



MEMORANDUM

To: Douglas Downtown Development Authority

From: Rich LaBombard
City Manager

Date: April 26, 2023

RE: DDA Priorities, Budget Development, Project List

During the December DDA meeting, members discussed budget priorities for fiscal year 23-24. The following items were identified as the upcoming fiscal year priorities.

- Gateway signage improvements – design and easement discussion in progress
- Grant writer – potentially a non-profit management degree intern
- Wades Bayou Improvements – need a list of proposed improvements to quote
- Holiday lighting and décor – plan for next holiday season to quote
- Sidewalk and ADA improvements in the district – identify a list of proposed improvements to quote
- Acquisition of vacant property – discuss feasibility in closed session

Projected revenues from fiscal year 22-23 were \$39,188. I'd anticipate the revenues will increase by approximately two percent for fiscal year 23-24 to \$40,000±.

The DDA was budgeted to spend \$34,000 in fiscal year 22-23, allowing approximately \$5,000 of available revenue to be added to the fund balance. The projected fund balance going into fiscal year 23-24 is estimated to be \$88,000±.

The DDA should begin to identify projects that they'd like to accomplish for the next fiscal year with the funds available. City administration will obtain quotes for the work and bring back a proposed budget at a future meeting.

At the January meeting, DDA members self-assigned the following budget priorities:

- Ketelhut – Intern, Wades Bayou
- Postilion – Grant writer
- Balmer – Sidewalks, ADA, Michigan Main Street Training
- Martyniek – Social Media, holiday display, Michigan Main Street Training
- Walker – Gateway
- Stefanchik – Vacant property

At the March meeting, the DDA will continue discussion about budget priorities. DDA's proposed budget will be due to the City Treasurer on April 27th (Thursday).

Attached to this communication is the DDA budget history, projected revenues, and some proposed expenses for FY 23-24.

Discussion item

Downtown District

The downtown district is overseen by the Downtown Development Authority. Through the TIF, the DDA captures tax dollars for investment into the downtown.



FY 21/22 Items

- Heated restroom
- Gutters on restroom
- Insulated restroom
- Drinking fountain
- Sidewalk replacement
- Concession window
- Marketing

FY 22/23 Items

- Wayfinding Signage - \$34,000

FY 23/24 Items

- Wayfinding kiosk and signage - \$15,000
- Gateway - \$20,000+
- Sidewalk improvements
- Grant writer / intern - \$3,000
- Holiday lighting - \$6,000

Additional Items for Consideration

Window treatments, signage, temporary installations

Integrate mixed use (live / work spaces)

Washington & Center roundabout

Pavement Markings

Form based code in C1

Recessed electric boxes - \$21,000

All season / holiday market \$15,000

Beery Field Improvements - \$25,000

Downtown municipal upkeep - \$10,000

Marketing - \$25,000

Acquisition - \$10,000

Lift onsite parking requirements

Extra decorative light pole - \$6,000 each

DDA Promotions - \$19,000

Decorative light pole painting (base to mid-level painting only) (\$150 each x 36 poles - \$5,400)

Façade Improvements Program - \$5,000

Events Grant - \$5,000

Beautification/plantings

Street improvements - \$10,000

DDA Fund
Revenues

	Actual 18-19	Actual 19-20	Actual 20-21	Actual 21-22	Budget 22-23	YTD 22-23	Projected 22-23	Proposed 23-24	Nature of Service / Notes
248-000.000-417.000									
248-000.000-665.000									
248-000.000-674.000									
248-000.000-675.000									
248-000.000-698.000									
248-000.000-699.101									
TAX INCREMENT RECAPTURE	\$22,442.00	\$27,470.00	\$31,303.00	\$33,816.00	\$39,188.00	\$40,424.00	\$40,424.00	\$49,942.00	assume no millage change
INTEREST INCOME	4,136.00	5,968.00	342.00	-	-	-	-	-	
DONATIONS	27,124.00	8,469.00	705.00	-	-	-	-	-	
OTHER REVENUE	-	3,000.00	2,100.00	-	8,000.00	8,000.00	8,000.00	-	SD CVB Grant(FY22-23)
INSURANCE REIMBURSEMENTS	16,773.00	-	-	-	-	-	-	-	
TRANSFER IN - GENERAL FUND	-	2,717.00	-	-	-	-	-	-	
Total Revenues	\$70,475.00	\$47,624.00	\$34,450.00	\$33,816.00	\$47,188.00	\$48,424.00	\$48,424.00	\$49,942.00	

Downtown Development Authority
Expenditures

	Actual 18-19	Actual 19-20	Actual 20-21	Actual 21-22	Budget 22-23	YTD 22-23	Projected 22-23	Proposed 23-24	Nature of Service / Notes
248-728.000-703.001									
248-728.000-718.000									
248-728.000-802.001									
248-728.000-802.100									
248-728.000-806.000									
248-728.000-806.006									
DDA ADMINISTRATION	\$3,345.00	\$3,790.00	\$7,800.00	\$7,800.00	\$7,800.00	\$5,200.00	\$7,800.00	\$7,800.00	Use of City personnel
TRAINING FUNDS	-	-	500.00	83.00	-	-	-	-	
CONTRACTUAL-PLANNING STUDY	6,689.00	13,931.00	-	10,997.00	-	5,851.00	-	-	Audit TIF plan
BUSINESS INCENTIVE PROGRAM	-	-	-	5,000.00	5,000.00	-	5,000.00	5,000.00	
CONTRACTUAL ENGINEERING	-	-	-	3,703.00	9,800.00	1,435.00	2,870.00	-	
WEBSITE	99.00	319.00	-	100.00	550.00	-	-	-	
COMMUNITY PROMOTION	18,471.00	9,242.00	7,376.00	8,467.00	18,000.00	9,703.00	11,406.00	10,000.00	community events (marketing, merchant promotions, art on center, holiday lights/trees, flags/banners, decorations, socials, Halloween parade, scary berry, winterfest, and seasonal plantings)
PRINTING & PUBLISHING	-	-	-	-	-	-	-	-	
DUES/FEES/PUBLICATIONS	50.00	424.00	324.00	177.00	450.00	-	-	-	
CAPITAL OUTLAY	-	-	-	69,457.00	34,000.00	-	34,000.00	-	Wayfinding(FY22-23)
Transfers	5,020.00	-	4,913.00	-	-	-	-	-	
Total Expenditures	\$33,674.00	\$27,706.00	\$20,913.00	\$105,784.00	\$75,600.00	\$22,189.00	\$61,076.00	\$72,800.00	
Revenues Over(Under) Expenditures	\$36,801.00	\$19,918.00	\$13,537.00	-\$71,968.00	-\$28,412.00	\$26,235.00	-\$12,852.00	\$27,142.00	
Beginning Fund Balance	84,852.00	121,653.00	141,571.00	155,108.00			\$83,140.00	\$70,488.00	
Ending Fund Balance	\$121,653.00	\$141,571.00	\$155,108.00	\$83,140.00			\$70,488.00	\$97,630.00	