

Marquette Downtown Development Authority

2022 Annual Report



Presented by:
Tara Laase-McKinney
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 |
| <ul style="list-style-type: none">• Front St.• Baraga Ave.• Fifth-Seventh St. | |
| TIF Development Plan #2 | 1992 - 2013 |
| TIF Development Plan #3 | 2011 - 2036 |
| District Expanded | 2011 |
| <ul style="list-style-type: none">• N. Third St.: Ridge St. to Fair Ave. | |

Statistics

| | | | |
|-------------------|-------|------------------------|-------------|
| Total Businesses: | 327 | 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 |
| Ryan Stern, Vice-Chair | 2023 |
| Marc Weinrick, Treasurer | 2025 |
| Nichole Durley-Rust, Secretary | 2026 |
| Robert Caron | 2024 |
| Meagen Morrison | 2024 |
| Antonio Adan | 2024 |
| Lauren Rowland | 2025 |
| Karen Kovacs, City Manager | No expiration |



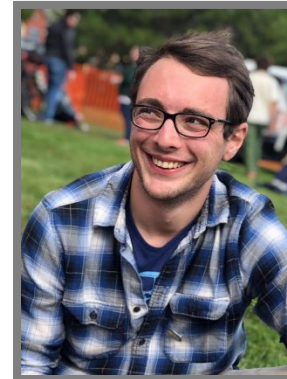
Marquette DDA Staff



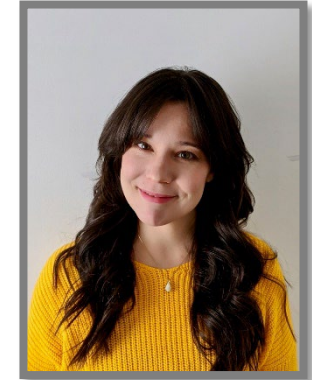
Tara Laase-McKinney
Executive Director



Jodi Lanciani
Operations Director



Mike Bradford
Business Outreach and
Promotions Director



Sara Johnson
Farmers Market Manager



Brian Shier
Administrative Assistant



Ivan Flores
Maintenance Coordinator



Maintenance Staff:

- John Budinger
- Nathan Kartheiser
- Jason Larson
- Larry Somero
- Brady Walters
- Benjamin Garrow

Annual Report on Status of TIF & Development Plan #3

**Fiscal Year
Ending
9/30/2022**

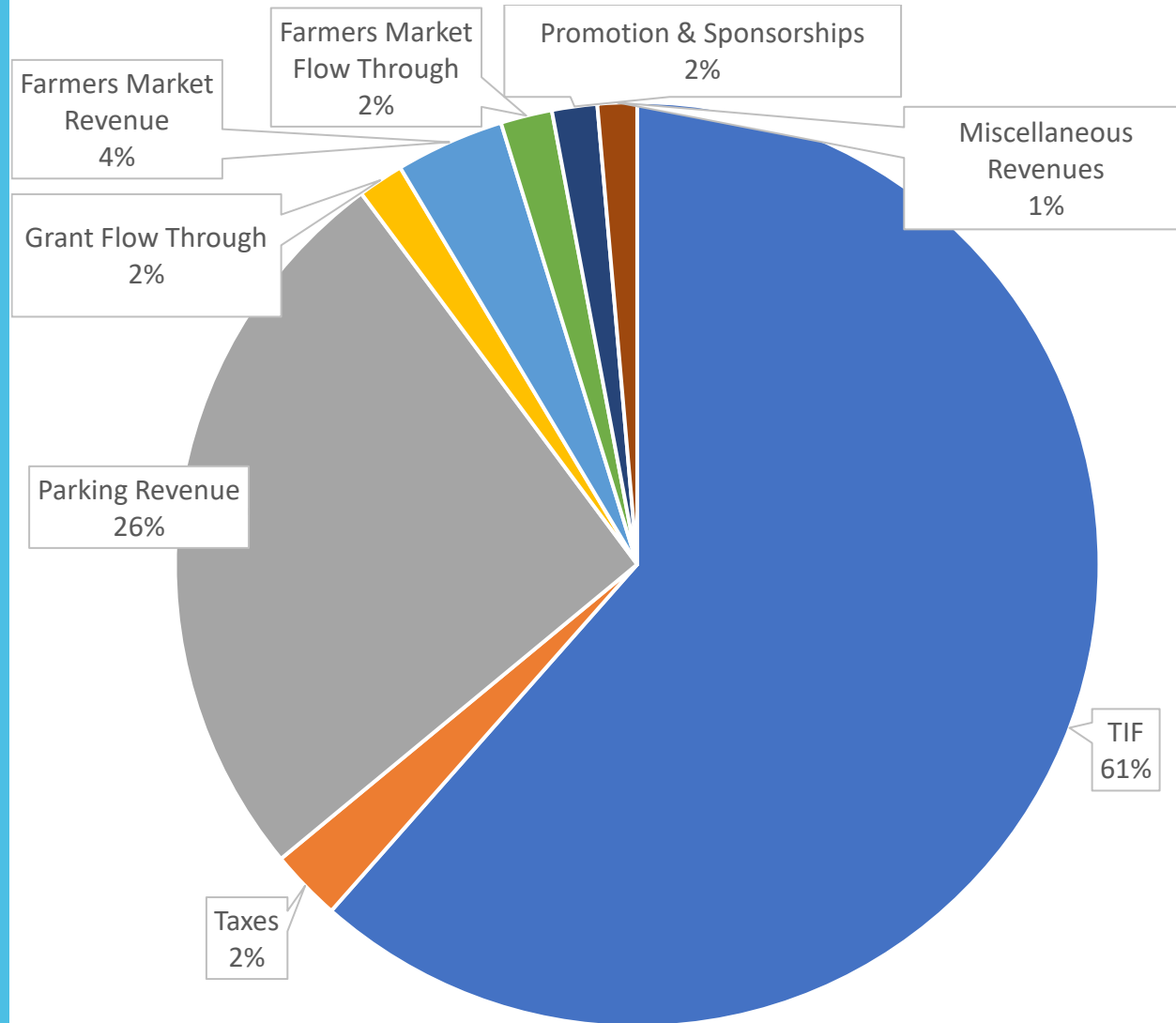
| | |
|--|------------------------|
| Revenue: | |
| Tax Increment Revenues | \$ 955,601.60 |
| Property Taxes - DDA levy | \$ 38,786.81 |
| Interest Income | \$ 565.00 |
| Parking Income | \$ 400,993.92 |
| Other Income | \$ 132,574.78 |
| Total Ordinary Revenue | \$ 1,528,522.11 |
| Flow-Through Funds | \$ 27,998.00 |
| Grant Revenue | \$ 25,000.00 |
| Total Revenue | \$ 1,581,520.11 |
| <hr/> | |
| Bond Reserve (Principal&Interest) | \$ 146,172.50 |
| <hr/> | |
| Expenditures: | |
| Payroll Expense | \$ 463,311.23 |
| Communication Expense | \$ 11,790.41 |
| Maintenance and Operating Expense | \$ 199,374.08 |
| Utilities | \$ 47,391.53 |
| Professional and Contractual | \$ 121,083.76 |
| Promotion and Development | \$ 42,829.35 |
| Total Operating Expense | \$ 885,780.36 |
| Capital Projects & Equipment | \$ 488,179.26 |
| Grant Projects | \$ 56,430.00 |
| Flow-Through Funds | \$ 42,168.00 |
| 2011 Bond Interest and Principal | \$ 146,172.50 |
| Total Expenditures | \$ 1,618,730.12 |
| <hr/> | |
| Outstanding bonded indebtedness - Bond 1 | \$ 781,000.00 |
| Principal | \$ 124,000.00 |
| Interest | \$ 22,172.50 |

Marquette DDA revenue sources

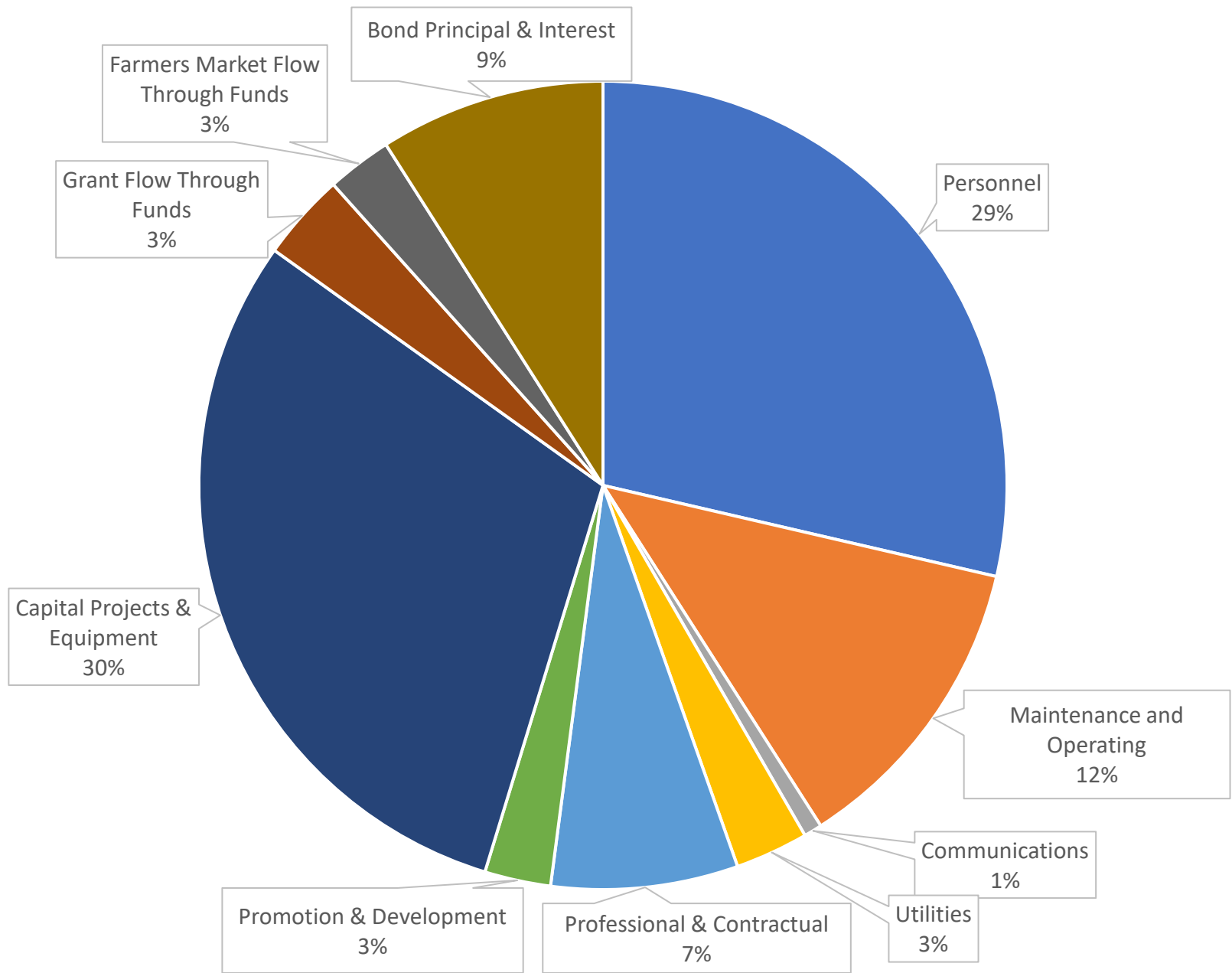
- Tax Increment Financing (TIF)
- 2 mill property tax levy
- Parking permits & meter revenues
- Other revenues
 - Promotions & sponsorships
 - Farmers Market fees
 - Rental fees
 - Miscellaneous revenues



Fiscal Year 2022 Revenue Sources



Fiscal Year 2022 Expenditures





Parking Fund Analysis

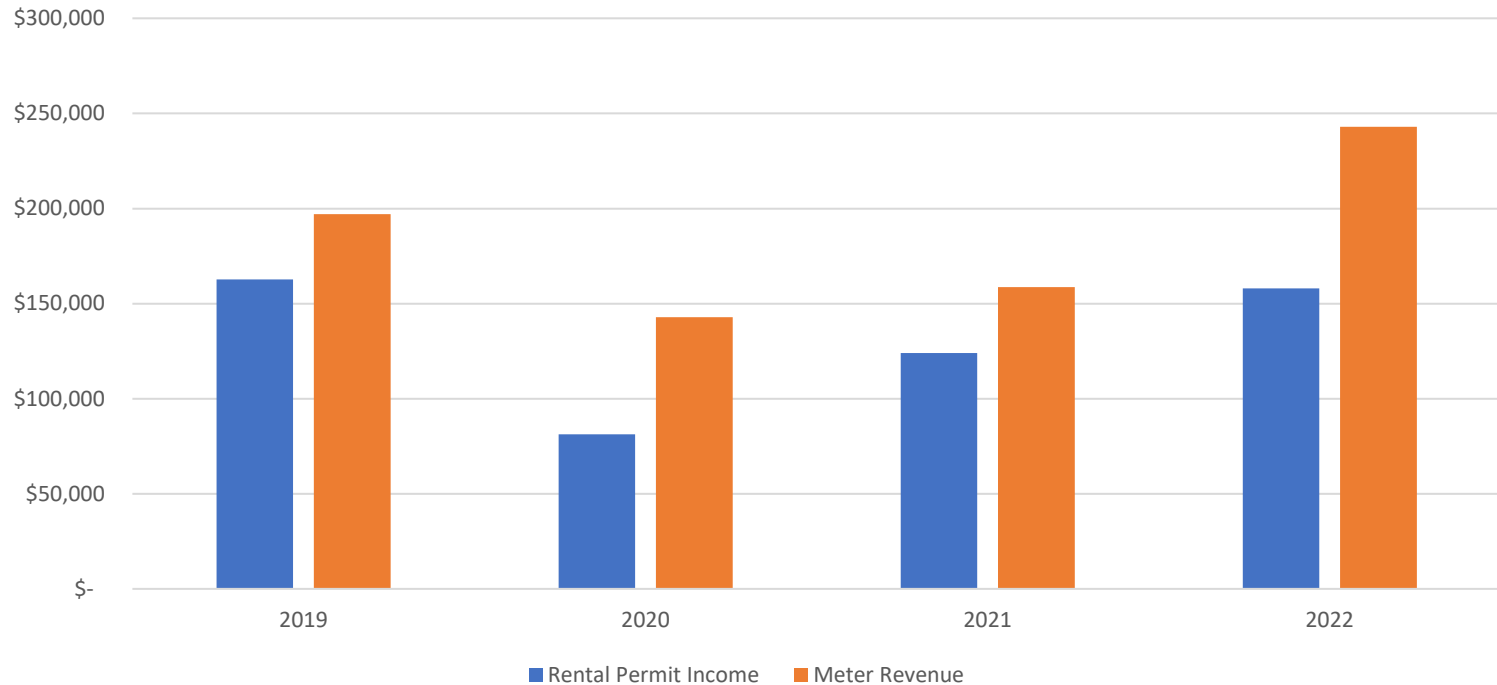
2019 - 2022

| | 2019 | 2020 | 2021 | 2022 |
|--|--------------------|---------------------|---------------------|---------------------|
| Rental Permit Income | \$ 162,680 | \$ 81,282 | \$ 124,125 | \$ 158,078 |
| Meter Revenue | \$ 197,030 | \$ 142,820 | \$ 158,744 | \$ 242,916 |
| Miscellaneous Revenue | \$ 479 | \$ 1,988 | \$ 697 | \$ 3,500 |
| 2021 Bond Proceeds - Bluff St Ramp Repair | | | \$ 251,166 | |
| Total Parking Revenue | \$ 360,189 | \$ 226,090 | \$ 534,732 | \$ 404,494 |
| Maintenance & Operating Expense | \$ 281,717 | \$ 266,161 | \$ 266,963 | \$ 312,804 |
| Site Improvements/Bluff Ramp Repairs | \$ 9,766 | \$ 9,200 | \$ 241,540 | \$ 62,352 |
| Bluff Street Ramp Restoration Bond | \$ - | \$ 152,628 | \$ 141,724 | \$ 146,173 |
| Capital Equipment & Repairs | \$ 157,630 | \$ - | \$ 53,500 | \$ 384,922 |
| Total Parking Expenditures | \$ 449,113 | \$ 427,989 | \$ 703,726 | \$ 906,252 |
| Total Revenue Over (Under) Expenditures | \$ (88,924) | \$ (201,899) | \$ (168,995) | \$ (501,758) |



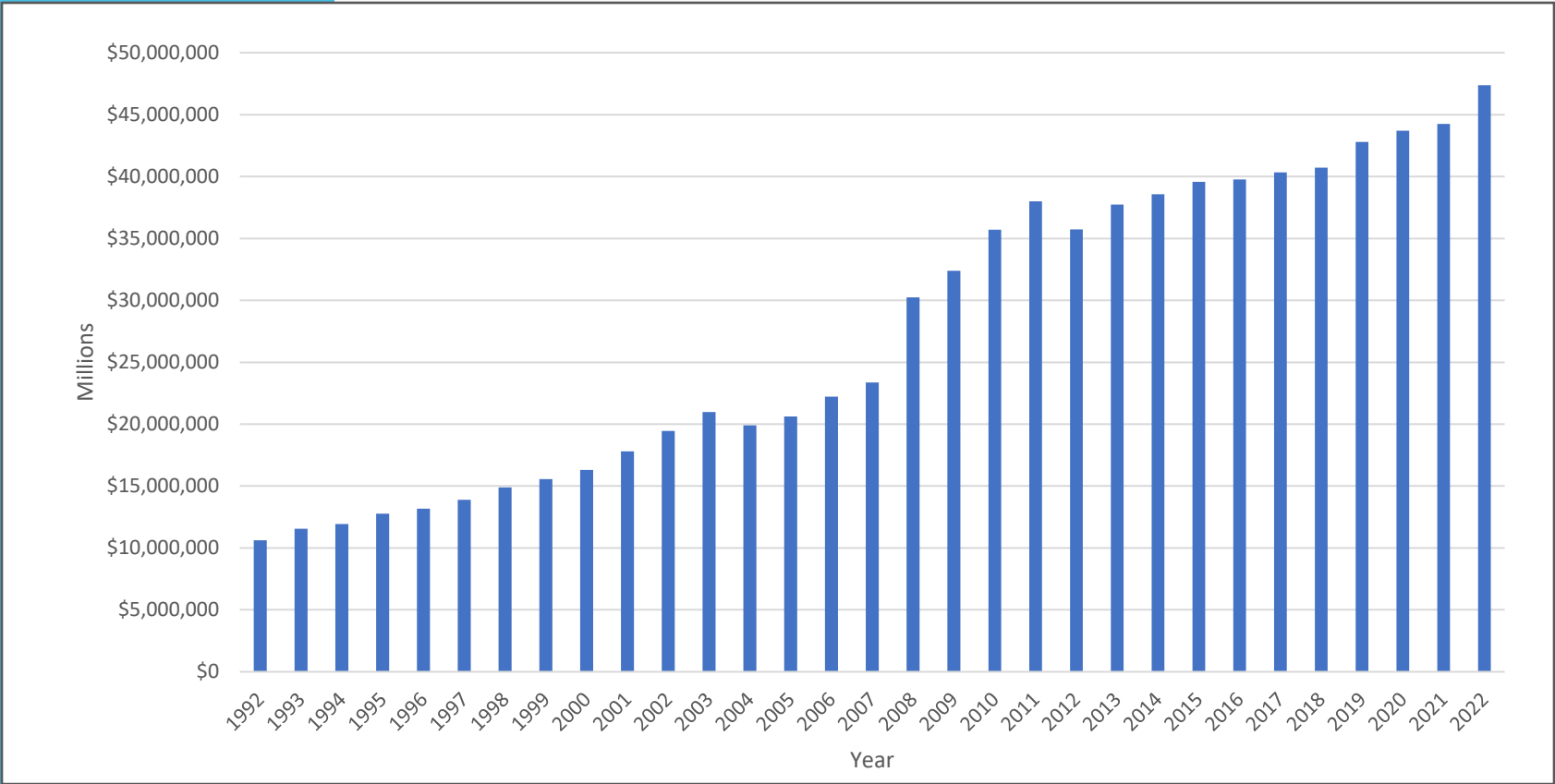
Changes in Parking Revenue

2019 - 2022



| Revenues | 2019 | 2020 | 2021 | 2022 |
|------------------------|-----------|-----------|-----------|-----------|
| Rental Parking Permits | \$162,860 | \$81,282 | \$123,045 | \$158,078 |
| Parking Meters | \$197,509 | \$143,637 | \$158,745 | \$242,916 |
| Total | \$360,369 | \$226,090 | \$281,790 | \$400,994 |

Marquette DDA TIF District Assessed Property Values Base year 1992 through 2022



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

**2022 Assessed Value
\$47,371,403**

**Captured Value
\$367,749,821**

Downtown Marquette Façade Improvement Grant Program

- DDA awarded \$30,000 in grant funds to 7 property owners to make exterior façade improvements through the local Façade Improvement Grant Program:
 - Highbridge Group, 220 W. Washington St.
 - Superior Aesthetics, 611 N. Third St.
 - Donckers, 137 W. Washington St.
 - Evergreen Market, 135 W. Washington St.
 - Seiche Stone Company, 515 N. Third St.
- These 5 projects leveraged \$80,457 in downtown investment
- 2 project to be completed this fall/Winter:
 - Ore Dock Brewing Co. 114 W. Spring St.
 - Loyaltees, 321 S. Front St.
- Due to the success of this grant program, we plan on bringing it back for 2023 with \$50,000 in funds available for downtown building owners



Match on Main Grant

- The DDA assisted one Downtown Marquette businesses in completing their \$25,000 Match on Main Grant.
 - Superior Culture completed their project, a renovation to their upstairs and incorporation into their existing business, in August. The Match on Main grant plus private funds equaled \$43,634.11 investment in that business.
- Assisted Ore Dock Brewing Co. with an extension on their grant so that it could better fall in line with their expanded project timeline.
- Submitted two applications for consideration for Match on Main Grants this fall
 - Will have notification in early December



Maintenance

- Summer landscaping & lawncare
- 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
- Pay station maintenance & collections
- Maintenance of elevators, stair towers, & pedestrian connectors
- Implementation of special projects



Summer watering



Winter snow removal



Landscaping projects



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

- 38 pay stations
- Passport Parking App
- Dual-port electric vehicle charging station

2022 Parking Achievements

- Installation of 33 pay stations
- Simplified Zone System – 3 zones
- Converted Lower Bluff Ramp to 24-hour parking
- Passport Parking App free for 15-minutes now offered
- Parking hourly rate increased to \$1/hour

2023 Parking Goals & Initiatives

- Downtown Business Grant - Permits for part-time employees
- Plan to add curb cuts for accessibility near on-street handicapped parking spots
- Explore future paid parking on Third Street
- Vault Parking Structure – continue to develop an operating agreement
- Additional signage for zone locations
- Promotions to encourage Passport App usage

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?



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

Snow removal, sidewalk clearing, and parking lot maintenance.

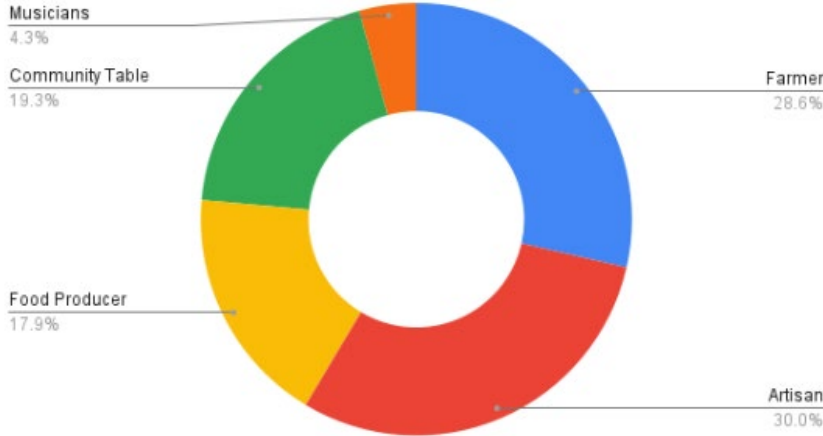
Maintenance of elevators, stair towers, and the Bluff Street Ramp.

Line striping and lighting of downtown parking lots.



Downtown Marquette Farmers Market

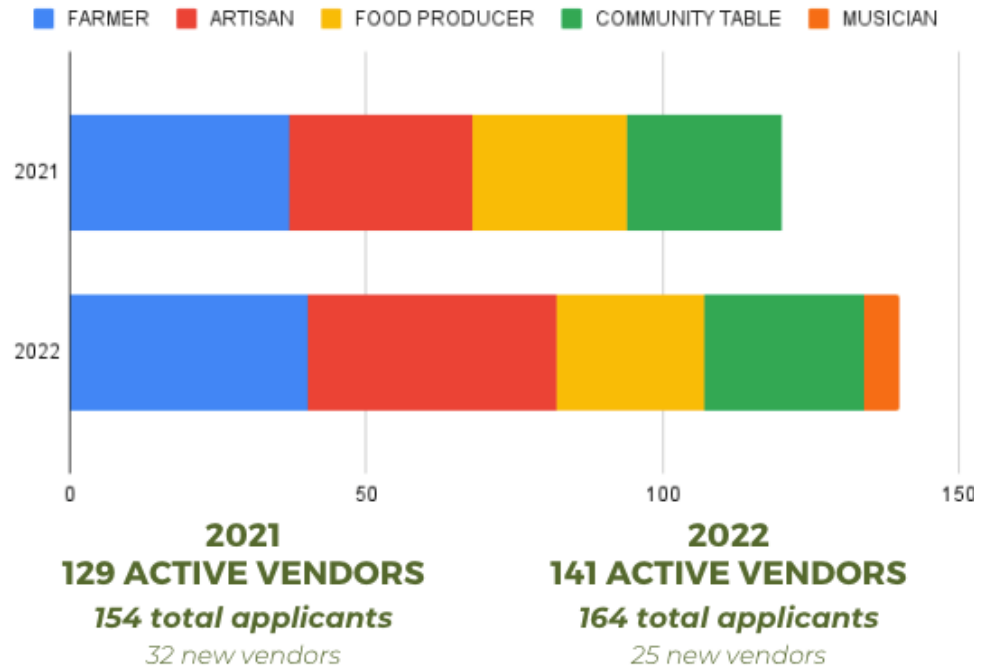
2022 ACTIVE VENDOR BREAKDOWN



141 ACTIVE VENDORS



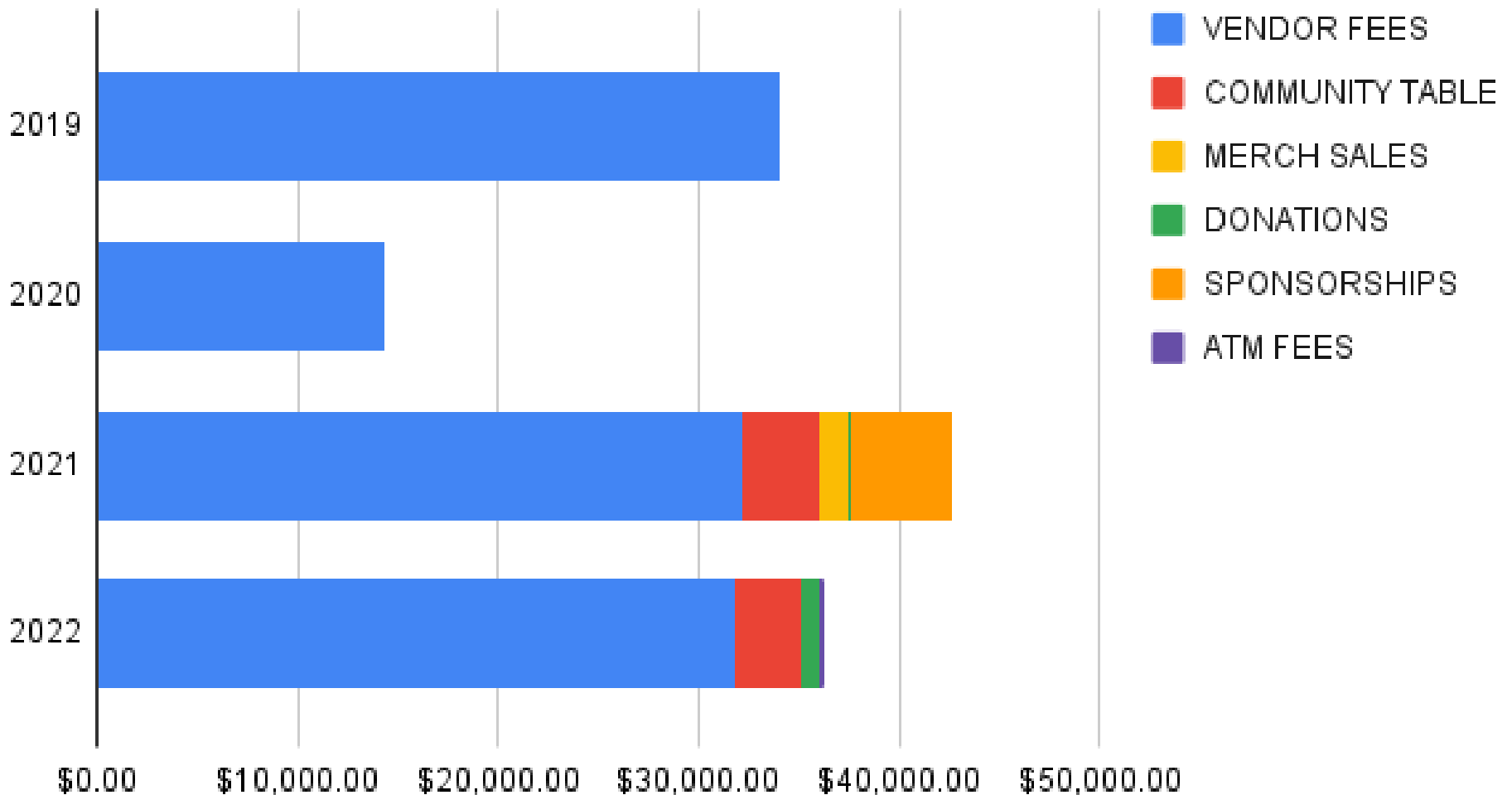
2021 vs 2022 VENDOR BREAKDOWN





Downtown Marquette Farmers Market

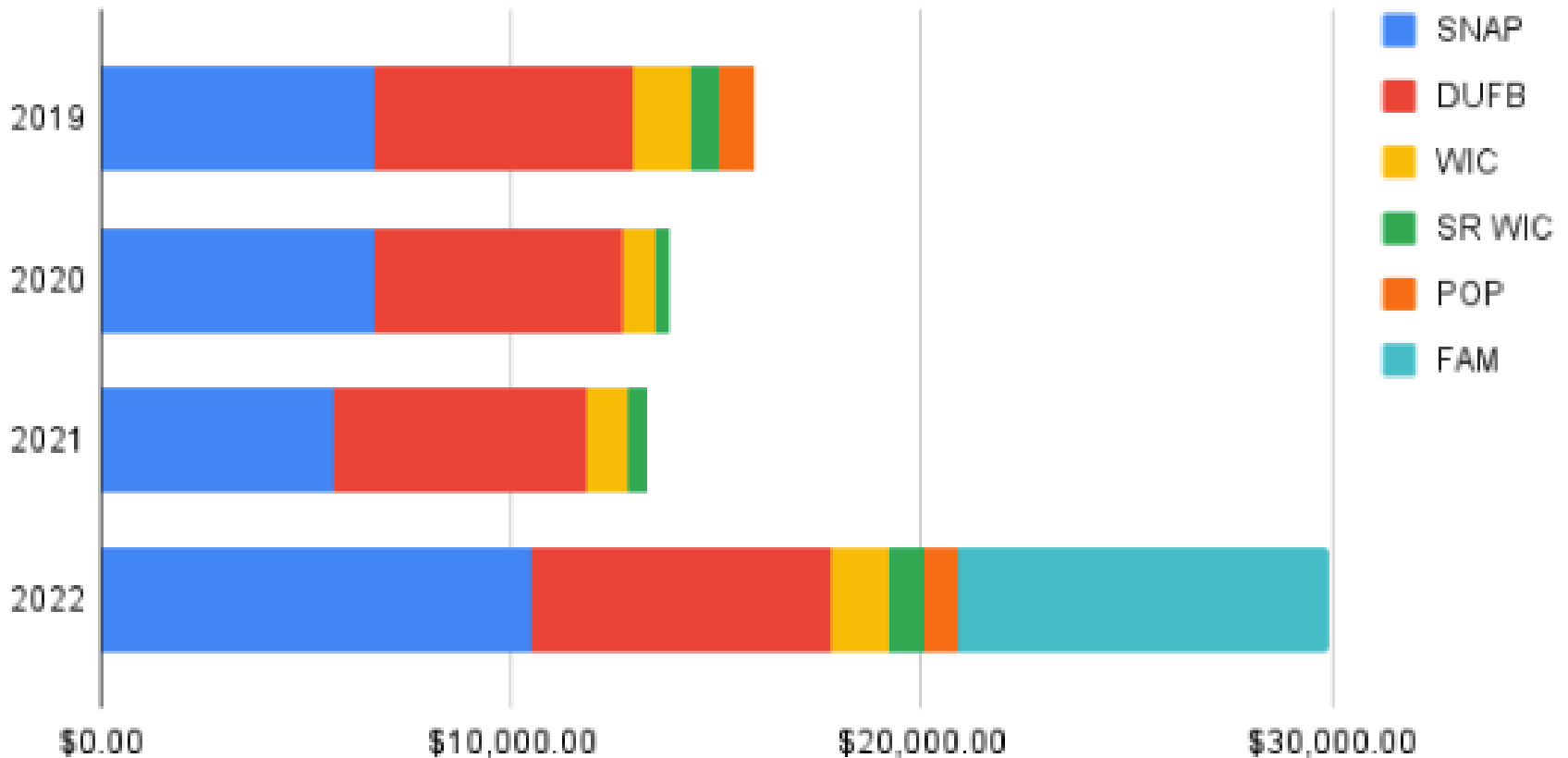
MARKET INCOME (May-October)





Downtown Marquette Farmers Market

FOOD ASSISTANCE VENDOR REIMBURSEMENT (May-October)

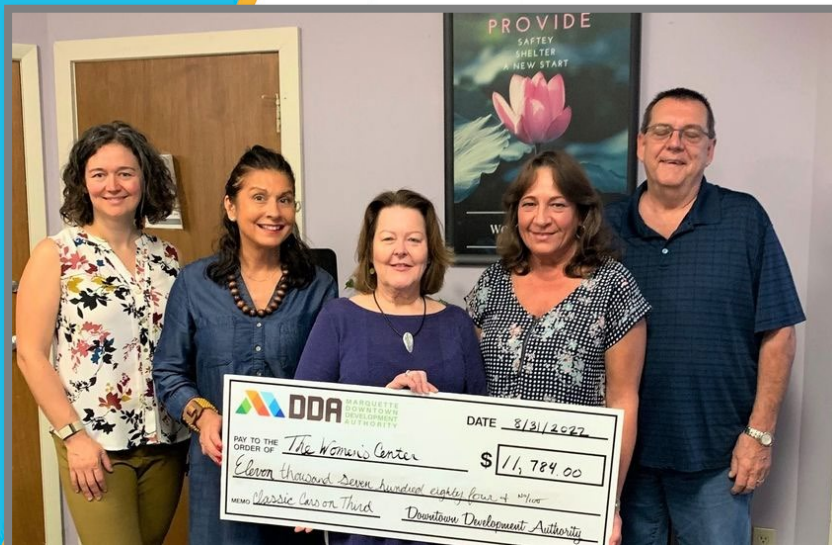


Approximately \$30,000 in reimbursements to Farmers Market vendors in 2022!

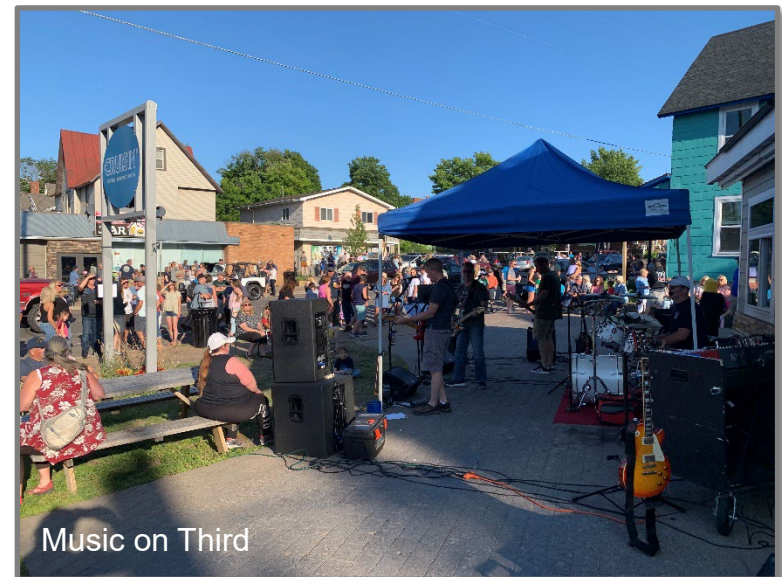
2022 Events & Promotions



- Restaurant Week (March 6-12)
- Art Week participation (June 20-25)
- Blueberry Festival (July 29)
- Music on Third Series (July – September)
- Classic Cars on Third Street (Aug 20)
- Downtown Trick or Treat (October 29)
- Ladies Night (November 17)
- Holiday Parade & Tree Lighting (December 8)

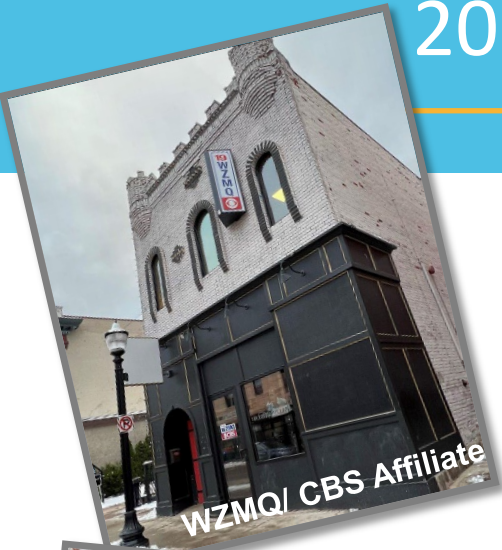


\$11,784 donated to the Women's Center from Classic Cars on Third Street fundraising proceeds



Music on Third

2022 – Welcomed 9 New Businesses!



- Edge Partnerships- 148 W. Washington St.
- Evergreen Market- 135 W. Washington St.
- Honorable Distillery- 136 W. Washington St.
- Iron Golem Games- 329 W. Washington St.
- Kognisjon Bryggeri- 1034 N. Third St.
- Northern Scales Reptiles- 118 W. Washington St., Ste C
- Provisions MQT- 401 S. Lakeshore Blvd.
- Unsalted Goods- 107 S. Front St.
- WZMQ/CBS Affiliate- 142 W. Washington St.



Saying Goodbye in 2022

- Aloha Grill- 130 W. W. Washington St., LL
- Epps Apothecary- 110 N. Third St.
- Madgoodies- 209 W. Ohio St.

DDA Partnerships



The DDA partnered with the Marquette Beautification Committee on revitalizing the Phil Niemisto Pocket Park's flower planting this summer. The results were beautiful, and we were able to assist the Beautification Committee with their fundraising efforts by allowing them to set up a booth there during Blueberry Festival.

This fall, they planted bulbs in the park for beautiful flowers late next spring.



DDA/Local Events Partnerships



The DDA partners with several major events that take place in part or entirely within Downtown Marquette. We offer a variety of support for events based on need, including advice, guidance, & support to event organizers to help ensure event success, and coordinate with businesses whenever necessary.

- UP200 & Midnight Run
- Festival of The Angry Bear
- Queen City Half Marathon
- Marquette Marathon
- Marji Gesick 50 Mile Race Start
- New Year's Eve Ball Drop



2023 Goals & objectives

- Pursue a TIF district for the Third Street Corridor
- Continue to collaborate on the Vault Project with the development team and Marquette Brownfield Redevelopment Authority
- Explore modifications to the Marquette Commons facility
 - Placemaking initiatives
 - Farmers Market suitability and upgrades
- Institute a social district for Downtown Marquette
- 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

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