. Outside of these tax funds, we finance projects within the district through event revenue, sponsorships, fundraising, loans and grants.

The Mission of MI Portland Downtown is to cultivate a strong economic environment that collaboratively embraces our history, culture and natural resources.

The DDA Board is comprised of the Mayor and 7 members appointed by the Mayor, subject to confirmation by City Council. At least 5 of the members shall be persons having an interest -property owner, business, resident– located within the DDA District. Members of the Board serve without compensation. Current DDA Board Members are:

- *Cory Grimminck, Chairperson *Leo Madarang, Vice-Chair *Mayor James Barnes, Treasurer
- *Margery Briggs, Secretary
- *Dr. Jason Williamson *Becky Ward *April Vogl *Tutt Gorman, City Manager

Regular meetings of the Board of Directors are held at City Hall in Council Chambers on the 4th Monday of each month at 7pm.

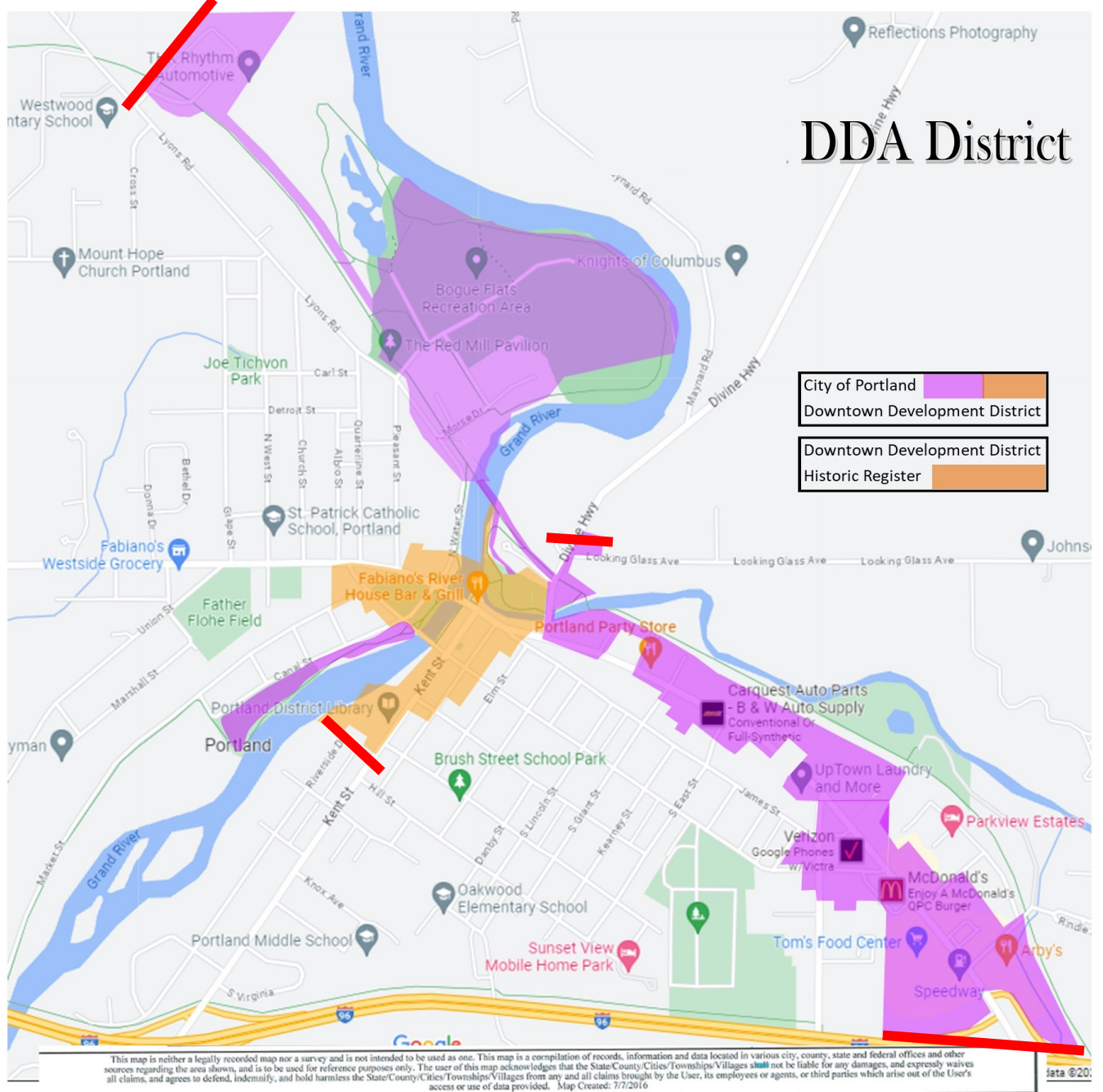


BUDGET

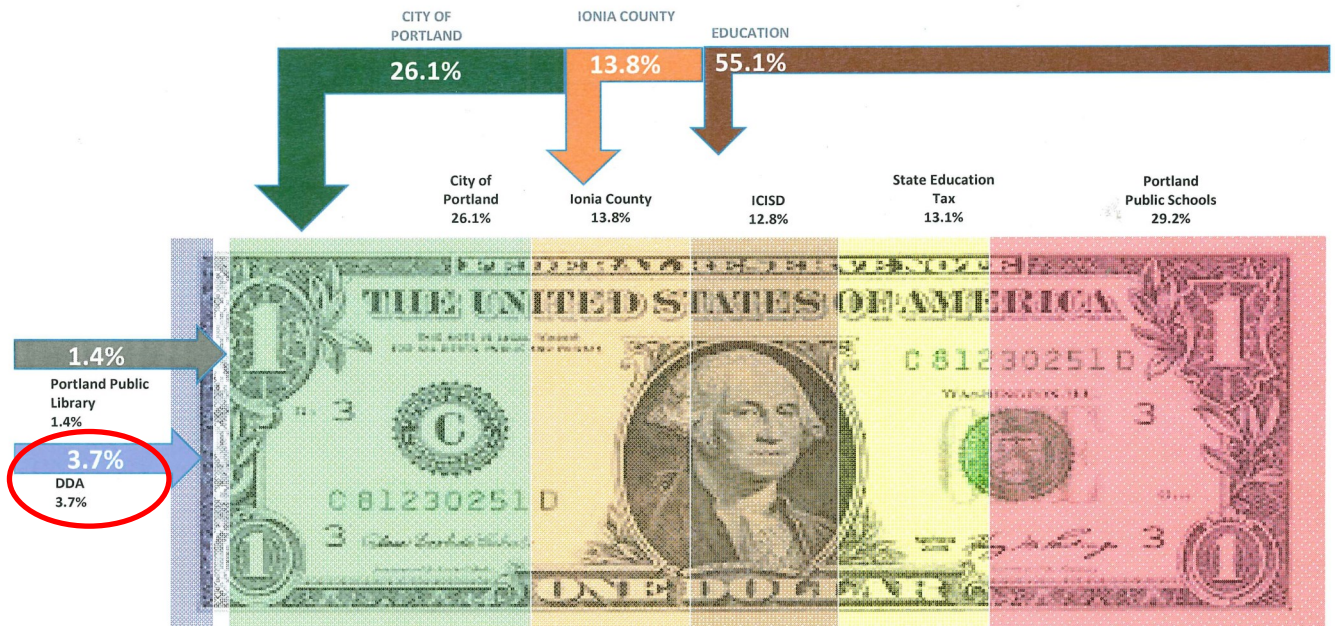
Fiscal Year: July 1—June 30 Clean Audit by contracted services FY 2021/2022

Summary Budget FY 2022/2023 Complete budget posted on website

| | YR End 6/30/23 | Budget 2023/24 |
|---|-----------------------|-----------------------|
| Balance from previous year (s) | \$ 319,202 | \$ 486,524 |
| Revenue: | \$ 334,471 | \$ 324,535 |
| Expense: Staffing, maintenance services, promotions, business development, design services, organizational expenses, events, engineering & contractual services, office equipment & supplies, education & training | <u>(\$167,149)</u> | <u>(\$161,640)</u> |
| NET | \$ 486,524 | \$ 649,419 |



YOUR PORTLAND PROPERTY TAX DOLLARS AT WORK



| | |
|---------------------------|------------------------|
| Fund Balance 2022: | \$319,202.00 |
| Projected Spending 22-23: | <u>\$ (170,000.00)</u> |
| | \$149,202.00 |
| Cash Reserves | <u>\$ (60,000.00)</u> |
| | \$89,202.00 |

| | Actual 21-22 | Year End 2022-2023 | 22-23 Amount to add | Year End 2023-2024 | Year End 2024-2025 |
|----------------------------------|---------------|-----------------------|------------------------|-----------------------|-----------------------|
| Kent Street Project | \$ 156,000.00 | \$ 236,000.00 | \$ 80,000.00 | \$ 316,000.00 | \$ 396,000.00 |
| Boardwalk/Bandshell | \$ 95,000.00 | \$ 107,000.00 | \$ 12,000.00 | \$ 119,000.00 | \$ 131,000.00 |
| Splash pad improvements | \$ 8,000.00 | \$ 16,000.00 | \$ 8,000.00 | \$ 24,000.00 | \$ 32,000.00 |
| Facades | \$ - | \$ 20,000.00 | \$ 20,000.00 | \$ 40,000.00 | \$ 60,000.00 |
| Amt in fund balance for projects | \$ 259,000.00 | \$ 379,000.00 | \$ 120,000.00 | \$ 499,000.00 | \$ 619,000.00 |

| <u>DDA Summary</u> | 2021-2022 | 2022-2023 |
|-----------------------------|------------------------|------------------------|
| Revenues | \$ 337,134.00 | \$ 290,000.00 |
| Salaries & Operating budget | \$ (152,000.00) | \$ (170,000.00) |
| M&R Savings for projects | <u>\$ (165,000.00)</u> | <u>\$ (120,000.00)</u> |
| | \$ 20,134.00 | \$ - |

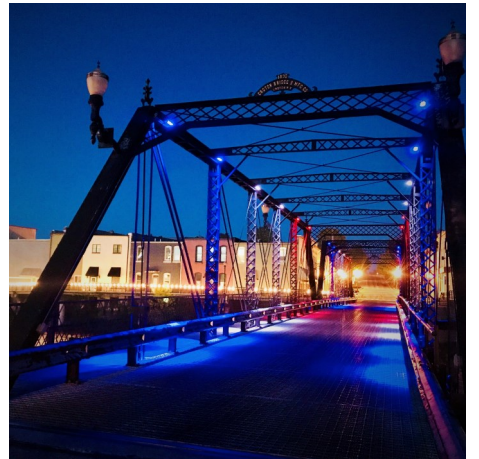
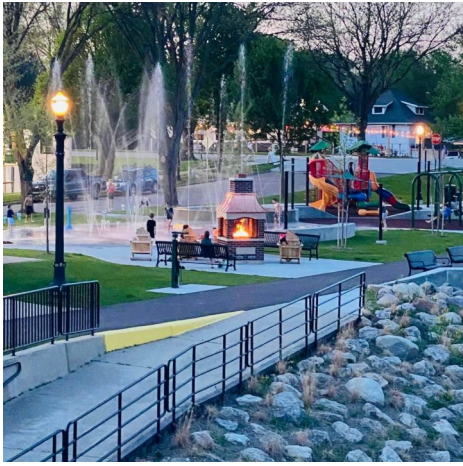
Finance Contractual Agreements

BeerFest Organizer / Promoter * Vegetation Control * Clock Maintenance * Holiday Décor
 Website & Database Hosting * Repair & Maintenance * City Services to DDA * InfoTech Support

DDA Projects and Investments

- Building of City Hall and pay off of loan to complete.
- Beautification projects including seasonal flowers, decorations and maintenance in the historic district.
- Seasonal Banners and holiday decorations throughout the district
- Scout Park Renewal / Lighting of Veterans Memorial Bridge & Boardwalk
- Toan Park & Splashpad Fundraising campaign, and installation of park amenities
- Infrastructure investments vary each year





Economic Development

- Successfully working with business owners and entrepreneurs seeking to open and / or retain businesses in DDA District.
- Provide resources and communications for small business training workshops and webinars. Focusing on Marketing, Management and Money
- Maintain working relations and a visible presence with DDA business and property owners. Continue regular retention communications to offer DDA assistance.
- Promote Façade and Rental Rehabilitation grant programs. Connect developers to potential properties
- Attend trainings related to DDA development, downtown revitalization and planning
- Sponsorship and donor programs for several DDA projects.
- The DDA continues to submit grant applications for various projects, events, and programming.

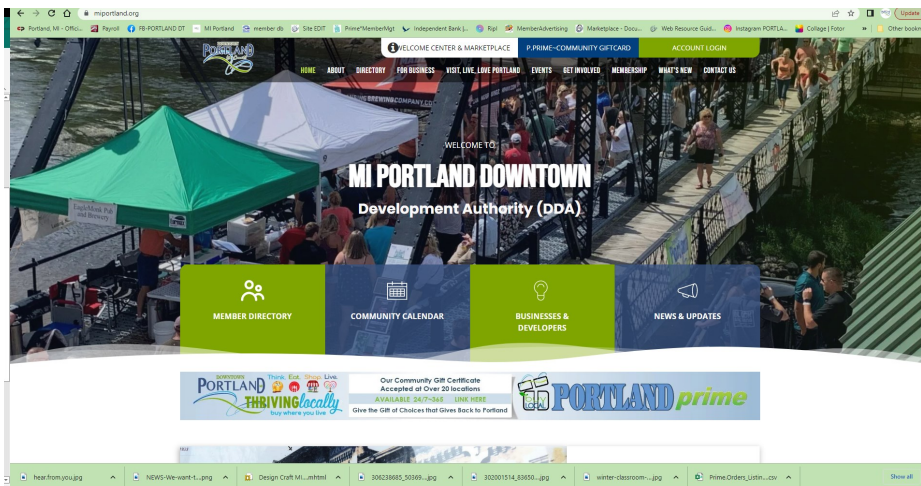


Organization

- Maintain 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.
- Maintain update and organize DDA Database of 842 property owners, businesses and related contacts, organizations and related contacts, sponsors and volunteers
- 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 public improvements, downtown beautification, marketing and promotion and special events.
- DDA Report regularly presented to Portland City Council, Legislative updates, Ionia County networking

Marketing Efforts

- Maintain update and organize City of Portland website including but not limited to directory, events, and community calendar,
- Monthly newsletter created and distributed to contact list. Featured Business, periodically featured volunteer * Social Media regular presence and updates
- Periodic press releases and related articles provided to area media contacts.
- Develop and share marketing campaign opportunities with District businesses.
- Portland Fireworks Display is currently coordinated and organized through DDA
- Street closing and barricade requests in preparation for special events.
- Assist with multiple activities for area nonprofit organizations.
- Shop Local campaigns including but not limited to Small Business Saturday and Downtown Day retail / dining programs.
- The DDA and Ionia Area Chamber of Commerce have collaborated on numerous special projects and events during the past year. The partnership has provided additional opportunities to market and promote the community and businesses to a larger target audience.
- BeerFest on the Bridge, Holiday parade and other related activities
- Received statewide recognition on Toan Park Revitalization through Michigan Downtown Association

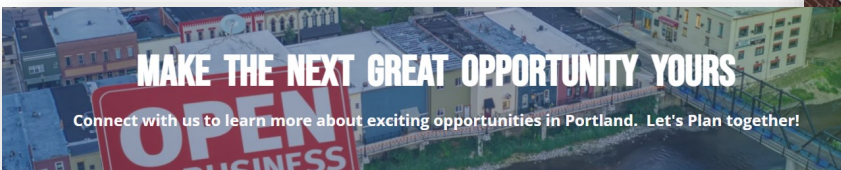


Planned Projects

- Kent Street Corridor Reconstruction Project with promotions for businesses remaining open.
- Updates and beautification of 103 E. Grand River (Old Keusch Garage) Oversee and coordinate along with volunteers. Seeking Grants and Funding for next steps.
- Future maintenance of the Boardwalk and Bandshell are on the radar
- TIF and Development Plan Updates to reflect these and other identified projects
- Researched mid-Michigan ordinances regarding window signs, outdoor seating and private business use of public right of way, Food Trucks, push carts, and mobile food vending unit permits. Information coordinated with Planning Commission for recommendations.
- Pitch Competition for Façade Incentives—Spring 2023

Past DDA Achievements

- Business / Property Stakeholder Info Sheet.
- Addition of Annual Fall Décor
- Market Snapshot & Market Overview for Developers and Businesses
- 2 years of Summer Concert Series—facilitated new community member to take over 3rd year
- 2Rivers Marketplace—microbusiness incubator
- MI Pitch with ICEA x 2
- Added Downtown Day with Local Businesses x2
- Riverfront (Toan) Park Revitalization
- Scout Park redevelopment
- Lighting of Veterans Memorial Bridge and Boardwalk
- 150 year Sesquicentennial Celebration
- Boardwalk
- City Hall



CITY OF PORTLAND, MICHIGAN
with PORTLAND DOWNTOWN

DRIVE TIME MARKET (2017)

| | | | | |
|------------|--------|--------|--------|--------|
| Population | 17,333 | 2011 | 2006 | 2001 |
| 2011 | 17,333 | 16,800 | 16,200 | 15,600 |
| 2006 | 16,800 | 16,200 | 15,600 | 15,000 |
| 2001 | 16,200 | 15,600 | 15,000 | 14,400 |

POPULATION

| | | | |
|------|--------|--------|--------|
| 2011 | 12,589 | 2006 | 2001 |
| 2011 | 12,589 | 12,000 | 11,500 |
| 2006 | 12,000 | 11,500 | 11,000 |
| 2001 | 11,500 | 11,000 | 10,500 |

DATING POP

| | | | |
|------|-------|-------|-------|
| 2011 | 6,486 | 2006 | 2001 |
| 2011 | 6,486 | 6,000 | 5,500 |
| 2006 | 6,000 | 5,500 | 5,000 |
| 2001 | 5,500 | 5,000 | 4,500 |

HOUSEHOLDS

| | | | |
|------|-------|-------|-------|
| 2011 | 6,486 | 2006 | 2001 |
| 2011 | 6,486 | 6,000 | 5,500 |
| 2006 | 6,000 | 5,500 | 5,000 |
| 2001 | 5,500 | 5,000 | 4,500 |

\$62,891

| | | | |
|------|----------|----------|----------|
| 2011 | \$62,891 | 2006 | 2001 |
| 2011 | \$62,891 | \$58,000 | \$53,000 |
| 2006 | \$58,000 | \$53,000 | \$48,000 |
| 2001 | \$53,000 | \$48,000 | \$43,000 |

City of PORTLAND MARKET OVERVIEW

City Manager, Tom Gorman
City Administrator, David Johnson
Director, Downtown Development
Director, Planning & Community Development
Director, Public Works

