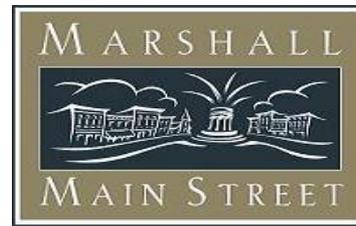


Marshall Downtown Development Authority

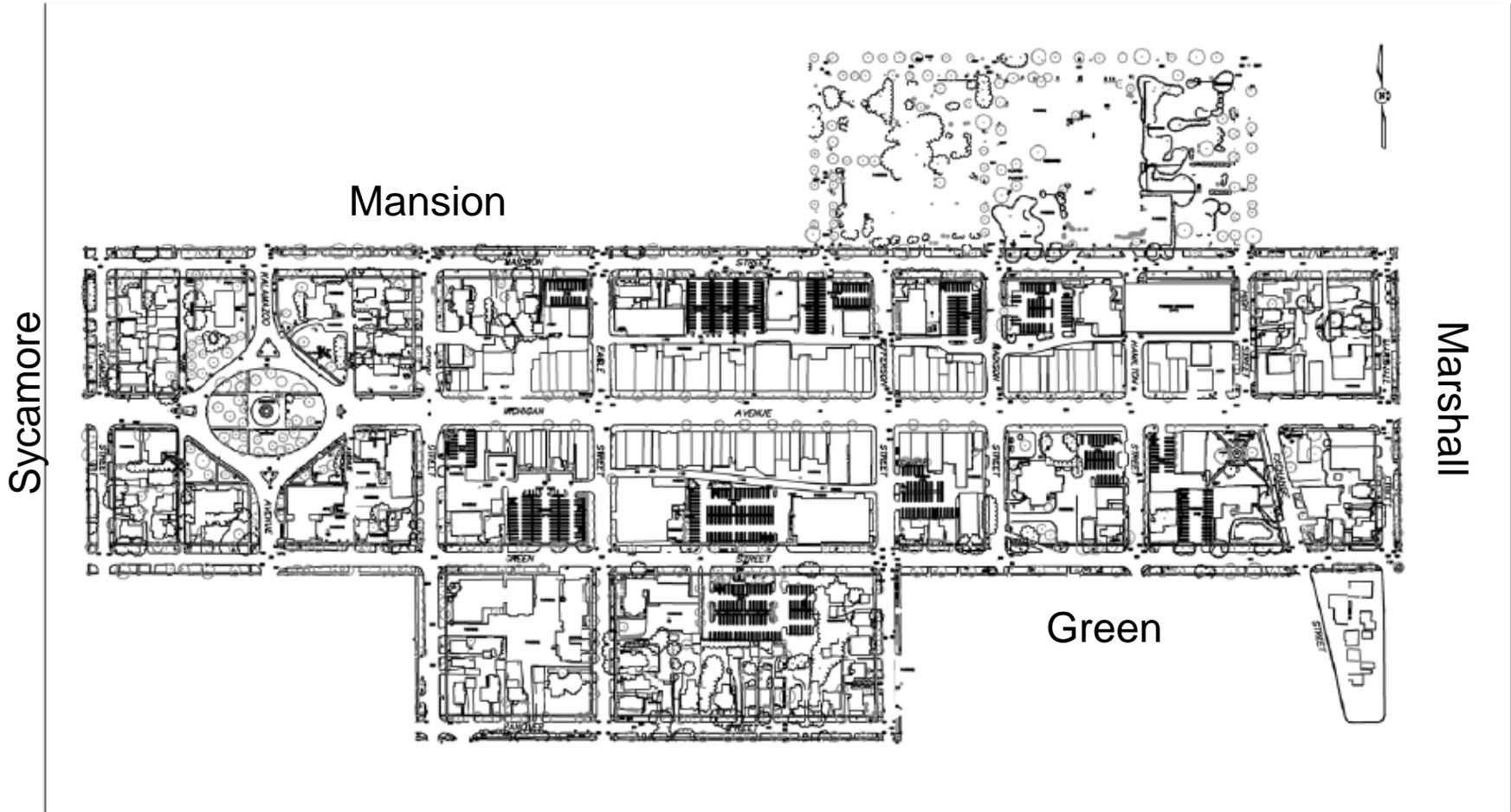


Marshall Main Street

Downtown Development Authority

- Created under DDA Law – Act 197, Public Acts of 1975, as amended
- Marshall City Council – Ordinance # 2.24 created the Authority on August 3, 1981
- Council created the District the same date
- Tax Increment Financing Plans were enacted by Council in May, 1982

Marshall's Downtown Development District



How TIF works

Establish Initial Assessed Value (Base)

As Property Values in the District

INCREASE, this growth is “Captured” and kept in the District to be used for local improvement strategies

Taxable Value	\$10,594,731
(less) Base	<u>4,242,431</u>
Captured Value	\$6,352,300

DDA Revenue

TIF (tax) Capture:

1993: \$206,754

2002: \$214,437

2007: \$318,941

2010: \$189,670

DDA Plan and Projects



1982 – 2002 (first 20 years)

Traditional DDA Role:

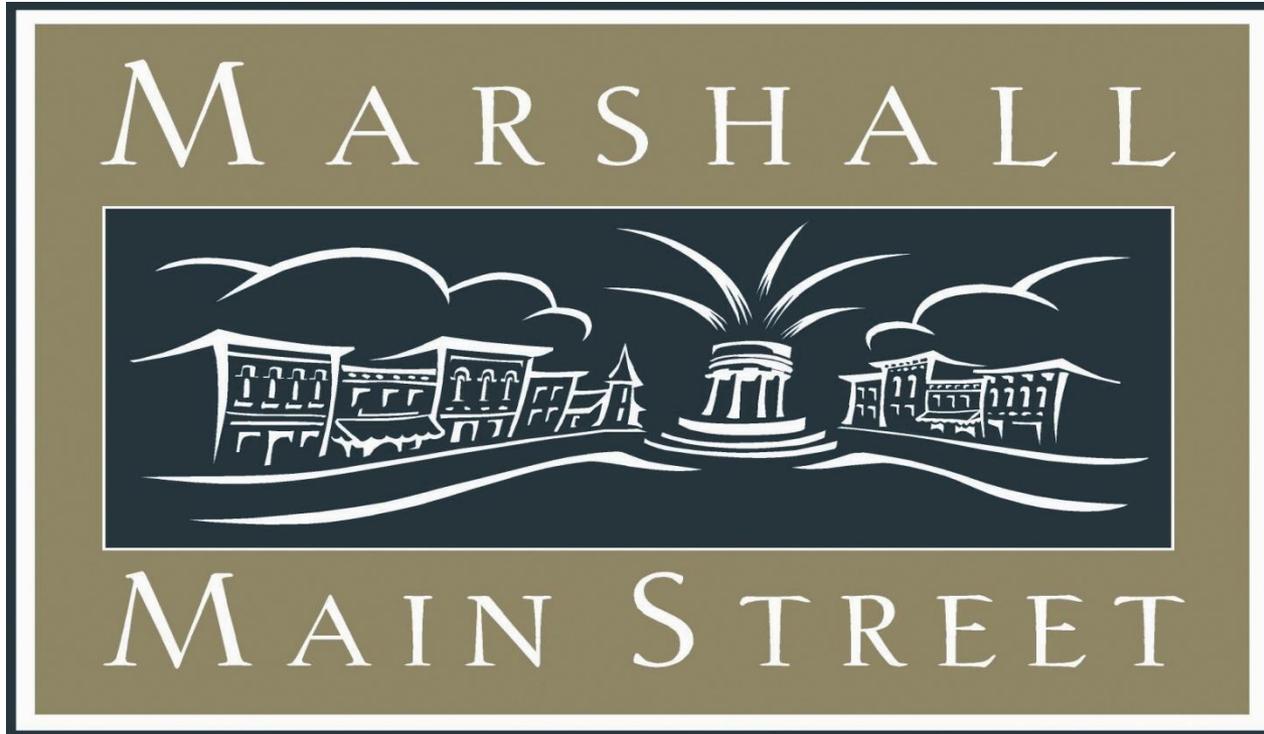
Parking lots, Building Repair,
Streetscape Lighting Project

Emerging Role of a DDA

- Economic development & marketing of the central business district
- Cultural Development & “Tourism”
- Creating the sense of **“Third Place”**



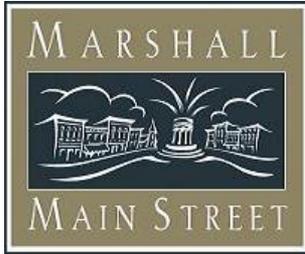
Marshall Main Street



A Michigan Main Street Community

Marshall Main Street

- **Marshall Downtown Development Authority formally adopted “Main Street model” for downtown development in 2003**
- **DDA board serves as Main Street board**
- **Main Street district is identical to DDA district**
- **Budget: TIF funds (tax capture); add’l revenues from sponsorships, memberships, donations**
- **One of first four Michigan Main Street communities in 2003**



Mission Statement

The mission of Marshall Main Street is to revitalize and sustain long-term economic stability for downtown businesses in order to provide an attractive place to shop, live, and work while enhancing the historic identity of this community.

Marshall Main Street

- **State and National Main Street certification**
- **Completed five years as a “Select” community and have been moved to “Master” level by Michigan Main Street**
- **Received “2008 Promotions Award” from Michigan Main Street for Blues Festival**
- **“2008 Michigan Downtown Innovation Award” to Marshall After School Arts Apprenticeship Program**
- **Recognized as Michigan Main Street “Program of the Year” for 2008**

- **2009 Michigan Downtown Conference Collaboration Award**
- **2009 Michigan Main Street Manager of the Year Award**



Main Street Four-Point Approach

1. Design - Preservation

- Design Assistance
- Façade Improvement Program
- Historic Preservation Workshops
- Flower Baskets , Trees
- Public Art / Art in the Eye
- Open Flags
- Downtown Improvement Strategy



Design Services Provided by Michigan Main Street –



02

EXISTING FACADE

A1



03

PROPOSED FACADE

A1

143-145 W. Michigan Ave.

Façade Improvement Program



Grannies Attic –
Reopened storefront window



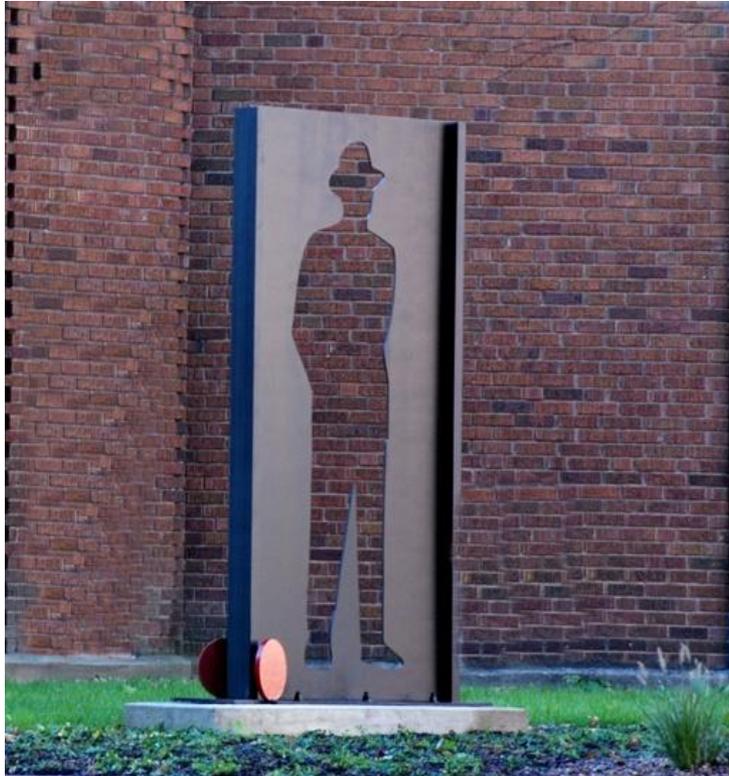
Downtown Furnishings



Art in the Eye – 2 years of Public Art



Art in the Eye – Outdoor Sculpture Exhibit and growing Arts & Culture base



We now have eleven museums; five art studios; a music school; and two “professional” theatre groups in Marshall – a town of 7,400

Main Street Four-Point Approach

2. Economic Restructuring

- Rental Rehab Grant Program
- Byways Grant
- Cultural Economic Development Plan
- Entrepreneurial Development
- Alley Project



Cultural Economic Development



Vacancies:

3 vacant spaces (all need renovation)

1 vacant restaurant

1 business renovation/expansion

175+ Downtown Businesses

Energizing Entrepreneurs



MARSHALL'S BACK DOOR

Alley Project:

Replaced storm sewer

Repaired and replaced asphalt

Buried utility lines, removed poles

Project cost: \$1,907,497(not including storm sewer and paving)

Funds: Combination of Bond, City In-kind Labor, Local Fundraising and DDA Funds



The big dig!



South Alley - Looking West from Jefferson Street



Economics of Tourism....

positive “indirect” effects. Table 8 from this article in *Housing Policy Debate* (p.459) compares the measurable economic impacts of \$1 million investment in historic preservation (residential rehabilitation) versus equal investments in book publishing, pharmaceutical production and electrical component production. Nearly any way the impacts are measured—generation of jobs, income, state and local tax revenues—historic preservation exceeds the other sectors. (Questions are often raised about the partiality of economic impact study methods—they always yield positive benefits of preservation investment, and usually fail to consider its opportunity costs. Critique of economic impact methods can be found in Seaman, 2003, and Mason, ed., 1999.)

Economic Impacts per Million Dollars of Initial Expenditure

Economic Effect (National)	Residential Historic Rehabilitation	Book Publishing	Pharmaceutical Production	Electronic Component Production
Employment (jobs)	36	35	28	30
Income (\$000)	1,240	1,160	1,045	1,018
GDP	1,672	1,722	1,546	1,483
State taxes (\$000)	106	103	93	87
Local taxes (\$000)	89	86	79	74

Source: Listokin, Listokin and Lahr 1998

175+ Downtown Businesses

45 Retail

20+ Medical, dental, health professionals

18 Business – other (BluFish, Driving School, Drake Business Services)

15 Eateries, restaurants, bars

14 Professional – legal, accounting

13 Insurance, investment

13 Hair Salons, spas

Downtown businesses, continued...

- 7 Nonprofit organizations (United Way, Community Foundation)
- 6 Real Estate
- 5 Dance, exercise
- 4 Museums
- 3 Banks
- 3 Photography studios
- 3 Government offices (City Hall, Post Office, District Library)
- 1 Theatre

Main Street Four-Point Approach

3. Promotions

- **Blues Festival**
- **Children's Costume Parade**
- **Window Wonderland**
- **Collaboration with Community Partners**
 - **Chamber of Commerce, Historical Society, Calhoun County Fairgrounds**
- **Community Branding**
- **Monthly Access Television Show**
- **Social Media**





2008 Michigan Downtown Promotions Award



Showcases downtown Marshall – promotes downtown business



Main Street Four-Point Approach

4. Organization

- Administration of District
- Fund Development
- Volunteerism
- Collaboration with Community Partners



Engaged Volunteers



Identify Resources...



West End Median Landscaping
At McDonald's

And partner together!

Gardens maintained by Marshall Garden Club!

Downtown is the heart of our community....



Community Celebrations



Chamber of Commerce
4th of July Chicken BBQ

Oaklawn Hospital – Kids' Bike Parade & Pet Parade





Rotary Community Band Concert

Cruise to the Fountain – Calhoun County Fairgrounds



Marshall Main Street Children's Costume Parade



December Celebrations



Poetic Images 07



In 1992 – National Landmark District



In 2004 – Distinctive Dozen

Since 2000, each year the National Trust chooses 12 communities in the United States to be one of their “Distinctive Dozen Destinations.” Marshall received this national honor – one of 12 in the entire country!! This is an incredible distinction that sets our city apart from thousands of others.....let us remember and celebrate!



Community Values

Marshall Forward

Community-wide strategic planning process in 1991,
involving over 250 local leaders

“The Housing Task Force identified the importance of Marshall’s National Historic Landmark District....the challenge of retaining historical district status.”



Identified the need to preserve our historic homes, as well as provide housing options for all family income levels.



Marshall In Focus - 2007

- 2002 – initiate process for setting community goals for subsequent five years
- Building on “Marshall Forward”
- 450 community citizens worked to identify Goals based on Community Values

A “Vision” for Marshall

What the community identified as important to us:

- **Education (206)**
- **Economic Development (172)**
- **Diversity and Inclusiveness (146)**
- **Safety and Security (95)**
- **Downtown (88)**
- **Business (83)**
- **Historic (83)**

“Vision,” continued...

- **Public / Private Infrastructure (68)**
- **Youth (68)**
- **Housing (66)**
- **Community Appearance and Feel (62)**
- **Healthcare (61)**
- **Growth (60)**
- **Small Town Atmosphere (57)**
- **Community Activities/Events (53)**

Future Challenges

- **Fulfilling our Mission with limited resources**
- **Increasing expenses:** Aging infrastructure and parking lots, labor, and supplies
- **Decreasing revenues:**
 1. Declining property values
 2. Properties removed from tax roles
 3. Decreasing corporate sponsorships
 4. Declining private giving

Fixed Costs

Bond Payment (street lights), expires 2022

2002	\$84,643	39.9% of DDA budget
2011	\$67,889	35.9% of DDA budget

Parking Ramp, expires 2042

2002	\$42,711	20% of DDA budget
2011	\$40,247	21.2% of DDA budget

Next project....
perhaps our downtown trees



Or a Local Historic District...

For Commercial Buildings:
Historic Tax Credits – 20% Federal
Up to 20% State



Fulfill our Mission

The mission of Marshall Main Street is to revitalize and sustain long-term economic stability for downtown businesses in order to provide an attractive place to shop, live, and work while enhancing the historic identity of this community.





Follow us on Facebook:

www.facebook.com/DowntownMarshall