



IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY INFORMATIONAL MEETING

July 8, 2024



BOARD OF DIRECTORS

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Executive DDA Director

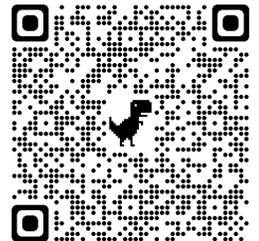
Christine Malzahn
ddadirector@imlaycity.org



Tax Increment Financing (TIF) 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 under the documents tab on our website www.icdda.com or scan this QR code.



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

The State of Michigan requires that Downtown Development Authorities hold two "informational meetings" per calendar year. Informational meetings are 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 our required meetings will be conducted in the months of July and December.

BY THE NUMBERS...

January 1, 2024 – June 30, 2024



Meetings

The Imlay City DDA held:

6 Regular Meetings



Events

The Imlay City DDA held:

Concerts in the Park (2 Tuesdays)

New Businesses

Grooming By Miranda
JG's Used Book Store
Heavenly Sweets

Partners

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



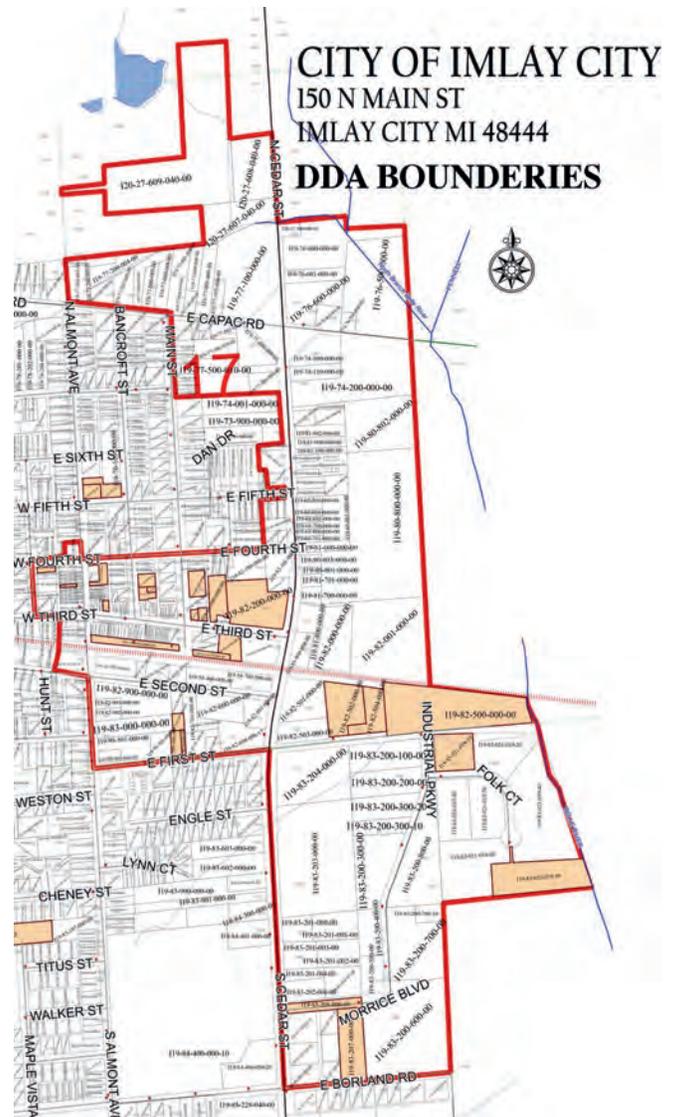
Hispanic Services Center
Cinco De Mayo



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, attractive store fronts that house a variety of specialty retail, loft and upscale living spaces with community/city services. The downtown entry boulevard and inviting public spaces are adorned with attractive streetscape, flowers and public art that recognizes and celebrates the important role that trains and the railroad industry 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... 1/1/23-12/31/23

§ 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.



Purchase bike racks and way-finding kiosk.

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

Re-stripping 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.



Initiate discussion with CN Railroad for improvements to the viaduct including additional lighting, painting & 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.



COMMUNITY ENGAGEMENT

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

In June of 2024, we conducted a brainstorming visioning meeting with the DDA and membership. One of the discusses at the meeting included a SWOT Analysis.

Community Desire

This analysis is based on the Community Survey conducted in April and May of 2024. For the full survey results, see the summary in Chapter 10 Public Engagement Community Survey Section, below is a summary of content specific to the DDA.

Most survey respondents described the downtown as declining or losing ground (47%) and steady or holding its own (31%). Out of the Imlay City resident responses, 81 people identified as living downtown. The reasons they lived downtown included feeling safe, proximity to amenities, community and walkability, and their love for the area. Of those who identified living downtown the rental rates ranged from \$800 to \$2,500. The average rental cost was \$880 which is slightly above the average City median rental housing rate of \$827.

Design

When asked about the top favorable attributes of Imlay City, many of the community members' responses reflected characteristics of the downtown district. These attributes include the small-town atmosphere (81%), safe community (60%), walkable environment (39%), friendly atmosphere (39%), and historic character



Table:

Problem to Solve	Solutions
VACANCIES	<ul style="list-style-type: none"> MORE RESIDENTS MARKET FACADE GRANTS - Exterior CODE ENFORCEMENT, INSPECTIONS - Urban Market-Facade grant - Interior
LIMITED DINING OPTIONS	
ATTRACTING PEOPLE	PROMOTE RESIDENTIAL CONSTRUCTION (R1!R2) TO DEVELOPERS - City wide
TRADITIONAL DOWNTOWN	
LACK OF RETAIL Downtown	<ul style="list-style-type: none"> SOUGHT BUSINESSES PEOPLE WANT Get to know us - - Being at trade conf
LACK OF ATTRACTIONS / LANDMARKS	PROMOTE ACTIVITIES @ FAIRGROUNDS

(30%). However, simultaneously the top response to describe the least favorable aspect of the community was that downtown district is not vibrant enough (62%). The downtown design continues reflects the cherished qualities identified in the survey, like the quaint charm reminiscent of small-town America, a sense of security, access to amenities, pedestrian-friendly infrastructure, and a representation of the local character of Imlay City. It would seem the focus is to want more activities, businesses, and/or programing in the downtown area. Additionally, when asked what branding improvements the community survey respondents thought the City needed, over half (64%) responded that physical landmarks were needed for the community.

Uses We Want

The most frequently visited cities for dining and entertainment needs were the City of Lapeer and Imlay City. This survey points to insufficient local options and diversity. Nonetheless, there was a considerable proportion of respondents that prioritized Imlay City to meet their dining and entertainment needs. The survey revealed the most common reasons why responses visited downtown the most was for dining (27%), festivals and events (21%), and personal services such as salons (16%).

Respondents overwhelmingly endorsed the idea of occupying vacant storefronts, with 95% considering it of high importance or important. Additionally, most of the respondents expressed interest in increasing the presence of retail (72%), expanding dining options (69%), offering more activities downtown (54%) would improve the downtown area. Additionally, respondents indicated their willingness to frequent downtown Imlay City if there were more diverse ethnic restaurants (63%), casual dining options (50%), bakeries (47%), breweries or distilleries (47%), and ice cream and sweet shops (43%).



GOALS AND DIRECTION

where we're heading... 1/1/24 - 12/31/24

§ from current TIF plan

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

Business Recruitment and Retention

Strengthen existing economic assets, and diversify the economic base by retaining and expanding existing businesses, recruiting new businesses, converting underutilized space into productive property and sharpening the competitiveness of the downtown merchants.

§ Undertake a Business Retention/Recruitment Program that offers collateral material, including area demographics and purchasing power, to assist in the development of business plans.

§ Provide development assistance to businesses by identifying available land and/or storefronts, offering preliminary design assistance, helping them through the development review process, subsidizing rent (through Retail Incubator Program), and networking with area businesses.

§ Encourage and work with owners to provide outdoor dining seats and implement a grant assistance program to establish new outdoor dining spaces.

Promotion / Marketing

Promote the downtown so it creates a positive image that will attract customers and investors.

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

- **SEND OUT RFP FOR PROFESSIONAL SERVICES.**

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

- **IMLAY CITY FACADE CORP PROGRAM AND GUIDELINES**

Economic Development

§ 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 a social media company to actively market downtown.

- **SEND OUT RFP FOR PROFESSIONAL SERVICES.**

§ Improve the viaduct with multi-use paths and landscaping.

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

Real Estate

Leverage DDA resources to take advantage of real estate and development opportunities that will advance the mission of the DDA.

§ Work with landowners to create more Downtown housing in THE upper floors.

- **UTILIZE MEDC RESOURCES**

§ Create a land acquisition plan that determines available land for purchase.

- **UTILIZE MEDC RESOURCES**

§ Identify demonstration projects that can be implemented by the DDA that will attract desired tenants and act as a catalyst for additional private investment in the downtown.

Public Improvement

Facilitate or provide design assistance, resources, programs, improvements and guidance to businesses that will continually enhance the visual quality of the district.

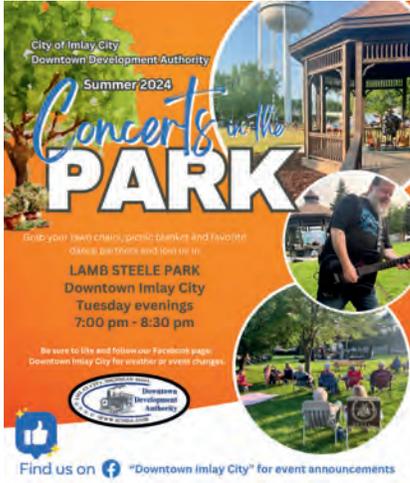
§ Create a map to identify trail connections to downtown, and needed amenities to encourage visitors to come downtown from the trail to be displayed at Imlay City trail head and other visitor areas.

§ Identify and provide for the creation of recreational areas within the development district, such as improvements at Rotary Park, Lamb Steele Park and creation of a park at the vacant lot on the corner of Fourth St. and Caulkins.

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



UPCOMING 2024 EVENTS



Summer Concerts Tuesday's 7:00 pm - 8:30 pm

- July 9 - Elvis
- July 16 - Black Mountain Sons
- July 30 - Full Circle Project & Choice One Bank Ice Cream Social
- August 10* - 3rd Degree Burns (*SAT - SummerFest Performer)
- August 13 - Enzian aus Detroit
- August 20 - Juliann Ankley & The Rogue

2024 Downtown Imlay City



FARMER'S MARKET

14-Weeks
Thursday's 9 am-2 pm

JULY 11	AUGUST 29
JULY 18	SEPTEMBER 5
JULY 25	SEPTEMBER 12
AUGUST 1	SEPTEMBER 19
AUGUST 8	SEPTEMBER 26
AUGUST 15	OCTOBER 3
AUGUST 22	OCTOBER 10



**I AM IMLAY CITY
BIG REVEAL
STREET PARTY
WITH IC CHAMBER
SMOKE-OFF
COMPETITION
SATURDAY OCT. 12TH
NOON - 4:00 PM**



SATURDAY - DECEMBER 7TH
10:00 AM - 8:00 PM



FALL FEST

SATURDAY OCTOBER 26

MERCHANT TRICK OR TREATING
11:00 AM - 2:00 PM

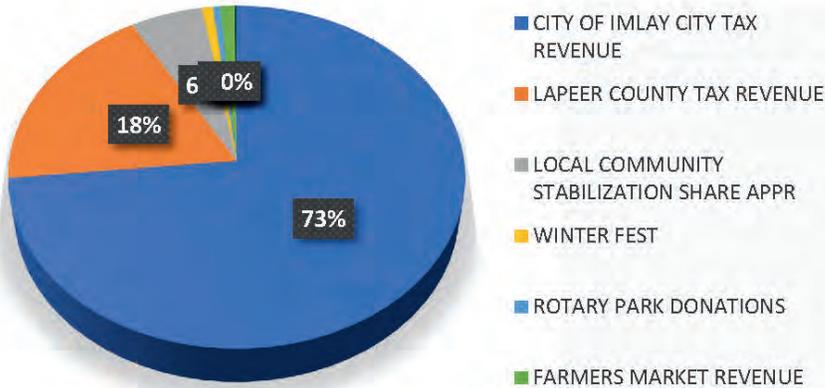
ZOMBIE WALK / DIA DE LOS MUERTOS
5:00 PM - 8:00 PM



APPROVED BUDGET

FY 2024-2025

FY 2024-2025 REVENUES



FY 2024-25 APPROVED BUDGET

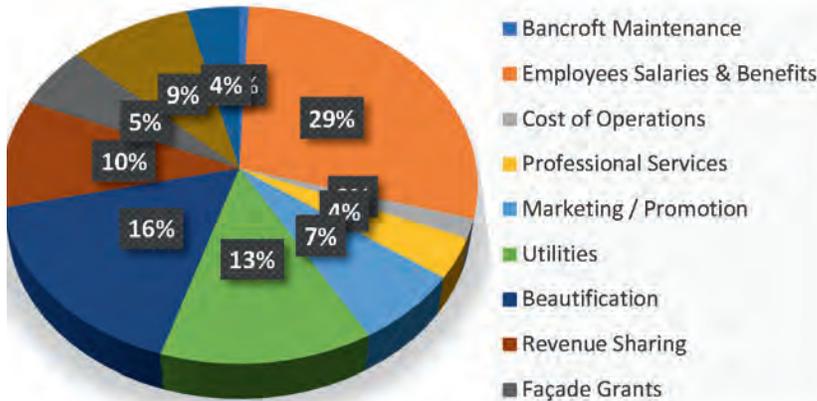
REVENUES

CITY OF IMLAY CITY	\$230,056
LAPEER COUNTY	\$66,536
LCS REVENUES	\$20,000
MISC REVENUES	<u>\$11,400</u>
TOTAL REVENUES	\$355,400

TIF LAPEER COUNTY SPECIAL VOTED MILLAGES*	
EMS(opt-out til 2026)	- \$16,333
SENIOR SERVICES	+7,200
PUBLIC SAFETY	+\$27,000
VETERANS	<u>+\$4,521</u>

SPECIAL VOTED TIF CAPTURE \$38,721

FY 2024-2025 Expenses



EXPENDITURES

BANCROFT MAINTENANCE	\$2,500
EMPLOYEE(S) SALARIES & BENEFITS	\$102,450
COST OF OPERATIONS	\$6,100
PROFESSIONAL SERVICES	\$1,3000
MARKETING / PROMOTIONS	\$24,000
UTILITIES	\$47,000
BEAUTIFICATION	\$59,000
REVENUE SHARING	\$35,000
FACADE GRANTS	\$20,000
COMMUNITY EVENTS	\$32350
CAPITAL OUTLAY	<u>\$14,000</u>
TOTAL EXPENDITURES	\$355,400

STATUS UPDATE ON SPECIAL VOTED MILEAGES

Lapeer County EMS - the DDA Board confirmed opt-out status through 2026.

Lapeer County Senior Services - the DDA Board voted to capture Senior Services Millage and enter into a revenue sharing agreement to gift back tax capture to Imlay City Senior Center beginning winter tax bill 2024.

Lapeer County Public Safety - the DDA Board voted to capture Lapeer County Public Safety millage and enter into a revenue sharing agreement to gift back tax capture to Imlay City Public Safety departments beginning winter tax bill 2024.

Lapeer County Veterans - the DDA Board voted to "capture" funds from the extra voted countywide millage, if approved on the August 2024 primary election ballot, and enter into a revenue sharing agreement to gift back tax capture to Imlay City VFW Post 2492 if voter-approved.

5

GRANTS - SUBMITTED

The DDA has written and submitted grant funding requests totaling nearly \$1.3 million dollars.



- \$1.2 million Labor & Economic Opportunity submission for a community center pavilion project. PENDING



- \$16,000 US Department of Transportation funding opportunity to replace the existing EV charging station. AWARDED



- \$30,000 Michigan Economic Development Corporation for technical assistance funding for a new city master plan, capitol improvement plan and DDA visioning session. AWARDED



- \$8,000 Four County Community Foundation grant for three custom steel bike racks w/information kiosks. AWARDED



- \$25,000 First Place prize awarded from Consumers Energy in their "Put Your Community on the Map" contest for our I AM Imlay City Community Storytelling project. AWARDED

4

GRANTS - REQUESTED

Since January 2024 the DDA approved Facade & Sign Grants total \$4279

- 151 E. Third - Gayle Colture = \$1900
- 77 N. Main Street - IC Historical Museum = \$678
- 525 N. Cedar Street - Silver Grill = \$1500
- 325 N. Cedar Street - Groomology = \$201



WEBSITE

WWW.ICDDA.COM



📅 This Year: Jan 1 to Dec 31, 2024 compared to 🏷️ No comparison 🔄 Auto

1

Person on your site

3.8k

Visitors

7.2k

Views

01:24

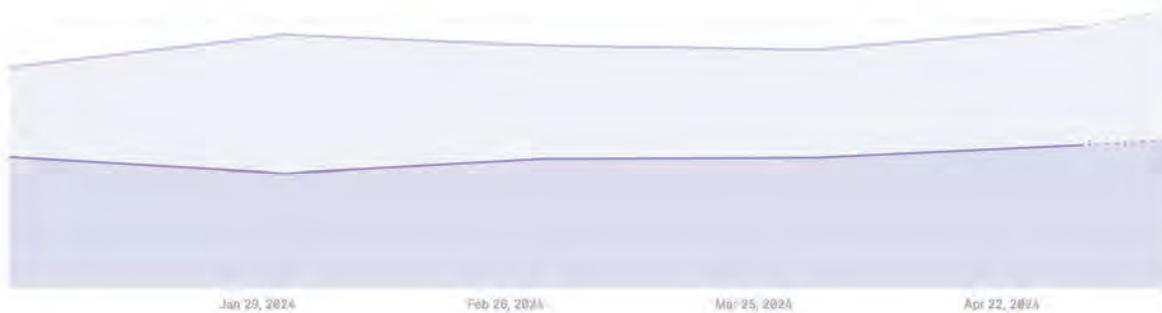
Avg time on site

70%

Bounce rate

0

Event completions

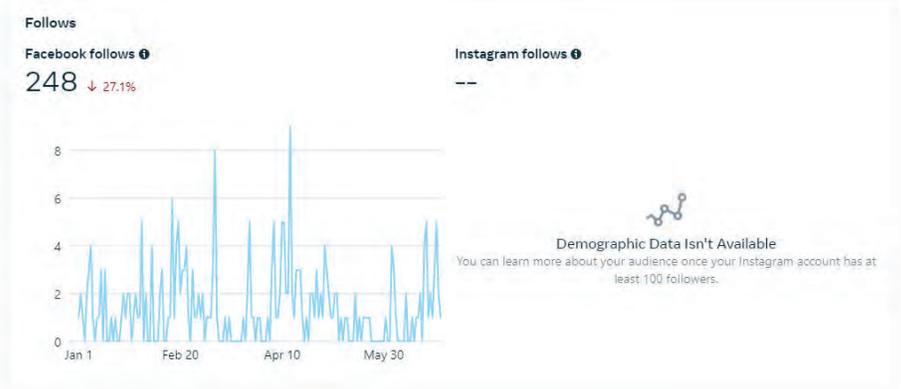
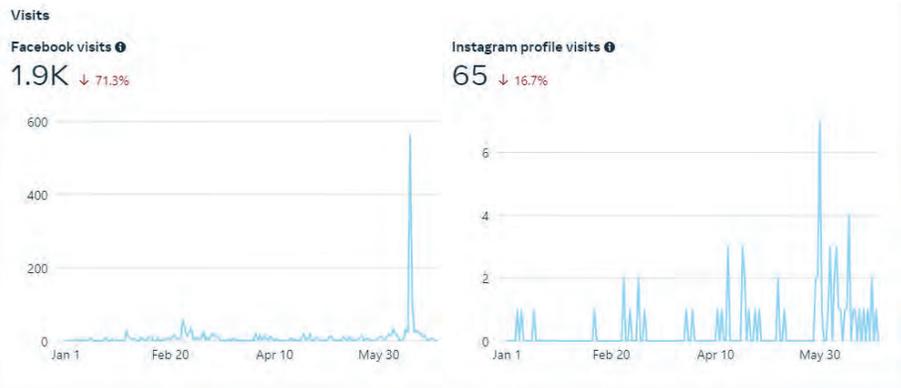
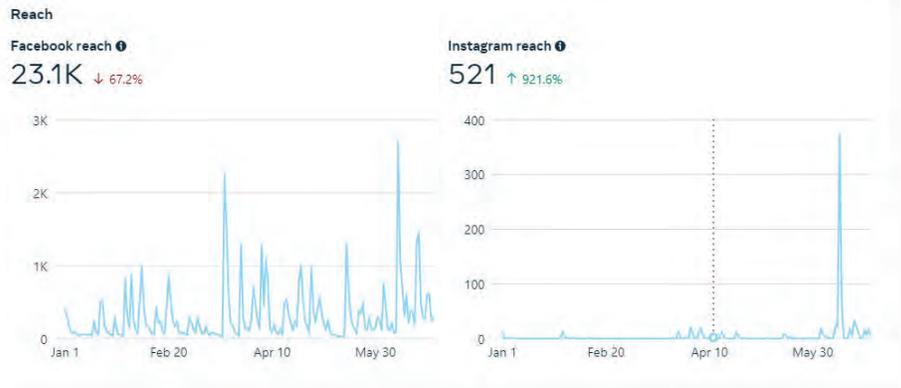


Pages	Entries	Visitors	Views	Referrers	Refs	Visitors	Views
/	684	753	1.2k	Google		2.1k	2.5k
/events-and-calendar/	285	325	450	Direct / Unknown		764	3.6k
/vslac/	298	300	342	Facebook		320	360
/wells-house/	235	240	295	imlaycity.org		236	318
/events-and-calendar/summer-concert-series/	99	229	295	Bing		101	120
/doing-business/imlay-city-information/	135	156	167	DuckDuckGo		71	83
/events-and-calendar/farmers-market/	39	153	185	Yahoo		53	68
/directory/	34	126	195	mifma.org		17	21
/events-and-calendar/calendar/	7	104	143	Instagram		12	16
/art-history-walk/	30	97	200	Yandex		12	12

DOWNTOWN IMLAY CITY SOCIAL MEDIA ANALYTICS



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.



IMLAY CITY FARMERS MARKET

SOCIAL MEDIA

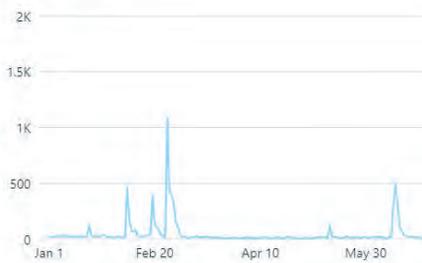
ANALYTICS



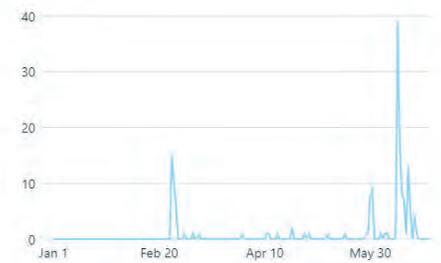
Every year, Imlay City Downtown Development Authority offers many different events to highlight our community! We encourage all local and surrounding-area residents to come join in on the fun. Enjoy our downtown district businesses, stroll through our beautifully landscaped streets, and take advantage of our free events!



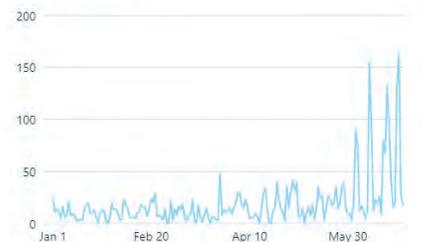
Facebook reach 4.7K ↓ 87%



Instagram reach 96 ↑ 18.5%



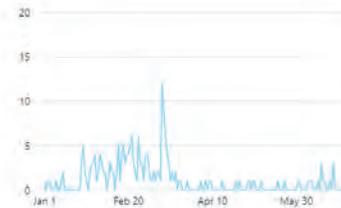
Facebook visits 3.4K ↓ 50.9%



Instagram profile visits 59 ↑ 110.7%



Facebook follows 203 ↓ 38.5%



Instagram follows 12 ↑ 100%



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.



IMLAY CITY, MICHIGAN 48444

"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