

1. City Council YDDA Work Session Meeting Agenda

Documents:

[8-3-15 COUNCIL-YDDA AGENDA.PDF](#)

2. City Council YDDA Work Session Meeting Packet

Documents:

[8-3-15 COUNCIL DDA PACKET.PDF](#)



City of Ypsilanti

City Council – DDA Board of Directors
Monday, August 3, 2015 – 6:00 p.m.
SPARK East
215 W. Michigan Ave.

Agenda

The **Mission** of the Ypsilanti Downtown Development Authority (YDDA) is to undertake district-wide improvements that have the greatest impact in strengthening the downtown areas and attracting new business. The primary goal of the YDDA is to implement positive economic, physical, aesthetic, and community changes in each of our four districts.

I. Call to Order

II. Roll Call

City Council

Anne Brown	P	A	Brian Robb	P	A
Nicole Brown	P	A	Daniel Vogt	P	A
Pete Murdock	P	A	Amanda Edmonds	P	A
Lois Richardson	P	A			

YDDA Board

Kenneth Dobson	P	A	Kevin Hill	P	A
Amanda Edmonds	P	A	Jelani McGadney	P	A
Jessica French	P	A	Rois Savvides	P	A
Adam Gainsley	P	A	Richard Smith	P	A
Cisco Garcia	P	A	Mark Teachout	P	A
Ben Harrington	P	A			

III. Approval of Agenda

IV. Audience Participation

V. YDDA Vision, Values, & Outcomes Presentation

VI. Announcements/Comments

VII. Audience Participation

VIII. Adjournment



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CITY COUNCIL/DDA WORK SESSION

Monday, August 3, 2015

Vision, Values, & Outcomes

Mission:

The mission of the Ypsilanti Downtown Development Authority (YDDA) is to undertake district-wide improvements that have the greatest impact in strengthening the downtown areas and attracting new business. The primary goal of the YDDA is to implement positive economic, physical, aesthetic, and community changes in each of our four districts.

Values:

- ❑ Safe / clean / cared for
- ❑ Community engagement / participation / ownership
- ❑ Historic Preservation
- ❑ Diverse and Accessible
- ❑ Unique / eclectic / locally owned
- ❑ Positive (messaging, communication, approach)
- ❑ Sustainability
- ❑ Integrated / partnership / collaborative



10 Year Vision

It's 2023 and Ypsilanti is a place you want to be, whether to live, work, play, or visit. Our DDA districts—while unique in offerings and character, are very much bound by their commonalities and shared vibrancy. They collectively make up the nucleus of the community. We have a positive reputation across the region and country.

Our DDA is filled with unique and eclectic businesses owned locally; many of those owners live in or very near our community, and are invested in both their own enterprises' success and the community's success. People want to move and invest here to open a business, knowing they'll be supported and have the opportunity to be part of a bigger whole. The historic character of our physical infrastructure has been preserved—and celebrated. Our occupancy is full, including both our historic structures and the fully developed Water Street district, which has been built out in ways that mimic the physical nature of our historic buildings, so while it is clear what is new and old, there is a continuity of look and feel.

10 Year Vision

A Safe and Well-Kept District

It's safe to be here, and visitors and residents alike know that. Properties are kept up—both individual businesses, and the space between, behind, and in front of them—and that leads to a perception of being cared for, which greatly influences a perception of safety. We all take part in picking up trash, helping one another spruce things up-- there's a proactive approach by residents and employees/owners alike to take part in this. The abundance of activity—people sitting at sidewalk cafes, walking in the day and evening, and strong on-site presence of employees and owners in the districts contribute to the eyes on the street that make the community feel safe.



10 Year Vision

Diverse Businesses, Visitors, Institutions, and Partnerships

We have exemplified effective placemaking in our districts and community overall. There is a mix of businesses and operations in our districts that both attract visitors and provide for core daily needs of residents. There are both retail and service-oriented businesses. This mix attracts those accustomed to urban living where all of one's needs can be met within a few blocks. We also recognize the value, partner with, and support the core institutions in and adjacent to our DDA, including (and especially) EMU, our library, health care centers, nonprofits, and museums. These anchors are essential to our success. EMU and its student and staff population contribute to this vibrancy in many ways economically and culturally, including an active embrace of the locally-owned businesses on campus and off. Students are an asset as residents and shoppers in our DDA, and many of them stay in the community once they graduate. There are hangouts and retail establishments geared towards this audience.

10 Year Vision

A Supportive Environment to Start and Grow A Business

This diversity in types of businesses is also reflected in our business and property owners, residents, and visitors. We are strong because we attract, embrace, and celebrate people of all backgrounds, and our business and institutional offerings are geared towards people of a variety of racial, ethnic, economic, and age backgrounds. People move to Ypsilanti on purpose. And they stay.

Business owners know that Ypsilanti is a place that can start and grow a business, and the community has support available at multiple scales for businesses at different stages. There are a variety of business services available, from incubators to district-wide marketing and promotion. Businesses want to start here and have opportunities to stay here as they expand. Our business and property owners recognize the value of working together for shared business and district success. The vibrancy of our DDA districts also attracts development—residential, industrial, commercial—elsewhere in the City; our healthy commercial districts are an indicator of a healthy economy in Ypsilanti and place you want to live, work, play, or invest.

10 Year Vision

Model Green Infrastructure... A River... And a Train!

Our green infrastructure is a key to this vibrancy as well. Major parks sit in the middle of our DDA districts and are the jewels of our community and are highly connected to our nearby residents and businesses. Community and economic activity in and around the parks are fed through an active festival scene and outdoor recreation for visitors and residents. This connectivity extends through bike and walking trails through surrounding neighborhoods. We couldn't imagine a community or DDA districts without thriving, clean, and safe parks, our beautiful Huron River, and an anchor recreation center. The Huron River has returned to be seen as a centerpiece of the community and its vitality.

Green infrastructure also means multi-modal transportation. The train stops in Ypsi. Our DDA districts are fully walkable, bike-friendly, and handicapped accessible. It's easy and clear how to get around using any form of transit, which also contributes to the DDA as a welcoming space for all. And, you can indeed find parking—whether for a short visit or an overnight stay.

10 Year Vision

Sustainability means energy efficiency, green materials and reuse, alternative energy, gardens/green areas/trees, pollution prevention, sustainable transportation, and waste reduction. In our DDA sustainability is embraced by business owners, property owners, residents, and visitors. For owners and occupants this emphasis has improved quality of life, health, and affordability. We're a model of sustainability and others visit to learn from Ypsi. This has become a driver for economic development and investment in Ypsilanti.

A Vibrant and Creative Destination

Our DDA is the core of our community and of it as a cultural and activity destination. In addition to our many festivals in our parks, those events that attract residents and visitors occur throughout our districts. There are other regular entertainment and dining opportunities as well for all ages and interests. Public and private art is throughout our DDA, showcasing the creative class that has been core to Ypsilanti's revitalization. People are out and about throughout the day and night, fueling the energy and ensuring the safety that such positive and active presence brings.

10 Year Vision

Integrated into our Region

The DDA—and its staff and board—recognize that our districts don't exist in a vacuum. Our adjacent residential and commercial districts, our community-wide resources including schools, and other areas impacting community life and livelihood all impact the success of our DDA. We're involved, therefore, as a partner in conversations, initiatives, and organizations within and outside of our district that contribute to making Ypsilanti overall a vibrant place to invest, live, work, play, visit, or go to school. When we can look from the vantage of this success for our city and region, our district is strong.



How do we get there?

The YDDA aims to improve the vitality of our districts through improvements in three broad categories:

- Environment
- Economy
- Experience

In each of these categories we have identified a series of Outcomes we hope to achieve, Indicators of how we will measure success, the Tools used to get us there, and Current and Potential Activities for us to take on.

We also have worked diligently to ensure that our Vision and Outcomes are consistent with the City as a whole. The YDDA Vision and all of our plans have been paired to the Shape Ypsi, Parks Master Plan, 2020 Ypsilanti Task Force Report, the 2008 Downtown Blueprint, and YACVB 2013-15 Strategic Destination Plan.

Outcomes - Environment

Environment	Indicators/Measures	Tools	Current/Potential Activities
Physical Environment (buildings, streets, infrastructure) is inviting and well maintained 	A. % of public infrastructure in working order B. # of occupied and vacant properties well maintained C. \$ amount invested in private/public property and infrastructure D. % of vacant properties E. # of policies to reduce vacancies and blight F. # of community driven clean up and beautification programs/events	a) YDDA Building Rehab and Façade Grants b) Streetscape Maintenance Program c) Downtown solid waste and cardboard recycling program d) Pedestrian trash can service e) Ypsi PRIDE partnership f) Adopt-a-block program	i. Ongoing available space marketing (C) ii. Art in Vacant Storefront Program (C) iii. Commercial Space Team redevelopment opportunity program (C) iv. Pop-Up Business program (C) v. Annual infrastructure audit (P) vi. Develop a Commercial Property Standards Ordinance

Outcomes - Environment

Environment	Indicators/Measures	Tools	Current/Potential Activities
DDA districts exemplify sustainability in the built environment and celebrate our natural features (parks and river) 	A. # of green features/elements in public and private spaces B. Growth in use and investments in parks and river C. Growth in green infrastructure and landscaping D. Increased recycling and composting rates E. # of policies/incentives consistent with the City's Climate Action Plan	a) YDDA Building Rehab and Façade Grants b) Streetscape Maintenance Program with increased emphasis on sustainability and chemical free maintenance c) Downtown cardboard recycling program	i. DDA financial support for the B2B trail (C) ii. Shared use of dumpster enclosures for grease recycling and composting (C) iii. Participation on the River Trail Committee (C) iv. Adopt-a-block program for plant maintenance(C) v. Improved park signage and amenities (P)

Outcomes - Environment

Environment	Indicators/Measures	Tools	Current/Potential Activities
Transit and transportation infrastructure create easy and accessible linkages within the DDA and neighboring communities, including a train stop 	A. \$ amount of investments in transportation infrastructure B. % of increased transit ridership C. % of increased other/non-motorized transportation options and users	a) YDDA financial support for the AAATA b) Bike rack partnership program	i. Installation of additional bike racks throughout the DDA (C) ii. Financial support for commuter rail stop (P) iii. Increased pedestrian linkages between EMU and the DDA (P) iv. Increased investment in pedestrian safety measures (P) v. Join the AAATA GoPass program (P)

Outcomes - Environment

Environment	Indicators/Measures	Tools	Current/Potential Activities
DDA districts have a diverse mix of uses, including commercial retail, service, housing, institutions, and public space 	A. % of breakdown of different uses in the DDA B. # of new businesses opened and C of O's obtained	a) YDDA Building Rehab and Façade Grants b) YDDA website available properties list and business directory c) Redevelopment Liquor Licenses 	i. Meet with prospective businesses, reviewing business plans and assisting with new locations (C) ii. Commercial Space Team redevelopment opportunity program (C) iii. Pop-Up Business program (C) iv. Update the DDA market study (P) v. Create a business attraction/retention program (P)

Outcomes - Environment

Environment	Indicators/Measures	Tools	Current/Potential Activities
Vibrant public spaces provide places to congregate, celebrate, and recreate 	A. # of visitors during normal days/evenings/week ends B. # of special events C. # of attendees at special events	a) Spring plantings and maintenance b) Marketing/event support and funding	i. Promote events and activities through social media (C) ii. Develop a visitor/event tracking system with YACVB (P) iii. Create or improve upon public spaces in each district (P)



Outcomes - Economy

Economy	Indicators/Measures	Tools	Current/Potential Activities
Districts have low vacancy rates for commercial and residential spaces 	A. +/- occupancy rates over time B. Increase demand on real estate sales and rental rates C. New policies in place to discourage vacancies D. # of main, upper, and lower stories in active use E. # of temporary pop-up uses	a) YDDA Building Rehab and Façade Grants b) OPRA program c) Redevelopment Liquor License program	i. Monitor and update available property listings (C) ii. Market pop-up opportunities (C) iii. Commercial Space Team marketing efforts (C) iv. Track occupancy rates/trends over a several year period (P) v. Work with the city on developing property condition/quality ordinances

Outcomes - Economy

Economy	Indicators/Measures	Tools	Current/Potential Activities
Long-term anchor businesses and institutions thrive in the DDA	A. % of businesses that have been around 5+ years B. Average # of years in operation for DDA businesses/institutions C. # of businesses that have grown both in physical space and # of employees	a) YDDA Building Rehab and Façade Grants b) OPRA program c) Redevelopment Liquor License program	i. Create an annual business survey/assessment (P) ii. Develop a business support team (P) iii. Develop a W. Cross St./Campus Town business association (P)



Outcomes - Economy

Economy	Indicators/Measures	Tools	Current/Potential Activities
DDA districts attract a diversity of businesses, visitors, and residents for retail, service, and event experiences	A. # and % of different types of businesses B. Range of products and services being offered C. Diversity of owners, residents, and customers	a) YDDA Building Rehab and Façade Grants b) OPRA program c) Redevelopment Liquor License program d) Available property inventory e) Marketing event funding support	i. Create an annual business survey/assessment (P) ii. Develop a visitor/event tracking system with YACVB (P) iii. Develop a business attraction/retention program (P)



Outcomes - Economy

Economy	Indicators/Measures	Tools	Current/Potential Activities
DDA districts are filled with locally owned, unique, and eclectic businesses	A. % of locally owned businesses B. # and % of different types of businesses C. Range of products and services being offered D. Diversity of owners, residents, and	a) YDDA Building Rehab and Façade Grants b) OPRA program c) Redevelopment Liquor License program d) Available property inventory	i. Create an annual business survey/assessment (P) ii. Develop a business attraction/retention program (P) iii. Develop a business support team (P) iv. Develop a W. Cross St./Campus Town business association (P)



Outcomes - Economy

Economy	Indicators/Measures	Tools	Current/Potential Activities
Businesses at all stages find support they need to thrive in the DDA 	A. # of businesses accessing available business resources B. # of partnerships in place to help people and businesses find space and resources C. Increased reputation of Ypsilanti as a place to open and grow a business D. Decrease in % percentage of business/storefront turnover E. \$ value of support/resources leveraged	a) YDDA Building Rehab and Façade Grants b) OPRA program c) Redevelopment Liquor License program d) Business resource inventory on City website	i. Partner with MI-SBDC to refer businesses for support (C) ii. Pop-Up Business program (C) iii. Meet with prospective new businesses and support by reviewing business plans and assisting with potential locations (C) iv. Develop a business support team (P) v. Develop a W. Cross St./Campus Town business association (P)

Outcomes - Experience

Experience	Indicators/Measures	Tools	Current/Potential Activities
Ypsilanti community and the DDA are known as safe and welcoming places day and night, year round 	A. Reduction in crime rate in the DDA B. DDA and Ypsilanti branding is positive and strong C. Increased/consistent police presence in the DDA D. Improved perception of safety in the DDA	a) YPD/DDA downtown officer partnership b) YDDA website and social media c) YDDA Building Rehab and Façade Grant programs d) YDDA event marketing grants e) YDDA security/surveillance camera in S. Huron parking lot	i. YDDA support for the YACVB wayfinding program (C) ii. YDDA financial support for events and promotions (C) iii. Expansion of downtown surveillance systems (P) iv. Streetscape improvements with improved accessibility and lighting (P) v. DDA marketing campaign (P)

Outcomes - Experience

Experience	Indicators/Measures	Tools	Current/Potential Activities
There are events and experiences in our DDA that attract people year round	A. # and variety of events B. # of attendees at events/experiences C. # of people from within and without the community attended events/experiences D. % or # of increased promotion of the DDA at and for events, including # of brochures and \$ amount committed for promotion	a) YDDA website and social media b) YDDA event marketing grants 	i. Pop-Up business program (C) ii. Develop event tracking survey/metrics with the YACVB (P) iii. Create or improve upon public gathering spaces in the DDA (P)

Outcomes - Experience

Experience	Indicators/Measures	Tools	Current/Potential Activities
Our DDA districts are the core of the broader Ypsilanti area, a cultural and activity destination drawing area residents and visitors from inside and outside the region	A. # of people from within and without the community attended events/experiences B. % or # of increased attendance for our events and cultural institutions	a) YDDA website and social media b) YDDA event marketing grants	i. Develop event tracking survey/metrics with the YACVB (P) ii. Create or improve upon public gathering spaces in the DDA (P)



Outcomes - Experience

Experience	Indicators/Measures	Tools	Current/Potential Activities
Our districts are accessible year round to residents, customers, and visitors via multiple modes of transportation	A. # of visitors to the DDA both day and evenings, week days and weekends B. Increased presence of features that encourage walking and biking C. Maintenance of sidewalks D. Reported ease of and access to public parking	a) YDDA Parking Study b) YDDA Bike Rack and Street Furnishing partnership program	i. Continued installation of bike racks and/or corrals throughout the DDA districts (C) ii. Support and promotion of the AAATA services to Ypsilanti iii. Support for the YACVB's wayfinding program (P) iv. Partner with the AAATA to expand the GoPass program to the DDA districts v. Streetscape improvements with improved accessibility and lighting (P)



Outcomes - Experience

Experience	Indicators/Measures	Tools	Current/Potential Activities
The DDA promotes live-work-play options so that housing, employment, and amenities are within close proximity 	A. Increased # of DDA district residents B. Measure of basic goods and services being availability within close proximity to multiple modes of transportation	a) The City's OPRA program b) YDDA Building Rehab grant program	i. Look for opportunities to increase second story residential development and live work opportunities (P) ii. Work to expand the EMU Live Ypsi program (P) iii. Develop a residential needs assessment for the DDA (P) iv. Develop a business retention and attraction program (P)

How does a DDA operate?

The Authority of the Authority - P.A. 197 of 1975*

- to provide for the establishment of a downtown development authority;
- to prescribe its powers and duties;
- to correct and prevent deterioration in business districts;
- to encourage historic preservation;
- to authorize the acquisition and disposal of interests in real and personal property;
- to authorize the creation and implementation of development plans in the districts;
- to promote economic growth in the districts;
- to create a board;
- to prescribe its powers and duties;
- to authorize the levy and collection of taxes;
- to authorize the issuance of bonds and other evidences of indebtedness;
- to authorize the use of tax increment financing;
- to reimburse downtown development authorities for certain losses of tax increment revenue;
- and to prescribe the powers and duties of certain state officials.

How does a DDA operate?

The Authority of the Authority - P.A. 197 of 1975*

□ General Information

- The DDA Act authorizes cities, townships and villages to create a Downtown Development Authority, with one or more development areas within the DDA's boundaries, to stop deteriorating property values in a "downtown district", which is area zoned primarily for business.
- The DDA is a public body corporate which may sue and be sued in any court in the State of Michigan.
- The DDA Act authorizes a DDA to impose up to a 2 mill ad valorem property tax (with approval of the governing body of the municipality).
- The DDA Act authorizes a DDA to capture tax increment revenues from all taxable property within the development area to finance public facilities within the development area as described in a development plan and tax increment financing plan approved by the governing body of the municipality.
- The DDA Act allows a DDA to issue bonds payable solely from tax increment revenues, or allows a municipality to issue bonds payable primarily from tax increment revenues of the DDA and pledging the municipality's full faith and credit to the bonds.

How does a DDA operate?

The Authority of the Authority - P.A. 197 of 1975*

□ Powers of a DDA

- Prepare an analysis of economic changes taking place in the downtown district.
- Study and analyze the impact of metropolitan growth upon the downtown district.
- Plan and propose the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan which, in the opinion of the Board, aids in the economic growth of the downtown district or to comply with barrier free design requirements of the State.
 - “Public Facility” means a street; plaza; pedestrian mall; and any improvements to these; park; parking facility; recreational facility; right of way; structure; waterway; bridge; lake, pond, or canal; utility line or pipe; building, and access routes to any of these.
- Develop long-range plans, in cooperation with the local municipality, designed to halt the deterioration of property values in the downtown district and to promote economic growth and take steps to encourage property owners to implement the plans to the fullest extent possible.

How does a DDA operate?

The Authority of the Authority - P.A. 197 of 1975*

□ Powers of a DDA - continued

- Implement any plan of development in the downtown district necessary to achieve the purposes of this act, in accordance with the powers granted.
- Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.
- Acquire by purchase or otherwise, on terms and conditions the authority deems proper or, own, convey, or otherwise dispose of, or lease, land and other property, real or personal, or rights or interests therein, which the authority determines is reasonably necessary to achieve the purposes of this act, and to grant or acquire licenses, easements, and options with respect thereto.
- Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination thereof.
- Fix, charge, and collect fees, rents, and charges for the use of any building or property under the DDA's control, or any part thereof, and pledge the fees, rents, and charges for the payment of revenue bonds issued by the authority.

How does a DDA operate?

The Authority of the Authority - P.A. 197 of 1975*

- Powers of a DDA – continued
 - ▣ Lease any building or property under its control, or any part thereof.
 - ▣ Accept grants and donations of property, labor, or other things of value from a public or private source.
 - ▣ Acquire and construct public facilities.
 - ▣ Create, operate, and fund marketing initiatives that benefit only retail and general marketing of the downtown district.
 - ▣ Contract for broadband service and wireless technology service in the downtown district.
 - ▣ Create, operate and/or fund a loan program to fund improvements for existing buildings located in the DDA to make them marketable for sale or lease.
 - ▣ Create, operate, and fund retail business incubators in the downtown district.

How are we funded?

- DDA's in Michigan are primarily funded through the creation of a Tax Increment Finance (TIF) district.
 - ▣ In Ypsilanti we have created four distinct TIF districts;
 - Downtown, Depot Town, W. Cross, and Water Street
 - ▣ Each of these plans have a base year that established the taxable value of properties in the district. As the plan matures the DDA “captures” local taxes from the increased taxable value of each property for the life of the plan. Typically this means a slow but steady increase in revenue for each district each year.
 - ▣ Each separate TIF districts funds can only be spent on programs/projects/initiatives directly related to the specific district
 - ▣ In addition to TIF capture, the YDDA levy's a DDA Operating millage of 1.8282 to all the properties located within the DDA boundaries. This is used to support ongoing operational expenses for the DDA such as rent and supplies.

DDA and TIF Plans

- The DDA's existing Development and/or Tax Increment Financing Plans control the capture and use of TIF revenues.
 - ▣ Mandatory contents of development and tax increment financing plans are set forth in the DDA act.
 - ▣ Projects to be financed or constructed are limited by the Plans.
 - ▣ Use of TIF revenues are limited to those items in the TIF Plan.
 - ▣ The duration the TIF program is governed by the TIF Plan.



DDA and TIF Plans

- Amendments to DDA districts.
 - ▣ The Act permits the local municipality to alter or amend boundaries of the DDA districts to include or exclude lands pursuant to the same requirements for adopting the ordinance to create a DDA.
 - ▣ Expansion of a district must satisfy the requirements of being considered part of the “downtown”, have “deteriorating property value”, and the addition of new land should not disrupt the composition of the district as being “zoned and principally used for business”.
 - ▣ To amend DDA boundaries, the municipality must follow the same procedures as creating a DDA.

DDA and TIF Plans

- Amendments to DDA plans.
 - ▣ The Act permits a DDA to amend an existing development or tax increment financing plan. All aspects of the plan are subject to amendment following the same procedures for approving the original plan.
 - ▣ An amendment to the plan does not require an amendment to the boundaries of the DDA districts and therefore the “opt out” does not apply to a Plan amendment.

Downtown DDA History

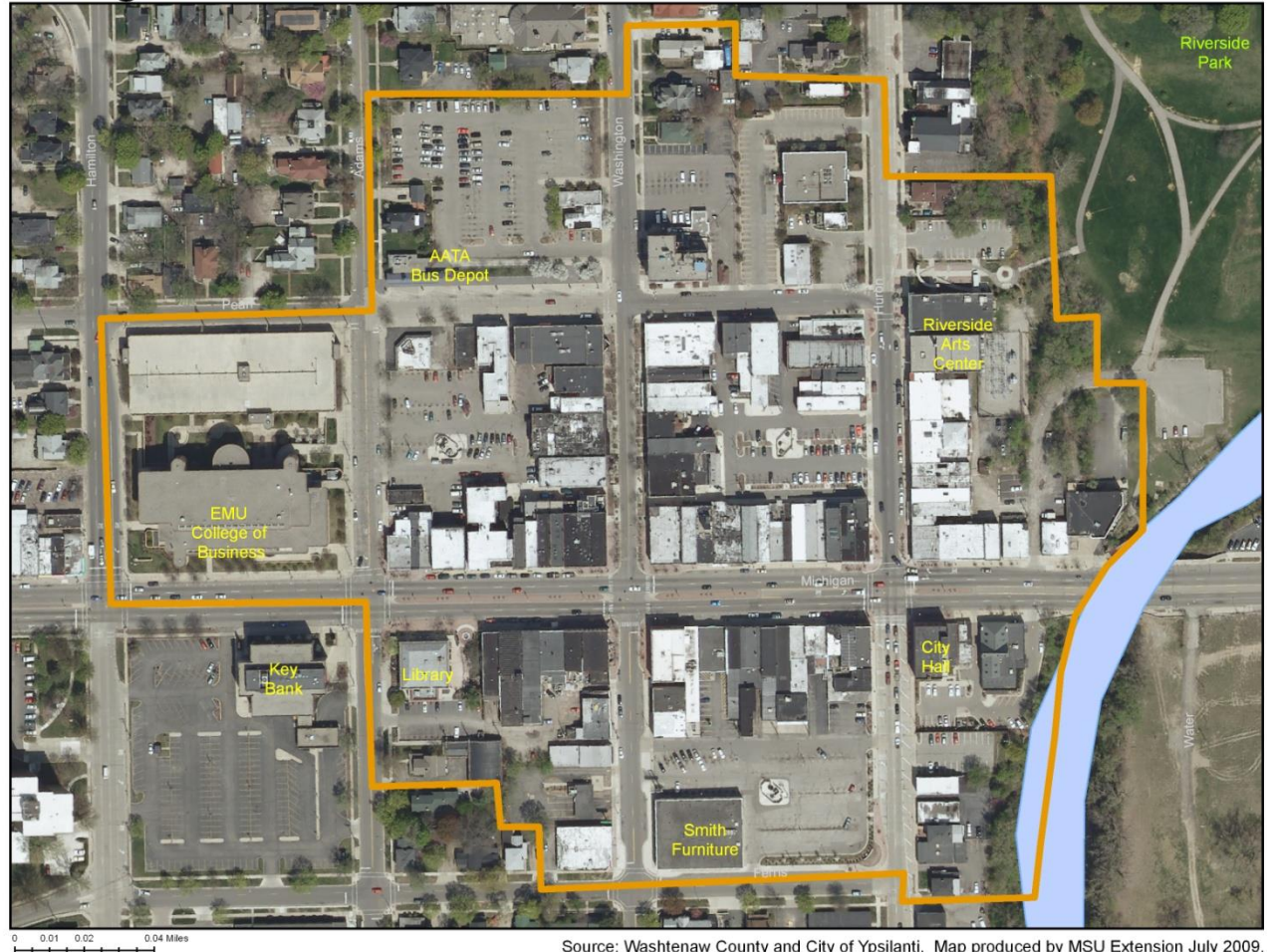
- Ypsilanti DDA Established – March 1976
 - ▣ Washington Promenade Streetscape
- Inactive by 1979
- Renewed interest 1980
 - ▣ City staff prepared downtown development study completed 1981
 - ▣ Dedicated funding in the form of 2 mills on personal/real property



1983 Michigan Avenue TIF

Renewed development interest led to the development of the 1983 Michigan Ave. TIF district and development plan

Michigan Avenue TIF - 1983



Source: Washtenaw County and City of Ypsilanti. Map produced by MSU Extension July 2009.

Downtown TIF and Development Plan

Amended TIF plan and district in 1993.

Phase I of Michigan Ave streetscape improvements completed

Expanded district in 1995 to include Chidester and Gilbert Residence

Downtown DDA Boundary and TIF Ammendments

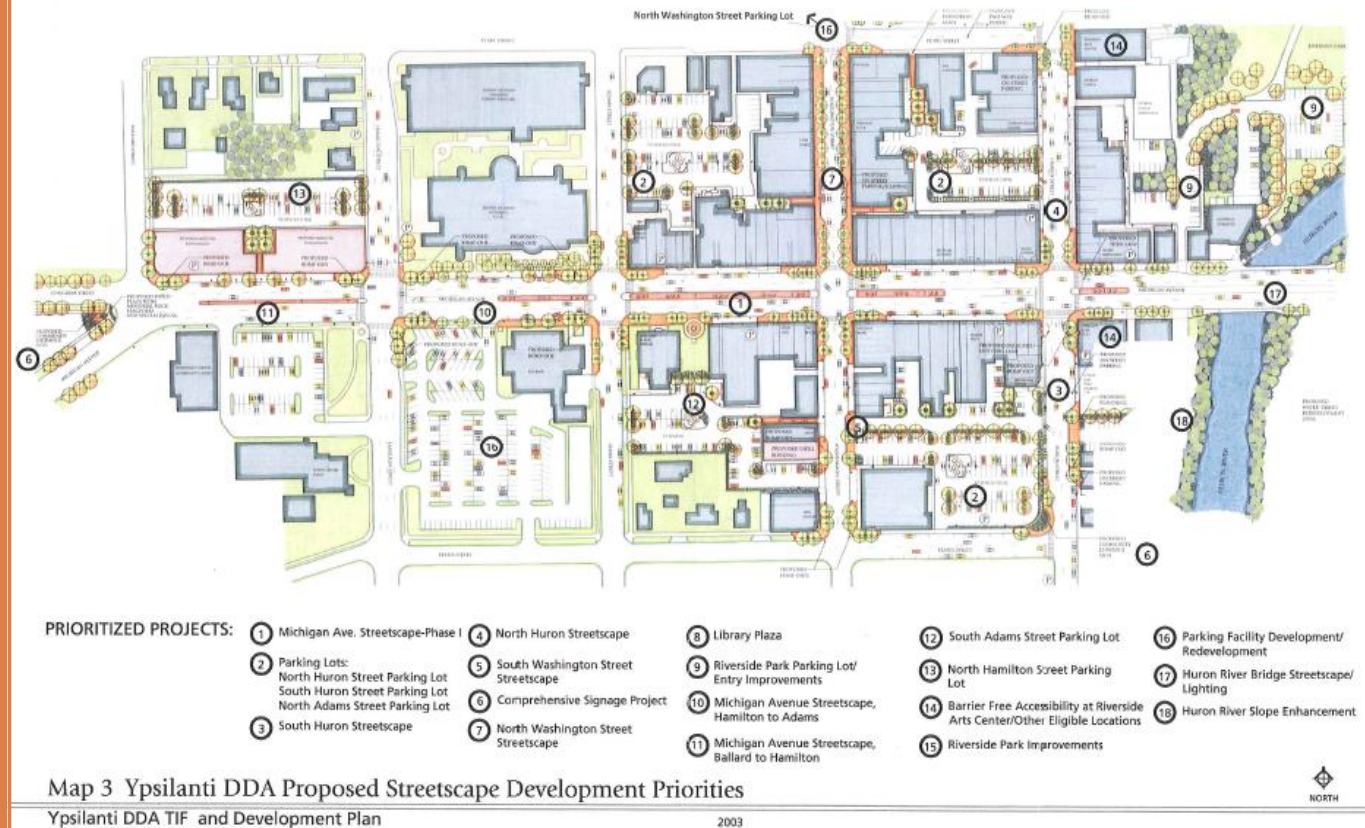


Downtown TIF and Development Plan

Michigan Avenue
TIF plan
amended in
2001 to include:

- Parking lot improvements
- Library Plaza redevelopment
- N & S Huron Streetscape

Most recent
amendment
2003*



Michigan Ave. TIF and Development Plan 2003

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Michigan Ave. Streetscape Phase 1 (remaining debt obligation on existing bonds)	\$990,000	2003-2014
Parking Lot Redevelopment •N. Huron Lot •S. Huron Lot •Adams Lot	\$1, 070,000 •\$320,000 •\$450,000 •\$300,000	2004-2008
S. Huron St. Streetscape (between Ferris & Michigan Ave)	\$490,000	2004-2008
N. Huron St. Streetscape (between Michigan Ave & Pearl)	\$340,000	2004-2008
S. Washington St. Streetscape (between Ferris & Michigan Ave)	\$500,000	2004-2008
Comprehensive Signage Project	\$100,000	2004-2008
N. Washington St. Streetscape and East/West Pedestrian Linkages (between Michigan Ave & Pearl)	\$650,000	2004-2008

Michigan Ave. TIF and Development Plan 2003

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Ypsilanti District Library Plaza Redevelopment	\$40,000	2004-2008
Riverside Park/Riverside Arts Center South Entry from Michigan Ave and Parking Lot Improvements	\$350,000	2009-2013
Michigan Ave Streetscape (between Adams & Hamilton)	\$670,000	2009-2013
Michigan Ave Streetscape (between Hamilton & Ballard/Congress)	\$470,000	2009-2013
South Adams St. Parking Lot Development	\$250,000	2014-2028
N. Hamilton St. Parking Lot Development	\$250,000	2014-2028
Barrier Free Access Improvements in Public Facilities	\$150,000	2004-2013

Michigan Ave. TIF and Development Plan 2003

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Riverside Park Improvements (to support Huron River Corridor Master Plan)	\$150,000	2009-2013
Parking Facility Development/Redevelopment	\$500,000	2014-2028
Huron River Bridge Streetscape/Lighting	\$250,000	2014-2028
Michigan Ave Streetscape (between Hamilton & Ballard/Congress)	\$470,000	2009-2013
Huron River Slope Improvements	\$100,000	2004-2028
Burial of Utilities	\$1,000,000	2004-2028
Acquisition of Deteriorated Sites and Renovation or Rehabilitation for Public Use or Sale for Private Development	\$500,000	2003-2028

Michigan Ave. TIF and Development Plan 2003

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Repair, Maintenance and Upgrade of Public Improvements and Facilities	\$2,500,000	2003-2028
Annual Operating Subsidy for TIF Project Coordination	\$990,000	2003-2028
Total Projected Costs	\$11,820, 490	

Depot Town DDA History

Depot Town DDA established June 1984

Established goals, updated the 1976 city Master Plan related to Depot Town & developed program to meet goals in 1988

Funding! 2 mills in January 1990

Expanded district 1992

Depot Town DDA TIF - 2000



Depot Town TIF and Development Plan 2000

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Frog Island Contribution	\$6,000	1999
Frog Island Contribution	\$4,000	2000
South Common Dumpsters	\$16,000	2001
Riverside Park Contribution, Dumpsters	\$14,000	2002
Freighthouse Signage, Streetscape	\$10,000	2003
Circulation Study Implementation	\$15,000	2004
Market Plaza Improvements	\$20,000	2005

Depot Town TIF and Development Plan 2000

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Kiosks	\$20,000	2006
Streetscape Improvements	\$15,000	2007
Improve Ninde & Photo Streets	\$70,000	2008
Architectural Lighting Improvement	\$35,000	2009
Circulation Study Implementation	\$30,000	2010
Circulation Study Implementation	\$24,000	2011
Gateway Improvements, Streetscape	\$60,000	2012

Depot Town TIF and Development Plan 2000

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Depot Town Signage	\$45,000	2013
Commission Master Plan	\$20,000	2014
Repair/Maintain Public Facilities	\$100,000	2015
Total Projected Costs	\$504,000	

West Cross History

Part of
DTDDA District
Expansion -
2000

Cross Street
Neighborhood
Improvement
Plan — 2002

West Cross TIF
Plan in 2003*

West Cross TIF - 2003



W. Cross St. TIF and Development Plan 2003

Proposed Project Priorities	Estimated Costs	Estimated Schedule
On-Street Parking Improvements (Normal to N. Huron)	\$50,000	2004-2008
Streetscape Design Improvements for Commercial District (Normal to Ballard)	\$1,744,400	2004-2013
Streetscape Design Improvements for Depot Town Connection (Ballard to N. Huron)	\$590,625	2004-2013
Pedestrian Crossing Improvements (Cross/N. Huron, Cross/Perrin, and other key locations)	\$227,610	2004-2013
Depot Town Gateway Entrance (E. Cross at N. Huron)	\$451,240	2014-2028
Repair/Maintain/Upgrade Streetscape and other Public Facility Improvements/Areas	\$125,000	2004-2028
Total Projected Costs	\$3,188,875	

Water Street History

Expansion of
the Downtown
District –
2000

Water Street
TIF plan
approved in
2001

Water Street TIF - 2001



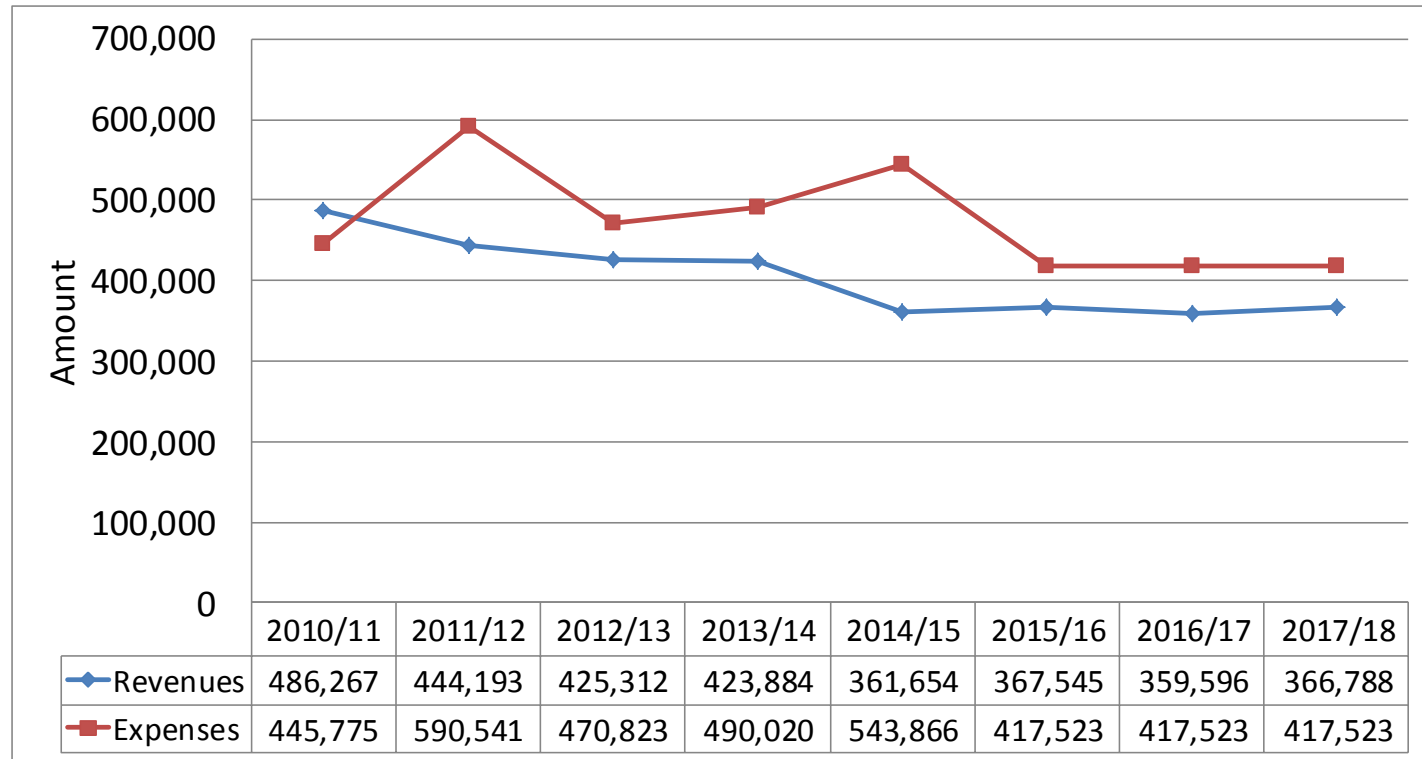
Water St. TIF and Development Plan 2001

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Water Street Redevelopment Land Acquisition	\$9,000,000	2001
Relocation Assistance	\$300,000	2001
Demolition of Water St. Redevelopment Area	\$2,200,000	2002
Environmental Remediation of Water St. Redevelopment Area	\$1,500,000	2003
Infrastructure for Water St. Project •New Street and Sidewalk •New Streetscape on Existing Streets •Public Lighting •Boulevard Treatment •Water Main •Sanitary Sewer •Storm Sewer •Landscaping/Street Trees	\$7,725,000 •\$3,000,000 •\$1,000,000 •\$2,000,000 •\$700,000 •\$300,000 •\$225,000 •\$300,000 •\$200,000	2003-2005

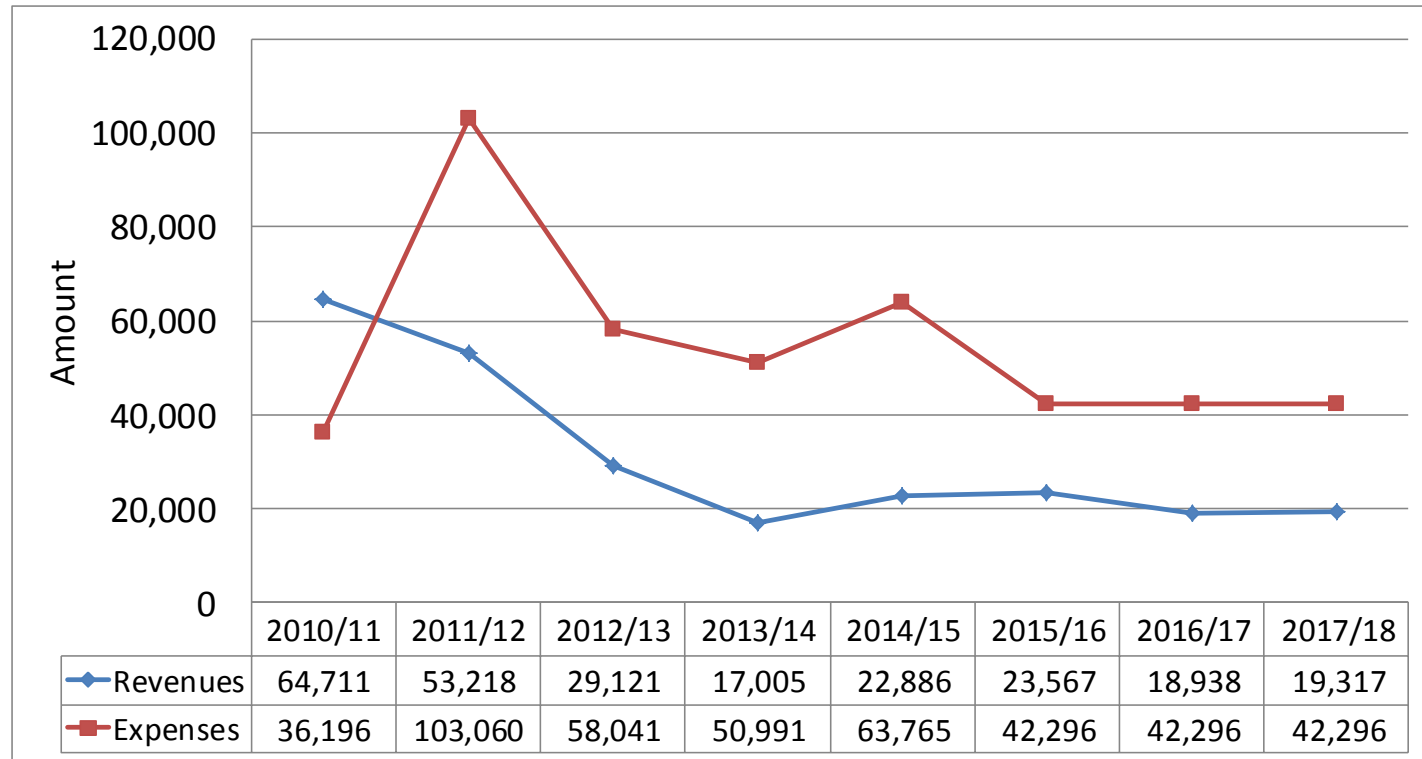
Water St. TIF and Development Plan 2001

Proposed Project Priorities	Estimated Costs	Estimated Schedule
Water Street Linear Park Development	\$2,000,000	2003-2010
Michigan Ave Streetscape Improvements	\$4,000,000	2005-2006
Pedestrian Connection to Riverside Park	\$1,000,000	2007-2008
Total Project Costs	\$27,725,000	

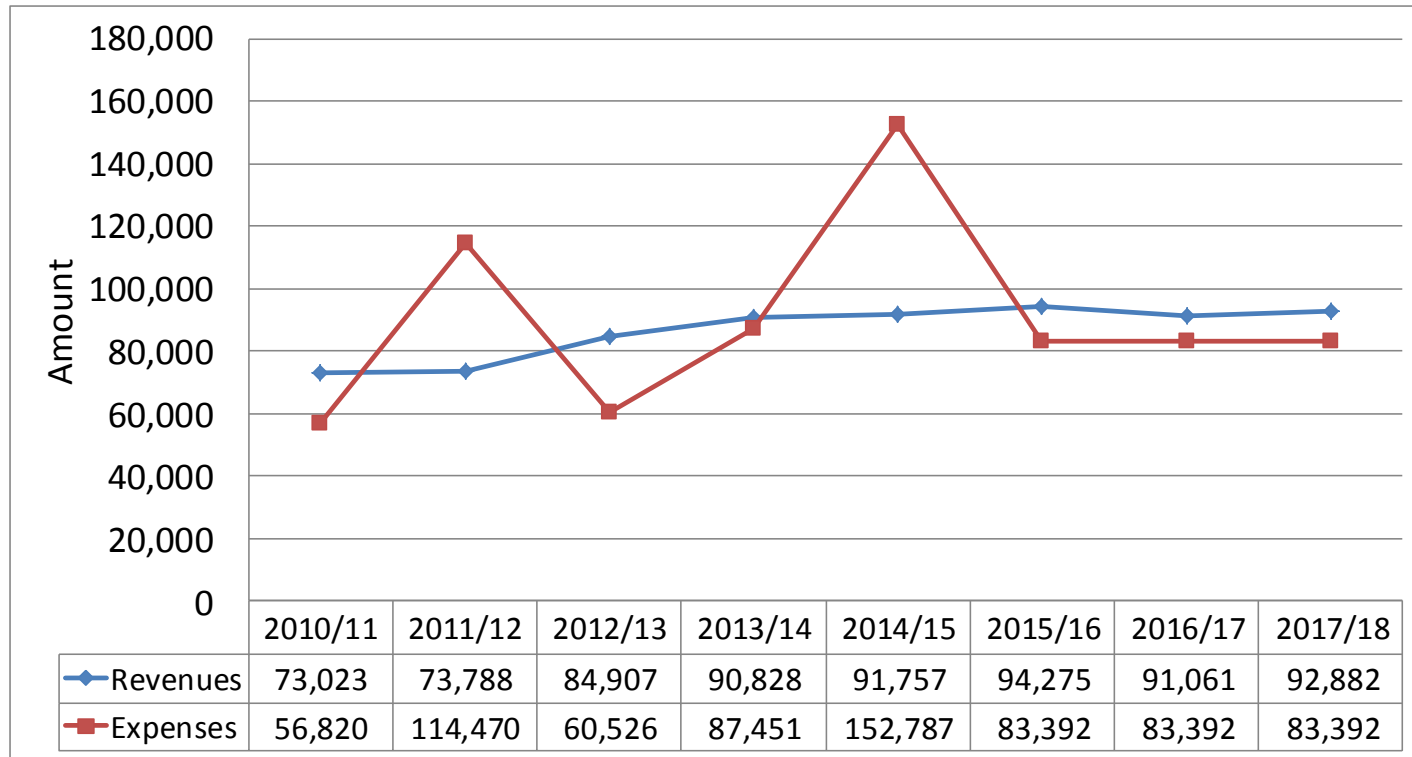
YDDA Revenues & Expenses (Operating & Capital Improvements)



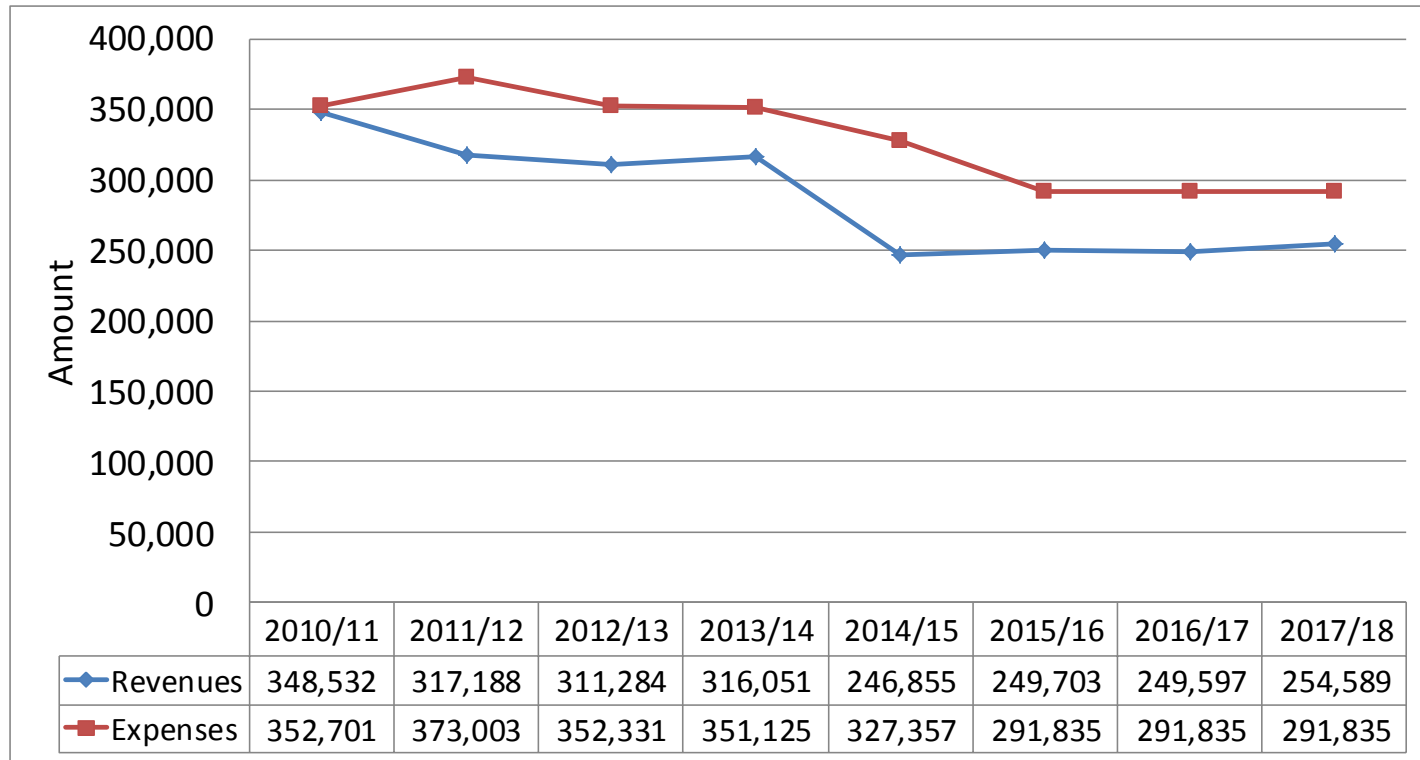
W. Cross TIF Revenues & Expenses (Operating & Capital Improvements)



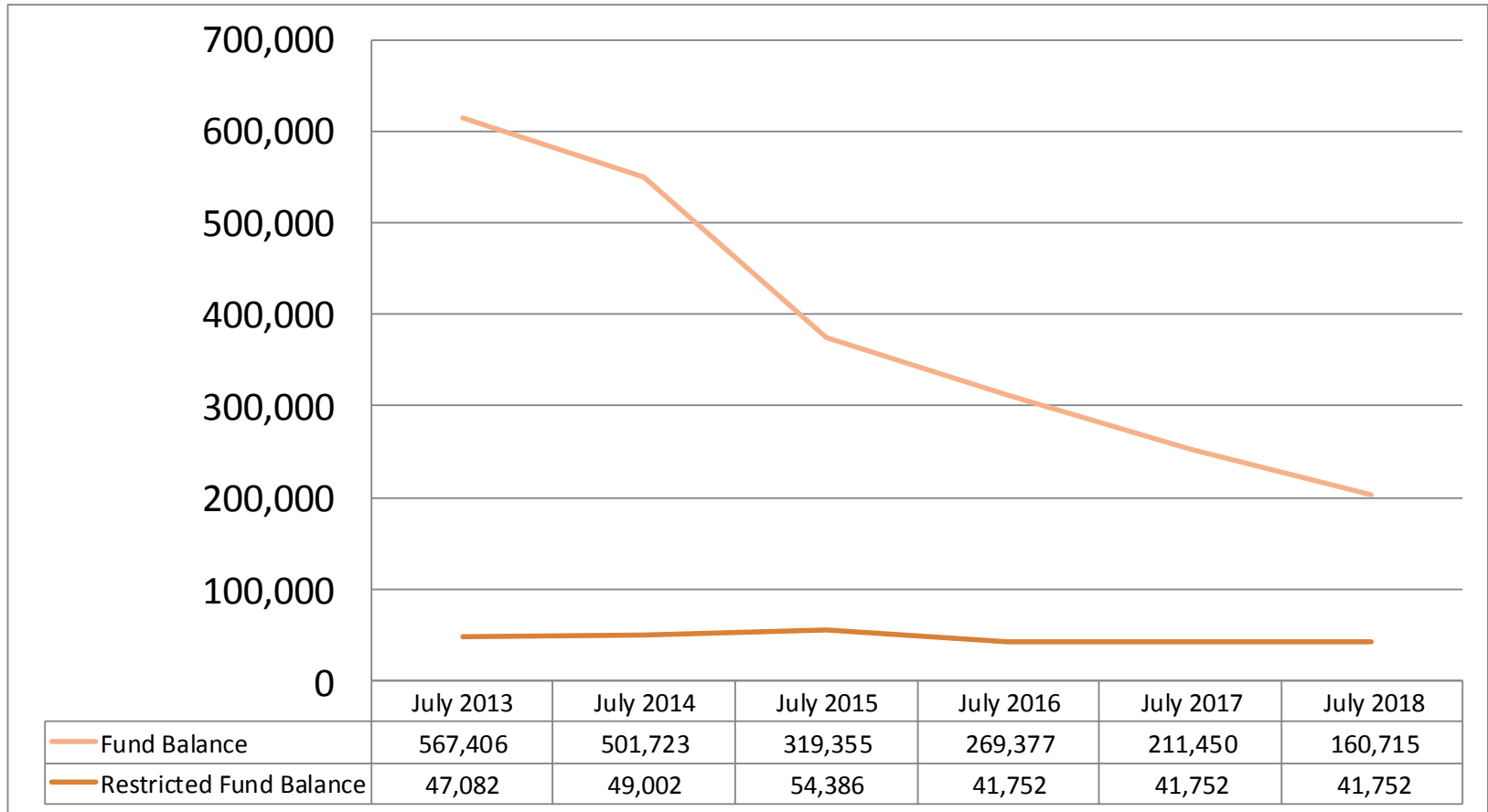
Depot Town TIF Revenues & Expenses (Operating & Capital Improvements)



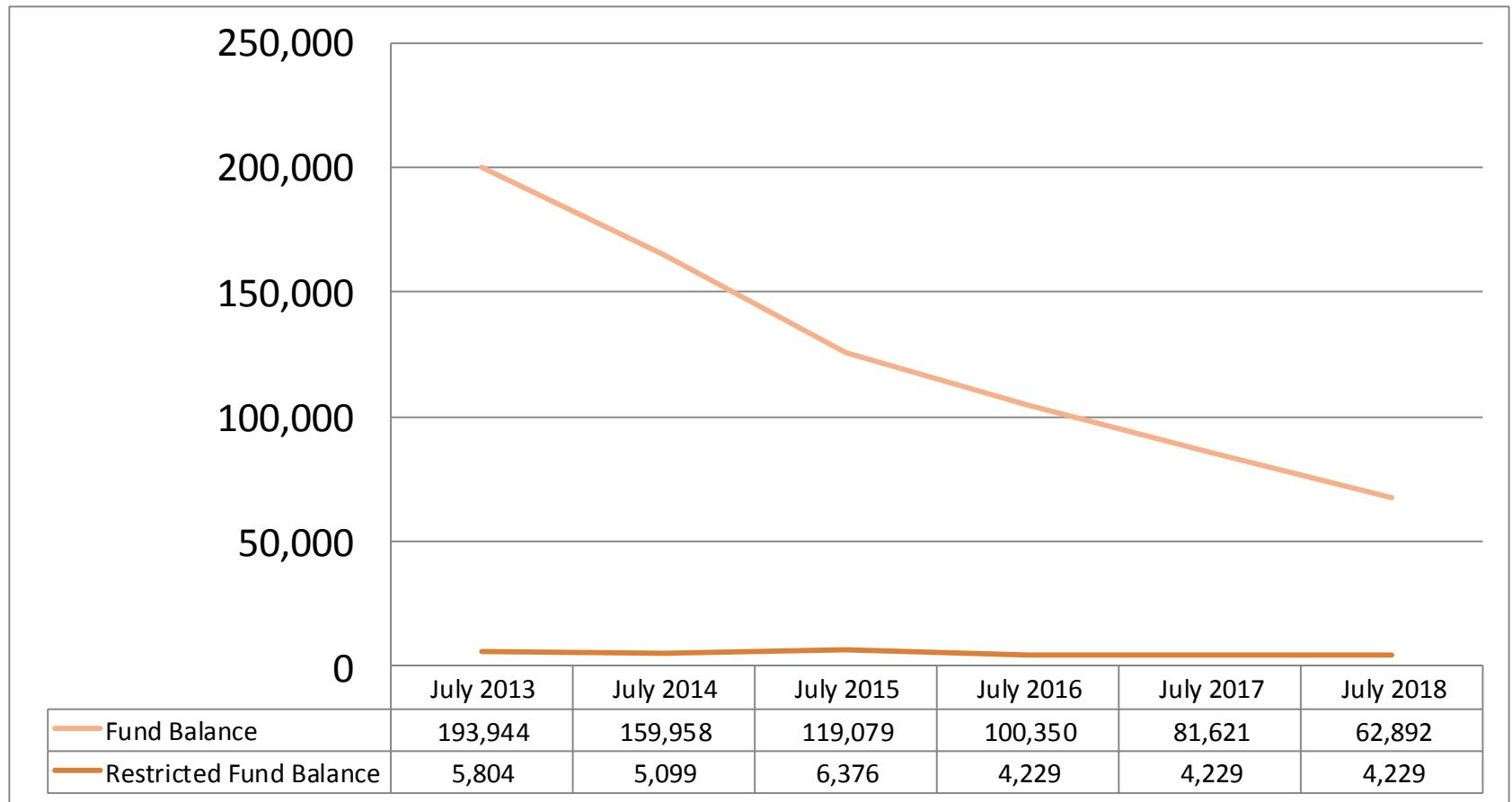
Downtown TIF Revenues & Expenses (Operating & Capital Improvements)



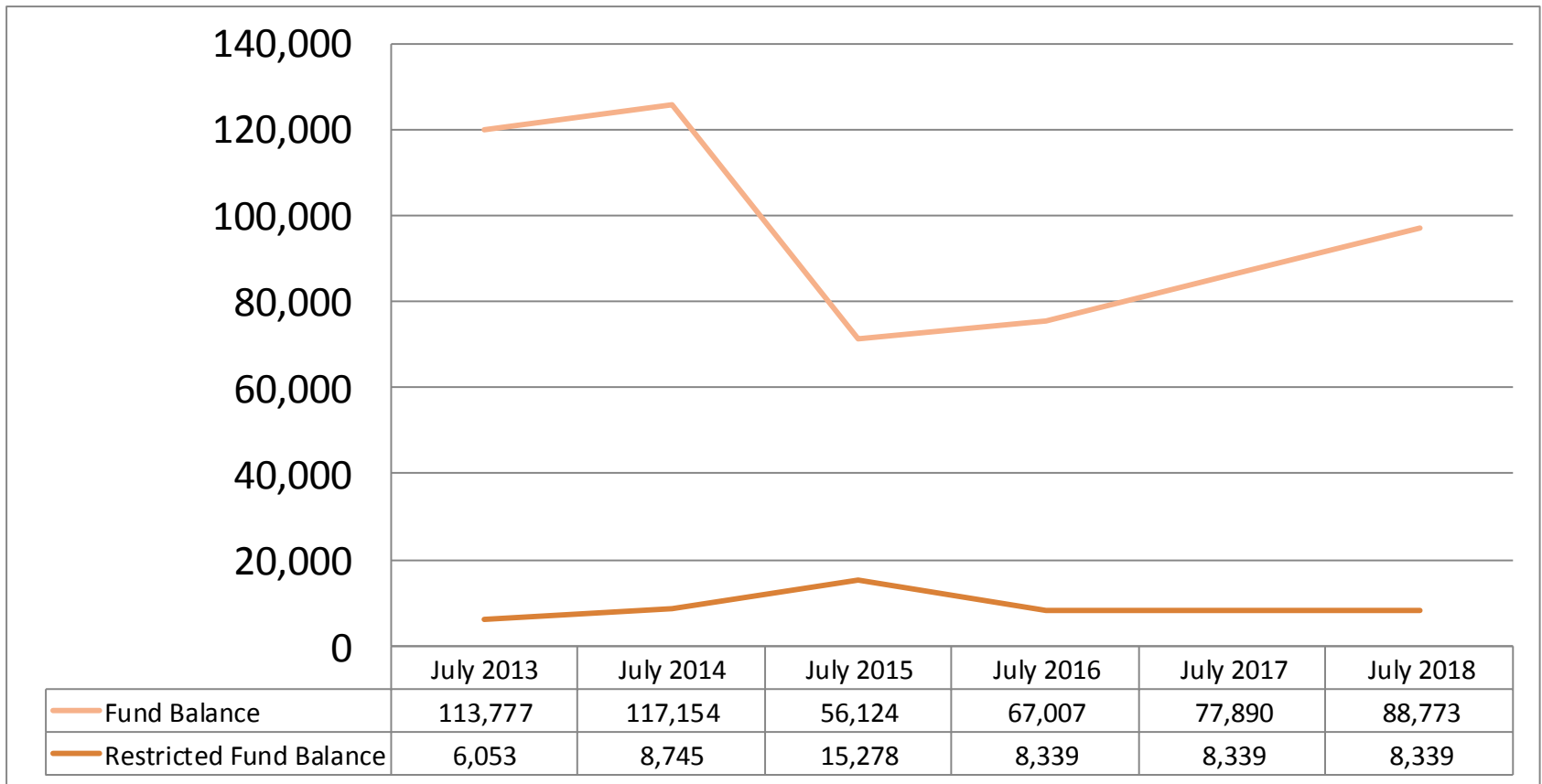
YDDA Fund Balance Reserves



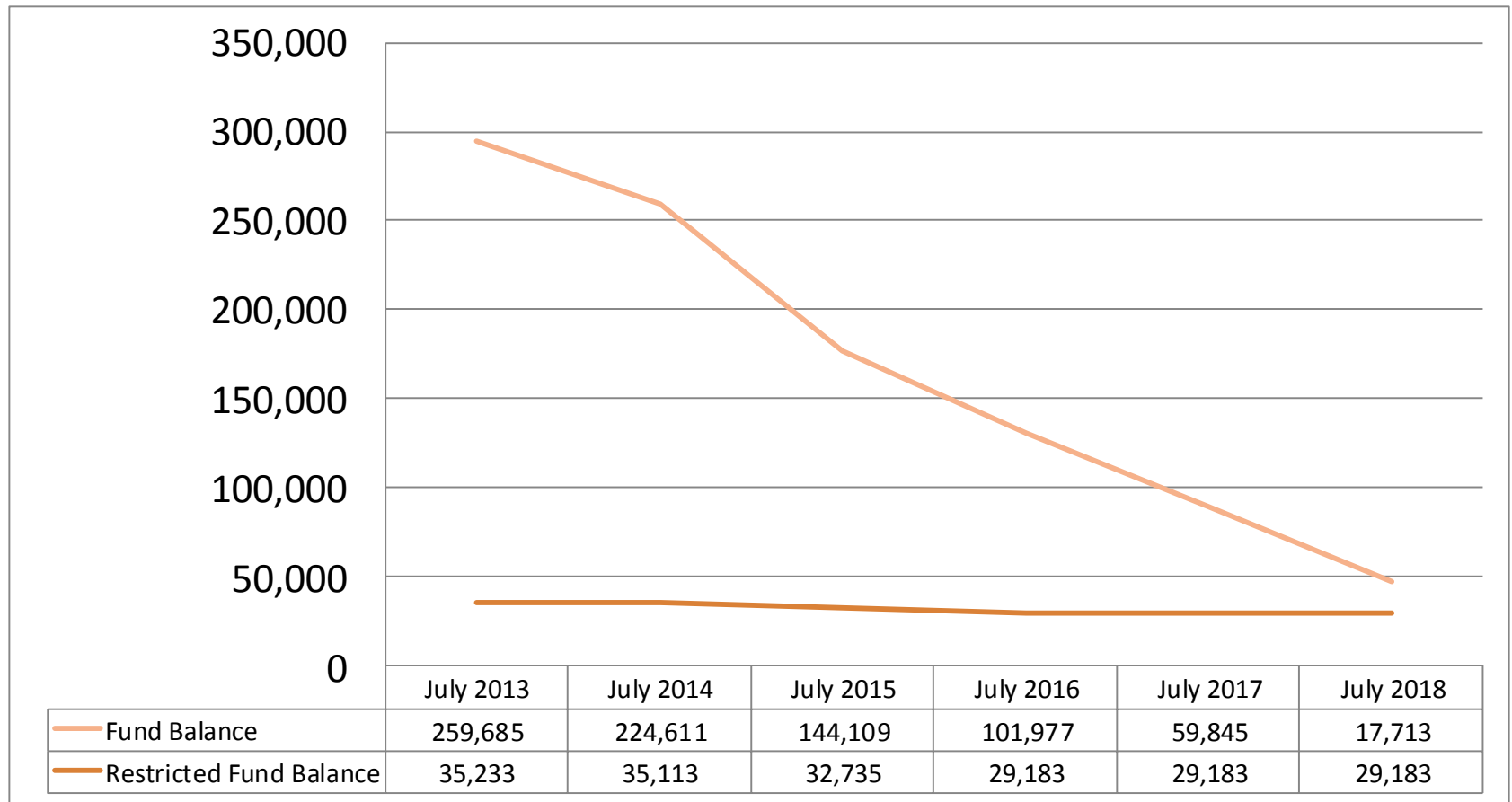
W. Cross Fund Balance Reserves



Depot Town Fund Balance Reserves



Downtown Fund Balance Reserves



Overview:

The Downtown Development Authority (DDA), Public Act 197 of 1975 as amended, is designed to be a catalyst in the development of a community’s downtown district. The DDA provides for a variety of funding options including tax increment financing (TIF) mechanism, which can be used to fund public improvements in the downtown district and the ability to levy a limited millage to address administrative expenses. The Ypsilanti Downtown Development Authority is made up of four districts—Downtown, Depot Town, West Cross, and Water Street—and captures TIF revenue—which is its primary income source—from all but Water Street. The YDDA operates as an entity under the City of Ypsilanti, with a 9-person board appointed by the Mayor who provide oversight and guidance to a YDDA Director and varying other staff and interns.

Mission:

The mission of the Ypsilanti Downtown Development Authority (YDDA) is to undertake district-wide improvements that have the greatest impact in strengthening the downtown areas and attracting new business. The primary goal of the YDDA is to implement positive economic, physical, aesthetic, and community changes in each of our four districts.

Values:

- Safe / clean / cared for
- Community engagement / participation / ownership
- Historic Preservation
- Diverse and Accessible
- Unique / eclectic / locally owned
- Positive (messaging, communication, approach)
- Sustainability
- Integrated / partnership / collaborative

10-Year YDDA Vision:

It’s 2023 and Ypsilanti is a place you want to be, whether to live, work, play, or visit. Our DDA districts—while unique in offerings and character, are very much bound by their commonalities and shared vibrancy. They collectively make up the nucleus of the community. We have a positive reputation across the region and country.

Our DDA is filled with unique and eclectic businesses owned locally; many of those owners live in or very near our community, and are invested in both their own enterprises’ success and the community’s success. People want to move and invest here to open a business, knowing they’ll be supported and have the opportunity to be part of a bigger whole. The historic character of our physical infrastructure has been preserved—and celebrated. Our occupancy is full, including both our historic structures and the fully developed Water Street district, which has been built out in ways that mimic the physical nature of our historic buildings, so while it is clear what is new and old, there is a continuity of look and feel.

A Safe and Well-Kept District

It’s safe to be here, and visitors and residents alike know that. Properties are kept up—both individual businesses, and the space between, behind, and in front of them—and that leads to a perception of being cared for, which greatly influences a perception of safety. We all take part in picking up trash, helping one another spruce things up-- there’s a proactive approach by residents and employees/owners alike to take part in this. The abundance of activity—people sitting at sidewalk cafes, walking in the day and evening, and strong on-site presence of employees and owners in the districts contribute to the eyes on the street that make the community feel safe.

Diverse Businesses, Visitors, Institutions, and Partnerships

We have exemplified effective placemaking in our districts and community overall. There is a mix of businesses and operations in our districts that both attract visitors and provide for core daily needs of residents. There are both retail and service-oriented businesses. This mix attracts those accustomed to urban living where all of one’s needs can be met within a few blocks. We also recognize the value, partner with, and support the core institutions in and adjacent to our DDA, including (and especially) EMU, our library, health care centers, nonprofits, and museums. These anchors are essential to our success. EMU and its student and staff population contribute to this vibrancy in many ways economically and culturally, including an active embrace of the locally-owned businesses on campus and off. Students are an asset as residents and shoppers in our DDA, and many of them stay in the community once they graduate. There are hangouts and retail establishments geared towards this audience.

A Supportive Environment to Start and Grow A Business

This diversity in types of businesses is also reflected in our business and property owners, residents, and visitors. We are strong because we attract, embrace, and celebrate people of all backgrounds, and our business and institutional offerings are geared towards people of a variety of racial, ethnic, economic, and age backgrounds. People move to Ypsilanti on purpose. And they stay.

Business owners know that Ypsilanti is a place that can start and grow a business, and the community has support available at multiple scales for businesses at different stages. There are a variety of business services available, from incubators to district-wide marketing and promotion. Businesses want to start here and have opportunities to stay here as they expand. Our business and property owners recognize the value of working together for shared business and district success. The vibrancy of our DDA districts also attracts development—residential, industrial, commercial—elsewhere in the City; our healthy commercial districts are an indicator of a healthy economy in Ypsilanti and place you want to live, work, play, or invest.

Model Green Infrastructure... A River... And a Train!

Ypsilanti Downtown Development Authority – Vision, Values, Outcomes

Our green infrastructure is a key to this vibrancy as well. Major parks sit in the middle of our DDA districts and are the jewels of our community and are highly connected to our nearby residents and businesses. Community and economic activity in and around the parks are fed through an active festival scene and outdoor recreation for visitors and residents. This connectivity extends through bike and walking trails through surrounding neighborhoods. We couldn't imagine a community or DDA districts without thriving, clean, and safe parks, our beautiful Huron River, and an anchor recreation center. The Huron River has returned to be seen as a centerpiece of the community and its vitality.

Green infrastructure also means multi-modal transportation. The train stops in Ypsi. Our DDA districts are fully walkable, bike-friendly, and handicapped accessible. It's easy and clear how to get around using any form of transit, which also contributes to the DDA as a welcoming space for all. And, you can indeed find parking—whether for a short visit or an overnight stay.

Sustainability means energy efficiency, green materials and reuse, alternative energy, gardens/green areas/trees, pollution prevention, sustainable transportation, and waste reduction. In our DDA sustainability is embraced by business owners, property owners, residents, and visitors. For owners and occupants this emphasis has improved quality of life, health, and affordability. We're a model of sustainability and others visit to learn from Ypsi. This has become a driver for economic development and investment in Ypsilanti.

A Vibrant and Creative Destination

Our DDA is the core of our community and of it as a cultural and activity destination. In addition to our many festivals in our parks, those events that attract residents and visitors occur throughout our districts. There are other regular entertainment and dining opportunities as well for all ages and interests. Public and private art is throughout our DDA, showcasing the creative class that has been core to Ypsilanti's revitalization. People are out and about throughout the day and night, fueling the energy and ensuring the safety that such positive and active presence brings.

Integrated into our Region

The DDA—and its staff and board—recognize that our districts don't exist in a vacuum. Our adjacent residential and commercial districts, our community-wide resources including schools, and other areas impacting community life and livelihood all impact the success of our DDA. We're involved, therefore, as a partner in conversations, initiatives, and organizations within and outside of our district that contribute to making Ypsilanti overall a vibrant place to invest, live, work, play, visit, or go to school. When we can look from the vantage of this success for our city and region, our district is strong.

Ypsilanti Downtown Development Authority – Vision, Values, Outcomes

DDA Outcomes:

The YDDA aims to improve the vitality of our districts through improvements in Environment, Economy, and Experience. To achieve our vision, our work all focuses on one or more of the following outcomes:

Outcomes	Indicators/Measures	Tools	Current DDA Activities	Potential DDA Activities
Environment				
1. Physical environment (buildings, streets, infrastructure) in DDA districts are attractive/inviting, well maintained, including historic features.	A. % of public infrastructure in working order B. # of occupied properties well-maintained C. # of vacant properties well-maintained D. % of other spaces (parking lots) well-maintained E. decrease in need and costs for trash pickup, removal; decreased incidence of graffiti F. Dollar amount invested in private/public property and infrastructure G. % of properties still vacant H. # of policies in place to reduce vacancies & blighted properties I. # of community clean-up or beautification events or # of participants in these programs and events	a. Building Rehab and Façade Grant programs b. Streetscape maintenance contract c. Downtown solid waste and cardboard recycling program d. DDA wide pedestrian trash can service	i. Market availability of building rehab and façade programs ii. Began wayfinding initiative with multiple partners iii. Art in Vacant Storefronts program initiated iv. Working with the ELG Commercial Space Team to identify long-standing vacancies to develop strategies to promote and fill v. Working with Pop-Up Business committee to promote short term uses in vacant spaces	a) Perform an annual audit of infrastructure conditions/needs and create target list for capital improvements (streetscape enhancement, tree replacement, other infrastructure improvements) b) Create a schedule for investment in parking lot maintenance c) Partner on the installation and maintenance of wayfinding d) Expand façade program to include interior improvements and exterior clean-up e) Create a target properties list for partnering through the Building Rehab and Façade programs, including architectural renderings
2. DDA districts exemplify sustainability in built environment and celebrate our natural features (rivers/parks)	A. # of green features/ <i>elements</i> in public & private spaces B. growth in use of and investment in parks/river in DDA C. Growth in green	a. See Environment item 1.a. b. Downtown cardboard recycling	i. Instituted streetscape maintenance practices that reduce/eliminate fertilizers/pesticides/herbicides ii. See Environment item 1. iii. iii. Pledged support for the Michigan Ave crossing for B2B Trail	a) Replace dead/damaged streetscape trees in the DDA b) Create a public/private partnership program for planting maintenance c) Market the downtown dumpster

Ypsilanti Downtown Development Authority – Vision, Values, Outcomes

	infrastructure, greenspace, and landscaping/plantings D. recycling and composting rate increase E. # policies/incentives in place encouraging sustainability that are consistent with the City’s Climate Action Plan		iv. Share dumpster enclosures for grease recycling and compost v. Participating on the River Trail Committee to create plans to highlight and leverage our river front for recreation/tourism/economic development	enclosures for more restaurant composting and recycling opportunities d) Add new park signage as part of ongoing Wayfinding program e) Potential improvements to Frog Island and Riverside Park to support canoe/kayak access and fishing
3. Transit and transportation infrastructure create easy, accessible linkages within and among DDA districts, and to/from neighboring communities, including a train stop	A. DDA investments include priority transportation infrastructure B. Track increase in transit ridership C. Track increase in other/non-motorized transportation users consistent with the Non-Motorized Action Plan	a. Annual support of AAATA b. Investment in infrastructure improvements for transit and non-motorized modes of transportation c. Bike rack installations throughout the DDA	i. Support the City’s Complete Streets ordinance	a) Support for eventual commuter rail stop in Depot Town b) Increased pedestrian linkages between EMU and all of the districts c) Increased pedestrian safety features at crosswalks d) Join the AAATA Go Pass program
4. DDA districts have a diverse mix of uses, including commercial retail, service, housing, institutions, and public space	A. % breakdown of uses of DDA spaces B. Track # of new business licenses and certificate of occupancy requests	a. DDA business directory b. Available property list c. See Environment item 1.a.	i. Meet with prospective new businesses, offer support and review of business plans and potential locations ii. Support for applications for Redevelopment Liquor Licenses iii. Support for applications for OPRA certificates iv. Continually monitor and maintain the list of available space in the DDA v. See Environment item 1.iii.	a) Update the DDA market study b) Actively seek out and recruit desired businesses/types of businesses c) Actively support the restoration of second story spaces for new housing and/or office space
5. Vibrant public spaces provide places for people to congregate, celebrate, and recreate	A. # of visitors during normal days/evenings/weekends B. # of special events C. # of attendees in special events	a. See Environment item 1.b.	i. Spring plantings and cleaning of public parking lots ii. Promote events and happenings using website/Facebook/email	a) Work with the CVB and other event coordinators to track visitor information b) Increase our marketing budget to assist with the promotion of

Ypsilanti Downtown Development Authority – Vision, Values, Outcomes

	D. public infrastructure present supporting people gathering in DDA			events c) Coordinate a business specific event to highlight and promote DDA businesses d) Create or improve upon public gathering spaces in each district
Economy				
1. DDA districts have low vacancy rates for commercial and residential spaces.	A. Vacancy/occupancy rate change over time B. Real estate and property owners report high demand C. Policies and program in place to discourage vacancy, makes spaces used D. # of main, upper, and lower stories utilized E. # of temporary or pop-up uses per year	a. See Environment item 1.a. b. City's Obsolete Property Rehab Act program (OPRA)	i. See Environment item 4.iv. ii. See Environment item 1.vi. iii. See Environment item 1.vii.	a) Track occupancy rates/trends over a several year period b) See Environment item 1.d) c) Work with the City to increase enforcement of vacancy and property maintenance codes
2. Long-term anchor businesses and institutions thrive in DDA districts	A. % of businesses in district who have been around 5+ years B. Years in operation of DDA businesses C. # of businesses who have grown over time both in physical space and # of employees.	a. See Environment item 1.a. b. See Environment item 1.c.	i. See Environment item 4.ii. ii. See Environment item 5.ii.	a) Create an annual survey/assessment to track businesses b) Develop a business support team/peer support program c) Help develop a W. Cross St/Campus Town business association
3. DDA districts attract a diversity of businesses, visitors, and residents for retail, services, and events/experiences	A. % of different types of businesses B. range of product and service mix C. diversity of owners, residents, customers	a. See Environment item 1.a. b. See Environment item 4.b.	i. See Environment item 1.iv. ii. See Environment item 1.v. iii. See Environment item 4.i. iv. See Environment item 4.ii. v. See Environment item 5.ii.	a) Create an annual survey/assessment to track businesses b) Actively recruit specific businesses/types for the DDA c) See Economy item 2.b) d) See Economy item 2.c)
4. DDA districts are filled with	A. % locally owned businesses	a. See Environment item 1.a.	i. See Environment item 1.iv.	a) See item Economy 3.a)

Ypsilanti Downtown Development Authority – Vision, Values, Outcomes

locally-owned, unique, and eclectic businesses	in district B. variety of types of businesses in districts	b. See Environment item 4.b.	ii. See Environment item 1.v. iii. See Environment item 4.i. iv. See Environment item 4.ii. v. See Environment item 5.ii.	b) See item Economy 3.b) c) See item Economy 2.b) d) See item Economy 2.c)
5. Businesses at all stages find the support they need to thrive in our DDA districts	A. # of potential/current businesses accessing biz resources B. partnerships in place to help people find space, business resources C. reputation of Ypsi as a place to open and grow a business D. decreased % of business failure rate E. \$ value of financial incentives or support programs leveraged	a. See Environment item 1.a. b. See Environment item 4.b. c. City of Ypsilanti website Resource/Incentives page	i. Partner with MI-SBDC to refer businesses for support ii. Support the ongoing operation of SPARK East iii. See Environment item 1.iv. iv. See Environment item 1.v. v. See Environment item 4.i. vi. See Environment item 4.ii. vii. See Environment item 5.ii.	a) See item Economy 3.a) b) See item Economy 3.b) c) See item Economy 2.b) d) See item Economy 2.c)
Experience				
1. Ypsilanti community and its DDA districts are known as safe and welcoming places day and night, all year round.	A. Reduction in crime rate in DDA B. DDA and Ypsi branding positive & strong C. Increased/consistent police presence in the DDA districts D. Improved perception of safety in the DDA districts	a. YPD partnership/Downtown Officer b. YDDA Facebook page and website	i. Continue to promote events/business/good news using our website/Facebook/email ii. See item Environment 1.ii.	a) Focus on streetscape projects that include improved accessibility and lighting b) Create a DDA marketing campaign c) Support increased evening and weekend hours for businesses through programming and events
2. There are events and experiences in our DDA districts that attract people year round	A. # of events, variety of types of events B. # of attendees at events/experiences C. # of people from within and outside community	a. See item Experience 1.b.	i. See item Experience 1.i.	a) See item Environment 5.a) b) Increase our marketing budget to assist with the promotion of events c) Coordinate a business specific event to highlight and promote

Ypsilanti Downtown Development Authority – Vision, Values, Outcomes

	attending events D. Increased # and variety of public events in the DDA. E. % or # of increased promotion of the DDA at and for area events including # of brochures and \$ amount of advertising and promotion			DDA businesses d) Create or improve upon public gathering spaces in each district
3. Our DDA districts are the core of the broader Ypsilanti area-- a cultural and activity destination drawing area residents and visitors from the region	A. # of people from within and outside community attending events B. % of increased attendance at our cultural institutions	a. See item Experience 1.b.	i. See item Environment 1.ii. ii. See item Environment 1.iii.	a) See item environment 5.a) b) See item Experience 2.b) c) See item Experience 2.c) d) See item Experience 2.d)
4. Our districts are highly accessible year round to residents, businesses, and visitors via walking and multiple forms of transportation	A. # of visitors day & night B. presence of features that encourage walking (e.g. benches, sidewalks), and biking (bike racks) C. maintenance of sidewalks D. reported ease of and access to visitor parking	a. YDDA Parking Study b. See item Experience 1.b. c. See item Environment 1.b. d. See item Environment 3.a. e. See item Environment 3.b.	i. See item Environment 1.ii. ii. See item Environment 2.iii. iii. See item Environment 3.i.	a) See item Environment 1.b. b) See item Environment 1.c. c) See item Environment 3.a. d) See item Environment 3.b. e) See item Environment 3.c. f) See item Environment 3.d.
5. DDA promotes live-work-play options so that housing, employment, and amenities are within close proximity	A. # of DDA residents B. # of new residents who move to DDA to live-work-play C. measure of basic needs being available within close proximity	a. See item Economy 1.b.	i. See item Experience 1.i. ii. See item Environment 1.ii.	a) Encourage the expansion of EMU Live Ypsi program to include downtown rental units b) Encourage more second story renovations leveraging the Building Rehab program and OPRA promotion c) See item Environment 4.a) d) Develop a residential survey

Ypsilanti DDA Proposed Work Plan For the 2014-15 and 2015-16 Fiscal Years

During the YDDA Board Retreat held on November 18, 2014, board members and staff participated in an exercise creating and ranking priorities based on the Missions, Values, and Outcomes for the YDDA. One of the stated purposes for this exercise was the creation of a work plan. Based on the participation during the exercise and the feedback recorded, 4 goals were identified as the primary areas the YDDA should concentrate. The goals are as followed:

- Develop an identity and promote the YDDA Districts through marketing.
- Enhance the image and infrastructure of Ypsilanti.
- Promote business development, growth, and recruitment.
- Expand accessibility throughout the DDA Districts and Ypsilanti.

Goal One: Develop an identity and promote the YDDA Districts through marketing.

- **Vision/Values/Outcomes**
 - **Experience**
 - There are events and experiences in our DDA districts that attract people year round.
 - Our DDA districts are the core of the broader Ypsilanti area-- a cultural and activity destination drawing area residents and visitors from the region.

Committee to Review: Operations & Finance

Action Strategies:

- Create and implement a YDDA comprehensive marketing plan.

Task	Fiscal Year	Budget
Identify Goals and Outcomes for Marketing Plan	2014/15	N/A
Create Marketing Plan	2014/15	
Implementation	2015/16	

- Recruit business owners to be spokespeople by sharing their successes for a business campaign.

Task	Fiscal Year	Budget
Identify potential benefits and end product	2014/15	N/A
Create partnerships; gain support	2015/16	N/A
Create testimonials	2015/16	

- Support private-public partnerships which promote events, venues, signage, and positive visitor experiences.

Task	Fiscal Year	Budget
Evaluate current partnerships	2014/15	N/A
Identify potential partnerships	2014/15	

Goal Two: Enhance the image and infrastructure of Ypsilanti.

- **Vision/Values/Outcomes**
 - **Environment**
 - Physical environment (buildings, streets, infrastructure) in DDA districts are attractive/inviting, well maintained, including historic features.
 - Vibrant public spaces provide places for people to congregate, celebrate, and recreate.

Committee to Review: Economic Restructuring & Design

Action Strategies:

- Create an up-keep plan that includes ways to maintain public spaces and encourages the maintenance of private/public spaces.

Task	Fiscal Year	Budget
Prioritize goals and brainstorm ideas	2014/15	N/A
Develop plan	2014/15	
Implementation	2015/16	

- Work with city to increase enforcement of vacancy and maintenance codes.

Task	Fiscal Year	Budget
Meet with City	2014/15	N/A

- Solidify a vacancy reduction plan.

Task	Fiscal Year	Budget
Identify and contact partners	2015/16	N/A
Develop plan	2015/16	
Implementation	2015/16	

- Continue funding Downtown District Officer.
- Expand façade grant.

Goal Three: Promote business development, growth, and recruitment.

- **Vision/Values/Outcomes**

- **Economy**

- Long-term anchor businesses and institutions thrive in DDA districts.
 - DDA districts are filled with locally-owned, unique, and eclectic businesses.
 - Businesses at all stages find the support they need to thrive in our DDA districts.

Committee to Assign: Operations & Finance and Economic Restructuring & Design

Action Strategies

- Develop a business support team.

Task	Fiscal Year	Budget
Develop guidelines and identify partners	2014/15	N/A
Create partnerships	2014/15	

- Develop a full storefront initiative to fill and maintain successful businesses in all storefronts.

Task	Fiscal Year	Budget
Evaluate success storefront initiatives	2015/16	N/A
Create plan	2015/16	N/A
Develop support and partners	2015/16	
Implement	2015/16	

- Create a program to encourage extended night and weekend hours.

Task	Fiscal Year	Budget
Research similar programs	2014/15	
Outline guidelines	2014/15	
Implement program	2014/15	

- Create a business recruitment strategy.

Task	Fiscal Year	Budget
Identify multiple recruitment strategies	2015/16	
Evaluate	2015/16	
Create final strategy	2015/16	
Implement	2015/16	

- Conduct market study to understand demand and opportunity for businesses.

Goal Four: Expand accessibility throughout DDA Districts and Ypsilanti.

- **Vision/Values/Outcomes**

- **Environment**

- Transit and transportation infrastructure create easy, accessible linkages within and among DDA districts, and to/from neighboring communities, including a train stop.

Committee to Assign: Economic Restructuring & Design

Action Strategies:

- Create walking/biking (accessibility) map.
- Implement/Join AATA GoPass.
- Invest in comprehensive wayfinding.

Frequently Asked Questions

Tax Increment Financing

Downtown Development Authorities, P.A. 197 of 1975 (DDA)

Tax Increment Finance Authority, P.A. 450 of 1980 (TIFA)

Local Development Financing Authority, P.A. 281 of 1986 (LDFA)

These FAQs do not address Brownfield Redevelopment Authorities (P.A. 381 of 1996) or LDFA Certified Technology Parks.

1. [What is the difference between TIF and TIFA?](#)
2. [What is the difference between an authority district and a plan?](#)
3. [What is “capture”?](#)
4. [How do we form an authority; how do we amend a plan; etc.?](#)
5. [May TIF plans capture debt millage?](#)
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1. What is the difference between TIF and TIFA?

TIF, Tax Increment Financing, is a financing tool
TIFA is the Tax Increment Financing Authority under P.A. 450 of 1980.

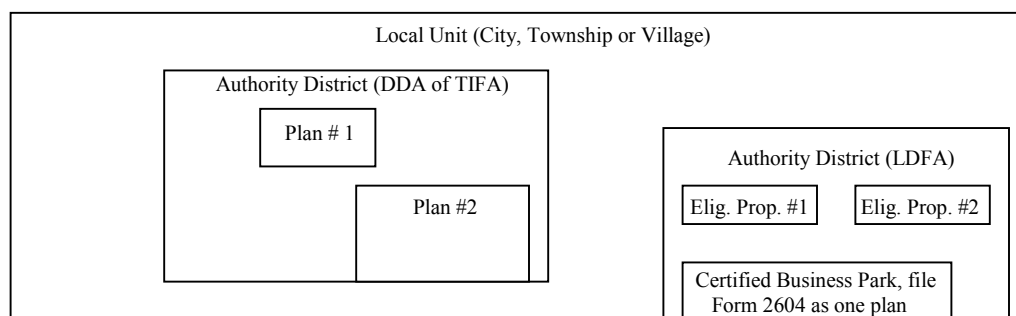
Tax increment financing is used by:
DDA (P.A. 197 of 1975)
TIFA (P.A. 450 of 1980)
LDFA (P.A. 281 of 1986)
Brownfields (P.A. 381 of 1996)

It is important to know which authority you have, so you know which act applies. If your community has been referring to its DDA as a TIFA, this can cause confusion.

2. What is the difference between an authority district and a plan?

First, the local unit establishes an authority (DDA, LDFA, TIFA) with a specific geographic district, and appoints an authority board. Then, the board writes a development plan (and usually a tax increment financing (TIF) plan to fund it) for a specific geographic area within the district, but plans may not overlap. (Overlap information does not apply to Brownfields and certified technology parks.) The development plan and TIF plan must be adopted by the local unit before the plans are valid.

DDA Mills are levied within the district boundaries. DDAs and TIFAs capture property within the plan boundaries. LDFAs capture within each eligible property, or within a certified business park (formerly called a “certified industrial park”), or certified technology park.



3. What is “capture”?

Tax increment financing is often referred to as “capture.”

For example, if the “initial” year (same as “base” year) value for the plan is \$1,000,000 and the second year, the value is \$1,250,000, then the authority gets to “capture” the property taxes on the increased value, (i.e., the “tax increment”) of \$250,000.

Current Value = \$1,250,000 Initial Value = \$1,000,000 Captured Value = \$250,000

4. How do we form an authority; how to we amend a plan; etc.?

Some property tax division suggestions for TIF activities:

1. Involve your attorney for all legal matters.
2. Obtain and thoroughly read a copy of the latest public act (DDA, TIFA or LDFA) from the State Law Library. There is a small charge for this service

State Law Library	Telephone: 517-373-0630
525 West Ottawa	Fax: 517-373-3915
PO Box 30007	Email: lmlawlib@libofmich.lib.mi.us
Lansing, MI 48909	

3. All agreements should be in writing. If an agreement or resolution is not clear, make it clear. If you are not sure whether you need to meet a given requirement in the law, you probably need to meet it. Cover yourself legally. Do business in a businesslike manner—in writing. If the authority agrees to do something, be sure the DDA, LDFA or TIFA authority passes the resolution or signs the agreement, not just the municipality. Remember that the DDA, LDFA or TIFA authority and the municipality are two separate legal entities.

5. May TIF plans capture debt millage?

The law prohibits LDFAs from capturing any debt millage, including school debt. DDAs and TIFAs are not prohibited from capturing non-school debt millage, but they may voluntarily agree not to capture debt millage.

6. Which taxes are considered “school taxes”?

1. Local school district taxes, including school debt;
2. Intermediate school district (ISD) taxes; and
3. State Education Tax (SET)

7. Can school taxes be captured after Proposal A?

Only to the extent they are necessary to make required payments on “eligible obligations”, “eligible advances” or “other protected obligations.” See the DDA, TIFA and LDFA public acts and the Michigan Department of Treasury Form 2604, *Tax Increment Plan Report for Capture of Property Taxes and State Reimbursement Amount*, for details.

Please note that the plan may not capture a greater proportion of school operating taxes than the proportion of municipal operating or county operating taxes captured.

8. Can non-school taxes be captured after Proposal A?

Yes, as long as the captured taxes are spent for purposes allowed under the DDA, TIFA and LDFA public acts and the tax increment financing plan.

For new authorities, or for amended district boundaries, for which the required public hearing was held after February 15, 1994, the various taxing jurisdictions must be notified and any taxing jurisdiction may opt out of having its taxes captured by the authority. (See [Question 23](#))

9. What is my plan number?

The number assigned by the local unit or by the authority. The authority may use any coding system it wishes (e.g., 1, 2, 3; East, West; etc.). However, the authority must use the coding system consistently across years.

10. What reports do we need to file annually to the State Tax Commission?

1. Form 2604 or Form 2967 (*Tax Increment Plan Report for Capture of Property Taxes and State Reimbursement Amount*)
Form 2604 is for plans that have only one school district. Form 2967 is for plans that capture from two or more school districts.

Plus, for 1994, you were required to submit the following:

- A. Copy of relevant parts of the plan (see the form instructions);
 - B. Copy of the obligation documents (bonds, contracts, etc., see the form instructions); and
 - C. Copy of payment schedules for the full term of the obligations/advances.
2. Annual Report (AR) as required by the State Tax Commission Bulletin 9 of 1997 (see appendix 3 of instructions for Forms 2604 and/or 2967).
 3. A copy of the assessor’s or treasurer’s worksheet (ATW) for the authority’s tax increment financing plan district, which was used to determine the plan’s tax increment revenue. This is the worksheet that was used to computer how much money to send to the authority and it may be either handwritten or computed. The worksheet should include:
 - A. Millages;
 - B. Initial, current, and captured values by property tax roll (i.e., ad valorem homestead, ad valorem nonhomestead, IFT new, CFT new, Tech Park, IFT replacement and CFT restored); and
 - C. The source of tax increment revenue, subdivided by each millage levied.

11. How do I get a form for Bulletin 9’s Annual Report?

There is no form. Ask for a copy of the State Tax Commission Bulletin 9 of 1997 with the accompanying “City of Example.” Call the Property Tax Division at (517) 241-2029 to request this bulletin. The bulletin is included in Forms 2604 and 2967 instructions as appendix 3.

12. Why can’t you use our audited financial statements as our annual report?

The information provided in each is different in many respects. The annual report is mandated by law and DDAs are required to publish their annual report in a newspaper.

State Tax Commission Bulletin 9 of 1997 describes the annual report in details and lists the additional information the State Tax Commission requires beginning with 1997.

13. If we do capture school taxes and are not asking the State for reimbursement, do we have to complete Form 2604 (or Form 2967)?

Yes.

14. If we don’t capture school taxes and are not asking the State for reimbursement, do we have to complete Form 2604 (or Form 2967)?

Please fill our the first identification page of Form 2604 or 2967, and check either the “yes, but” box or the “no” box if appropriate. Then complete the rest of the page, sign it and send it to the Department of Treasury. If we do not hear from you, we have no way to clear your file for that year. Remember that all plans (whether or not capturing taxes) must submit the required annual report described in State Tax Commission Bulletin 9 of 1997. Once we have audited your file, we will notify you when you no longer are required to file Form 2604 or 2967.

15. Can we exclude personal property taxes from capture?

No. Plans may exclude certain mills from capture, such as debt mills, but may not exclude any property. DDAs and TIFAs may exclude value increases due to inflation, however you must include **all** real and personal property.

16. Can we exclude homesteads from capture?

No.

17. What is “other revenue pledged” in Step 7 of Form 2604 and Form 2967?

This means “Other than the captured taxes, any other money that was promised for making payments on the obligations you claimed in Step 3 and Step 4 of Form 2604 or Form 2967.” This does **not** include “full faith and credit” pledges by the municipality.

18. We made a mistake on our submitted form (or the values have changed), what should we do?

Submit an amended form. For value changes, submit an amended Step 2 and we will adjust the computation. You may submit a photocopy of your original page with the corrections marked in red. Write “Amended” in large red letters at the top of the page.

19. The authority is inactive, what should we do?

The local unit should review to see if the authority should be or has been dissolved. If so, submit a copy of the resolution (TIFA or LDFA) or ordinance (DDA) that dissolved the authority. As long as the authority exists, it is required to submit all appropriate reports.

20. What if we don’t have this authority and never did?

Please contact us and we will research our information. Some communities have been surprised to discover the existence of long-forgotten authorities.

21. What is the “initial year” on Step 2 of Form 2604 and Form 2967?

In most cases, if the tax increment financing plan was approved before the 4th Monday in May, the initial year is the year **before** the year the plan was approved. If the plan was approved after the 4th Monday in May, the initial year is the year the plan was approved.

The 4th Monday in May is when the State Tax Commission adopts final State equalization.

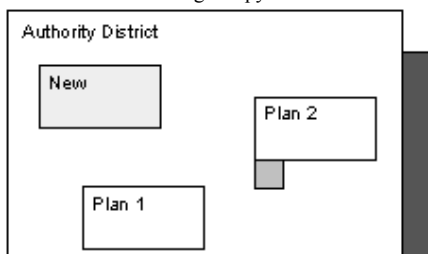
22. Who is responsible for completing Form 2604 or Form 2967?

Under the law, the authority is required to complete a form for each plan. The local unit assessor, treasurer and other officials may be called upon to assist the authority in completing this form. In some communities, the assessor, treasurer or manager is the contact person for the authority.

23. What is “Opt Out”?

The opt out provision is provided in the acts (DDA, TIFA or LDFA). These provisions only apply to public hearings for the formation of new authorities and for the amending of authority district boundaries. The municipality must notify the affected taxing jurisdictions. (To notify the State, send notification to: Property Tax Division, Michigan Department of Treasury, PO Box 30471, Lansing, MI 48909-7971.) The taxing jurisdictions may opt-out as follows:

- The DDA Act states, “Not more than 60 days after a public hearing held after February 15, 1994, the governing body of a taxing jurisdiction levying ad valorem taxes that would otherwise be subject to capture may exempt its taxes from capture by adopting a resolution to that effect and filing a copy with the clerk of the municipality proposing to create the authority.”
- The LDFA Act states, “Not more than 60 days after a public hearing held after February 15, 1994, the governing body of a **taxing jurisdiction** with millage that would otherwise be subject to capture **may exempt its taxes** from capture by adopting a resolution to that effect and filing a copy with the clerk of the municipality proposing to create the authority.



The opt out provision **does** apply to **new authorities** or to **amending the authority district boundaries** ☒

The opt out provision includes ad valorem taxes and specific taxes (e.g., Industrial Facilities Tax). When DDA or LDFA authority district boundaries are being expanded, the opt-out provision only applies to the area being added to the district. If a taxing unit exempts its millage from capture in an added area, the captured value for that taxing unit's millage will be calculated excluding the added area. The captured value for the other millages will be calculated including the added area.

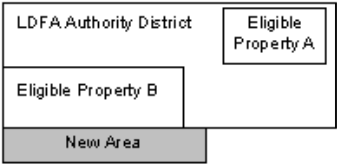
The opt out provision **does not** apply to:

- Amending plan projects without expanding authority district boundaries
- Amending the duration of the plan without expanding authority district boundaries
- Amending the boundaries of a DDA plan's development area, **within** the existing DDA district boundaries ☐
- A new DDA plan within the existing DDA district boundaries ☐
- The amendment to an LDFA development plan or tax increment finance plan within existing LDFA district boundaries.

DAA Authority District and Plan =
Same Boundaries

When a DDA is expanding the boundaries of both its authority district and a plan’s development area, the authority may capture taxes from the revised development area, including the property added to the authority district and the development area, except that:

- If a taxing jurisdiction exempts its millage (opts out) from capture in the added area, its taxes may not be captured from the added area;
- The capture of school taxes from the revised development area is subject to the act’s limitations on capturing school taxes.



When an LDFA expands its authority **district**, non-school taxes from the new area may be captured unless the taxing jurisdictions opt out. If the added area is an expansion of a certified business park (formerly called a certified industrial park) located in the LDFA district, and if the taxing jurisdictions do not opt out, the plan may also capture school taxes from the entire certified business park, subject to the act’s limitations on capturing school taxes for eligible property in the certified business park. Also see [Question 24](#).

24. If an LDFA plan contains more than one eligible property, how does it complete Form 2604?

For LDFA properties located within a certified business park (formerly called a certified industrial park), an LDFA should file a single report for all eligible property within that park. For LDFA eligible property not located within a certified business park, the LDFA must file a separate Form 2604 for **each** eligible property.

25. Can a DDA or TIFA plan spend revenue outside of its development area?

According to state law, the plan may spend revenue only for projects described in the development plan and/or tax increment financing plan, and the projects must be allowable under the law. The revenue must be spent for the benefit of the development area. Revenue of one plan may not be used to pay an obligation or expense of another plan.

The State Tax Commission’s policy is that revenue must also be spent on improvements or properties located **in** the plan’s development area. The STC will enforce this policy on a prospective basis as of April 14, 1998, but not retroactively. After April 14, 1998, a plan may not start any new projects outside of that plan’s development area. The STC **may** waive this requirement for certain infrastructure improvements made in the development plan that must extend outside the development area’s boundaries.

Note: LDFAs are not included here because section 12(2) of the Local Development Financing Act (PA 281) has specific provisions regarding restrictions on the use of tax increment revenue.

26. How do I report initial value? How do I report current value?

The STC has ruled that the initial value of the property is reported on the tax roll on which it was assessed in the initial year. The current value of property is reported on the tax roll on which it was assessed in the current year.

For **initial** value, show SEVs for properties included in a plan before May 22, 1995, and show taxable values for properties added to a plan after May 22, 1995. All values should be reported at 100% (including IFT, CFT and Tech Park properties).

Note that **initial** values will usually remain the same from year to year after the plan is begun. The initial values will change only if the boundaries of the development area were amended, if there was a Board of Review change, or if there was a Tax Tribunal change affecting the initial year.

See the following examples.

Example 1: Real property that has switched tax rolls sine the initial year:

IFT property initial value \$200,000
Certificate expired, so current value of \$250,000 moves to the ad valorem non-homestead roll:

	Initial Value	Current Value	Captured Value
Ad Valorem Roll, ABC Company	0	250,000	250,000
IFT Roll, ABC Company	200,000	0	<200,000>

Example 2: Personal property that’s been removed from the premises:

Ad Valorem Roll, XYZ Equipment 500 0 <500>

Example 3: Personal Property that is new

Ad Valorem Roll, MMM Equipment 0 400 400

27. Do we calculate captured value property-by-property or roll-by-roll (for Step 2 of Form 2604/2967)?

Calculate captured value roll-by-roll. You will still need the base year value and the current year value for each parcel in the plan, but you should add them roll-by-roll and then calculate the captured value for each roll.

Example:

	Parcel	Base Year	Current Year	Captured Value
Homestead Property	A	\$100	\$175	
	B*	+ \$25	+ \$0	
Homestead ad Valorem Roll		\$125	\$175	\$50
Non-homestead Real	B*	\$0	\$50	
	C	\$75	\$125	
	D	\$95	\$90	
Personal Property	E**	\$35	\$0	
	F	+ \$80	+ \$105	
Non-homestead ad Valorem Roll		\$285	\$370	\$85
IFT New, post-1993	G	\$0	\$205	
	H	+ \$0	+ \$400	
IFT New, post-1993 Roll		\$0	\$605	\$605

*Note that parcel B switched rolls (see [Question 26](#)).

**Parcel E, Personal Property, was removed from the area after the initial year.

Once these values are calculated roll-by-roll, you must compute the captured taxes by tax roll. Do not net the roll values together Doing so would give you an incorrect calculation because each roll is taxed at a different rate.

28. Why are you auditing my plan?

We audit every plan to verify/determine school tax capture and state reimbursement eligibility

29. What are the audit procedures?

Audits of Form 2604/2967 are done in Lansing. We many call or write you for missing information or additional information as needed. Your prompt response will assist us in completing your audit in a timely manner. Some plans are being very slow to respond. The passage of time will only magnify the effect of errors. Forms are being reviewed in the order in which the plans respond to our correspondence.

Once we have completed our review of your form and documentation, you will receive an “initial audit determination” letter for each year we have completed. You will have time to review it and submit any additional documentation that you want considered. Be sure to watch time deadlines, as indicated by the STC policy below:

On October 11, 2000, the State Tax Commission adopted the following audit procedures concerning audits of Form 2604/2967, *Tax Increment Financing Plan Report for Capture of Property Taxes and State Reimbursement Amount*. This procedure replaces all former information you may have received.

General information regarding Property Tax Division staff **initial** audits and the adoption of **final** Determinations by the State Tax Commission:

You have 30 days to respond to an initial audit determination made by the Property Tax Division auditor.

If you agree with the **initial** audit determination, please advise us of your agreement within 30 days a **final** audit determination will be adopted by the State Tax Commission and copies will be sent to affected parties. If the **final** audit determination directs you to return school taxes, please do so, following the directions in the determination letter. Submit proof of payment to he auditor [copy of the check and the cover letter(s)] so that the audit can be cleared.

If you do not agree with the **initial** audit:

- If you have additional documentation to submit for our review, you should do so within 30 days of the date of the **initial** audit determination, with a letter explaining why you disagree, or
- You may discuss your concerns with the Property Tax Division auditor within 30 days of the **initial** audit determination. The auditor will make every attempt to assist you and will direct you how to proceed. You must respond within any additional time allowed by the auditor
- If you do not respond within the time deadlines, a **final** audit determination will be adopted by the State Tax Commission without your input, and copies will be sent to affected parties.