

MARQUETTE DOWNTOWN DEVELOPMENT AUTHORITY

2021 Annual Report



Presented by:
Rebecca Finco
Marquette DDA Executive Director



MISSION

The Marquette DDA is a Public Authority established in 1976 by the City of Marquette in accordance with Michigan Public Act 197* to “prevent deterioration in business districts, encourage historic preservation, increase property tax valuation, and to promote economic growth.”

*As of 1/1/18 Act 197 was replaced with Public Act 57 of 2018, which recodifies Tax Increment Financing Authorities and established additional government reporting requirements.

FUNDAMENTAL GOALS

- Increase property values
- Create & maintain a favorable business and investment environment
- Ensure the sustainability of the district
- Support downtown property owners, businesses, professionals, & residents





MARQUETTE DOWNTOWN DEVELOPMENT AUTHORITY

District Map

BACKGROUND

DDA Established	1976
TIF Development Plan #1	1984
District Expanded	1992
• Front St.	
• Baraga Ave.	
• Fifth-Seventh St.	
TIF Development Plan #2	1992 - 2013
TIF Development Plan #3	2011 - 2036
District Expanded	2011
• N. Third St.:	
Ridge St. to Fair Ave.	

STATISTICS

Total Businesses:	298	Core Downtown:	259 parcels
Employees:	2,682	Third Street Corridor:	61 parcels
Residents:	358	Total Parcels:	320 parcels

DDA BOARD OF DIRECTORS

The DDA Board has 9 members, of which 8 are appointed by the City Commission & serve 4-year terms, with the ninth member serving indefinitely by virtue of position as City Manager.

Board Member Name	Term Expiration
Jermey Ottaway, Chairperson	2023
Jim Johnson, Vice-Chair	2022
Eric Kucharczyk, Treasurer	2024
Nichole Durley-Rust, Secretary	2022
Robert Caron	2024
Meagen Morrison	2025
Ryan Stern	2023
Marc Weinrick	2025
Karen Kovacs, City Manager	No expiration



MARQUETTE DDA STAFF



Rebecca Finco
Executive Director



Tara Laase-McKinney
Events & Promotions Coordinator



Sarah Trumbley
Parking & Operations Manager



Sara Johnson
Farmers Market Manager



Jeff Steiner
Maintenance Manager

Maintenance Staff:

John Budinger
Ivan Flores
Kevin Frey
Larry Somero

Join Us **WE'RE
HIRING!**

Administrative Assistant
& Maintenance Worker

Apply at
www.downtownmarquette.org

ANNUAL REPORT ON STATUS OF TIF & DEVELOPMENT PLAN #3

**Fiscal Year
Ending
9/30/2021**

City of Marquette
Downtown Development Authority
Annual Report on Status of Tax Increment Financing Plan
TIF and Development Plan #3
Fiscal Year Ending 9/30/2021

Revenue:

Tax Increment Revenues	\$	872,340.69
Property Taxes - DDA levy	\$	65,540.79
Interest Income	\$	1,549.39
Parking Income	\$	285,104.89
Other Income	\$	353,840.53
Total Ordinary Revenue	\$	1,578,376.29
Flow-Through Funds	\$	40,438.85
Grant Revenue	\$	-
Total Revenue	\$	1,618,815.14

Bond Reserve	\$	141,723.89
--------------	----	------------

Expenditures:

Payroll Expense	\$	406,143.04
Communication Expense	\$	14,146.74
Maintenance and Operating Expense	\$	164,162.99
Utilities	\$	40,665.32
Professional and Contractual	\$	116,835.97
Promotion and Development	\$	43,751.77
Total Operating Expense	\$	785,705.83
Capital Projects & Equipment	\$	533,006.98
Grant Projects	\$	57,809.51
Flow-Through Funds	\$	36,061.69
2011 Bond Interest and Principal	\$	141,723.89
Total Expenditures	\$	1,554,307.90

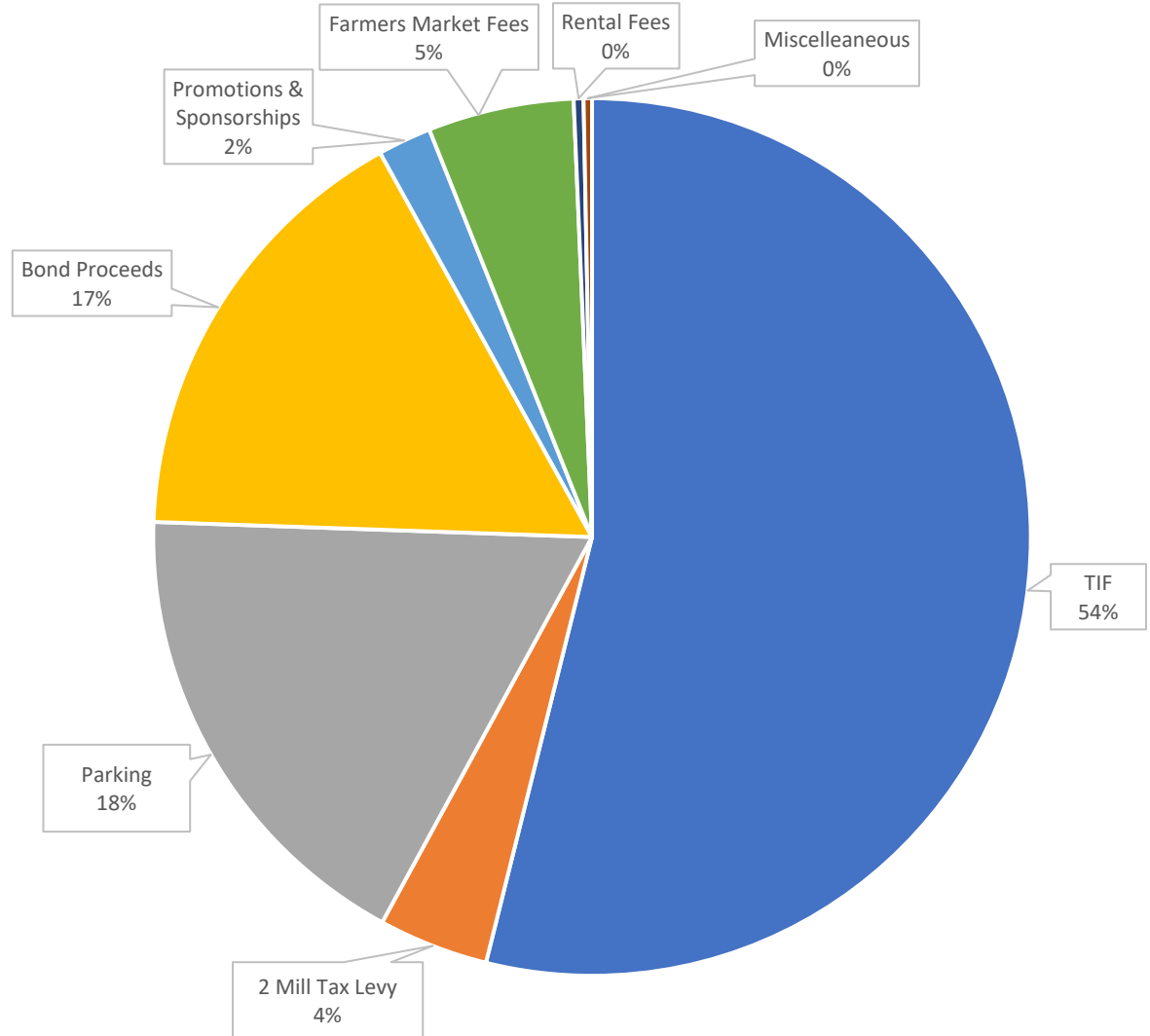
Outstanding bonded indebtedness - Bond 1	\$	905,000.00
Principal	\$	135,000.00
Interest	\$	6,723.89

MARQUETTE DDA REVENUE SOURCES

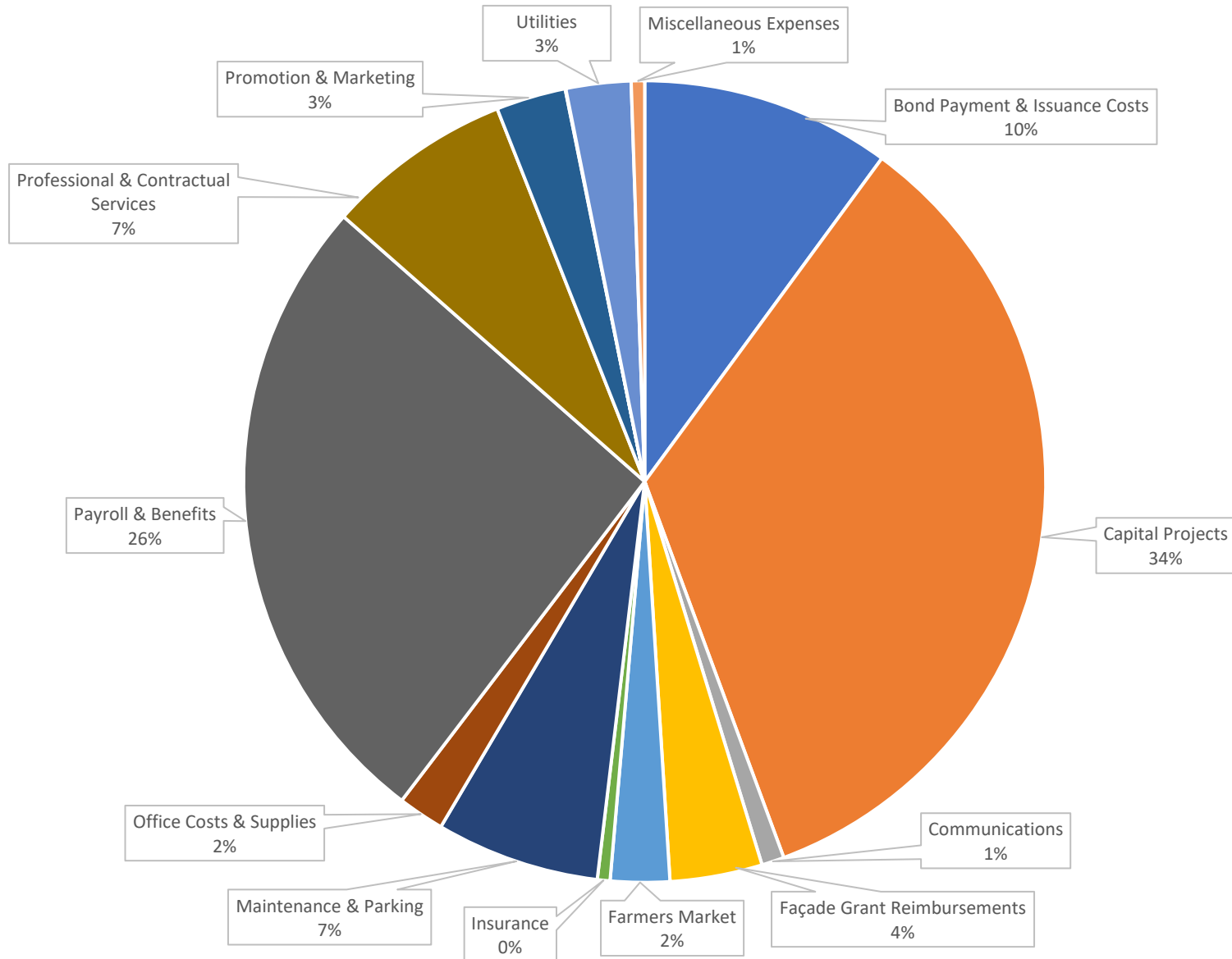
- Tax Increment Financing (TIF)
- 2 mill property tax levy
- Parking permits & meter revenues
- Other revenues
 - Bond proceeds
 - Promotions & sponsorships
 - Farmers Market fees
 - Rental fees
 - Miscellaneous revenues



FISCAL YEAR 2021 REVENUE SOURCES



FISCAL YEAR 2021 EXPENDITURES





PARKING FUND ANALYSIS

2018 - 2021

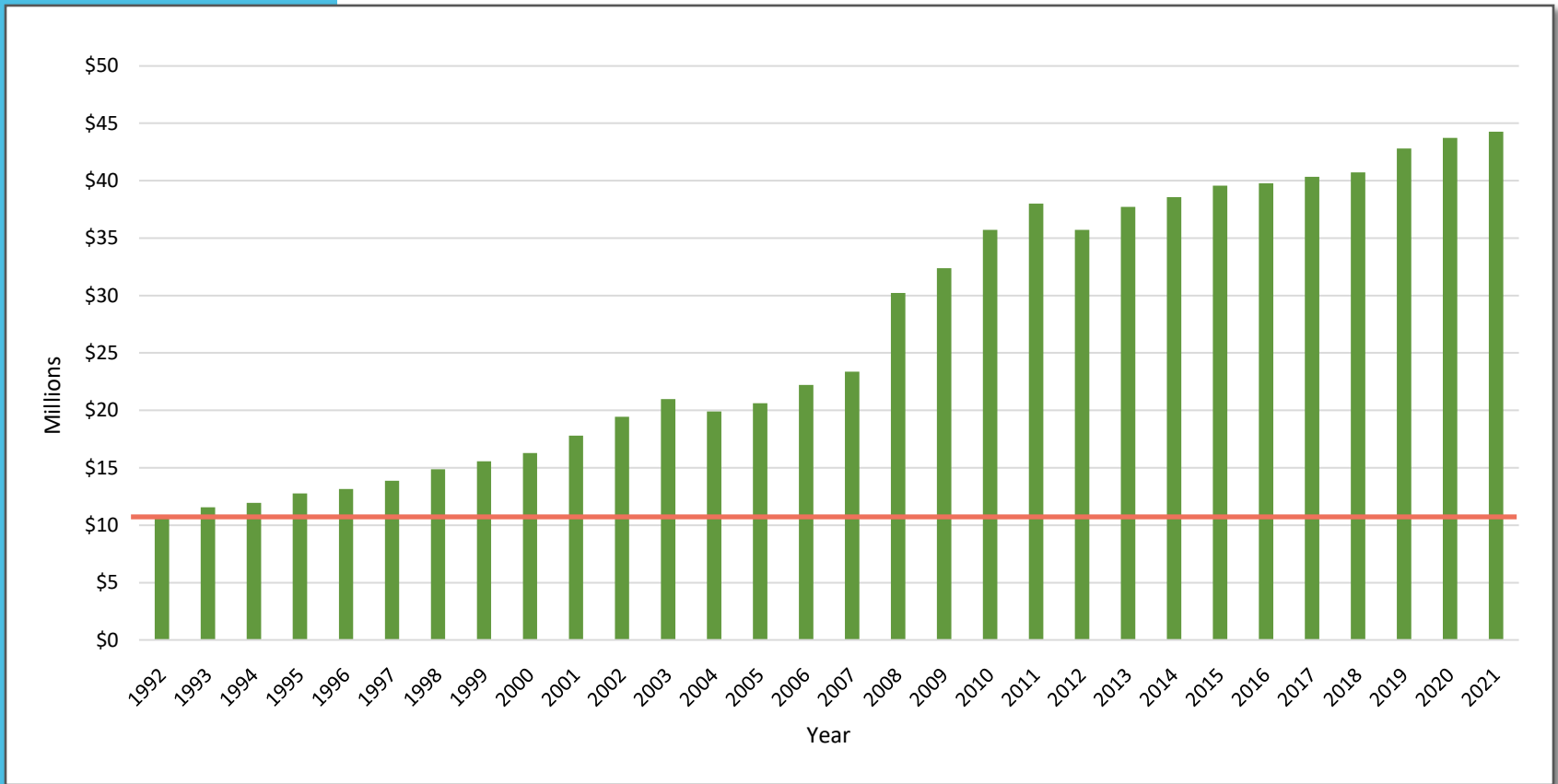
	Actual 9/30/ 2018	Actual 9/30/ 2019	Actual 9/30/ 2020	Preliminary 9/30/ 2021
Rental Permit Revenue	\$162,713	\$162,680	\$81,762	\$124,125
Meter Revenue	\$201,148	\$197,030	\$142,820	\$158,745
Miscellaneous Revenue	\$3,907	\$479	\$1,987	\$697
2021 Bond Proceeds - Bluff Street Ramp Repair				\$251,166
Total Parking Revenue	\$367,768	\$360,189	\$226,569	\$534,733
Maintenance and Operating Expense	\$270,156	\$281,717	\$266,161	\$266,963
Site Improvements/Bluff Street Ramp Repairs	\$2,058	\$9,766	\$9,200	\$241,540
Capital Equipment	\$3,726	\$0	\$0	\$53,500
Bluff Street Ramp Restoration Bond Payment	\$146,980	\$157,630	\$152,628	\$141,724
Total Parking Expenditures	\$422,920	\$449,113	\$427,989	\$703,727
Total Revenue Over (Under) Expenditures	\$ (55,153)	\$ (88,924)	\$ (201,420)	\$ (168,994)

Changes in Parking Revenues from 2019 to 2021

Revenues	2019	2020	2021
Rental Parking Permits	\$162,860	\$81,282	\$123,045
Parking Meters	\$197,509	\$143,637	\$158,745
Total	\$360,369	\$226,090	\$281,790

MARQUETTE ODA TIF DISTRICT ASSESSED PROPERTY VALUES

Base year 1992 through 2021



Initial Base Value
(1992)
\$10,621,582

2021 Assessed Value
\$44,259,380

Captured Value
\$33,637,798

DOWNTOWN FAÇADE IMPROVEMENT GRANT PROGRAM

- Since 2019, awarded \$330,000 in grant funds to 12 property owners to make exterior façade improvements through the MEDC's Façade Restoration Initiative program.
- Leveraged \$1,063,675 in downtown investment
- 11 projects completed:
 - Be Well: 601 N. Third St.
 - Breakers Roadhouse: 149 W. Baraga Ave.
 - Great Northern Title & Abstract: 155 W. Baraga Ave.
 - OBFQ (Quinnell Law Office) 419 W. Washington St.
 - The Preserve: 351 W. Washington St.
 - Superior Hearing Aid Center: 515 W. Washington St.
 - Symbios, LLC: 1209 N. Third St.
 - Thai House: 1031 N. Third St.
 - Third Base Bar: 726 N. Third St.
 - Third St. Bagel: 429 N. Third St.
 - Veridea Group: 153 W. Washington St.
- 1 project to be completed this fall
 - Blackrocks Brewery: 420 N. Third St.



2021 CAPITAL IMPROVEMENT PROJECTS

BLUFF STREET RAMP REPAIR PROJECT



Bluff Street Ramp upper level deck membrane resurfacing & expansion joint replacement

Photo courtesy of WLUC TV6



Bluff Street Ramp lower level concrete repairs

- Resurfacing of waterproof deck membrane
- Replacement of expansion joint
- General concrete & joint repairs
- \$276,139 project
- Funded by the DDA primarily through a 2021 bond refinancing
- Permit only parking on the upper level; customer parking on the lower level

100 BLOCK W. WASHINGTON STREET RECONSTRUCTION PROJECT

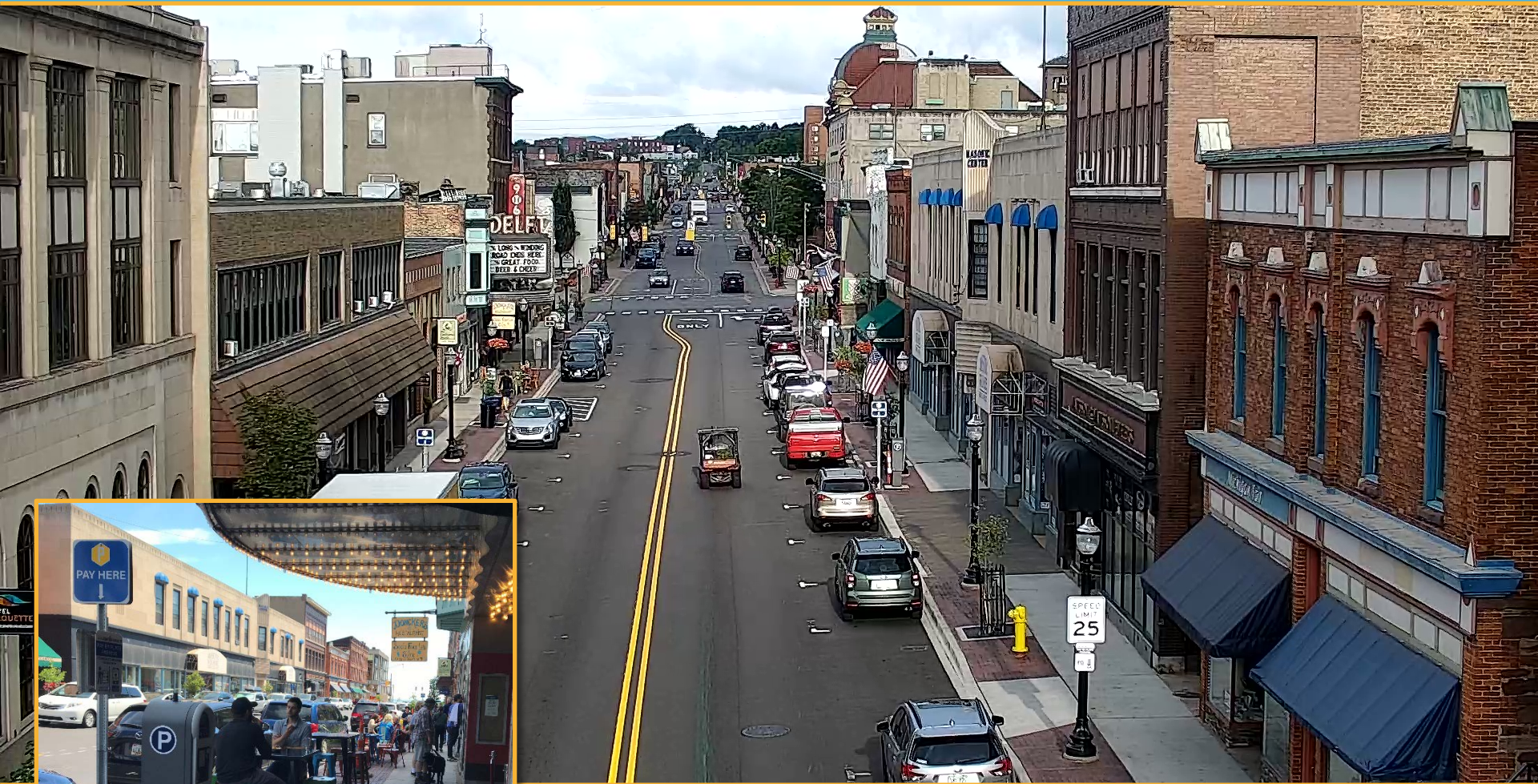


Photo courtesy of the Marquette City Police Department

- In partnership with the City of Marquette
- DDA funded \$193,134
- Introduction of pay station parking environment

SIGNAGE REPLACEMENT PROJECT

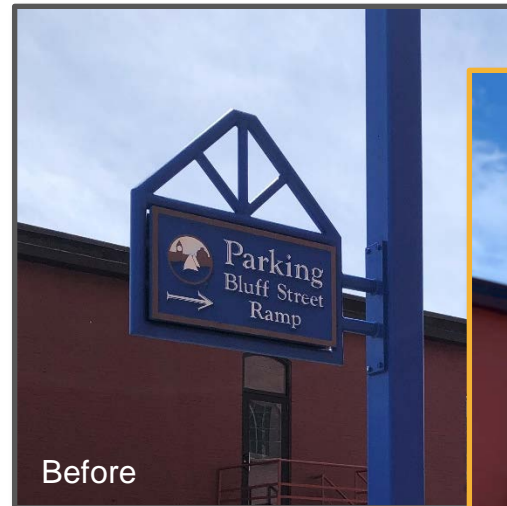
- Identity signs
 - Frames painted in-house
 - \$22,500 in new sign faces
- Street signs re-stickered



Before



After



Before



After

MAINTENANCE

- Signage updates
- Summer landscaping & lawn care
- Winter plowing, shoveling, sanding, & salting
- Sweeping, trash removal, & cleaning
- Watering of flowers
- Flags & other seasonal decorations
- Hanging of holiday greens baskets
- Installation of holiday lights
- Maintenance of Marquette Commons
- Event & Farmers Market set-up & tear-down
- Bluff Street Ramp & parking lot maintenance
- Parking meter & pay station maintenance & collections
- Maintenance of elevators, stair towers, & pedestrian connectors
- Implementation of special projects



Summer watering



Winter snow removal



Landscaping before



Landscaping after



Parking Facilities & Supply

- 7 parking lots plus Bluff Street Ramp: 764 spaces
- On-street parking spaces in core downtown: 506
- On-street parking on Third Street: 110
- Total public parking spaces: 1,380

Parking Equipment

- Approximately 318 parking meters
- 7 pay stations
- Dual-port electric vehicle charging station

2021 Parking Achievements

- Installation of 4 pay stations on 100 block W. Washington St.
- Community outreach/public relations campaign
- Fine-tuning of digital permit program in response to user feedback
- Parking lot and on-street line striping
- Bluff Street Ramp repair project

2022 Parking Goals & Initiatives

- Comprehensive replacement of parking meters
- Implement recommendations of Downtown Plan

PARKING MANAGEMENT & MAINTENANCE



**THE BENEFITS OF
PAY STATIONS**

- User friendly
- Multiple payment options
- Park anywhere on the block
- Weather-proof & reliable
- Less sidewalk clutter
- Easier for snow removal

DDA 337 W. Washington St. | (906) 228-9475

HOW ARE PARKING REVENUES USED?



Snow removal, sidewalk clearing, and parking lot maintenance.

Maintenance of elevators, stair towers, and the Bluff Street Ramp.

Line striping and lighting of downtown parking lots.

The DDA is reliant upon parking revenues to provide these services and a safe, efficient parking environment for all users.



DOWNTOWN MARQUETTE FARMERS MARKET

- 138 vendors in 2021
 - 49 new vendors
 - 50 vendors Saturday; 20 vendors Wednesday
- Achieved financial solvency
 - \$6,000 to end FY 2021
- Additional revenue streams
 - Community table
 - Market sponsors
 - Direct donations
 - Merchandise sales
- Promotions & Events
 - Farmers Market Month celebration
 - Weekly email newsletter
 - Active social media platforms
 - Media engagement
 - Vaccine clinics with Health Department
 - Blood Drive in October
 - Third Wednesday Open Mic Night



Market vendors



Jeff Heidtman

The Market participates in food assistance programs including EBT, Project FRESH, Market FRESH, Double Up Food Bucks, & Hoophouses for Health

2021 EVENTS & PROMOTIONS



Art Week Installation
in the Rosewood Walkway

- Art Week participation (June 21-27)
- Blueberry Festival (July 30)
- Music on Third Series (July – September)
- Classic Cars on Third Street (Aug 21)
- Ladies Night (November 18)
- Light Up the Holidays Decorating Contest (December)
- Holiday Parade & Tree Lighting (December 2)



\$16,128 donated to the Women's Center from
Classic Cars on Third Street fundraising proceeds



Music on Third

2021: BUSINESS UPDATES

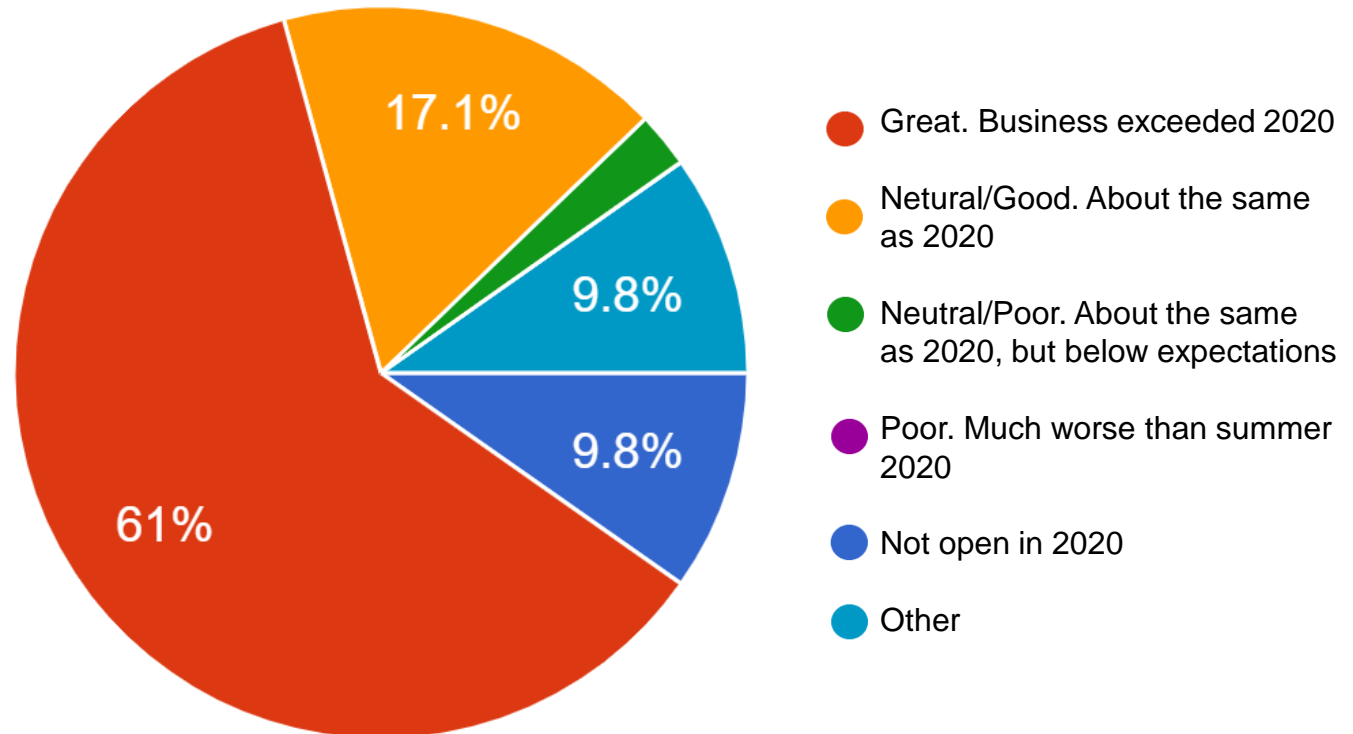
Respondents:

41 total responses

- 13 Bars/Restaurants
- 14 Retail
- 4 Service-based
- 4 Art Galleries
- 2 Museums
- 1 Hotel
- 1 Medical
- 1 Church
- 1 Information Center

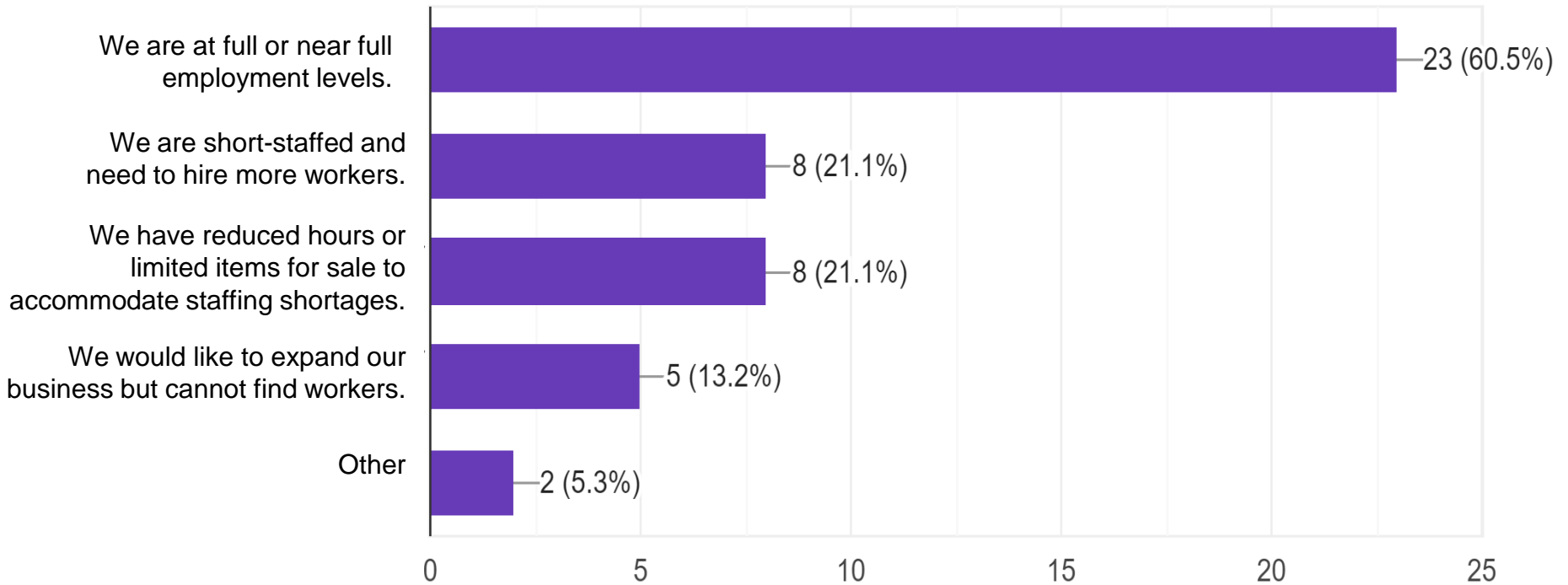
The DDA recently surveyed Downtown Marquette businesses to assess their summer 2021 successes and challenges.

How would you rate your business' summer 2021 in comparison to summer 2020?




2021: BUSINESS UPDATES

With regard to staffing levels, please choose all that apply to your business:



2021 — WELCOMED 11 NEW BUSINESSES!




Tremary Toast Café




Wintergreen Hill
Art
Gallery & Gifts

- 906 & Co. - 125 W. Washington St.
- Aloha Grill - 130 W. Washington St., Lower Level
- Amelia's Craft Market and Boutique - 315 S. Front St.
- Blossom Bird Bubble Tea – 128 N. Third St.
- Higher Love – 344 W. Washington St.
- MQT Acupuncture and Bodywork
307 S. Front St. Ste. 110
- Studio South – 307 S. Front St.
- Towners Pastry & Chocolate – 315 S. Front St.
- Tremary Toast Café – 153 W. Washington St.
- Wintergreen Hill Art Gallery and Gifts – 810 N. Third St.



Higher Love



Third Street Marketplace
coming soon...

Saying Goodbye in 2021

- New York Deli – 510 W. Washington St.
- Towners Pastry & Chocolate – 315 S. Front St.

2022 GOALS & OBJECTIVES

- Capital Improvement Parking Projects
 - Pay station replacement plan
 - Parking lot signage updates
 - Parking lot maintenance
- Continue to implement parking management and public transit strategies identified in the Downtown Plan
- Pursue a TIF district for the Third Street Corridor
- Collaborate on the Vault Project with development team and Marquette Brownfield Redevelopment Authority
- Explore modifications to Marquette Commons facility
 - Public greenspace
 - Farmers Market suitability
- Reinstate DDA Façade Improvement Grant Program
- Continue to seek grant funding for public improvement projects and to assist property owners with making property improvements
- Work toward a wayfinding signage program



DOWNTOWN 
MARQUETTE

Rebecca Finco
Executive Director
Becky@downtownmarquette.org
906-228-9475 ext. 103
www.downtownmarquette.org