

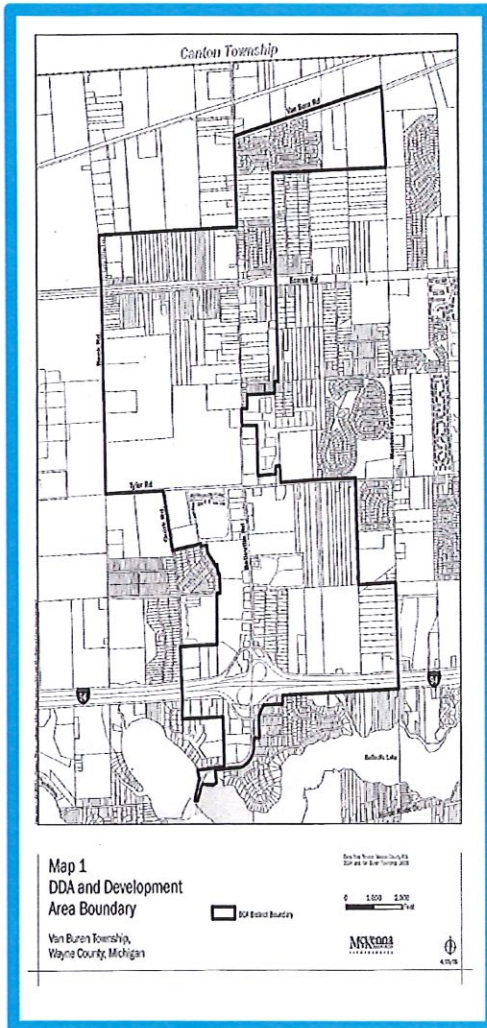


# Annual Review for Public Informational Meeting

September 15, 2022

2nd Informational Meeting on December 7, 2022 @3:00 p.m..





### What is the Downtown Development Authority?

The overall purpose of a DDA is to prevent deterioration and promote economic growth within a business district. The Van Buren Township DDA has played a variety of constructive roles since its creation. It has been, and continues to be, an economic development agency, a redevelopment agency, a marketing organization and a coordinator and facilitator among various private and governmental entities involved in Van Buren Township's Downtown District.

### What are the boundaries for the Van Buren Township DDA?

The Van Buren Township DDA district boundaries encompass the Belleville Road corridor from Van Born Road to Belleville Lake, as well as some surrounding areas, including the North I-94 Service Drive from Quirk Road to Morton Taylor Road, Tyler Road between Beck Road and Walden Blvd, Ecorse Road between Beck Road and Edwards Road, and Van Born Road between Belleville and Morton Taylor Roads. (see black outline on map to the left)

### Is Main Street, in the city of Belleville, part of the Van Buren Township DDA?

No, the City of Belleville has their own DDA which includes Main Street. Because the City of Belleville and Van Buren Township are two separate municipal entities they each have their own DDA. The two DDAs do work on collaborative projects such as the Art Sculpture Showcase and sharing resources for some advertising.

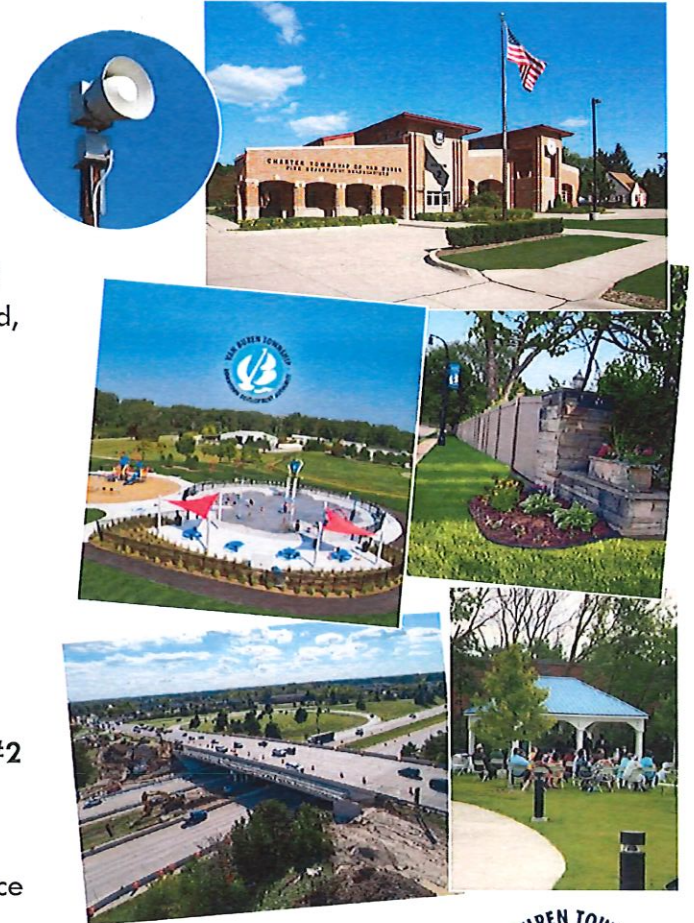
### Where does the DDA get the money that it spends?

The DDA is operated using TIF (Tax Increment Financing) funding. Simply put, the DDA captures tax funds that would otherwise go to other taxing agencies. The largest capture for the DDA is from Wayne County. The funds can only be spent on projects that are within the borders of the DDA's boundaries. If the DDA does not spend the funds, then they must be returned to the agency from which they were captured. They cannot be turned over to anyone else.

# Looking back:

Since 1990, the Van Buren Township DDA has completed **over \$32-million** in projects for Van Buren Township. Below is a recap of recent projects:

- **Spring of 2021, removal and replacement of ~8,000 sq. ft. of existing sidewalks and ~225 In. ft. of concrete curb and gutter** along sections of Belleville Road, Van Born Road, Ecorse Road, Tyler Road, and the North and South I-94 Service Roads
- **Installation of ADA compliant ramps** to improve accessibility within the DDA district
- **Development of Harris Park**
- **Splash Pad and improvements to Quirk Park**
- **Pedestrian Bridge over I-94 along Belleville Road**
- **LED streetlight conversion** of 72 light poles on Belleville Road
- **Installation of Emergency Sirens** in the DDA District and **Construction of Fire Station #2**
- **Road Projects** – Intersection reconfiguration and updating of traffic signals
- **Streetscape Improvements** – Additional pedestrian amenities and landscape maintenance
- **Acquisition of the Quirk School Property** including asbestos abatement prior to the transfer of the property to the Township for the development of Quirk park





# Payment to Van Buren Township for services:

- **Since 1992 the DDA has provided annual payment to Van Buren Township for the following services:**
  - Accounting and Payroll
  - Treasurer
  - IT (Technology)
  - Building & Grounds
  - Assessment Roll Maintenance for the Van Buren Township DDA
  
- **The DDA also covers a proportionate amount of the annual cost of Fringe Benefits related to the employees providing those services.**
  
- **In 2022, the amount the DDA will pay Van Buren Township for services and the fringe benefits associated:**

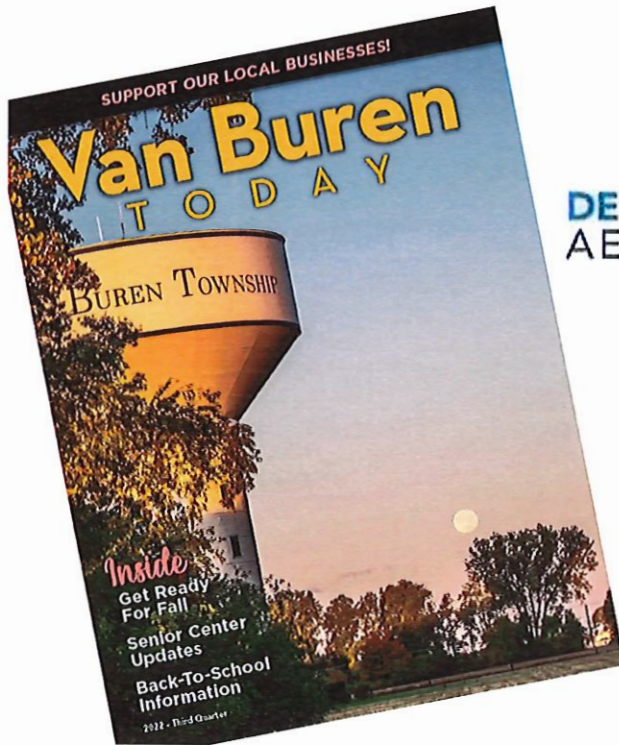
▪ Accounting / Payroll Services	\$7,004.00
▪ Treasurer Services	\$6,367.00
▪ IT Services	\$6,747.00
▪ Building & Grounds Services	\$26,269.00
▪ Assessment Roll Maintenance Services	\$17,176.00
▪ Communications/Graphics	\$7,500.00
▪ Fringe Benefits for the above	\$17,179.00

  - **2022 PAYMENT TO VBT FOR SERVICES = \$88,242.00**



# Financial contributions that benefit the Township:

- In 2022:
  - The DDA contributed **\$5,600.00** towards the publication of the VBT Today magazine
  - The DDA paid the annual dues of **\$3,489** to SEMCOG
  - The DDA paid **\$25,000** to Aerotropolis for the annual dues





# Marketing and Outreach:

- We are continually in search of ways to build our brand awareness.
- Consistently looking for unique opportunities to promote the attributes of the DDA Business District and the Township as a whole.
- Since March of 2020, COVID-19 has taken a direct aim at print publications. Due to that, the DDA quickly pivoted to digital billboards and podcast sponsorship as means of reaching and engaging developers and site selectors on a local, national and international level. As the pandemic stretched on, those methods of advertising saw significant price increases, thus making the ROI difficult to justify.
- At this time we are still experiencing a pause in many of the printed publications we traditionally advertise in. After two years of event cancellations, we are beginning to see a return of public events. While they may look and feel different than in the past, we are all thankful to return to some sense of normalcy. We will be looking at the advertising opportunities presented by these redesigned events to ensure that we are making the most impact for our investment.
- We continue to grow our social media accounts and used this as a way to convey information to the community about important information and to provide call-outs for our local businesses. It is our intention that our posts will prompt our followers to engage with the business or businesses featured in each of our posts.



**EXPLORE**

**Restaurants**  
**Entertainment**  
**Shopping**

**Recreation & Community Events**

**WELCOME TO THE OUTDOOR ART EXHIBIT**

Art's highest purpose is to entertain, to enlighten, to inspire, to evoke emotion and to change an audience's perspective, big or small.

**DISCOVER ART**

THE 2024 VAN BUREN TOWNSHIP OUTDOOR ART EXHIBIT

**VAN BUREN TOWNSHIP SCULPTURES 1-10**

1. Diversity Construction  
Van Buren High School  
Ken Thompson

2. Wright  
Ripper Park  
Todd Kiser

3. Race  
Belle Tire  
James Glassie

4. Kishwaukee  
McQuinn/Tyler Bell  
Pamela Wolfenbarger

5. Egan  
Quak Road Triangle  
Todd Kiser

6. Morgan  
Belle Tire Gateway  
Lisa Schiller

7. White Dove of Peace  
Chase Kirk  
James Hovens

8. First Baptist  
St. Ignace Catholic Church  
Kirk Street

9. Zebra Horseshoe II  
Stumptown Place  
Mike Schiller

10. Faces From Pole  
The Ivories  
Richard A. Morgan



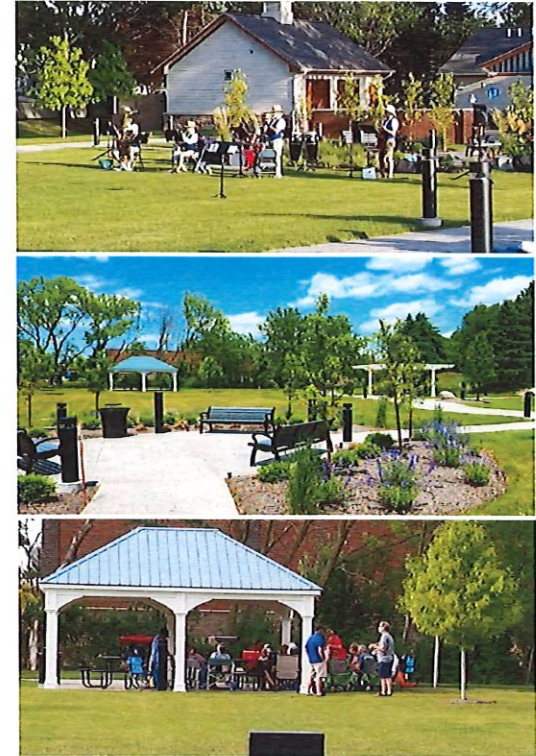
# Placemaking – does it really make a difference? YES!

Placemaking is a **people-centered approach** to planning, designing and managing of public spaces. Simply put, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover what they need and want in a community.

When a site selector is scouting locations for a potential development, they are not just looking at the land; they are also looking at the community. This is where Placemaking comes in to play. Public spaces that are people-friendly, safe, walkable and bikeable invite interaction between people and encourage healthier, more social and economically viable communities. Placemaking is accomplished through what you see, such as streets, sidewalks, parks, art and physical amenities and what you don't see, such as water and sewer lines, and accessibility to reliable internet.

In 2020, as COVID-19 was creating chaos around us, the DDA was able to fully see the positive impact that our Placemaking project, Harris Park, had on the community. During the pandemic, usage of the park increased considerably as people were looking for a safe place to escape the confines of the lockdowns. We had visitors utilizing the free Wi-Fi to work remotely, using the walking paths to exercise and even had local dance & martial art instructors who used the park to hold classes. The park was also the venue for several “safe distance weddings”, car shows and musical performances. In 2020 the DDA had the park decorated in Holiday Lights and provided a “Selfie Station” complete with props for visitors to enjoy.

Harris Park, winner of the 2020 Michigan Downtown Association “Best Placemaking Project”, continues to be a thriving and well used park in our community.



## Looking ahead:



- In early 2020, the DDA completed a full update of their Capital Improvement Plan outlining possible projects for the DDA to complete in the future. A number of significant and impactful potential projects were identified.
- In early 2022, the DDA developed a partnership with Funding Scout, a division of Wade Trim. The purpose of this partnership is to seek out and apply for available grants for the potential projects in the Capital Improvement Plan. Utilizing grant funding will ensure the best use of DDA funds for the continued maintenance and future growth of the district.
- Notable potential projects:
  - Continued Belleville Road improvements
  - Updating of the Belleville Road streetscape
  - Wayfinding signage within the DDA boundaries
  - Continued sidewalk repair and/or replacement within the DDA boundaries
  - Continued marketing to increase brand awareness and promote the DDA Business District and the community as a whole
  - Grant program to encourage development, redevelopment and reinvestment within the DDA boundaries



**Your Business  
Destination**  
  
[VanBurenDDA.com](http://VanBurenDDA.com)





The Van Buren Township Downtown Development Authority will continue our mission to promote purposeful economic development through marketing, conducting business recruitment/retention activities and identifying potential projects/amenities within the DDA district.

