

The Marquette Downtown Development Authority
“DDA”



**DEVELOPMENT
AUTHORITY**

What is the DDA?

The Marquette DDA is a Public Authority established by the City of Marquette in 1976 according to Michigan Public Act 197 to “halt property value deterioration, increase property tax valuation, and to promote economic growth.”

Fundamental Goals Of The DDA

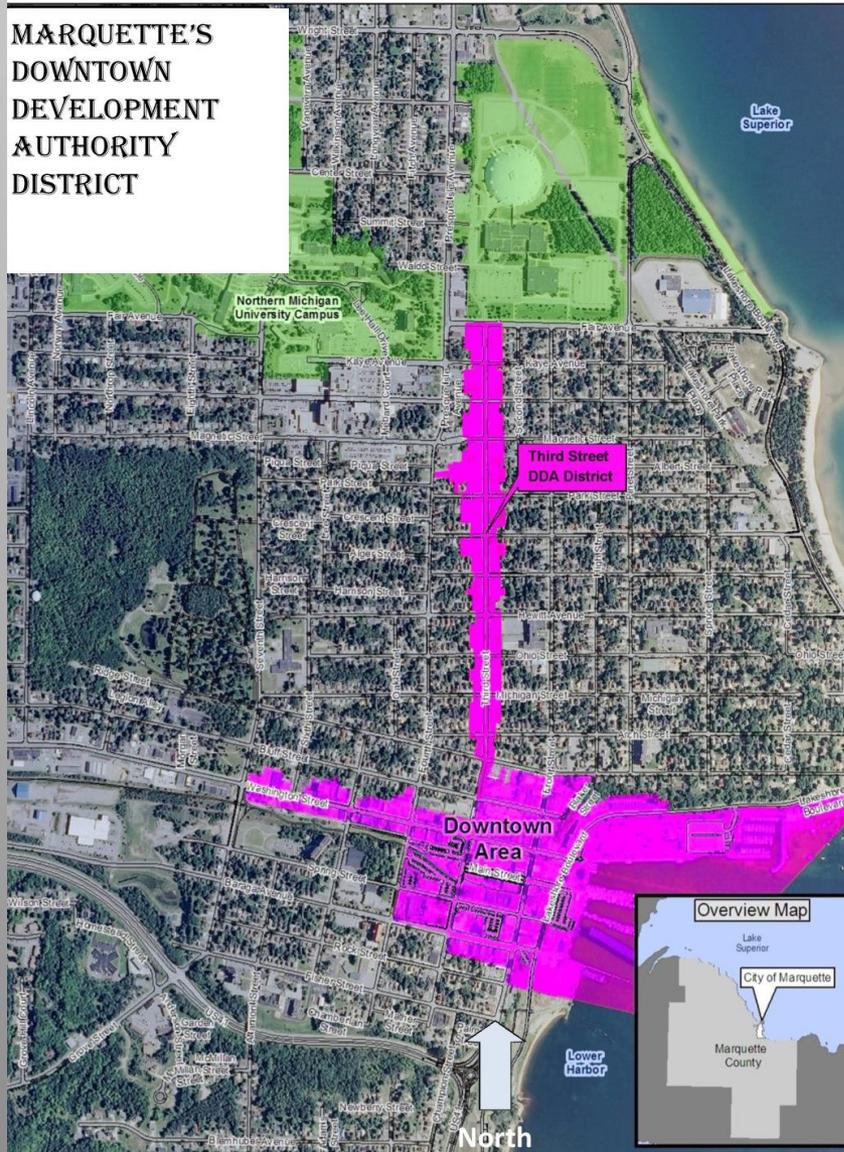
- Increase property values
- Create & maintain a favorable business and investment environment
- Ensure the sustainability of the district
- Support downtown property owners, businesses, professionals, and residents

Who is the DDA?

The DDA has 9 members, of which 8 are appointed by the City Commission and serve 4 year terms, with the ninth member serving indefinitely by virtue of position as City Manager according to Public Act 197.

- **Christine Pesola, Chairperson (2016)**
The Landmark Inn
- **Jeremy Hansen, Vice-Chairperson (2019)**
Fassbender Funeral Home, Swanson-Linquist Funeral Home
- **Mike Skytta, Secretary (2016)**
Northern Michigan Bank
- **Karan Hendricks, Treasurer (2017)**
Resident
- **Jack Frost (2017)**
Range Bank
- **Dottie LaJoye (2019)**
Marquette County
- **Weston Pernsteiner (2018)**
Ore Dock Brewery
- **James Johnson (2018)**
Casa Calabria
- **Bill Vajda**
City Manager

Where is the DDA District?



“Original” Downtown	259 parcels
“Third Street”	61 parcels
Total Properties	320 parcels

DDA Established	1976
TIF Development Plan#1	1984
District Expanded	1992
(Front Street, Baraga, 5 th -7 th)	
TIF Development Plan#2	1992
TIF Development Plan#3	2011
District Expanded	2011
(N. Third St)	

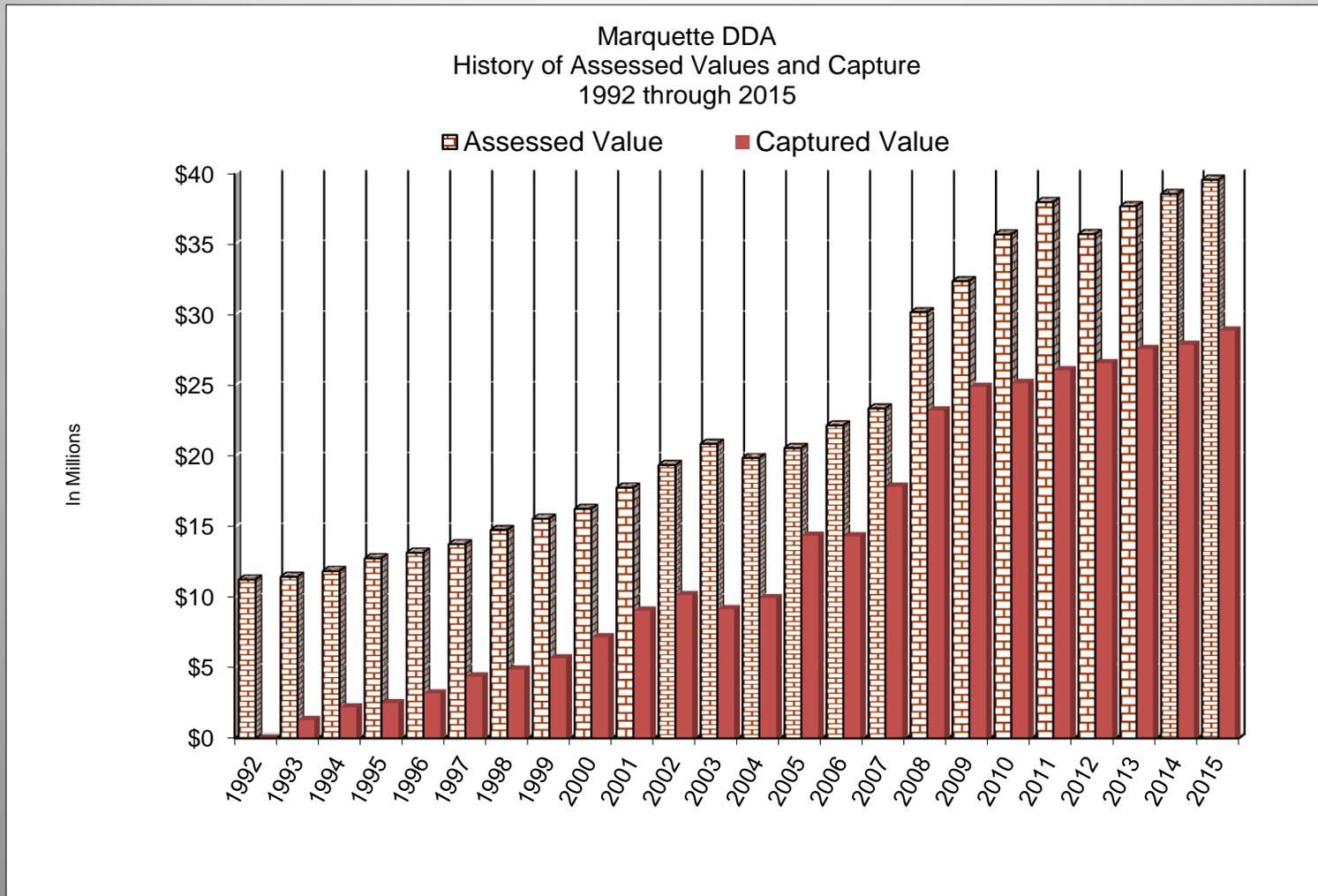
Staffing



Executive Director
Assistant Director
Events and Promotion Coordinator
Part-time Promotion and Administrative Assistant
1 Full-Time Maintenance Coordinator
1 Full-Time Maintenance Staff
4 Part-time Maintenance Staff
Farmers Market Manager
Farmers Market Cashier (seasonal)



Assessed Value and Capture Value

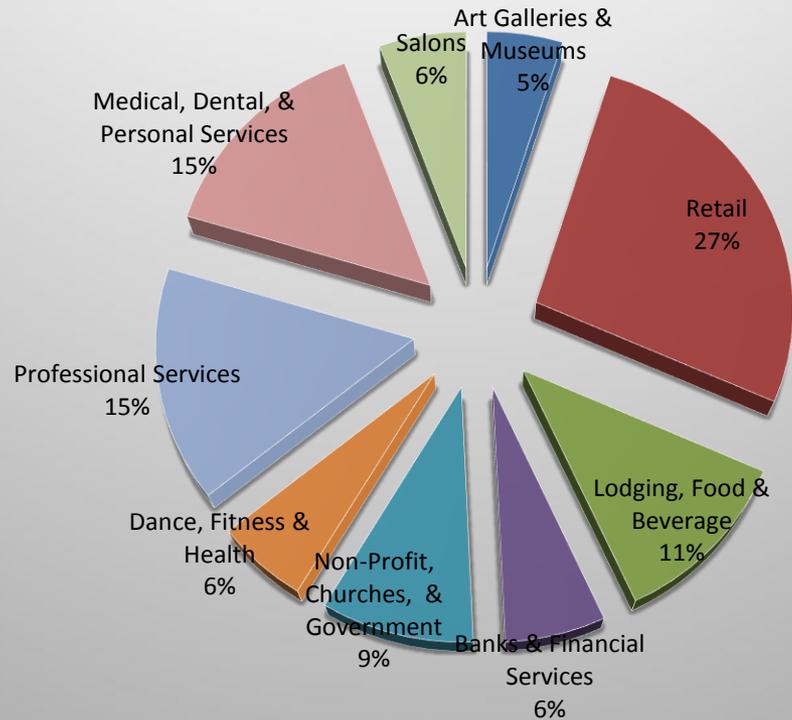


1992 Assessed Value: \$11,360,690

2015 Assessed Value: \$39,566,065

Businesses in District By Type

“Original District”
294 Businesses



“N. Third Street”
114 Businesses

Total Businesses: 408

Approximately 3,100 employees

Funding

The Marquette DDA currently uses several sources of funding for its purposes:

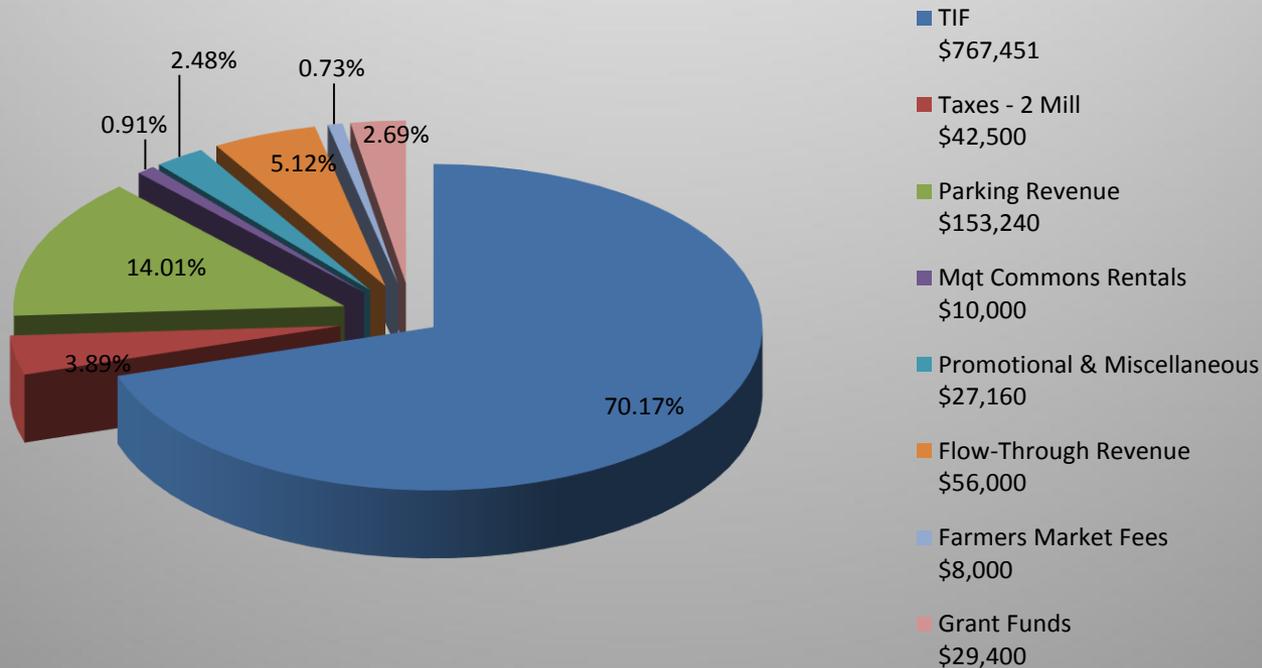
Tax Increment Financing (TIF)

2-mill property tax on property in the district

Revenues from parking rentals

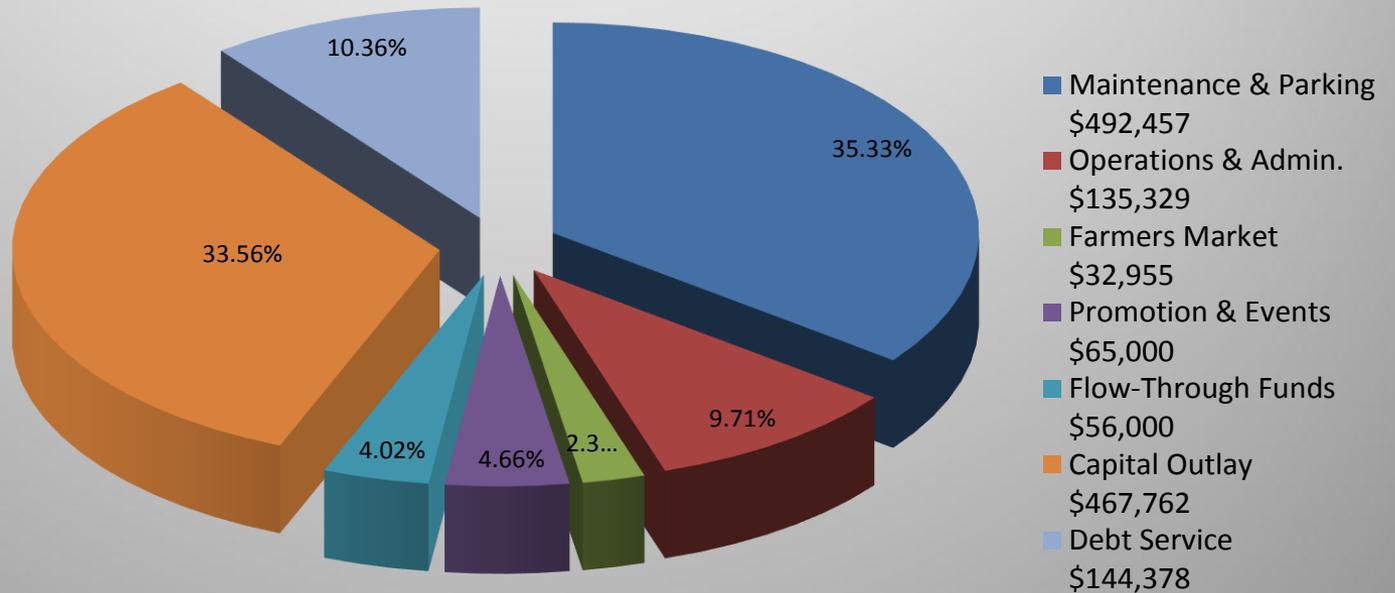
Private Support, Sponsorships, Grants, and Other miscellaneous sources

DDA 2015 Budget Revenue



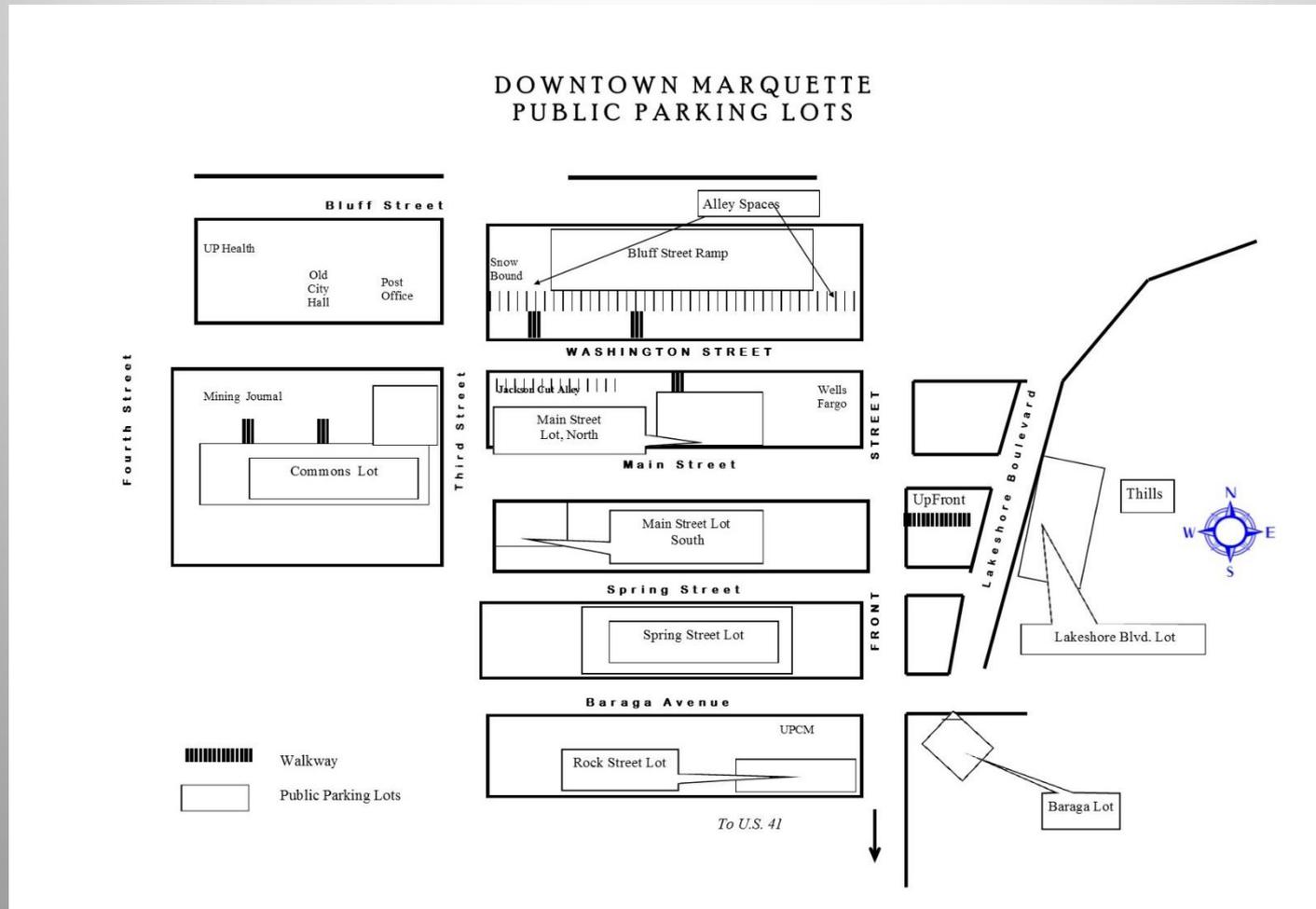
Operation Costs

DDA Breakdown of Expenditures 2015 Budget



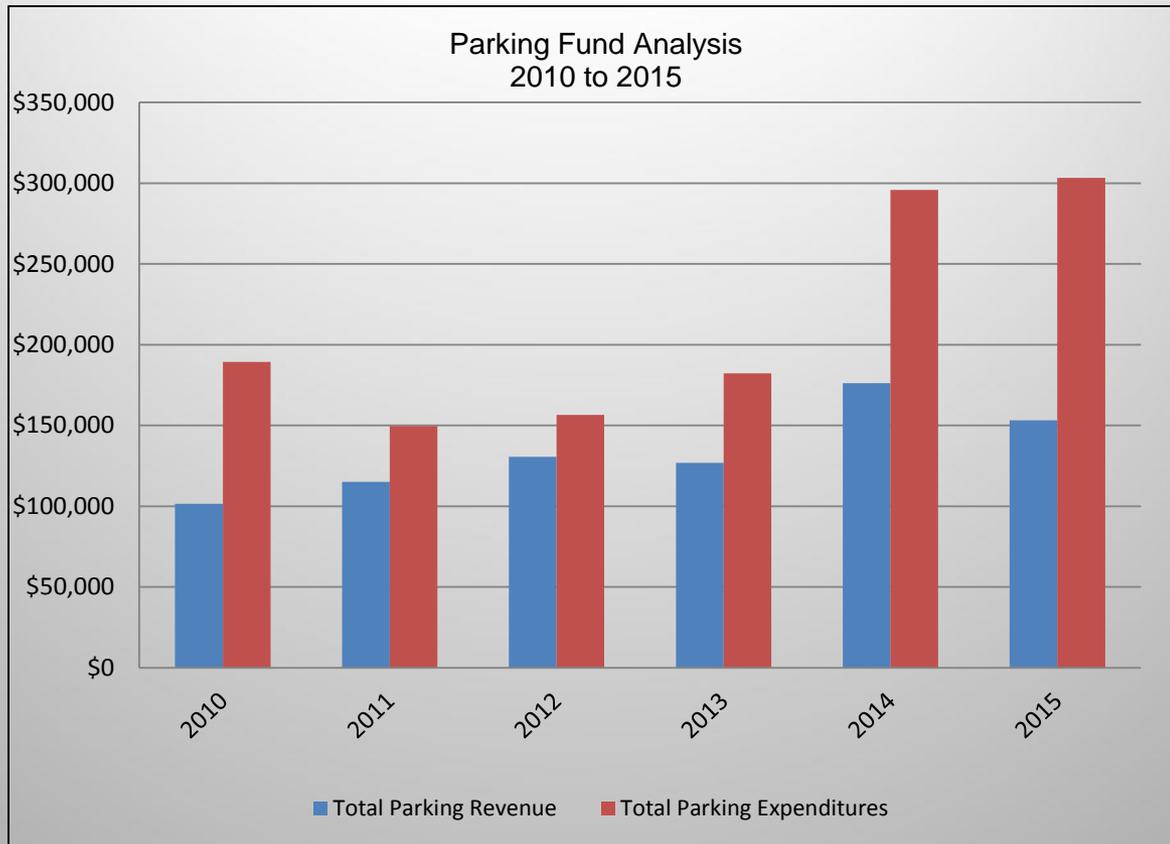
Outstanding Bond Issue
August 2011 – Original Issue \$1.5 million
15 year term – September 2026
Outstanding Balance: \$1,280,000

Parking Management



On-Street Parking – “Downtown”	509
On-Street Parking – “Third Street”	110
Parking Lots	755
Total Public	1,993

Private Parking – “Downtown”	1,450
Private Spaces – “Third Street”	708



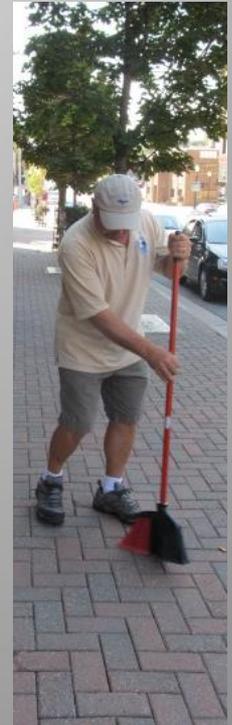
Employee Parking Permits	395
24-hour/residential Permits	60
Parking Meters	145

Maintenance & Aesthetics



Sidewalk Maintenance

Original District	4.3 Miles
Third Street	2.3 Miles



Events and Promotions



Music on Third



Small Business Saturday & Shop Local



Hockey on Third Parade



Winter Parade & City Tree Lighting



Blueberry Festival

Baraga Avenue Harvest Festival



\$2,500 raised for
Janzen House

Downtown Spring Open



Downtown Showdown Rail Jam



Marquette's Downtown District

Ladies Night

Sales, specials,
door prizes,
refreshments & more!

Thursday, November 13
4 p.m. - 8 p.m.

Get your **passport** stamped at 10
businesses for a chance to win gift baskets
valued at \$400-\$600 filled with goodies from
downtown businesses! For a \$2 donation
to support The Women's Center, passports can
be picked up or mailed from the Downtown
Development Authority Office (203 South
Front Street) or during the event hours.

Majora Center (110 W. Washington St.)
Ramada Inn (622 W. Washington St.)
Piazza Works (1007 N. Tassel St.)

Complimentary lunch is held throughout
Marquette's Downtown District provided by



Events We Support



**Kiwanis
Kiddie Mutt
Races**



**UP 200/Midnight Run
UPSDA**



Halloween Spectacle

Downtown Marquette Farmers Market

- \$125/season/\$10 per market daily vendors
- Season = 24 weeks, Regular Season, 57 vendors
- “Winter Market,” 7 weeks, 20 vendors
- Vendor fees cover approximately 25% of market costs
- \$38,000 pass-thru funds to Farmers/Vendors
 - Credit Card, Bridge Card, Supplemental Nutrition Programs
- Average Customer Attendance = 2,000
- Estimated Daily Market Sales = \$20,800; Estimated Season Sales: \$499,200
- \$6,100 “Double-up Food Bucks” Program
- Hired Full-time Market Manager
- Completed Modification Project (50% grant funded)
 - Increased vendor space and flow of market
- Submitted 2015 Farmers Market Promotion Program Grant (\$55,887)
- First in Michigan for MDARD Inspection & Food Demonstration License
- “Best of the Lake Farmers Market” – Lake Superior Magazine



2014-15 Accomplishments, Projects and Initiatives

200 Block of West Washington Street Curb and Sidewalk Replacement

Third Street Curb and Parking Modifications

(addition of 32 on-street parking spaces)

Main Street Tower Repairs

Third Street Tactical Improvements (LCQ): Bike Racks, Parklets

Purchased 13 trash cans for Third Street

Raised \$22,962 in event sponsorships and entry fees

Gave back to the community:

\$1,321 raised for the Women's Center (Ladies Night)

\$2,500 raised for the Janzen House (Downtown Spring Open)

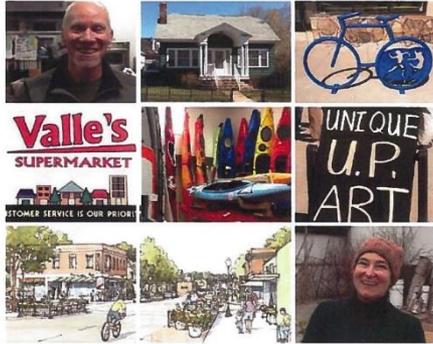
Awarded (and administer) \$1.27 million in property improvement

grants: Leverage \$2.2 million in private investment

Create 16 new jobs

Planning for the future...

City of Marquette Third Street Corridor Sustainable Development Plan



Prepared for:
City of Marquette &
Marquette Downtown Development Authority



Downtown Parking Study Parking Management Plan

JANUARY 2013

DEVELOPMENT
AUTHORITY



Marquette Baraga Avenue PlacePlan

-Final Draft-
July 24th, 2014



Michigan Municipal

MICHIGAN STATE UNIVERSITY Extension MICHIGAN STATE UNIVERSITY School of Planning, Design and Construction

City of Marquette Downtown Development Authority

Development Plan and Tax Increment Financing Plan #3



Approved by the DDA Board on December 9, 2011
Approved by the Marquette City Commission on February 28, 2011

City Strategic Planning Commission Priorities For the DDA

Implement Phase 1 of Downtown Parking Plan (Spring 2016)

- Install parking meters on 100, 200, 300 Blocks of West Washington

- Install pay parking stations in Bluff Street Ramp & North Main Lot

- Work with City Police Dept. to integrate parking equipment w/
enforcement system

- Work with City Engineering to identify obsolete curb cuts & extended
site lines (complete)

- Add striping for additional on-street parking on N. Third Street (in process)

Baraga Avenue Improvement Project (3-5 years)

- Develop plans and specifications reflecting conceptual plans approved
in the Baraga Avenue Place Plan Document

- Project construction dependent on available funding

Branding, Marketing, Signage (Not started)

Develop RFP for professional services to engage a professional to assist with the branding process

Implement the branding related strategy

Seek Historic Status for the downtown district (background research completed)

DDA Board Identified Short-term Projects & Initiatives

Sidewalk Replacement – 200 Block South Front Street (East Side)

Sidewalk & Curb Replacement – 100 Block South Front Street (East Side)

Re-stripe Parking Lots

Continue to work with property owners to pursue grant opportunities and assist property owners to facilitate property improvement grants and leverage private investment

Work with City Administration to analyze, modify, and develop applicable policies and regulations

DDA Board Identified Long-term Projects & Initiatives

Redesign and reconstruct 100 Block of West Baraga Avenue

Identify public improvements on North Third Street and explore TIF Development Plan

Work to remove overhead utilities throughout the district

Continue to plan for and develop future parking in response to identified development needs

What people were saying about us....

MARQUETTE: It sounds disparaging to say it right out, but as you enter Marquette it will probably not strike you as any great beauty of a town. You either drive under a very utilitarian ore conveyor or swish past masses of roadside emporiums and their competing signs; its hard to tell which ancient red sandstone structure is "center".

The Long Blue Edge of Summer: A Vacation Guide to the Shorelines of Michigan, 1982

What people are saying about us now....

“Dynamic with a synergistic energy; Has a revitalized, energized downtown; Offers a sense of place; Provides creative opportunities, diverse housing, and is wired for technology;”

“Good Restaurants, Interesting Shops”

“Historic preservation meets new world.”

Best Practices Tourist Destinations, Michigan State Housing Development Authority,(MSHDA) Community Development Division, Web Page Notation