

Imlay City DownTown Development Authority Informational Meeting



July 10, 2023



PA 57 of 2018 Informational Meetings Sec. 910 (4)

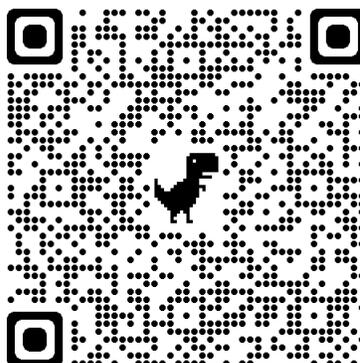
The State of Michigan required Downtown Development Authorities must hold two “informational meetings” per calendar year. Informational meetings are meetings held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. The informational; meetings may be held in conjunction with other public meetings of the authority or municipality.

The Imlay City DDA by-laws mandate that the required meetings will be held in July and December.

TIF and Development Plan

The goals and direction of the Imlay City DDA are defined by the TIF Plan first created in 1976 and amended in 2014.

The full document is available on our website, as required by law. Find it in the documents tab here: www.icdda.com or scan the QR code.



Board of Directors

Joi Kempf, Mayor

Walt Bargaen, Chair

Kelly Villanueva, Vice Chair

Kim Jorgensen, Secretary

Stu Davis, Treasurer

Justin Shattuck

Steve Robbins

Neil Docherty

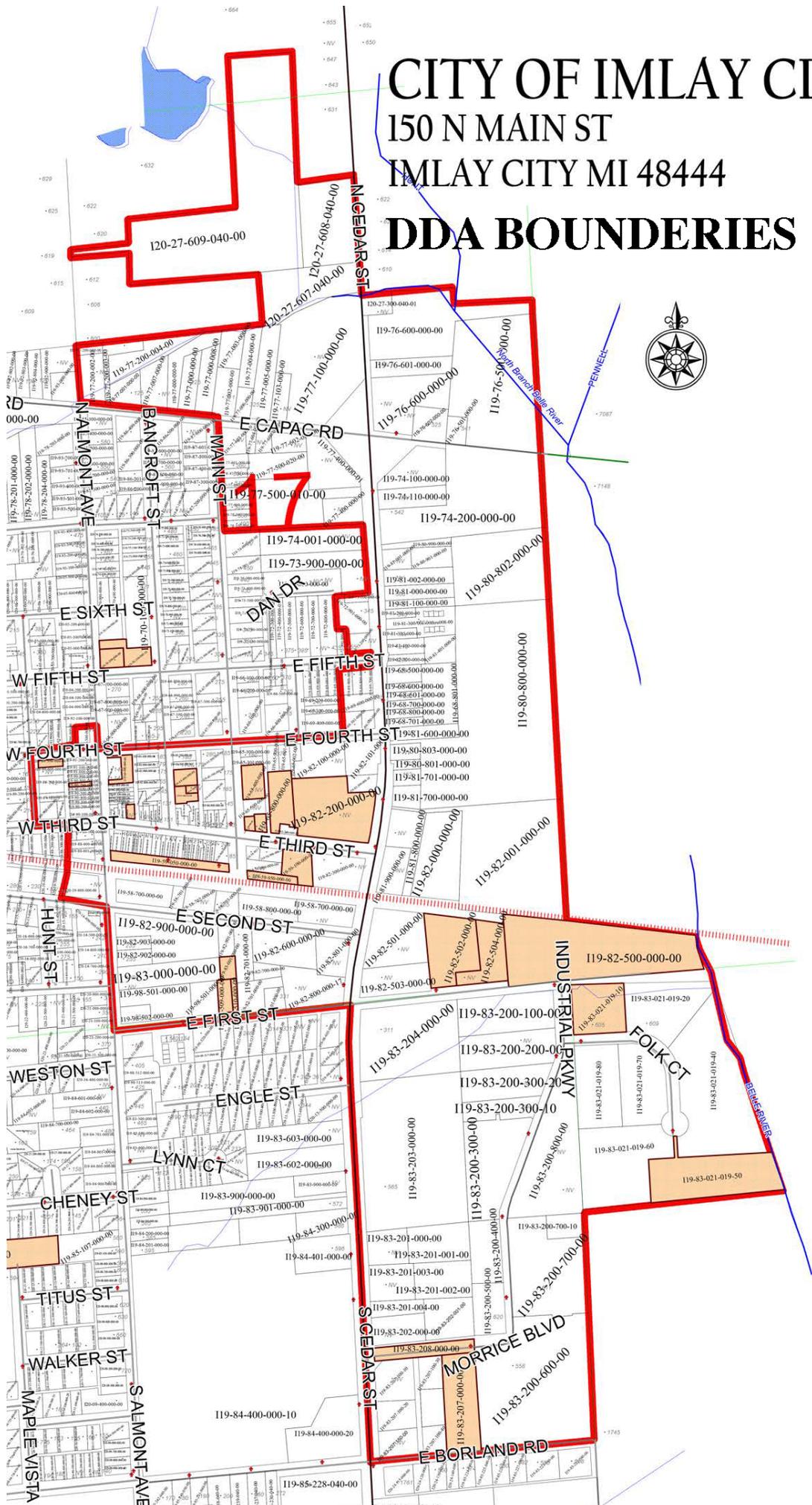
Executive DDA Director

Christine Malzahn

CITY OF IMLAY CITY

150 N MAIN ST
IMLAY CITY MI 48444

DDA BOUNDARIES



BY THE NUMBERS...

JUNE 1, 2022 - JUNE, 30 2023



MEETINGS

The Imlay City DDA held:



12 Regular Meetings
2 Special Meetings

EVENTS

The Imlay City DDA held:



Concerts in the Park (8 Tuesdays)



Farm Market (22 Thursdays)



Art In The Rough

PARTNERS

The Imlay City DDA collaborated on these events/projects with:



Hispanic Services Center
Cinco DeMayo



Chamber of Commerce
Summer Fest Event
and



Winter Playground Event



Lapeer Development Corporation
Re-development of 3 blighted
city-owned sites.

TIF PLAN VISION STATEMENT

The friendly, tree-lined and vibrant downtown of Imlay City is home to restored historic buildings. The attractive store fronts house a variety of specialty retail, loft and upscale living spaces and community/city services. The downtown entry and public spaces are adorned with attractive streetscape, flowers and public art that recognizes and celebrates the important role that trains and the railroad have played in the community's history. The downtown is the focal point and center of the community; hosting a variety of annual family events and activities that attract residents and thousands of visitors.





GOALS AND DIRECTION

where we've been... **FY 2022-2023**

§ from current TIF plan

PUBLIC IMPROVEMENT

§ Work with the Imlay City Commission to acquire undeveloped, under-developed and blighted property within the development district for redevelopment as commercial incubators.

Worked to distribute a RFP in partnership with the City Commission and the Lapeer Development Corporation to re-develop the old Fire Hall, Sign Shop and DPW facilities.

§ Continue promotion of the Imlay City Facade Loan Program.

Funded \$20,000 in facade grant requests for applicants.

§ Maintain lighting and landscaping in DDA District.
\$77,000 investment in streetscape updates and maintenance.

Issued RFP and managed implementation for Streetscape maintenance.

Extended contract for irrigation services.

Extended contract for holiday lighting.

§ Support Placemaking initiatives in the DDA District.
Funded and/or sponsored: Farmers Market; Concerts in the Park series; Cinco DeMayo; Summer Fest event; Art In The Rough event; Winter Playground event.

Developed HomeTown Hero banner program to honor local veterans.

§ Upgrade utilities and infrastructure on Fourth Street
Working with and supported the city led initiative to repave and upgrade infrastructure on portions of Fourth Street.

PROMOTION / MARKETING

§ Advertise on available billboards located along I-69 and other local highways.

Leased from billboard space on M-53 at the railroad viaduct, sublet to local businesses at a subsidized fee.

§ Continue to maintain and upgrade the DDA website.
Continued content updates including mandated TIF Reporting documents, public events & notices, DDA meeting and budget documents fostering transparency with our target audience.

§ Develop marketing materials to promote businesses, development opportunities and incentives in DDA District.

Developed New Business Welcome Packet

Held ribbon cutting ceremonies: Dee's Cafe; Hanah House; Botanas el Plaza.

Developed Ribbon Cutting commemorative plaque "Buck for Luck".

ECONOMIC DEVELOPMENT

§ Develop new programs including site assistance grant programs and Retail Incubation Program.

Used incubator space @150 POP to host entrepreneurs as a new local business to allow them to present their business to the local economy at a reduced overhead.



§ Assist the city in becoming a Redevelopment Ready community.

Developed DDA Board Orientation Manual, completed required reporting filings, initiated annual newsletter, and updated website as needed.



GOALS AND DIRECTION

where we're heading... **FY 2023-2024**

§ from current TIF plan

In accordance with the current Tif plan (adopted in 2014) and projects from previous years, the DDA plans to continue with the following objectives:

Lease and advertise on billboard located on M-53 (Cedar Street).

Maintain and upgrade the DDA website as needed.

Assist the city in becoming a Redevelopment Ready community

Promotion and management of the Imlay City Facade Loan Program.

Retail Incubation Program @ 150 POP

Implementation of downtown marketing plan including print material.

Collaborate with other local organizations including the Imlay City Chamber of Commerce, Lapeer Development Corporation, Rotary Club, Lapeer County Ed-Tech, & Imlay City Community Schools.

Host special events that draw people into the community including: Farmers Market; Concert in the Park Series, Art In The Rough, Winter Playground.

NEW AREAS OF FOCUS INCLUDE:

PUBLIC IMPROVEMENT

§ In the streetscaping plan, the Downtown Development Authority will retain and replace sidewalks; upgrade utilities as needed and pave streets in accordance with the City's Master Plan.

Replacing and/or repairs to brick paver areas along Third Street and Almont Ave.

Purchase additional trash receptacles, pet waste disposal systems, bike racks and way-finding kiosk.

§ Provide for necessary improvements to city-owned downtown parking areas.

Re-striping and maintenance as needed.

PROMOTION / MARKETING

§ Conduct a market study to help determine an appropriate businesses mix and to identify recruiting strategies.

Work with the MEDC and engage their assistance with programs they offer to expand business recruitment.

§ Develop marketing materials to promote businesses, development opportunities and incentives in DDA District.

Engage with Giffells Webster in their NextSteps for Downtowns Program.

§ Improve the viaduct with multi-use path and landscaping.
Initiated discussion with CN Railroad regarding improvements to the viaduct including additional lighting, painting and beautification of the embankments.

ECONOMIC DEVELOPMENT

§ Provide incentives to local business owner's including the offering of business service seminars and other special services.

Host consortium events to establish a "Social District"

§ Use the provisions of the Brownfield Redevelopment Authority to assist specific businesses or sites.

Engage property owners with blighted buildings to incentivize re-development. Focus on Grainery and Nash site.

§ Continue Farmers Market and expand and build pavilion.

Seek Community Placemaking grant(s) for funding of a pavilion structure.

§ Manage and promote Redevelopment Liquor License Program.

Facilitate a license with any interested party to bring bar to downtown.

§ Actively market municipal properties in the downtown district in accordance with city commission direction.

Seek placemaking grants to re-develop pocket parks in downtown.

§ Hire social media company to actively market downtown.

Send out RFP for professional services.

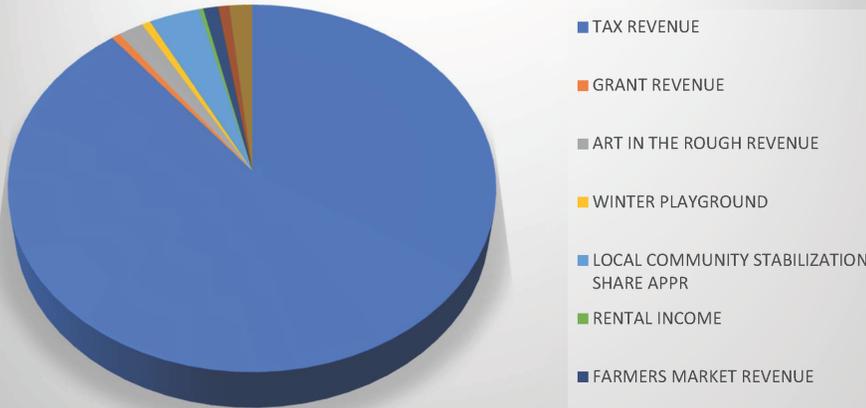
Imlay City DownTown Development Authority

Revenues & Expenditures



FY 2023-2024

FY 2023-24 Revenues

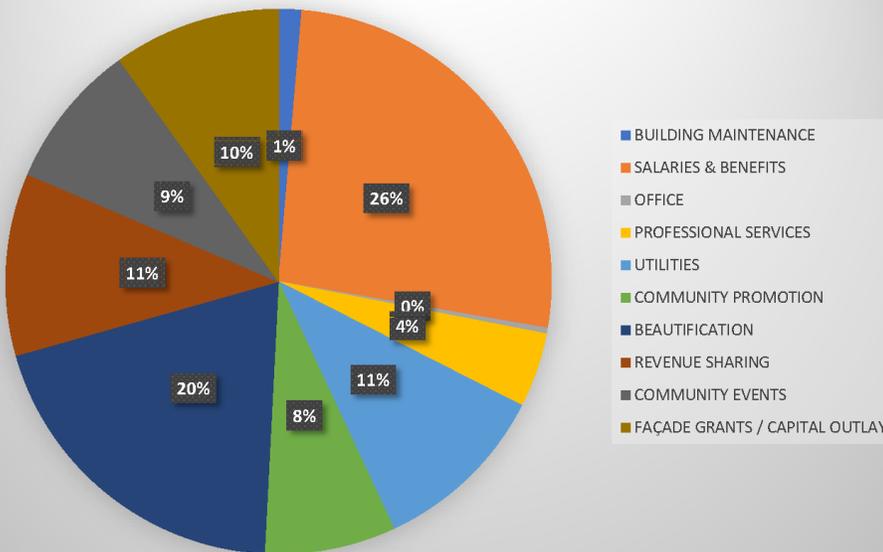


TIF PLAN ESTIMATED TAX CAPTURE FOR 2023	\$361,846
TIF OPT-OUT MILLAGE*	\$51,717

FY 2023-24 APPROVED BUDGET

CITY OF IMLAY CITY	\$263,524
LAPEER COUNTY	<u>\$60,975</u>
TOTAL REVENUES	\$324,500

FY 2023-24 Expenditures by Department



DEPARTMENTAL BUDGET:

BUILDING MAINTENANCE	\$4,400
SALARIES & BENEFITS	\$85,250
OFFICE	\$1,100
PROFESSIONAL SERVICES	\$14,350
UTILITIES	\$34,100
COMMUNITY PROMOTION	\$25,100
BEAUTIFICATION	\$64,000
REVENUE SHARING	\$35,000
COMMUNITY EVENTS	\$28,000
GRANTS /CAPITAL OUTLAY	<u>\$32,000</u>
TOTAL EXPENDITURES	\$323,300

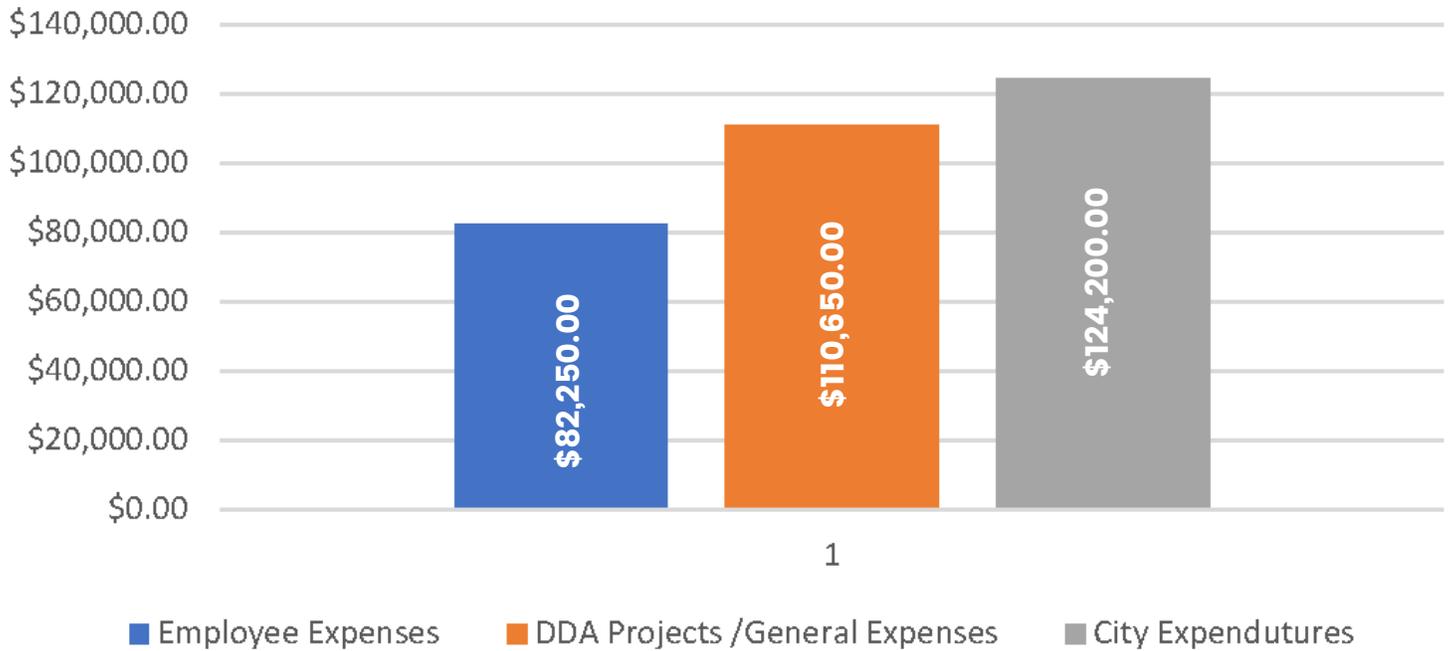
*In 2009 the Imlay City DDA voted unanimously to NOT capture the 911 Lapeer County Special Millage. This action was affirmed with a vote in August 2019 to abstain from the capture through the 2026 tax year. Correspondence in August 2019 from the DDA to the Executive Director of the Lapeer County EMS, confirms this decision for the 2020 ballot proposal.

In 2010 the Imlay City DDA voted unanimously IQ capture the Senior Services Special Millage approved by the voters through December 2026 but to gift those monies back to the authority as long as the center stays in Imlay City. This action was confirmed in correspondence in 2010, 2018 and 2019.

2022 TIF capture calculations on opt-out millages are: Senior (0.243) \$4086.52; MCF Oper (0.3196) \$5374.71; EMS (0.8814) \$14,822.49; Law Enf. (1.45) \$24,384.64; Veterans (0.1813) \$3,048.92.

TOTAL OPT-OUT CAPTURE \$51,717.28

Top Three DDA Expenditures FY 2023-24



CITY EXPENDITURE BREAKDOWN:

LEASES (CN CROSSING)	\$1200
REVENUE TRANSFER	\$35,000
ELECTRICITY	\$30,000
STREETSCAPE MAINTENANCE	\$55,000
REPAIRS/MAINTENANCE	<u>\$3,000</u>
TOTAL:	\$124,200



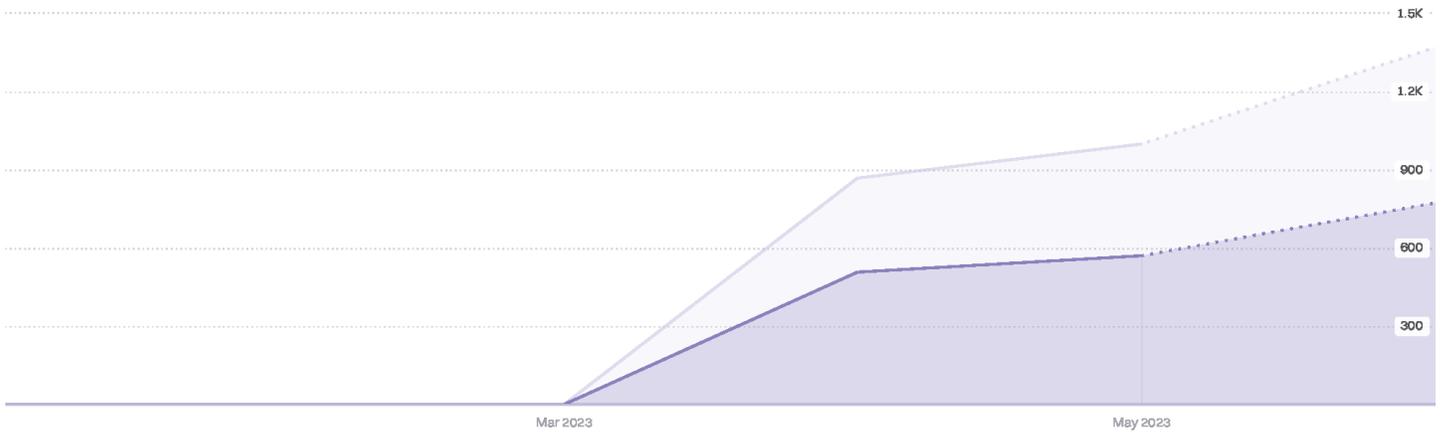
WEBSITE ANALYTICS



Imlay City DDA

This Year: Jan 1 to Dec 31, 2023

0 People on your site 1.9k Visitors +1.9k 3.2k Views +3.2k 01:32 Avg time on site +01:32 72% Bounce rate +12% 0 Event completions



Pages	Entries	Visitors	Views	Referrers	Refs	Visitors	Views
/events-and-calendar/	406	472	610	Google		968	1.1k
/	417	460	640	Direct / Unknown		294	1.4k
/events/summer-concert-series/	97	140	186	Facebook		213	240
/misc/	89	89	99	Imlaycity.org		175	228
/doing-business/implay-city-information/	63	66	75	michigan.org		43	61
/events-and-calendar/calendar/	3	63	87	Bing		40	43
/christian-reformed-church/	61	62	69	DuckDuckGo		33	37
/directory/	11	59	71	Yahoo		31	38
/about-the-dda/board/	10	50	57	mifma.org		21	23
/contact-us/	6	41	45	doubleupfoodbucks.org		8	10

WWW.ICDDA.COM

SOCIAL MEDIA ANALYTICS

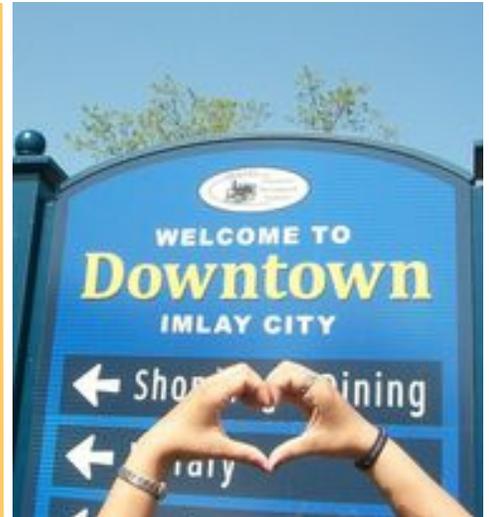


DDA ADMINISTRATES 3 FACEBOOK PAGES

Our goal is to strengthen the connection between the City of Imlay City government and the community by providing timely, interesting, accurate and relevant information about living and working in the City of Imlay City. The main function of our social media account is to ensure that residents and businesses are aware of all the services available to them and that they are informed in a timely manner of any relevant news affecting their interests in the City of Imlay City. Social media sites also serve as a forum for facilitating positive discussion on City of Imlay City matters and services.

DOWNTOWN IMLAY CITY

The Imlay City Downtown Development Authority works to improve the downtown area in an effort to bring customers to local businesses and enhance the quality of life for our residents and visitors.



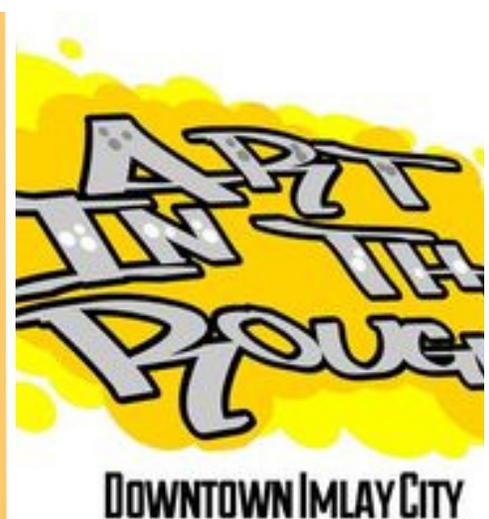
IMLAY CITY FARMERS MARKET

The Imlay City Farmers Market is located in downtown Imlay City and features vendors and farmers with fresh and locally grown products.



ART IN THE ROUGH

Celebrating a vibrant culture in DOWNTOWN IMLAY CITY with incredible art, craft brews, international wine, passionate people, and America's Best Community!

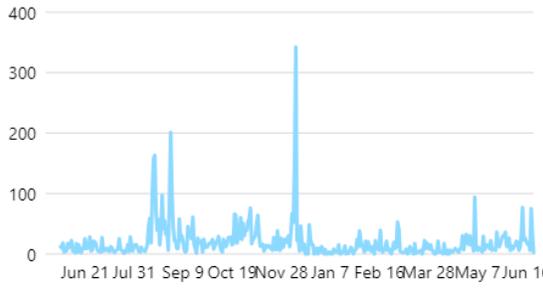


DOWNTOWN IMLAY CITY

Page and profile visits

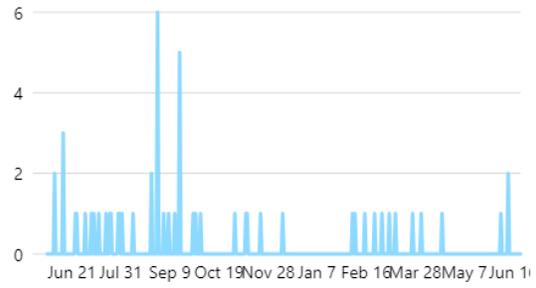
Facebook Page visits ⓘ

7,446 ↑ 192.5%



Instagram profile visits ⓘ

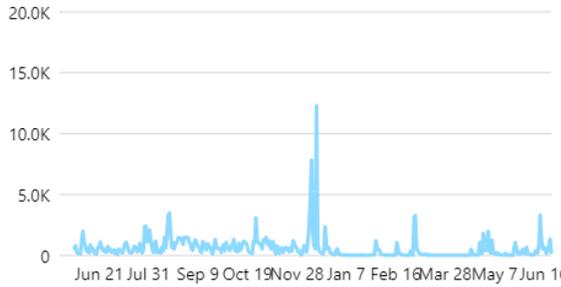
55 ↓ 12.7%



Reach

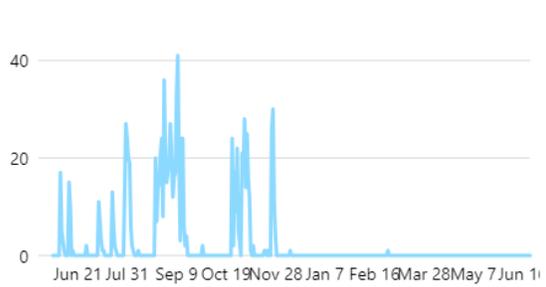
Facebook reach ⓘ

56,849 ↑ 16.6%



Instagram reach ⓘ

182 ↑ 171.6%

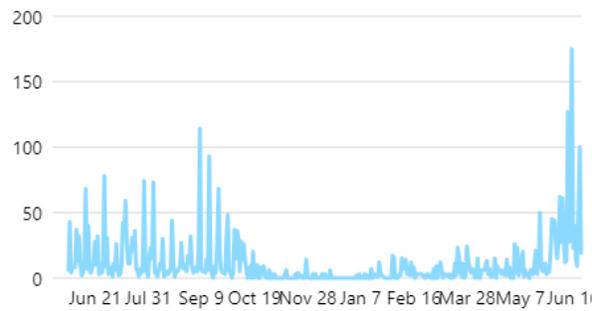


IMLAY CITY FARMERS MARKET

Page and profile visits

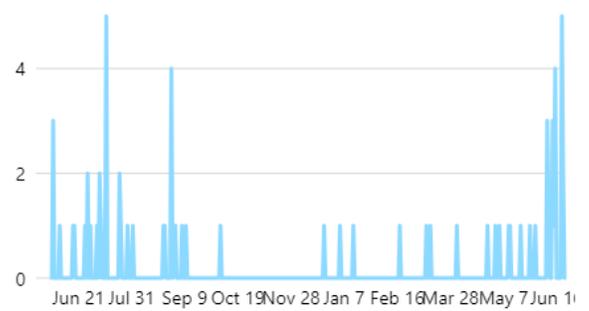
Facebook Page visits ⓘ

4,234 ↑ 84.3%



Instagram profile visits ⓘ

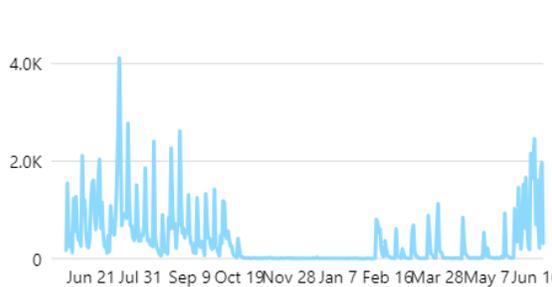
69 ↑ 146.4%



Reach

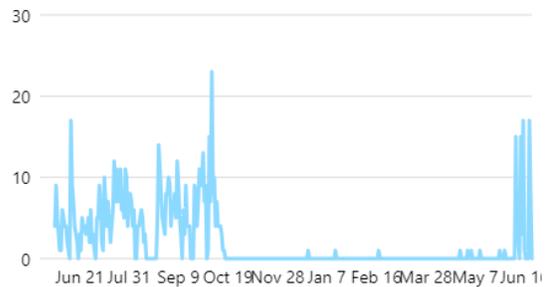
Facebook reach ⓘ

29,298 ↓ 40.5%



Instagram reach ⓘ

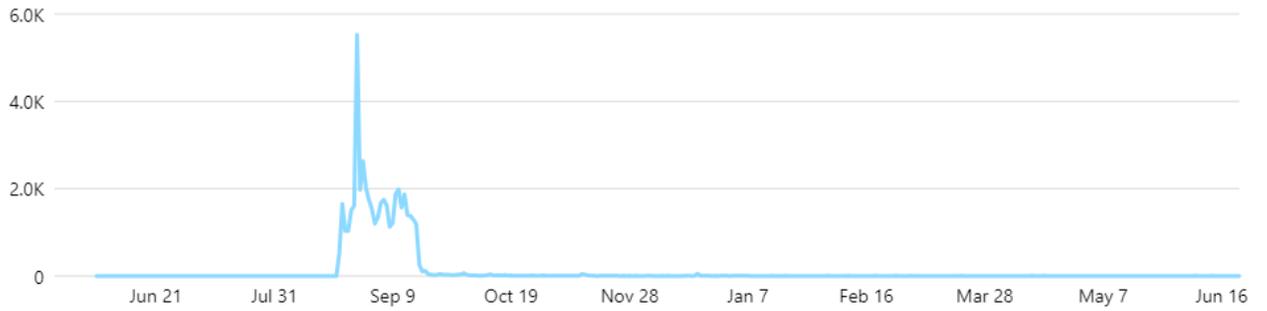
124 ↑ 79.7%



Results

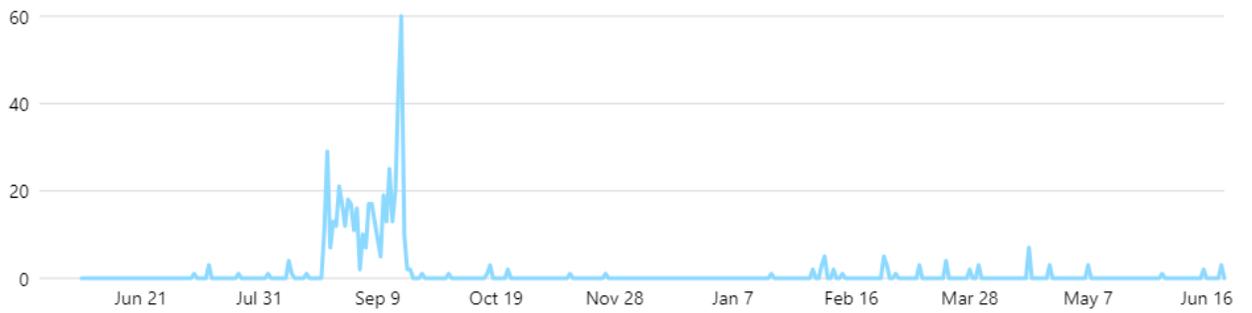
Facebook reach ⓘ

26,871 ↑ 4.2K%



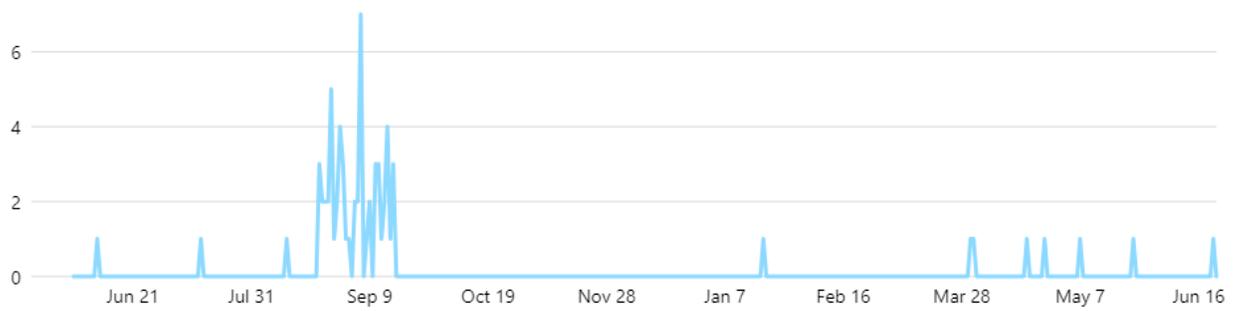
Facebook Page visits ⓘ

547 ↑ 397.3%



Facebook Page new likes ⓘ

68 ↑ 385.7%



Welcome to historic downtown Imlay City!



Nestled among the quiet tree-lined streets of Michigan's Thumb Region, Downtown Imlay City provides locals and visitors a wealth of opportunity and possibility.

The City of Imlay City encompasses an area of 2.7 square miles within Lapeer County in Michigan's Thumb Region. Imlay City is located approximately 52 miles north of the City of Detroit, 30 miles east of Flint and 36 miles west of Port Huron and the Canadian border. We are located just north of Interstate 69, and are also serviced by two state highways. M-21 passes east-west at the northern edge of the city, and M-53 (Van Dyke) runs north-south through the city.

Our quaint downtown offers a pleasant rendition of the early 1900's, allowing visitor's to leave the hustle and bustle of present day city life behind for a while.



"Investing in a community isn't exclusively about creating wealth. It's also about placemaking and a sense of belonging. Imlay City boasts a small-town atmosphere that is connected to big-time population centers. Our focus is in helping you achieve success while building strong community bonds, pride in our heritage and commitment to ensuring a positive future through collaboration."

*- Christine Malzahn,
DDA Executive Director*

3,699

Imlay City Population

3,118

Imlay Township Population

88,513

County of Lapeer Population

IMLAY CITY, MICHIGAN 48444