

South Haven DDA - Strategic Plan

I. Executive Summary

The Organization

Michigan Public Act 197 of 1975, as amended, commonly referred to as the Downtown Development Authority Act ("the Act"), is an Act 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 the economic growth of 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 if indebtedness; and to authorize the use of tax increment financing.

The Act was created in part to correct and prevent deterioration in business districts, to authorize the acquisition and disposal of interests in real property, to promote the economic growth of business districts, to authorize the issuance of bonds, and to authorize the use of tax increment financing. The Act seeks to reverse historical trends which have led to a loss of population, tax base, job opportunities, and economic activity in Michigan cities. It gives cities the means to revitalize downtown areas through a downtown development authority. The methods granted in the Act may be used by a downtown development authority in ways appropriate to the problems facing a particular downtown district.

The Organization's Mission

Our mission

- The Downtown Development Authority (DDA) is to be a leader in helping to fulfill the City of South Haven Municipal Plan; through planning, funding, and development of projects within the DDA District which promote, encourage and contribute to the overall economic growth and development of the community.

Our goal is to:

- Encourage a strong, healthy economy
- Provide advocacy where needed

and will focus on five (5) areas as laid out by the Master Plan for the City of South Haven.

1. Central Business District
2. Tourism
3. Infrastructure/Transportation
4. Public Facilities
5. Real Estate

Our ambition is to build value in the community for the benefit of the community.

Target Market

Primary

- Taxpayers - Full and part-time

Secondary

- Visitors to South Haven who benefit taxpayers

Management

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Current DDA Board of Directors

- John Braun - Chair
- Barbara Kreuzer
- Robert Kripatis
- Jay Marcoux
- Martha Kay Nelson
- Andrea Olson
- Al Ruppert
- George Sass
- Dorothy Appleyard – Mayor
- Kevin Anderson –City Manager (non-voting)
- Deb Davidson – Director (non-voting)

Funds Sought and Utilization

The DDA Board has spent many hours prioritizing projects and ways in which the money could be spent. We believe that the projects identified are necessary and doable as part of a rolling five-year plan. Some items may be solely accomplished by the DDA, while others may be part of a cost / responsibility sharing program with others.

Projects

The South Haven DDA will continue to focus on “Bricks and Mortar” type projects and where necessary and applicable, integrate/combine these projects for seamless presentation and cost effectiveness.

1. Central Business District

- **Facade Improvement Program (Current/Ongoing)** This program is designed to facilitate and assist in the restoration and rehabilitation of buildings and structures in the Downtown Development Authority (DDA) district of the City of South Haven; to create a cleaner and more attractive environment that encourages new businesses and customers to locate in the area while leveraging private to public investment in property improvements; offers an incentive to promote improvement that is physically, historically and architecturally compatible with buildings, and consists of incentives to assist owners and tenants to improve the facades of DDA district commercial buildings.

2. Tourism

- **South Haven Trail into the Downtown District** – Develop a bicycle trail connection between the Downtown and the Kal-Haven Trail State Park. Costs associated with the project could include but are not limited to: design, demolition, construction, paving, signage and purchase of bicycle racks. Project would be integrated with general street repair.
- **Bike Lane through District** – Create bicycle lanes throughout the district to encourage and support visitation to the area. Project would include signage and purchase of bicycle racks and would be integrated with general street repair.

3. Infrastructure/ Transportation

- **Baseline Project (Current)** Baseline Road improvements include construction of storm water drainage, repaving and construction of a bike trail to this alternate entrance to the Downtown from the North Side. Costs associated with the project could include but are not limited to: design, demolition, construction, paving, signage and purchase of bicycle racks. Project would be integrated with general street repair.

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- **Quaker Street Parking Improvements (Current)** In an effort to improve parking on the west end of the Downtown, the current parking area on Quaker Street will be rehabilitated to improve vehicle access, add spaces and enhance attractiveness to pedestrians. Project would be integrated with general street repair and streetscape. Costs associated with the project could include but are not limited to: design, demolition, construction, paving, landscaping, burying of utilities and sewer repair.
- **General Street Repair (Current/Ongoing)** Repair and maintenance of streets in the DDA Development Plan Area. Costs associated with the project could include but are not limited to: design, demolition, construction, paving, landscaping, burying of utilities and sewer repair.
- **Improve Parking (Current/Ongoing)** This project is designed to assist and facilitate the rehabilitation of existing parking bringing it to a functional and attractive condition as well as addressing the needs of additional parking areas within the district. Costs associated with the project could include but are not limited to: design, demolition, construction, paving, landscaping, burying of utilities, sewer repair and signage.
- **Streetscape (Current/Ongoing)** Streetscape improvements include but not limited to landscaping, curbing, sidewalk maintenance, repair and additions to the existing downtown streetscape amenities. Costs associated with the project could include but are not limited to: design, demolition, construction, paving and signage. Project would be integrated with general street repair.
- **Create Landscaped Boulevards (Current/Ongoing)** Creation to include construction, landscaping, curbing, maintenance, repair and additions to increase the overall appeal and look of the district. Costs associated with the project could include but are not limited to: design, demolition, construction, paving and signage. Project would be integrated with general street repair.
- **Put Utilities Underground** – For safety, efficacy, and aesthetics, utilities could be put underground in conjunction with major street repair projects. Costs associated with the project could include but are not limited to: demolition, construction, paving and signage. Project would be integrated with general street repair.

4. Public Facilities

- **Downtown Public Restrooms** - Increase number of public restrooms on the west side of downtown or where needed and if space is available. Public restroom facilities which meet the standards of the Americans with Disabilities Act will be constructed. Costs associated with the project could include but are not limited to: design, demolition, construction, paving and signage. Project would be integrated with general street repair.

5. Acquire Real Estate

- **Encourage/Acquire Commercial Dock Space** – Encourage private enterprise and/or lease or purchase dock space in an effort to improve quality of property and to promote economic growth within the district while preserving public accessibility to the water.
- **Redevelopment of Available Properties** – Purchase and improvement of derelict properties.

Legal Status and Ownership

The South Haven DDA has legal status under a Michigan Public Act 197 and is subject to the laws of The State of Michigan. On August 21, 1980, the City Council of the City of South Haven (the "City") adopted Ordinance No. 632 creating and establishing the Downtown Development Authority of the City of South Haven (the "DDA"). The DDA was granted all the powers permitted a Downtown Development Authority

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under the Act.

On July 16, 1982, the City Council of the City of South Haven (the "City") adopted Ordinance No. 647 creating and establishing the Downtown Development Authority of the City of South Haven (the "DDA"). The DDA was granted all the powers permitted a Downtown Development Authority under the Act. In creating and establishing the DDA, the City found that the DDA was necessary for the best interests of the public to halt property value deterioration and increase property tax valuation where possible in the City's business district, to eliminate the causes of said deterioration, and to promote economic growth.

On May 15, 2000, the City Council adopted Ordinance No. 881, amending Ordinance No. 647, and adding additional property to the Downtown District of the Downtown Development Authority, and restating the Articles of Incorporation of the DDA.

Funding for the organization comes from Tax Increment Financing (TIF). These funds will be used to accomplish the stated goals.

II. Analysis

The South Haven DDA is exceptionally well-positioned to address certain needs and issues of full-time residents of South Haven as well as the needs and issues associated with the rapidly expanding Michigan tourism and second-home industry.

Barriers/Obstacles

- Lack of unified vision
- Resistance to change
- Money/funding
- Public opinion and perception
- Self-interest groups
- Nescience of taxpayers and local government

Long-Term Opportunities

- Lower business turnover
- Greater community stability
- Increased revenue
- Job development
- Increased industry relocation due to a strong Central Business District

III. Operations

Litigation

The organization is not a party to any legal proceedings and no such proceedings are known to be threatened, or contemplated, nor are any judgments entered against any officer, director of the organization in their capacity as such.

Accounting

The South Haven DDA will maintain an accounting program and produce a monthly budget report.

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An auditor will review reports and produce financial statements.

IV. Organization and Management

Board of Directors

- DDA Board members must meet the criteria as set forth by the State of Michigan and adopted by the City of South Haven. Board member terms are four (4) years and are eligible for two (2) consecutive terms. Board members are selected and nominated through application, review and are brought before the City Council for final approval.

Management

- Deb Davidson - *Director*

V. Development and Exit Plans

Strategy

To accomplish the aforementioned projects, the South Haven DDA will institute a Five-Year Rolling Plan and assign a low, medium and high designation to each project. The DDA will review the status and position of projects on a yearly basis.

High Priority

- General Street Repair
- Downtown Public Restroom Improvements
- Streetscape Improvements
- South Haven Trail

Medium Priority

- HarborWalk Improvements
- Acquire Real Estate
- Improve Existing Downtown Parking
- Bike Lane in Town

Low Priority

- North Shore Drive/Dyckman Intersection Improvements
- Façade Program
- Quaker Street Parking Structure

Exit Strategy

Currently, the DDA holds bond obligations for the Water Street Marina and Park project through 2018. The DDA can only be dissolved through a vote of the City Council.

VI. Financials

Overview

Projects will be financed through Tax Increment Financing (TIF) and will proceed with/initiate projects as monies are available and the budget allows.