

Mount Clemens Downtown Development Authority

cityofmountclemens.com/dda

BOARD MEMBER WELCOME PACKET



Prepared by the Community Development Department
Spring 2021



TABLE OF CONTENTS

Intro & Purpose	2
Executive Summary	2
DDA Basics.....	3
History & Objectives	3
Tax Increment Financing (TIF)	3
Our DDA	4-5
Origin & Structure.....	4
Goals & Objectives.....	4
Management Philosophy	5
Revitalization Tools	6
Programs & Events.....	6
Appendix	
Contact Information	7
DDA Map	8
2021 Event Calendar	9-10
DDA Bylaws	11-17
Façade Grant Program Information.....	18-24
Mount Clemens DDA Ordinance	25-27
Mount Clemens DDA/TIFA Plan	28-45
TIF, Act 57 of 2018	46-150
Ethics, Act 196 of 1973	151-155

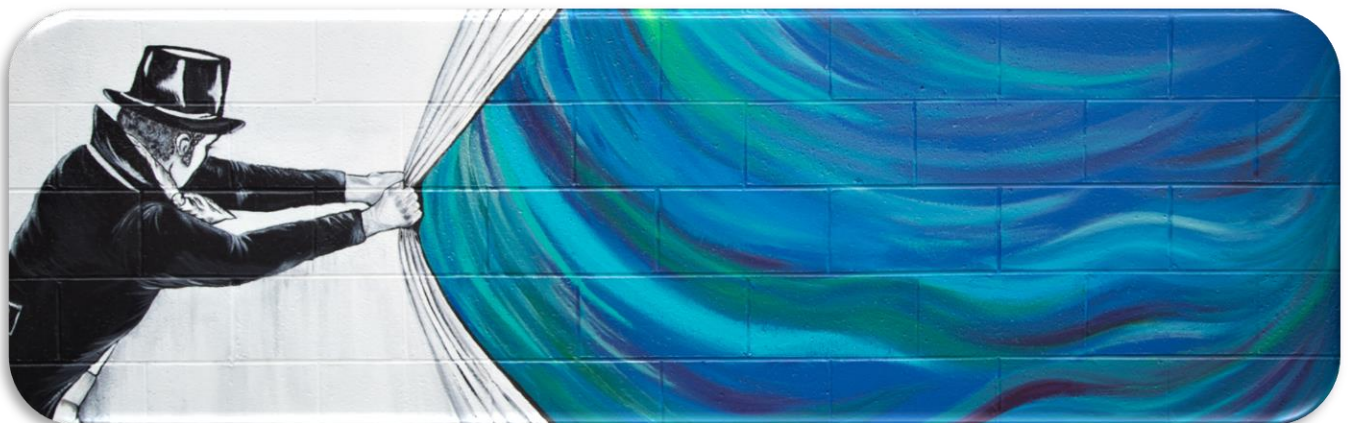
Intro & Purpose

Executive Summary

Congratulations on your appointment to the Mount Clemens Downtown Development Authority (DDA) Board of Directors! Your demonstrated commitment to the city and its downtown is an asset to the Board and the greater Mount Clemens community. The guidance and service you'll provide as a member will be vital for bringing about positive changes that will enhance the economic and social vitality of the downtown district.

This packet provides a brief overview of the purpose of DDAs and the financial tools available to aid downtown revitalization efforts. It also outlines goals and objectives specific to Mount Clemens, describes existing programs supported by the DDA to realize its mission, and provides guidance for **your** role as a board member.

While we've included the basics, this packet is not exhaustive – nor could it be. Our community is constantly evolving, as are our programs, incentives, and responses to changing policy landscapes statewide and at the federal level. By outlining the principles of DDA functions and the management philosophies guiding our efforts to revitalize downtown Mount Clemens, this packet aims to give you a solid foundation upon which you can add your unique experiences and insights to build a downtown that is welcoming, accessible, and filled with opportunities for residents, businesses, and visitors alike.



DDA Basics

History & Objectives

DDAs were originally authorized by Public Act 197 of 1975 (and subsequently recodified by Public Act 57 of 2018) with the express purpose of correcting and preventing property value deterioration in municipal business districts. Additional responsibilities include encouraging historic preservation, creating development plans for the downtown business district, and creating and supporting initiatives to promote economic growth within the district.

The enabling legislation authorized the creation of a board with the power and duties to carry out these tasks by managing city-specific programming and incentives. The Act also authorized DDAs to use a key revenue source to spur investment, issue bonds, and fund relevant programming. This essential tool is called **Tax Increment Financing**.

Tax Increment Financing (TIF)

TIF is typically one of the first tools used in a community's economic development toolbox – and for good reason. Rather than levying any additional taxes on residents, customers, or business owners, TIF enables communities to “capture” increases in tax value to use for development projects in designated districts.

When TIF is established in a given district, a base amount of property tax value is determined. This base tax revenue does not change over the lifetime of the TIF plan. As real property values grow over time, the incremental increases above the base level are allocated to the DDA. This added revenue ensures that the DDA can self-finance programs and redevelopment projects that improve the downtown experience.

Our DDA

Origin & Structure

In 1983, a special Blue-Ribbon committee was formed to discuss concerns specific to downtown Mount Clemens. Based off recommendations made by this committee, the Mount Clemens Downtown Development Authority was established in April of that year.

Our board is comprised of the Mayor of Mount Clemens and 10 other members, all of whom are appointed by the Mayor and approved by the City Commission. The board's activities are supported by the Executive Director and Marketing & Events Coordinator, with additional assistance provided by the city manager's office as needed.

Goals & Objectives

The City created the DDA to meet the following goals and objectives to address the needs of our unique downtown district:

- *Halt property value deterioration;*
- *Increase property tax valuation where possible;*
- *Eliminate the causes of property tax devaluation; and*
- *Promote economic growth.*

We believe that by meeting these goals and objectives, we can achieve our mission of ensuring the economic vitality of the downtown, improving property values across the city, and increasing the quality of life for all residents of Mount Clemens.



Our DDA (continued)

Management Philosophy

Our DDA's downtown management and revitalization strategy is guided by Main Street America's Main Street Approach¹. This time-tested framework for comprehensive downtown transformation is based on four core principles:

1. **Economic Vitality** – Use economic and financial tools (such as capital and incentives) to assist new/existing businesses, spur property development, and cultivate an environment of support for local entrepreneurs.
2. **Design** – Enhance the unique physical and visual characteristics of downtown Mount Clemens.
3. **Promotion** – Center the downtown as the community hub for economic and social activities via positive advertising and showcasing the district's distinctive features.
4. **Organization** – Cultivating partnerships, involving community members, and expanding resources for the district to lay a strong foundation for revitalization.



These pillars of transformation have been used in thousands of communities across the country to successfully manage and strengthen their downtown business districts and main streets. Our philosophy constantly informs our programming and incentives – and we are excited to work with you to expand these offerings to make downtown Mount Clemens even stronger.

¹ www.mainstreet.org/mainstreetamerica/theapproach

Revitalization Tools

Programs & Events

The DDA provides programming to draw residents and visitors to the district and offers incentives for local business and property owners to renovate and rehabilitate their facilities. Our year-round offerings ensure that the district's aesthetics and revitalization efforts are affordable, creative, and most importantly, steeped in the Mount Clemens community.

Façade Grants

Our marquee incentive program offers 1:1 matching grants for up to \$10,000 to business and/or property owners in the DDA TIF district to renovate and rehabilitate existing façades. Up to \$1,000 (with no matching requirement) may also be awarded to eligible applicants for professional architectural and design services. Applications are evaluated by the DDA under criteria such as district impact, financial leverage, cost and scheduling feasibility, sustainability, and community contribution. Over \$70,000 has been expended through this program since 2016, and we anticipate that the program will continue to grow and expand its success in the years to come.

Annual Events

No matter the season, there is always something to look forward to in Downtown Mount Clemens! Below is just a smattering of the events we support every year:

- *Uptown Friday Night Concert Series*
- *Halloween Spooktacular*
- *Mount Clemens Ice Carving Show*
- *Uptown Made in Michigan Show*

Our annual calendar is included in this packet. See something missing? We are always looking for fresh ideas to bring the community together, support our local establishments, and activate the district.