



IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY INFORMATIONAL MEETING

December 9, 2024



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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.

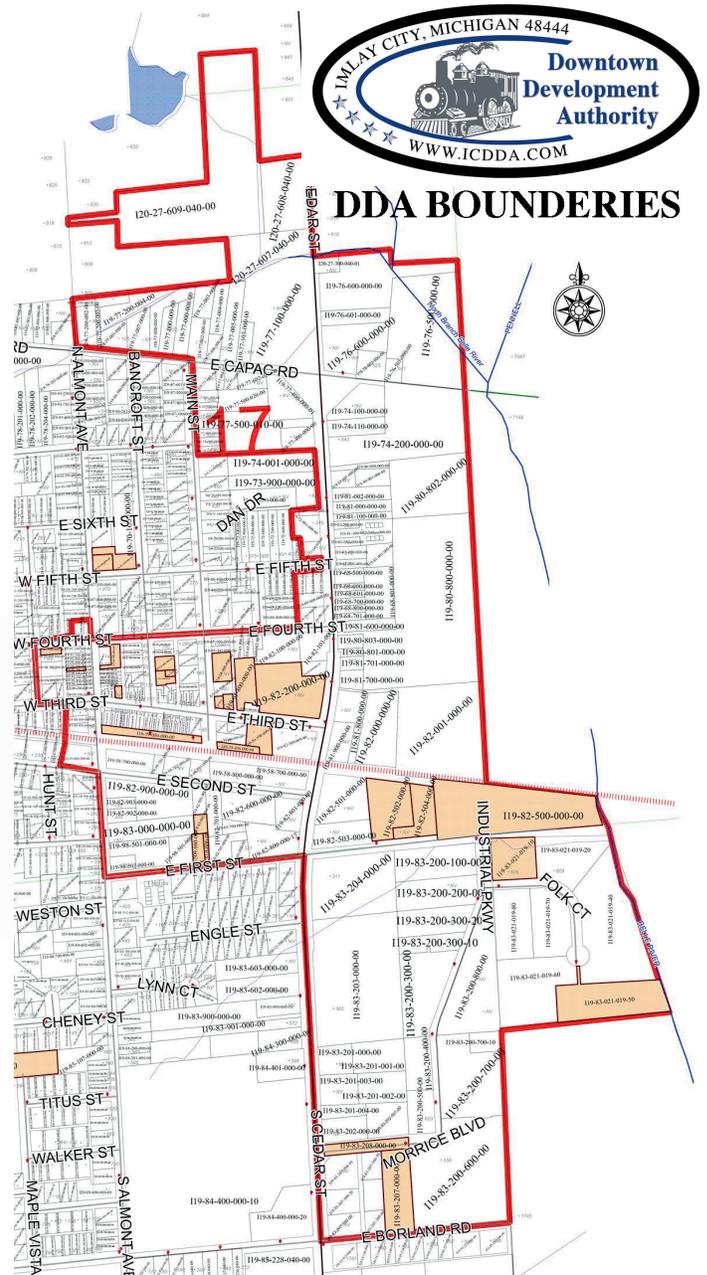
The Historic Downtown Depot District



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.



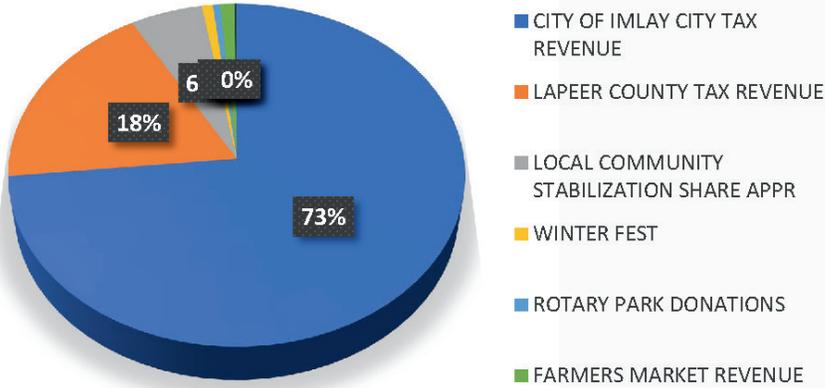
Imlay City DownTown Development Authority

APPROVED BUDGET



FY 2024-2025

FY 2024-2025 REVENUES



FY 2024-25 APPROVED BUDGET

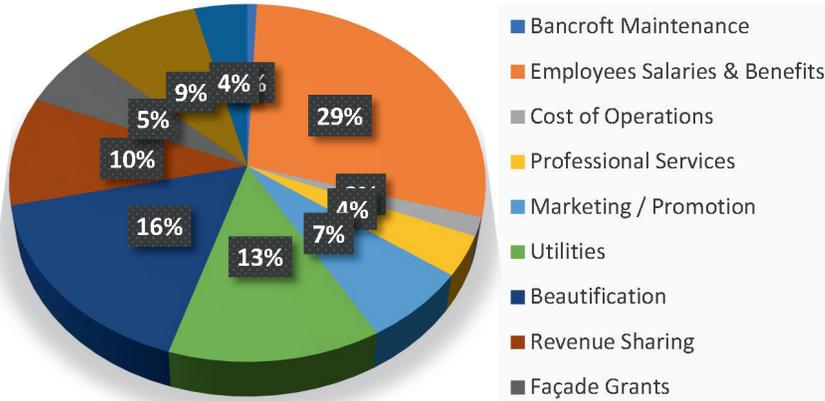
REVENUES

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 MILAGES

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.



BY THE NUMBERS...

January 1, 2024 – December 9, 2024

Meetings

The Imlay City DDA held:



- 11 Regular Meetings
- 1 Special Meeting

Events

The Imlay City DDA held:

- Concerts in the Park (8 Tuesdays)
- Farmers Market (14 Thursdays)
- Merchant Trick or Treat Party
- WinterFest 2024

New Businesses

- Grooming By Miranda
- El Ranchito
- JG's Used Book Store
- Heavenly Sweets
- J&J Liquidations

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.



- Imlay City Chamber of Commerce
- Merchant Trick or Treat and WinterFest 2024 Events



- Lapeer Main Street DDA, Almont DDA and Michigan Downtown Association
- Downtown Day Video

ABOUT THE AUTHORITY

Established in 1976, the Imlay City Downtown Development Authority is under the supervision and control of a board consisting of a chief executive officer of the municipality and no less than eight, nor more than twelve members as determined by the governing body of the municipality.

The function of the authority is to propose, finance and implement public improvements in the downtown development district. The Imlay City Downtown Development Authority is ultimately responsible for the revitalization of the downtown district as it is defined by Imlay City ordinance.

MISSION STATEMENT

The Mission of the Imlay City Downtown Development Authority is to create an atmosphere conducive to business prosperity and consumer satisfaction, while maximizing employment and encouraging business development.

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.

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GRANTS - SUBMITTED

The DDA has written, co-written and submitted grant funding requests totaling nearly \$2.3 million dollars.



- \$1.2 million Labor & Economic Opportunity submission for a community center pavilion project. NOT FUNDED



- \$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



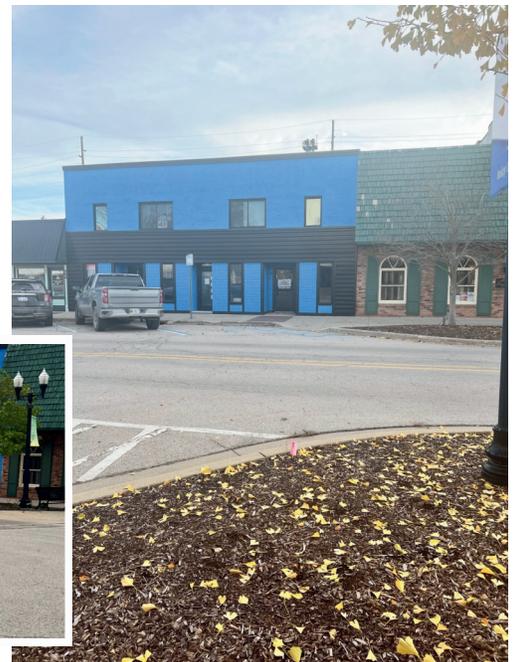
- \$12 million dollar grant written in partnership with the Four County Community Foundation to initiate climate change strategies, including a construction of a new Community Relience Pavilion. PENDING

4

GRANTS - REQUESTED

Since January 2024 the DDA approved Facade & Sign Grants totaling \$14,854

- 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
- 200 E. Third Street - Barb DiMarzo = \$1000
- 206 E. Third Street - Ray Krawowski = \$5000
- 131 N. Almont Ave - Antonelli Properties = \$4225
- 301 E. First Street - Mette Financial = \$350





GOALS AND DIRECTION

where we've been What we've done... 2024

§ from current TIF plan

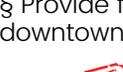
In accordance with the current Tif plan (adopted in 2014) and projects from previous years, the DDA achieved the following objectives:

PROMOTION / MARKETING

-  Renewed 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
-  Promoted and managed the Imlay City Facade Grant Program.
-  Advertised Retail Incubation Program @ 150 POP
-  Created new downtown marketing plan and print materials.
-  Collaborated with other local organizations including the Chamber of Commerce, Lapeer Development Corporation, Rotary Club, Lapeer County Ed-Tech, & Imlay City Community Schools, Lapeer County DDA's
-  Hosted special events that draw people into the community including: Farmers Market; Concert in the Park Series, WinterFest.
-  Replace deteriorated directional signage on MDOT roads.
-  Replaced the electronic message board sign on Cedar Street.
-  Developed the I AM Imlay City Community Storytelling project

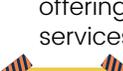
PUBLIC IMPROVEMENT

§ 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.

-  Replaced brick paver areas along Third & Almont Ave.. Additional grinding of raised areas as needed.
-  Purchased additional trash receptacles, pet waste disposal systems for parks and downtown areas
-  Designed custom bike racks and way-finding kiosk.
- § Provide for necessary improvements to city-owned downtown parking areas.
-  Re-striped, signed and performed maintenance on municipal parking lot behind King & King.

ECONOMIC DEVELOPMENT

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

-  Worked with the MEDC to engage assistance programs they offer to expand business recruitment.
-  Held round-table meetings with area developers to discuss mutual goals for the city.
- § Develop marketing materials to promote businesses, development opportunities and incentives in DDA District.
-  Worked with Wade-Trim Community Planer Kaitlyn Habben to engage community stakeholders and determine needs in the downtown area.
-  Created a "Downtown Day" promo video in partnership with the Almont and Lapeer DDA's.
- § Improve the viaduct with multi-use path and landscaping. for improvements to the viaduct & beautification of the embankments
-  Continued discussions with CN Railroad for improvements to the viaduct including additional lighting, painting & beautification of the embankments.
- § Provide incentives to local business owner's including the offering of business service seminars and other special services.
-  Researched available Facade Improvement grants. Listed property for sale to generate additional revenue for use on blighted building remediation.
- § Use the provisions of the Brownfield Redevelopment Authority to assist specific businesses or sites.
-  Worked with EGLE for Third Street city-owned properties. Negotiate with city on purchase to help remediate the blighted properties.
- § Continue Farmers Market, expand and build pavilion.
-  Applied for 2 community placemaking grants for funding of a pavilion structure.
- § Manage and promote Redevelopment Liquor License Program.
-  Worked to re-activate 1 re-development liquor license, and transfer of 1 escrowed resort license.
- § Actively market municipal properties in the downtown district in accordance with city commission direction.
-  Issued RFP too solicit proposals on city owned Third Street properties.
- § Hire social media company to actively market downtown.
-  Hired summer intern to increase social media presence and cross-market the DDA events in Spanish



GOALS AND DIRECTION

where we're heading... 2025

§ 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.

- Work to assist Planning and Zoning to achieve Redevelopment Ready Community Status
- Engage in MainStreet USA Program

§ 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.

- ReDesign of website page for property listings

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

- Market Available Facade Grants

Promotion / Marketing

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

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

- Utilize newly created data sheet

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

- Apply for RAP 3.0 Funding for Imlay Facade Corp Building Redevelopment Program

Economic Development

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.

§ Meet with existing businesses on a regular basis to identify business retention and expansion needs.

- Expanded Constant Contact communications
- Facilitate quarterly stakeholder meetings

§ Hire a social media company to actively market downtown.

- Send out RFP for professional services.

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

- Continue negotiations with CN Rail personnel

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 RAP 3.0 Real Estate Development Grants

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

- Work to identify blighted properties that qualify for grant funding under IC Holdings Corp

§ 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.

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

- Work with City to create a new municipal parking lot on Third Street where the old sign shop is located

§ Maintain lighting and landscaping in DDA District.

- Convert all downtown and municipal lots to LED lamps to maximum utility savings

IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY

WEBSITE

WWW.ICDDA.COM



Imlay City DDA

Options

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

1 Realtime | 7.3k People | 13.4k Views | 01:29 Avg time on site | 70% Bounce rate | 0 Event completions



Pages	Entries	Visitors	Views	Referrers	Refs Sources	Visitors	Views
/	1.2k	1.4k	2.1k	Google		4.4k	5.1k
/events-and-calendar/	579	660	887	Direct / Unknown		1.4k	6.6k
/vialic/	543	545	615	Facebook		412	467
/events-and-calendar/summer-concert-series/	292	515	651	Imlaycity.org		387	511
/events-and-calendar/farmers-market/	114	326	384	Bing		195	228
/wells-house/	239	248	303	DuckDuckGo		151	169
/directory/	76	247	353	Yahoo		105	130
/doing-business/implay-city-information/	210	240	261	mifma.org		24	29
/events-and-calendar/calendar/	20	222	292	michigan.org		24	27
/events/farmers-market/	179	193	214	Yandex		22	22

Device Types	Visitors
Phone	4.6k
Desktop	2.6k
Tablet	104

Browsers	Visitors
Chrome	3.8k
Safari	2.7k
Edge	344
Mozilla	244
Firefox	156

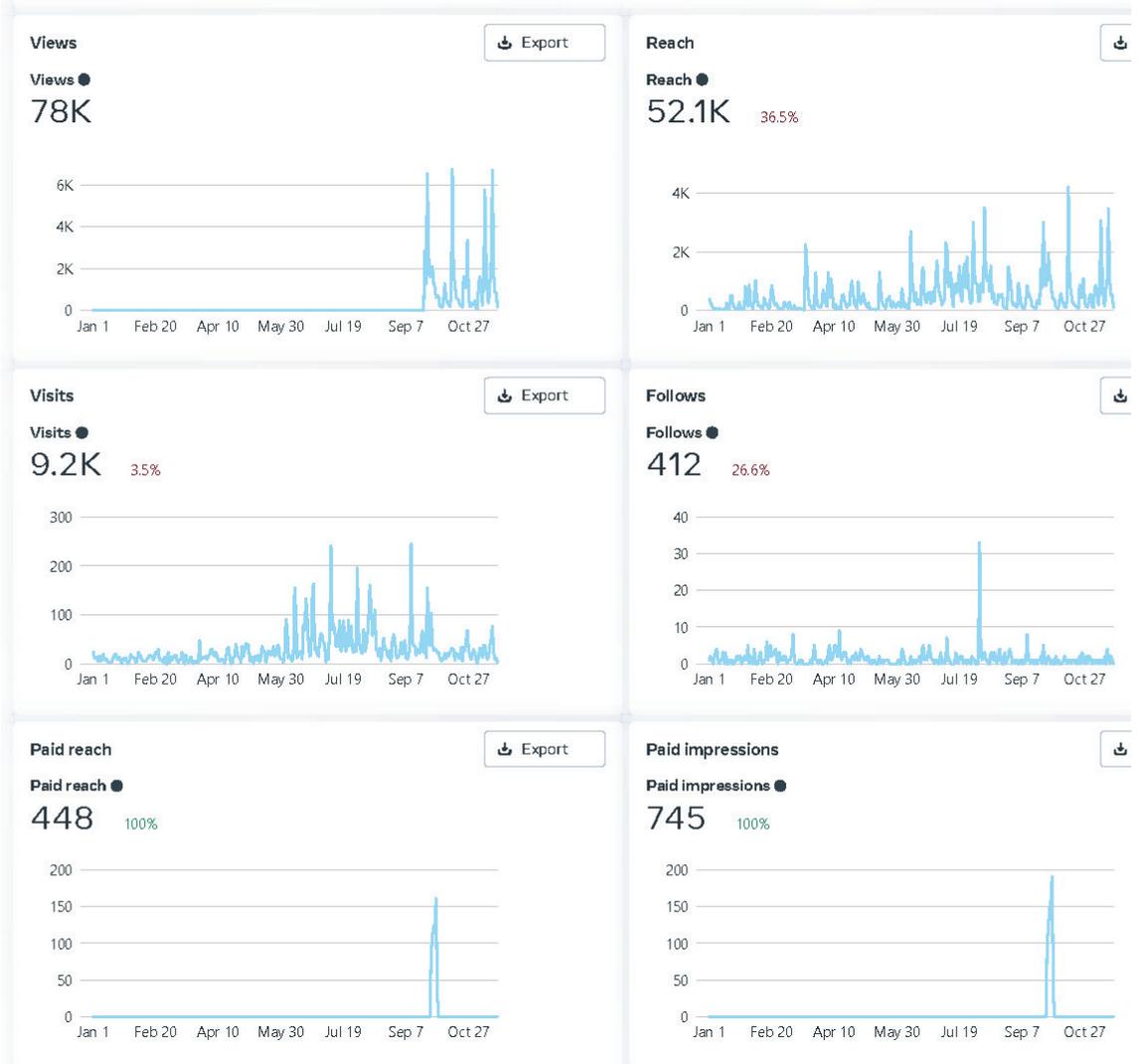
Countries	Visitors
United States of America	6.9k
India	56
Canada	51
Russian Federation	31
United Kingdom	29

Campaign	Source	Medium	Content	Term	Build	Visitors	Views	
No data to display								

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.

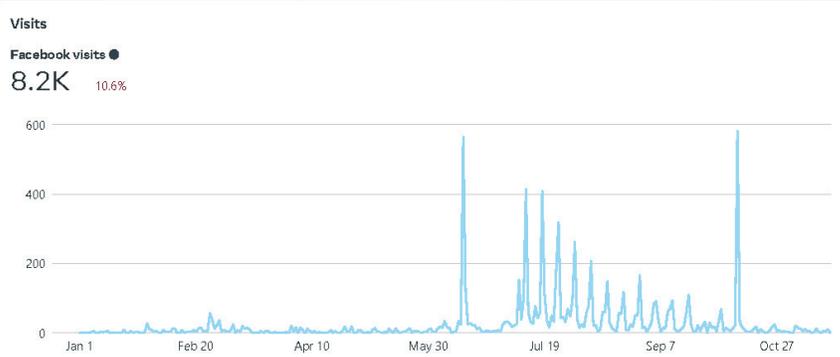
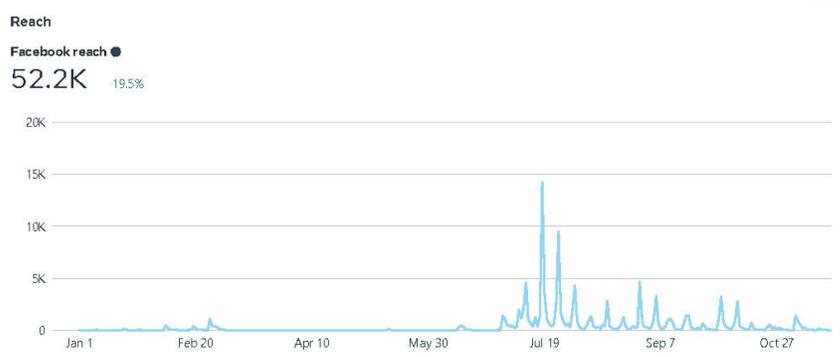
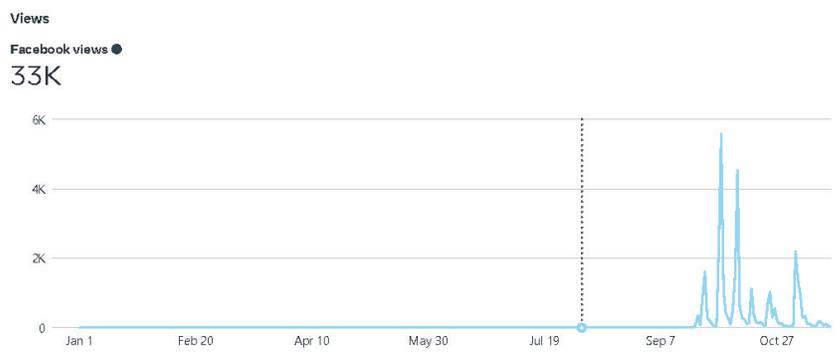


IMLAY CITY FARMERS MARKET

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!



2024 Downtown Imlay City

FARMER'S MARKET

THURSDAY'S

July 11th - October 10th
9am to 2pm

Corner of Third Street and Main Street - Imlay City
www.icdda.com

Doing Business

IN DOWNTOWN IMLAY CITY



IMLAY City

Located along I-69, Imlay City is easily accessible by road, making it a convenient stop for travelers heading to or from Michigan's "thumb" region.

- Lapeer 10 Miles
- Flint 25 Miles
- Port Huron 30 Miles
- Detroit 40 Miles

Prime Real Estate

Downtown Imlay City, known as the Historic Downtown Depot District, features a variety of businesses that cater to both locals and visitors.

With a mix of retail shopping, service businesses, dining options and community-focused spaces

Imlay City exudes a palpable positive attitude towards new businesses, fostering an environment ripe for growth and innovation. With a tight-knit community that values collaboration and support, new ventures are welcomed with open arms, and embraced as integral parts of the city's economic fabric.

"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 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*

Typical Imlay City Customer*

Predominantly White, with a significant Hispanic/Latino population (~30%).

Age Distribution: The median age is around 37 years, with a mix of families, retirees, and younger residents.

Housing: The city features a mix of single-family homes, apartments, and smaller rental properties.

Economy: Local industries include agriculture, manufacturing, and retail. Average household income is \$52,721



Known for events like the Eastern Michigan Fair, The Imlay City Farmers Market, SummerFest and WinterFest celebrations



Convenient access to the Polly Ann Trail connecting Lapeer County to Oakland County.

3,769

Imlay City Population

3,118

Imlay Township Population

88,513

County of Lapeer Population

*Based on 2020 census data

IMLAY CITY, MICHIGAN 48444

Interested in doing business? Visit us at icdda.org | 810-7242135 ext 1307