

DDA 101 TRAINING

Provided By:



INTRODUCTIONS

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POW! Strategies, Inc., President

Helping Communities Leap Tall Buildings in a Single Bound!
POW! Strategies provides Communications, Economic Development, Strategic Planning & Management Services. Founded 2015.



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- Over 20 years Downtown Management Experience;
- 30 years of Non-profit Management, Public Relations & Marketing;
- Previous Executive Director of Ferndale DDA, 15 ½ years, GAMSAs 2010. Provided Executive Management for Downtown Dearborn, East & West DDDAs, from 2015-2022;
- Chairperson, Michigan Downtown Association;
- Crain's Detroit Business 40 under 40.

OVERVIEW

- Benefits of Downtown Management
- Value & Role of a Downtown Management
- DDA Basics
- TIF & Other Financing Tools
- Board & Committee Responsibilities



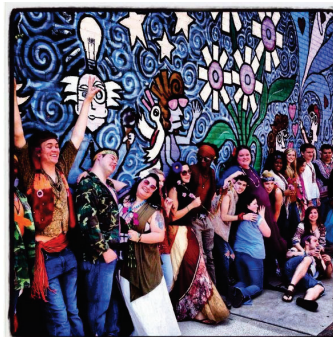
WHY I ❤️ DOWNTOWN MANAGEMENT

- Turn Around Communities
- Leave Your Mark
- Create Places that Inspire
- Lead & Support Leaders to Reach Their Vision
-NEVER a dull day in the office

Let's Hear From You! Why did you choose to be a part of the DDA?

BUILD THE PASSION

- Your Enthusiasm & **CAN DO** Spirit Makes An Impression
- Make It Personal, But Don't Take It Personally
- Give A Personal Story Of This Love Affair
- Others Will Fall In Love Too!

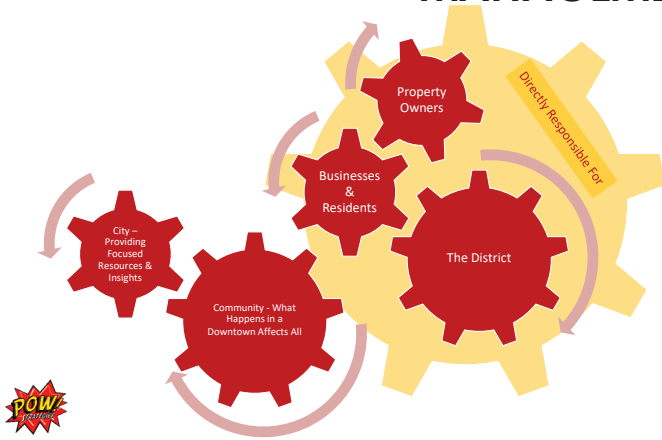


BENEFITS OF DOWNTOWN MANAGEMENT

What Keeps a Community Beating



BENEFITS OF DOWNTOWN MANAGEMENT



BENEFITS OF DOWNTOWN MANAGEMENT?

- Spur BUSINESS DEVELOPMENT
- Increase THE LOCAL TAX BASE
- Create JOBS
- Stimulate THE HOUSING MARKET
- Increase OCCUPANCY RATES
- Fight SPRAWL
- Draw INVESTORS
- Rehabilitate EMPTY BUILDINGS
- Reflect THE HISTORY OF THE COMMUNITY
- Promote CIVIC PRIDE
- Utilize EXISTING INFRASTRUCTURE
- Increase COMMUNITY INVOLVEMENT
- Reaffirm COMMITMENT AND INSPIRE INVOLVEMENT FROM LOCAL LEADERS

For Every \$1 Invested in a Local Main Street, \$40.35 is Reinvested in the Downtown.

THE ROLE OF DOWNTOWN MANAGEMENT

- Improve the quality of life
- Create a sense of place
- Attract and retain residents, businesses and talent
- Spurs private reinvestment
- Increases property value in and around the area



THE ROLE OF DOWNTOWN MANAGEMENT

- Infrastructure improvements to streets, sidewalks, lighting, sewer and water
- Design and program public gathering spaces and parks
- Revitalization of vacant and underutilized properties
- Rehabilitation of historic buildings, assets and facade
- Mixed-use and middle-housing infill developments
- Business recruitment and retention programs
- Safety, security and maintenance programs
- Marketing, special events and promotions



THE BASICS OF DDA

WHAT YOU NEED TO KNOW

- DDA Powers
- Tax Increment Financing Plan (TIF) – the expiration date and details
- Other Funding Tools Available for Your Downtown
- Your DDA Boundaries
- PA57 Reporting Requirements



WHAT IS A DDA?

WHAT IS A DDA?

- DDA stands for Downtown Development Authority
- It is the authority (body) to revitalize the Downtown
- A quasi-governmental arm of the City

WHAT IS A DDA'S PURPOSE?

- DDAs comprehensively manage downtowns to maximize the local economy.
- Halt property value deterioration and increase property tax valuation to eliminate the causes of that deterioration, and to promote economic growth.

ENABLING LEGISLATION

- Empowered By Public Act 57 (formerly 197)
- Established By City Ordinance – know and keep on file



WHAT IS A DDA BOARD?

Board Members Represent the Best Interests of the District

FOLLOWS DDA LEGISLATION

- Appointed by the Mayor with approval of City Council
- Manages public money for district
- Follow Open Public Meetings Act
- Represents the district, its property owners and residents
- State Legislation is specific on number of board members, representation, how they are appointed, who appoints, what issues to address



HOW DDA AND TIF DIFFERS



DDA is the Authority that administers the economic growth and plans



TIF is a financing tool available to DDAs and can have its own set of boundaries



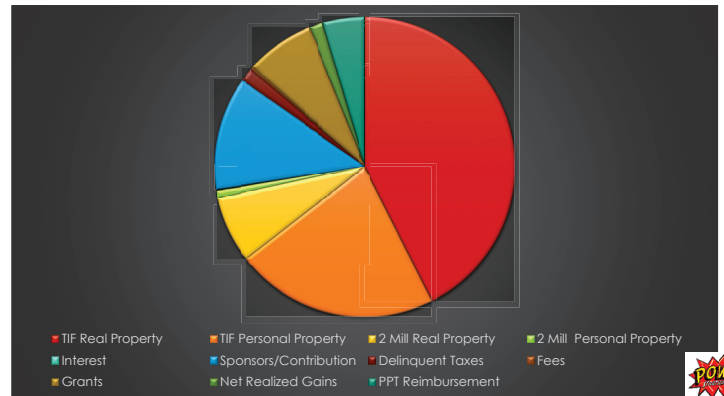
DDA FUNDING SOURCES



- **Donations**
- **Proceeds of a tax** - pursuant to PA57 Section 12
- **Monies borrowed** – repaid as authorized by Section 13
- **Revenues from any property**, building or facility owned, leased, licensed or operated by the authority or under its control, subject to the limitations imposed upon the authority by trusts or other agreements.
- **Proceeds of a tax increment financing plan**, established under PA57 Sections 14 through 16
- Monies obtained from **other sources** approved by the city council.
- Monies received by the authority shall be **immediately deposited to the credit of the authority**



SAMPLE OF PREFERRED FUND DIVERSIFICATION



WHAT IS TIF? Tax Increment Financing

DDA captures more funding and is able to do more projects

As a DDA invests TIF in the district

The annual capture of the year-to-year growth in property values in a defined district.

- Upon adoption of a TIF Plan, the "Taxable Value Base Year" is set; which all growth is calculated from.
- Allows community to direct funds to engage in specific, critical economic development activities without raising local property taxes.

As property values increase

Property values increase above the "baseline"



WHAT IS TIF? Tax Increment Financing

HOW TIF IS CALCULATED



- Yearly Taxable Values are impacted by either the Capped Value Formula or the SEV; and becomes the lower of the two numbers for the new tax year.
- Taxable Value can never exceed SEV.
- Headlee requires cities to reduce ("roll back") its millage when annual growth on existing property is greater than the rate of inflation.
- Inflationary or deflationary market value trends move at a different pace than the CPI (Consumer Price Index).
- **CAPPED VALUE FORMULA NO LONGER APPLIES ON TRANSFERS OF OWNERSHIP.**



WHAT IS TIF? Tax Increment Financing

PERSONAL PROPERTY TAX EXEMPTION IMPACTS & LOCAL COMMUNITY STABILIZATION AUTHORITY

- Personal Property Tax was exempted December 31, 2015, for
 - Small Businesses under \$80,000 in property tax
 - Eligible Manufacturing Personal Property and
 - Act 328 – New Personal Property.
- Businesses must file for the exemption
- In lieu of this loss, the State of Michigan reimburses community through the Local Community Stabilization Authority (LCSA) for the loss of Personal Property Tax Capture, BUT NOT the full amount.



WHAT IS TIF? Tax Increment Financing

Where Does TIF Come From?

TIF CAPTURE INCLUDES CAPTURE FROM THE FOLLOWING TAXING UNITS:

- City Operating
- City Extra Voted
- City Rubbish
- City Library
- County Operating
- County Voted Operating
- County Public Safety
- County Parks
- School Districts typically no longer part of Capture (1994 State Amendment)
- Southeast Michigan communities also capture SMART
- DIA & Detroit Zoo are no longer part of the Capture due to legislation changes in 2013.

These would otherwise not be captured by the City if there wasn't TIF



HOW DDA AND TIF DIFFERS

BOUNDARIES

- The governing body of the municipality may alter or amend the boundaries of the downtown district to include or exclude lands from the downtown district pursuant to the same requirements for adopting the ordinance creating the authority.
- TIF areas can be same or different from DDA district boundaries.
- Multiple TIF Plans can be within one DDA district boundary.
- Amending TIF boundaries alters the Base Year



PLAN ADOPTION/AMENDMENT: BEST PRACTICES

- Plans can be adopted simultaneously or separately, and sometimes within same document.
- A tax increment financing plan may be modified if the modification is approved by the governing body upon notice and after public hearings and agreements as set forth in original plan.
- Before the TIF public hearing, provide a reasonable opportunity to the taxing jurisdictions levying taxes subject to capture to meet with the governing body.
 - The authority may enter into agreements with the taxing jurisdictions and the governing body to share a portion of the captured assessed value of the district.
 - The plan may provide for the use of part or all of the captured assessed value.
 - The authority or municipality may exclude from captured assessed value growth in property value resulting solely from inflation.



ADOPTION/AMENDMENT BEST PRACTICES

STEPS TO ADOPTION/AMENDMENT

- City resolution of intent with date of public hearing
- 20-40 Days Out
 - Publish twice in a newspaper of general circulation in the municipality
 - Mail notice to property taxpayers
 - Send notice via certified mail to each taxing jurisdiction levying taxes that would be subject to capture if the authority is established
 - Post in 20 conspicuous and public places in the proposed downtown district

*Failure of a property taxpayer to receive the notice shall not invalidate these proceedings.



PUBLIC ACT 57 CONSIDERATIONS ON TIF RENEWALS

WHAT YOU CAN DO:

- Alter DDA Boundaries separate from TIF boundaries
- Create secondary TIF boundaries with different base years
- Enter into an agreement with an adjoining municipality or qualified Township to jointly operate and administer authorities
- Enter into agreements with the taxing jurisdictions and the governing body of the municipality to share a portion of the captured assessed value of the district.
- Library millages prior to 2017 may exempt all or a portion of its taxes from capture



Make Sure to Check the Duration of Current Plans

PUBLIC ACT 57 CONSIDERATIONS ON TIF RENEWALS

- A TIF Plan shall not be abolished, allowed to expire, or otherwise terminate until the principal of, and interest on, bonds have been paid or sufficient payment funds segregated
- Beginning January 1, 2010, the authority shall be exempt from all taxation on its earnings or property
- **Add Business Incubators**
- **Add Catalyst Development Projects** - pledge TIF funds for the security for any bonds issued to develop and construct a catalyst development project



CATALYST PROJECTS

Proposed amendments must be submitted to the Michigan Strategic Fund for approval or rejection of that part of the plan relating to the catalyst development project.

Amendments not approved or rejected within 45 days of submission for approval shall be considered approved.



CITIZENS ADVISORY COUNCIL



- Areas with over 100 residents
- DDA must consult with and advise the development area citizens council regarding the aspects of a development plan, including the development of new housing for relocation purposes located either inside or outside of the development area from planning through implementation.



DDA GOVERNING PROCEDURES

Any questions of interpretation of the powers and duties and responsibilities of the authority shall be resolved by reference to Public Act 57.



DDA POWERS

- 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.



DDA POWERS

- **Plan, propose, and implement an improvement to a public facility** within the development area to comply with the barrier free design requirements
- **Develop long-range plans** designed to **halt the deterioration of property values** in the downtown district and to **promote the economic growth** of the downtown district, and take such steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible.
- **Implement any plan of development** in the downtown district necessary to achieve the purposes of this act, in accordance with the powers of the authority as granted by this act.



DDA POWERS

- **Make and enter into contracts** necessary or incidental to exercise powers and duties.
- **Acquire by purchase, own, convey, dispose of, lease as lessor or lessee, land and other property, real or personal, or rights or interests in property**, 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 to that property.
- **Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property**, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them.



DDA POWERS

- **Fix, charge, and collect fees, rents, and charges** for the use of any building or property under its control or any part thereof, or facility therein, and pledge the fees, rents, and charges for the payment of revenue bonds issued by the authority.
- **Lease any building or property** under its control, or any part of a building or property.
- **Accept grants and donations** of property, labor, or other things of value from a public or private source.
- Acquire and construct **public facilities. (within district)**
- Create, operate, and fund **marketing initiatives** that benefit only retail and general marketing of the downtown district.



DDA POWERS

- Contract for **broadband service and wireless technology** service in the downtown district.
- Operate and perform all duties and exercise all responsibilities described in this section in a qualified township if the qualified township has entered into an agreement with the municipality under section 3(7).
- **Create, operate, and fund a loan program** to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.



DDA POWERS

- **Create, operate, and fund retail business incubators** in the downtown district.
 - (2) ...the board shall give preference to tenants who will provide goods or services that are not available or that are underserved in the downtown area. ...the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following:
 - (a) The lease or rental rate that may be below the fair market rate as determined by the board.
 - (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months.
 - (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district.
 - (d) A copy of the business plan of the tenant that contains measurable goals and objectives.
 - (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board.



PA57 REPORTING

STATE LAW REQUIREMENTS

- Website where all records and documents can be found
- 2 Info Sessions Per Year
- Annual Synopsis/Report
- Submit Financial Report & Synopsis to State Treasury within 180 Days <https://www.michigan.gov/treasury/local/CEFD/tif>
- MDA Offers Sample Info Session Presentation, Webinar Series and PA57 reporting training.

State Treasury Office

Travis Bukovcik

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PA57 REPORTING

DEARBORN

2022
Impact Report

DEARBORN AT A GLANCE

110k
Population

34.6
Mileage

73,198
Household

\$58,670
Median Household Income

203,165
Total Employment

DOWNTOWN AT A GLANCE

60+
Businesses

60+
Residential Units

400+
Employees

26
New Parking

250+
New Jobs

85/89%
E/W

33
New Businesses

93/100
Walkability Score

One Downtown, Two Distinct Districts

The East and West Downtown Districts Development Guidelines (DDDGs) establish shared priorities and set guidelines for improvements in both districts of Downtown Dearborn and their respective support of downtown and pedestrian, bicycle, and transit infrastructure, restoration, preservation, and property development and the revitalization of past commitments. The DDDGs collaborate to promote a shared Downtown Districts experience for all by focusing on five key transformational strategies: legacy, mobility, culture, community, and innovation (legacy, innovation, culture, community, mobility, transit, green space, and innovation).

Our Vision for Downtown Dearborn

- Foster an inclusive mix of historic and new buildings
- Build economic resilience and capacity to adapt and grow
- Enable the city to work for the development
- Provide a safe, walkable environment
- Increase economic vitality, tourism, artistic amenities
- Promote a vibrant, livable center
- Provide green, open and active places
- Attract top talent

Our Progress

DEARBORN HAS MADE SIGNIFICANT PROGRESS IN THE FOLLOWING AREAS:

- **IMAGES** - Invested in brand strategy and identity to enhance the feel of our city and urban culture, including revitalization of public life.
- **MOBILITY** - Invested in transit infrastructure, including the new \$100 million Dearborn Transit Center, and implemented a new parking lot at Wayne Plaza. This will increase the number of people who can walk, bike, and transit to downtown.
- **COMMUNITY** - A new year-over-year increase in downtown events and programming, including the 2022 Downtown Festival, and the launch of the Dearborn Cultural District, the historic preservation of the Dearborn Cultural Center, and the opening of the new Dearborn Cultural Center.
- **NEXT-GEN APPEAL** - We will continue to invest in our downtown and city center, including the new Dearborn Cultural Center, and the opening of the new Dearborn Cultural Center.
- **INNOVATIVE RETAIL** - We will continue to invest in our downtown and city center, including the new Dearborn Cultural Center, and the opening of the new Dearborn Cultural Center.



WHAT IS A BROWNFIELD? BROWNFIELD REDEVELOPMENT AUTHORITY

- A brownfield is an abandoned, idled, or underused industrial or commercial facility in which redevelopment is burdened by real or potential environmental contamination.
- Cities create a Brownfield Redevelopment Authority (BRA) to be able to redevelop sites that are usually difficult and financially challenging.
- TIF funds are reinvested in the development project over a set period of time to make it financially feasible.
- Brownfield projects in a DDA requires an agreement between the DDA & BRA.
- As project reimbursement concludes, TIF stays in DDA.

BOARD KEY RESPONSIBILITIES

- Set Organizational Direction
- Keep Focused on Long Range Goals (Macros)
- Strategic Leadership & Planning: linked to desired results
- Resource Development & Stewardship
- Community Engagement
- Fiscal
- Community Improvement
- Cheerleader
- Influence or Have Affluence

Governance vs. Management



Governance
Governance of nonprofit organizations covers the oversight for organizations, large-scale planning, and overall direction of the nonprofit.

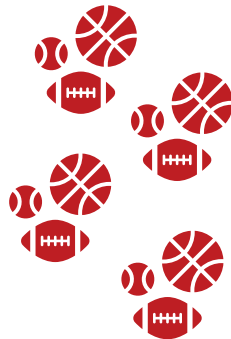


Management:
Nonprofit management is what covers the day-to-day operations of the organization. Essentially, the executive director and team members take care of the regular activities that put into operation the vision determined by the board of directors.



KEEP AN EYE ON THE 12 BOUNCING BALLS

- Advocacy
- Board Development
- Committee Oversight
- Financial Management
- Fundraising
- Governance
- Meeting Participation
- Executive Director Evaluation
- Planning
- Program Evaluation
- Public Relations & Brand Comprehension
- Risk Management



THE BOARD ROLE

- Determine the mission and vision
- Hire the Executive Director
- Develop the budget; establish financial controls
- Raise and manage the money
- Understand all legal duties of all nonprofit corporations
- Plan for the future and evaluate the present
- Recommend names and orient new board members
- Advocate for the local program
- Monitor and grow the organization's programs
- Support the Executive Director, evaluate regularly



BOARD FIDUCIARY RESPONSIBILITIES

“CHECKS & BALANCES”

- Understand and Monitor Financial Conditions
- Treasurer Should Provide Financial Report (Not Your Accountant)
- Understand TIF Capture and Other Assessments/Levies
- Advocate for DDA TIF Financing at Local and State Levels
- Develop and Adopt Budget + Annual City Approval/Adoption per DDA Law
- Annual State Reporting
- Annual Audit



BOARD FIDUCIARY RESPONSIBILITIES

PLAN & RAISE FUNDS & FRIENDS

- Ensure that the Organization is Well-Funded
- Develop a Strategic Business Plan for Funding
- Funds are Expended and Raised to Meet Goals/Objectives
- Support Fundraising Activities
- Find Friends to Support the Organization
- Make a Financial Contribution



INDIVIDUAL BOARD MEMBER EXPECTATIONS

- Participate In The Program With
 - Time
 - Knowledge
 - Money Or Access To Money
 - Labor
- Attend Board Meetings And Trainings
- Ask Questions
- Understand The Mission & Vision
- Express Honest Opinions
- Respect the Need for the Executive Director to Report to One Boss
- Support Board Decisions & Remain Loyal to the Program
- **Don't Wear More Than 2 Hats**
- Commit 4-10 Hours/Month

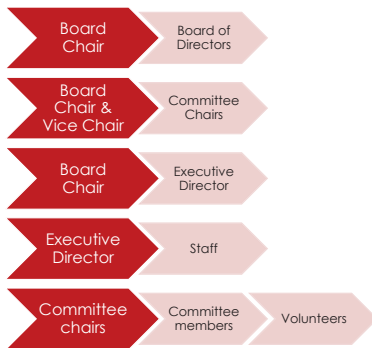


BOARD MEMBER KIT

- Articles of Incorporation
- Bylaws
- OMA & Robert's Rules
- Board & Committee Roster
- Executive Director/Staff Job Descriptions
- Board Member Job Description
- Committee Member Job Description
- Written Office Policies & Procedures
- Local, State and National Program Brochures
- Critical Reports and Plans (DDP, TIF, Master)
- Goals & Action Plans
- Historical Perspective Summary of Org and Downtown
- Explanation of Funding Sources & Fund Raising Methods
- Other Legal Documents (Tax status, insurance, contracts)
- Calendar of Meetings
- List of Reading Materials/Media/Education Available

DO YOU HAVE THESE?

MODEL CHAIN OF COMMAND



COMMITTEE RESPONSIBILITIES

- Hold Regular Meetings
- Assign a Chair & Secretary
- Develop & Use Action Plans
- Implement Projects/Programs
- Report to the Board
- Keep Record
- Commit 3-5 Hours/month
- Represent Organization Positively
- Support Others
- Recruit Others



COMMITTEE CHAIR DUTIES

- Manage Diverse Personalities And Conflicts
- Respect Other People's Viewpoints And Skills
- Maintain A Positive Attitude That Inspires And Encourages Others



COMMITTEE CHAIR DUTIES

- Devote 5 – 8 Hours Per Month
- Attend Training Sessions
- Learn the Main Street Approach.
- Work With The DDA Executive Director And Board Chairperson
- Recruit and Orient Committee Members.
- Build Consensus.
- Actively Run and Organize Committee Meetings Each Month:
 - Schedule Meetings
 - Follow Up With Committee Members On Meeting Times And Tasks
 - Develop Agenda With Help Of DDA Executive Director
 - Facilitate Group Discussion & Make Sure Meeting Stays On Track With Agenda
- Assign Committee Members To Tasks
- Assign A Committee Member To Act As Secretary
- Lead And Organize Annual Work Plans
- Represent the Committee to the DDA Board of Directors And Represents the Board to the Committee.
- Contact the DDA Board of Director Chairperson Once a Month with a Verbal Update and Requests for Any Items to Be Discussed on the Board Agenda.
- Oversee Committee Members and Assure Proper Action Of Committees.
- Act in the Best Interest of the Downtown Development Authority At All Times.

ACTION PLAN SAMPLE

Goal	Objective	Activity/ Task	Start Date	Deadline	Assigned To	Volunteer s Needed	Budget	Completed	Core Values
Business Growth	Increase Retention	Conduct Retention Visits	April	June	Jane Smith	5	\$0		Progressive
		Create a Business Resource Self-Help Guide	February	April	John Doe	2	\$500		Resourceful
		Create a Micro-Loan for Expansions	May	September	Bill Johnson	3	\$25,000		Future Driven
Total						7	\$25,500		



DEVELOP STEWARDSHIP

Careful And Responsible Management of Something Entrusted To One's Care



HOW TO GET OTHERS INVOLVED

- Identify Prospects & Audience
- Inform and Tell the Story
- Sell It and Garner Interest
- Involve Them in the Process
- Illustrate Ways to Invest



SELL YOUR SUCCESSES & STORIES

Your Product Is *Changing Lives And Life In Dearborn*

- **Volunteers Want to Hear:**
 - One Success Story
 - How You Can Continue That Pattern
- **Create Your Story**
 - Develop an Elevator Pitch
 - Sell It To Yourself
 - Shout it From the Rooftops!



EDUCATE STAKEHOLDERS

*“You Can Give A Man a Fish and He Will Eat For a Day.
You Can Give a Man a Fishing Pole
and He Will Eat For a Lifetime.”*

- Your Tack Box
 - Elevator Pitch
 - Don't Dwell On The Negative – Focus On The Positives
 - Workshops & Continued Education
 - Local Training
 - Communicate
 - Listen



THE VALUE OF A DOWNTOWN MANAGER

THE LEADER, THE GLUE, THE GO TO PERSON, THE EXPERT

- The Shepherd, Relationship Builder, Facilitator, Motivator & Collaborator – Easily Up To 500 Unique Individuals & Organizations
- Historical & Institutional Knowledge of the Downtown, What Has Happened and What Needs to Happen
- Knows What Works & What Doesn't & Who to Call/What to Do When it Doesn't
- Knows How To Get Things Done
- Balances all of the bouncing balls
- FOCUSED ON DOWNTOWN!



DOWNTOWN MANAGER ROLE



THE MANY HATS WE WEAR

- Board Management
- Strategic Planning
- Budget & Financial Management
- Volunteer Management
- Business & Property Development, Recruitment & Retention
- Marketing & Communications
- Events & Promotions
- Building Design & Preservation Guidance/Oversight
- Ordinance Development
- Infrastructure Development
- Landscape & Maintenance Oversight
- Day-to-Day Operations
- Analysis & Reporting
- Policy & Process Management
- Staff Management



DOWNTOWN MANAGER ROLE

THE MANY HATS WE WEAR

- Coordinator
- Facilitator
- Instigator
- Communicator
- Quality Assurance
- Double Checker
- Technical Advisor
- Red Tape Buster
- Spokesperson
- Band Conductor
- Educator
- Motivator
- Empowers
- Leader
- Organizer
- Hostess with the Mostess



MANAGING BOARDS



- Get to Know Your Board Members
- Work Closely with the Chair
- Establish Consistent Executive Committee Meetings and Procedures
- Establish a Purchasing Policy beyond the City's
- Encourage Board Members to Represent at Functions
- Establish Expectations/Job Descriptions/Pledge of Commitment
- Provide On-Boarding/Trainings and Send Board Members to Main Street and MDA Trainings/Workshops
- Keep Them in the Know!



MANAGER'S TOOLBOX

ORGANIZATIONAL MANAGEMENT

- Board Bylaws & Ordinances Related to Organization
- Board Plan & Kit – Rosters, Schedule of Meetings, Job Description, Manual of Resources, Roberts Rules, OMA, Training Tools, Application, Insurance
- Budget/Financing System/Purchasing, Billing & Receivables Process
- Purchasing & Conflict of Interest Policies
- Pledge of Commitment
- Downtown Master Plan/TIF Plan
- Vision Plan, Mission Statement & Strategic Plans
- Council, County and State Officials



- Direct Contact with City Administrator/Manager/Mayor
- RRC/City Economic Strategy
- Staffing Plan/Job Descriptions/Operations & Procedures Manuals/Policies
- Fund Development Plan & Package
- Audit/Reporting



MANAGER'S TOOLBOX

DESIGN/ECONOMIC VITALITY

- Ordinances – Zoning, Signage, Code
- Downtown Map
- Business & Property Database
- Building & Streetscape Conditions/Amenities Inventory
- Gather the Historical Background of Downtown and Buildings
- Market & Trade Area Analysis
- Market Rates & Vacancy List
- Design Guidelines and/or Related Ordinances
- Incentive Programs (Local, County, State and/or Federal)
- Go to Person at DPW/Building Department/Economic Development
- Recruitment Strategy & Sales Pitch/Fact Sheet
- Landscape & Maintenance Plan



MANAGER'S TOOLBOX

EVENT & PROMOTIONS MANAGEMENT

- Event & Promotions Calendar
- Annual Event Analysis & Metrics
- Contract Templates
- Indemnification & Photo Release Forms
- Insurance
- Volunteer Plan/Schedule/Lists
- Logistics Plan (tents, permits, sound, lighting, staging, water, electrical, sanitation, etc.)
- Entertainment & Vendor Lists
- Communications/Marketing/Advertising Plan and Materials



MANAGER'S TOOLBOX

MARKETING & COMMUNICATION TOOLS

- Marketing & Communications Strategic Plan & USP
- Social Media
- Website
- E-Newsletter
- Camera
- Media & Calendar List



VOLUNTEER MANAGEMENT

- Recruitment & Management Plan
- Application
- Handbook/Training
- Reward System
- Committee Rosters, Work Plans, Agendas/Minutes



MANAGER'S TOOLBOX

RESOURCES

- MEDC
- National Main Street
- SBA/SBDC
- Library
- Chamber Of Commerce/CVB
- Schools/Colleges
- County
- Michigan Downtown Association (MDA)
- IDA/MEDA/MIFMA/APA/MFEA/MHPN
- Other Economic Development/Business Assistance Agencies
- Neighborhood Associations/Local Groups



BE NIMBLE & READY FOR CHANGE

*The Moment We Stand Still
The World Will Pass Us By*

- Accept The Challenge
- Prepare For The Bout
- Float Like A Butterfly & Sting Like A Bee

CHANGE is GOOD!

QUESTIONS & ANSWERS



HAVE FUN!

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