Main Street Board of Directors Meeting Agenda

September 11th, 2024

Mission Statement

"The Adrian Downtown Development Authority is a group of passionate volunteers dedicated to enhancing, preserving, and promoting our rich history and vibrant arts & culture through meaningful partnerships with residents, business owners and stakeholders in Downtown Adrian."

Board Members: Dusty Steele, Chairperson, Mayor Angela Heath, Meredith Elliott, Jere Righter, Deveny Rosebrock, Tara Coumoundouros, Darcy Gifford, Josh Roth, Jacob Cooper, Kristina Henning, Kandice Karll Newsome, Rylie Yuhas (A), Michael Orlando (A)

Main Street Director: Jay Marks

- Call Meeting to Order
- Roll Call
- Agenda Additions – Approval of the Agenda
- Approval of Minutes – Regular Meeting – August 11th, 2024

- Finance Report
  - Monthly Reports

- Main Street Directors Report
  - Trick or Treating
  - Board Retreat
  - Artalicious Tent
  - Michigan Main Street Training – Cheboygan
  - National Main Street Accreditation – Tuesday, October 1st 3-4 pm

- Report from City of Adrian

- Board Action
  - Sign Approval – 146 Toledo St
  - Sign Approval – 142 N Main St
  - October First Friday Event Invoice

- Committee Reports

- Promotion Committee – Meredith Elliott - Committee Chair
  - Committee Meeting Report
  - First Friday Committee – Michelle Dewey - Committee Chair
    - September
    - October
  - Town and Gown Committee –

- Organization Committee/ Fundraising Committee - Dusty Steele - Committee Chair
  - Committee Meeting Report

- Economic Vitality Committee - - Committee Chair
  - Committee Meeting Report
  - Farmers Market – Nicci Brown

- Design Committee - - Committee Chair
  - Committee Meeting Report
  - Mural Steering Committee

- Lenawee Now

- Other DDA Business Matters

- McKenna Presentation

- Public Comment (3 minute per person limit)

- Chair Comments

- Board Member Comments

- Upcoming Meetings and Events
  Kid's Day Adrian City Market – Saturday, September 21st
  Artalicious – Saturday and Sunday, September 21st and 22nd
  Special Meeting – Tuesday, October 1st, 2024 3pm
  October First Friday – Friday, October 4th
  Downtown Trick or Treating – Saturday, October 26th 4:30pm -6:30pm

CITY OF ADRIAN
MAIN STREETS BOARD OF DIRECTORS
MINUTES of the August 14, 2024, REGULAR MEETING

Official proceedings of the August 14, 2024, scheduled meeting of the City of Adrian Main Streets Board of Directors. The meeting was called to order by Chairman Steele at 8:01 a.m., in the Adrian City Chambers and via Zoom.

Roll Call:	Dusty Steele, Chair; Mayor Angela Heath, Director Jay Marks, Meredith Elliott, Jere Righter, Deveny Rosebrock, Darcy Gifford, Josh Roth, Kristina Henning, Kandice Karll-Newsome, Michael Orlando (A), Rylie Yuhas (A)
Approval of Agenda:	**Moved by Elliott, seconded by Righter, to accept agenda as written. Motion carried.**
Approval of Minutes:	**Moved by Karll-Newsome, seconded by Rosebrock, to approve the minutes of the July 10, 2024, Regular Meeting. Motion carried.**
Financial Reports:	**Moved by Rosebrock, seconded by Henning, to approve the financial reports as presented for the period ending 07/31/2024. Motion carried.**
Reports:	Main Streets Director's Report: Jay Marks reported on the visit from the Tiffin DDA, the National Main Streets visit on October 1, the Main Street Self Evaluations due to Jay for compilation into report to National by the end of August, and a fund balance comparison from 2019-2023. Report from the City: Greg Elliott reported that the City is working on the town square project and discussing the exterior brick walls on the Jean Christopher property. TAP Grant – Winter Street project moving forward in 2026, including a streetscape and bike loop. Kiwanis Trail tunnel work will be in 2025. Due diligence is underway for purchase of the Telegram properties; an environmental grant will help with demolition.
Board Action:	**Moved by Elliott, seconded by Gifford, to approve a budget amendment of $24,000 for the First Friday account for the 2024-2025 fiscal year. Motion carried.** **Moved by Karll-Newsome, seconded by Righter, to approve a budget amendment of $20,000 for the Supplies – Events account for the 2024-2025 fiscal year. Motion carried. Moved by Gifford, seconded by Henning, to approve a budget amendment of $25,000 for the Supplies – Special Projects account to carry forward the expenditure in support of the the Mural Project Grant in the 2024-2025 fiscal year. Motion carried.** **Moved by Rosebrock, seconded by Righter, to approve the sign applications for AMK Properties and Cornerstone Real Estate at 103 and 105 E. Maumee St. Motion carried.**
Committee Reports:	Promotions: Chair Meredith Elliott updated the Board on plans for the Welcome Back Bash on August 27. First Friday: Michelle Dewey reported that the August First Friday was rained out; the committee may re-do those scheduled activities in October. September theme is Bike

	Night with the No Hands Guy, the LISD Motorcycle Academy, Tecumseh Harley Davidson, silent auction, motorcycle games, show categories, kids' giveaways and activities, a bubble station, and a Poker Run to businesses. Town & Gown Committee: July 25 National Intern Day was a success with 46 interns participating. Organization: Dusty Steele reported that the committee's recent funding request seems positive. American 1 Credit Union is eager to get involved with funding / sponsorship of downtown events. Economic Vitality: No meeting; Ready2Recruit presentation is scheduled in September, including a one-pager about downtown. Farmers Market: Kandice Karll-Newsome reported that the Market is doing very well and showing exponential growth. The second Mini-Market is this Saturday, and there will be a Sunset Market on September 10. Design: no report. Mural: Jay Marks reported that the location on the Jean Christopher property is looking positive; the grant has been extended to May 2025. Lenawee Now: Tim Robinson thanked the attendees at the Align Open House; they hope to open in May / June 2025. Internal demolition has started on the Bixby project, which will create 62 new residential units. Lenawee Now is hosting site selectors, partnered with the Jackson economic development group.
Other Board Matters:	Kristina Henning reported that the LLEAD organization would like to partner with the September 15 Hispanic Heritage celebration at the Pavilion.
Public Comments:	Aaron Chesher, event chair for La Fiesta de Adrian distributed flyers and is looking for vendors and community resources for the event; it is a good outreach and community-building opportunity. Sheila Blair, representing the Armory and Launch Lenawee, reported on upcoming events, including the 100th Anniversary Gala on September 14. Launch Lenawee is expanding to fourth quarter trainings open to anyone, and focused on helping business owners grow their business. Don Taylor updated the board on Artalicious planning, including a student digital art display with over 400 submissions. The group is also collaborating with the Adrian Center for the Arts to help students apply for Artalicious, mentored by the ACA.
Board Comment:	Mayor Heath updated the Board on the upcoming visit from Moriyama, starting with the September First Friday. There are only four delegates coming this year, as a larger group will attend our bicentennial celebration in 2025. She also encouraged the City to recruit a bike shop.

Chair Comment:	Chair Steele announced the resignation of Board Member Jeff Rising, and thanked him for his great work on the Board. He thanked all the current Board members and is excited about our momentum.
McKenna Report:	Jane Dixon from McKenna reviewed the plan check-in report with the Board. The survey received about 450 responses, most one-on-one interviews are complete, and she has spoken with several local organizations and businesses. She received new suggestions to use our rural roots and capitalize on agritourism, farm-to-table dining, etc. The Citizens Council has three volunteers; we need nine. Jane also reviewed the draft goals and objectives.
Adjourn:	**Meeting adjourned at 9:14 a.m.**

09/09/2024 REVENUE AND EXPENDITURE REPORT FOR CITY OF ADRIAN
PERIOD ENDING 08/31/2024

GL NUMBER	DESCRIPTION	2024-25 AMENDED BUDGET	YTD BALANCE 08/31/2024 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 08/31/2024 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)
Fund 247 - TAX INCREMENT FINANCE AUTHORITY					
Revenues					
Dept 000.00					
247-000.00-402.000	CURRENT REAL PROPERTY TAX	132,000.00	61,048.57	56,412.16	70,951.43
247-000.00-664.000	INVESTMENT EARNINGS	250.00	105.60	52.76	144.40
247-000.00-697.000	PRIOR YEARS REVENUE	44,000.00	0.00	0.00	44,000.00
Total Dept 000.00		176,250.00	61,154.17	56,464.92	115,095.83
TOTAL REVENUES		176,250.00	61,154.17	56,464.92	115,095.83
Expenditures					
Dept 261.00 - ADMINISTRATION					
247-261.00-728.000	OFFICE SUPPLIES	0.00	712.19	712.19	(712.19)
247-261.00-801.000	CONTRACT SERVICES	21,554.00	3,561.25	3,561.25	17,992.75
247-261.00-912.000	LIABILITY INSURANCE	219.00	153.66	0.00	65.34
247-261.00-990.000	CONTINGENCY	21,621.00	0.00	0.00	21,621.00
247-261.00-995.248	TRANSFER OUT-DDA	70,856.00	0.00	0.00	70,856.00
Total Dept 261.00 - ADMINISTRATION		114,250.00	4,427.10	4,273.44	109,822.90
Dept 965.00 - TRANSFERS OUT					
247-965.00-995.101	TRANSFER-GENERAL FUND	2,000.00	333.34	166.67	1,666.66
247-965.00-995.585	TRANSFER OUT-AUTO PARKING	60,000.00	10,000.00	5,000.00	50,000.00
Total Dept 965.00 - TRANSFERS OUT		62,000.00	10,333.34	5,166.67	51,666.66
TOTAL EXPENDITURES		176,250.00	14,760.44	9,440.11	161,489.56

Fund 247 - TAX INCREMENT FINANCE AUTHORITY:				
TOTAL REVENUES	176,250.00	61,154.17	56,464.92	115,095.83
TOTAL EXPENDITURES	176,250.00	14,760.44	9,440.11	161,489.56
NET OF REVENUES & EXPENDITURES	0.00	46,393.73	47,024.81	(46,393.73)

Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY

Revenues					
Dept 000.00					
248-000.00-402.000	CURRENT REAL PROPERTY TAX	31,000.00	13,688.44	(7,237.39)	17,311.56
248-000.00-664.000	INVESTMENT EARNINGS	0.00	5.04	2.52	(5.04)
248-000.00-667.001	PAVILION RENTAL	750.00	150.00	0.00	600.00
248-000.00-675.000	DONATIONS-PRIVATE	75,000.00	10,000.00	0.00	65,000.00
248-000.00-675.005	DOWNTOWN-EVENTS/PARKLETS	0.00	450.00	0.00	(450.00)
248-000.00-675.010	DONATIONS-SCULPTURE	10,000.00	0.00	0.00	10,000.00
248-000.00-676.101	CONTRIB-GENERAL FUND	35,000.00	5,833.34	2,916.67	29,166.66
248-000.00-676.281	TRANSFER-DDA - T.I.F. FUND	70,856.00	0.00	0.00	70,856.00
248-000.00-677.001	SPONSORSHIPS-EVENTS	20,000.00	700.00	700.00	19,300.00
248-000.00-677.002	SPONSORSHIPS-BANNERS	10,000.00	0.00	0.00	10,000.00
248-000.00-677.003	SPONSORSHIPS-ART-A-LICIOUS	5,000.00	0.00	0.00	5,000.00
248-000.00-680.001	DARA CUPS	4,000.00	225.00	0.00	3,775.00
248-000.00-695.005	ADVERTISING - PROMOTION	2,400.00	0.00	0.00	2,400.00
248-000.00-695.012	OTHER-VENDOR FEES	1,500.00	450.00	265.00	1,050.00
248-000.00-697.000	PRIOR YEARS REVENUE	25,000.00	0.00	0.00	25,000.00
Total Dept 000.00		290,506.00	31,501.82	(3,353.20)	259,004.18
TOTAL REVENUES		290,506.00	31,501.82	(3,353.20)	259,004.18

Expenditures					
Dept 261.00 - ADMINISTRATION					
248-261.00-702.000	WAGES	74,633.00	12,936.10	9,854.34	61,696.90
248-261.00-715.000	SOCIAL SECURITY	5,710.00	429.69	329.98	5,280.31
248-261.00-718.000	RETIREMENT CONTRIBUT	0.00	22.50	22.50	(22.50)
248-261.00-719.000	UNEMPLOY COMP	12.00	0.00	0.00	12.00
248-261.00-728.000	OFFICE SUPPLIES	2,000.00	71.20	0.00	1,928.80
248-261.00-802.000	AUDIT FEES	400.00	0.00	0.00	400.00
248-261.00-805.000	MEMBERSHIPS & DUES	1,500.00	375.00	0.00	1,125.00

248-261.00-811.000	CONTRACT SOFTWARE	3,000.00	162.00	162.00	2,838.00
248-261.00-851.000	TELEPHONE	100.00	9.73	0.00	90.27
248-261.00-860.000	TRANSPORTATION	5,000.00	0.00	0.00	5,000.00
248-261.00-912.000	LIABILITY INSURANCE	220.00	920.68	0.00	(700.68)
248-261.00-914.000	WORKER'S COMPENSATION	166.00	93.40	46.70	72.60
248-261.00-921.000	ELECTRICAL	300.00	58.04	28.93	241.96
248-261.00-941.000	BUILDING RENTAL	6,877.00	1,146.16	573.08	5,730.84
248-261.00-956.000	ADMIN & ACCT	500.00	83.34	41.67	416.66
248-261.00-957.000	TRAINING	3,000.00	0.00	0.00	3,000.00
248-261.00-970.660	DISTRIB - INFO TECH SERVICES	2,620.00	436.66	218.33	2,183.34
Total Dept 261.00 - ADMINISTRATION		106,038.00	16,744.50	11,277.53	89,293.50
Dept 836.00 - OTHER PROJECTS					
248-836.00-741.177	SUPPLIES-SPECIAL PROJECTS	28,000.00	874.93	475.00	27,125.07
248-836.00-741.178	SUPPLIES- EVENTS	23,000.00	4,362.68	1,799.00	18,637.32
248-836.00-741.191	ART-A-LICIOUS	5,000.00	0.00	0.00	5,000.00
248-836.00-741.192	ADRIAN FOR THE SEASONS	15,000.00	0.00	0.00	15,000.00
248-836.00-741.193	PARKLETS	500.00	0.00	0.00	500.00
248-836.00-741.194	DARA	4,000.00	2,019.30	2,019.30	1,980.70
248-836.00-741.195	FIRST FRIDAYS	42,000.00	3,000.12	(6,633.00)	38,999.88
248-836.00-741.196	BANNERS	10,000.00	0.00	0.00	10,000.00
248-836.00-741.197	MAIN STREET EVENTS	16,000.00	1,650.00	1,650.00	14,350.00
248-836.00-801.294	CONTRACT SERV-FARMERS MARKET	10,000.00	100.00	0.00	9,900.00
248-836.00-801.295	CONTRACT SERV-PAVILION OPERATIONS	1,000.00	0.00	0.00	1,000.00
248-836.00-801.296	CONTRACT SERV-VOLUNTEER SUPPORT	2,000.00	0.00	0.00	2,000.00
248-836.00-901.174	ADVERTISING-PROMOTION	7,968.00	0.00	0.00	7,968.00
248-836.00-901.294	MARKETING-FARMERS MARKET	5,000.00	982.37	557.37	4,017.63
248-836.00-942.001	EQUIP RENTAL-OUTDOOR SCULPTURE	15,000.00	0.00	0.00	15,000.00
Total Dept 836.00 - OTHER PROJECTS		184,468.00	12,989.40	(132.33)	171,478.60
TOTAL EXPENDITURES		290,506.00	29,733.90	11,145.20	260,772.10
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:					
TOTAL REVENUES		290,506.00	31,501.82	(3,353.20)	259,004.18

TOTAL EXPENDITURES	290,506.00	29,733.90	11,145.20	260,772.10
NET OF REVENUES & EXPENDITURES	0.00	1,767.92	(14,498.40)	(1,767.92)

TOTAL REVENUES - ALL FUNDS	466,756.00	92,655.99	53,111.72	374,100.01
TOTAL EXPENDITURES - ALL FUNDS	466,756.00	44,494.34	20,585.31	422,261.66
NET OF REVENUES & EXPENDITURES	0.00	48,161.65	32,526.41	(48,161.65)

09/09/2024 BALANCE SHEET FOR CITY OF ADRIAN
Period Ending 08/31/2024

GL Number	Description	Balance
Fund 247 - TAX INCREMENT FINANCE AUTHORITY		
*** Assets ***		
247-000.00-001.000	CASH IN BANK	208,548.10
247-000.00-003.000	CASH-INVESTMENTS	11,624.80
247-000.00-040.000	ACCTS REC MISC	484.00
247-000.00-067.248	DUE FROM-DDA	47,360.13
	Total Assets	268,017.03
*** Liabilities ***		
247-000.00-214.101	DUE TO-GENERAL FUND	878.86
247-000.00-214.585	DUE TO-AUTO PARKING FUND	5,000.00
	Total Liabilities	5,878.86
*** Fund Balance ***		
247-000.00-390.000	FUND BALANCE UNDESIGNATED	223,029.98
	Total Fund Balance	223,029.98
	Beginning Fund Balance - 23-24	223,029.98
	Net of Revenues VS Expenditures - 23-24	(7,285.54)
	*23-24 End FB/24-25 Beg FB	215,744.44
	Net of Revenues VS Expenditures - Current Year	46,393.73
	Ending Fund Balance	262,138.17
	Total Liabilities And Fund Balance	268,017.03

* Year Not Closed

Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY

*** Assets ***

248-000.00-001.000	CASH IN BANK	99,232.58
248-000.00-003.000	CASH-INVESTMENTS	560.28
248-000.00-040.000	ACCTS REC MISC	1,000.00
248-000.00-067.101	DUE FROM-GENERAL FUND	2,916.67
	Total Assets	103,709.53

*** Liabilities ***

248-000.00-214.016	DUE TO-CLEARING ACCOUNT	(1,775.00)
248-000.00-214.101	DUE TO-GENERAL FUND	10,478.79
248-000.00-214.247	DUE TO-DDA - T.I.F. FUND	47,360.13
248-000.00-214.631	DUE TO BLDG MAINT	573.08
248-000.00-214.660	DUE TO- IT FUND	218.33
	Total Liabilities	56,855.33

*** Fund Balance ***

248-000.00-390.000	FUND BALANCE UNDESIGNATED	65,233.19
	Total Fund Balance	65,233.19
	Beginning Fund Balance - 23-24	65,233.19
	Net of Revenues VS Expenditures - 23-24	(45,246.91)
	*23-24 End FB/24-25 Beg FB	19,986.28
	Net of Revenues VS Expenditures - Current Year	1,767.92
	Ending Fund Balance	21,754.20
	Total Liabilities And Fund Balance	78,609.53
	Out of Balance:	25,100.00

* Year Not Closed

HALLOWEEN TRICK-OR-TREAT EVENT

The Downtown Adrian Trick-or-Treat Event is a family-oriented event organized by the Downtown Adrian Main Street DDA. The streets are closed off to traffic, creating a safe and inviting environment for families to roam freely. With every corner adorned in spooky decorations. Over 50,000 pieces of candy are generously handed throughout downtown, ensuring smiles and laughter echo through the night. The event draws crowds from far and wide, with families and friends gathering to revel in the Halloween spirit together. From the youngest trick-or-treaters to the young at heart, everyone finds delight in this cherished tradition, making it a highlight of the autumn season in Downtown Adrian. On average these events bring over 5,000 people to Downtown Adrian annually.

What your contribution supports:

- **Community Engagement:** Sponsorship helps create opportunities for families and community members to have a positive experience in Downtown Adrian by participating in vibrant events that bring people together.
- **Diverse Event Offerings:** Sponsoring the annual Trick-or-Treat event allows for entertainment and activities, catering to diverse interests and demographics within the community.
- **Local Businesses:** Sponsoring these events brings customers directly into small businesses, providing unique sales opportunities and fostering economic growth within the community.
- **Strengthen Community Bonds:** The annual Trick-or-Treat event builds relationships between residents and the business community, fostering a sense of belonging and camaraderie that strengthens the fabric of the community.

Sponsorship Options:

Trick-or-Treat Trailblazer - $1,000 (1 available)

- Logo placement on all event promotional materials.
- Exclusive mention in press releases and media coverage.
- Recognition as the primary sponsor for the event.
- Dedicated social media posts highlighting the sponsor's contribution to the event.

Bat Cave Benefactor - $500

- Logo placement on event promotional materials.
- Recognition in press releases and media coverage alongside other sponsors.
- Mention in social media posts leading up to the event.

Skeleton Crew Sponsor - $200

- Logo placement on event promotional materials.
- Mention in social media posts leading up to the selected event.

Frighteningly Friend - $50

- Mention in social media posts leading up to the selected event.

2024 ARTALICIOUS FINE ARTS FAIR
ADRIAN, MICHIGAN
September 21-22, 2024
www.artalicious.org

Greetings Non-profit Outreach Coordinator!

RE: Application Form: Non-profit Organizations for 2024 Artalicious Fine Arts Fair

Lenawee County's annual Artalicious Fine Arts Fair is happening, once again, in downtown Adrian, on Saturday, September 21, 11 am-7 pm and Sunday, September 22, 11 am-5 pm. Space rental for non-profit booths is $15.00* for Saturday only and $25* for both days. Each non-profit will be responsible for providing their own 10x10 EZ-UP tent (white tent preferred) and sufficient staff to cover your booth for the entire fair time. Setup time for fair participants will be Friday, September 20, from 6-9 pm, or Saturday, September 21 from 6-10 am. Breakdown MUST NOT occur prior to 7 pm, on Saturday, September 21 for one-day booths or prior to 5 pm on Sunday, September 22 for two-day booths.

On Saturday, as a fair participant, we require that some type of free, family-friendly, youth 'art-related' activity be available in your booth. Once participating youth complete art activities at 10 non-profit booths they will visit Louvre, Jr. where they learn about the real Louvre in Paris and receive an original piece of art donated by exhibiting artists and members of the Adrian Center for the Arts.

On Sunday, non-profits are encouraged to focus on using their booth space to raise awareness and support for their organizations by providing information about upcoming fundraisers, selling raffle tickets (if legally authorized), and educating the public about their goals, mission, and services.

Organization Name

First & Last Name, Title

Phone Number (Cell & Work)

Email Address

Address (include City/State/Zip)

Website URL/Facebook Page

Art-Related Tent Saturday Activity

Participating: One Day Only ($15) ☐ Two Days ($25) ☐

*Please make checks payable to: **‘Lenawee Community Foundation, with a notation that it’s for the Artalicious Fine Arts Fair’**

Send Application & Fee to: **Artalicious Fine Arts Fair**
PO Box 685
Adrian, MI 49221

Applications must be received by Monday, August 5, 2024.

Booth spaces will not be reserved without payment. Non-profit applications will be juried. If not accepted, you will be reimbursed your booth fee. Note: Political parties, and related groups, will not be considered. Exhibitors must provide **legal non-profit status documentation** with the completed application.

Michigan Main Street Program's

Workshop

Cheboygan – September 23 - 24

Highly recommended for all Main Street Directors, board and committee members, local stakeholders, and other interested volunteers.

Monday, September 23, 2024 (Main Street Directors only)

Location: TBD

Agenda:

- 1:00 – 1:45 pm Welcome and Accountability Buddy Groups
- 1:45 – 3:30 pm Activity
- 3:30 – 4:15 pm MMS Updates
- 4:30 – 5:30 pm Downtown Cheboygan Tour
- 6:00 pm Dinner*
  TBD

  * Dinner is open to all volunteers, board members and staff

Tuesday, September 24, 2024 (Open to all volunteers, boards, staff)

Location: TBD

Media Relations Training
Media training is an impactful tool for public relations that can help people prepare for media appearances and communicate key messages to audiences. The goal of the training is to help people develop public speaking and communication skills and can help organizations make an impact. Media training can also help people build confidence, and make a good impression that can lead to future media opportunities and a positive reputation.

8:30 AM – Welcome and Light Breakfast Items

9:00 AM - 11:00 AM Training Part 1

- Introductions
- Target Goals
- Understanding the Media
- Identifying Media Opportunities

11:00 AM - 11:15 AM 15 MINUTE BREAK

11:15 AM - 12:15 PM Training Part 2

- Preparation and Message Development
- Mock Interview Round #1
- Follow-up and Discussion

12:15 PM - 1:30 PM LUNCH

1:30 PM - 2:30 PM Training Part 3

- Types of Interviews
- General Ground Rules
- Q&A and Bridging Techniques

2:30 PM - 2:40 PM 10 MINUTE BREAK

2:40 PM - 4:00 PM Training Part 4

- Mock Interviews Round #2
- Follow-up and discussion

4:00 PM - 4:30 PM Q & A and Adjourn

Facilitator: Otie McKinley
Media & Communications Manager
Michigan Economic Development Corporation
Cell: (517) 930-8049
mckinleyo@michigan.org

Otie McKinley joined the Michigan Economic Development Corporation in 2016 after spending 16 years in a variety of Public Relations and Communications roles at General Motors. Otie's lead responsibility is Media and External Relations and acts as the Spokesperson for the organization.

Parking Information:

- Free on-site parking is available in downtown lots. Street parking is limited to two-hours.

Overnight Accommodations:
A block of rooms will be available.

Best Western River Terrace
Hotel direct line: (231)627-5688
847 S Main Street Cheboygan, MI 49721

Group Name: Michigan Main Street
Block room rate: $151.99
To get the block rate rooms must be reserved by August 23rd.

Please RSVP by Friday, September 13, 2024:

- Leigh Young, Senior Main Street Specialist
  Phone: 517.282.3744
  Email: youngl11@michigan.org

Executive Summary

Date: 9/9/2024 Contact Person: Jay Marks

Purpose

To recommend the approval of the sign application for Prime Time Chiropractic at 146 Toledo Street

Explanation

Prime Time Chiropractic has applied for a sign permit at 146 Toledo Street. The Sign Review Committee has reviewed the applications and recommends them for approval. The sign design appears to be within the recommended standards.

Recommendation

It is the recommendation of the Sign Review Committee that the Downtown Adrian Main Street/DDA Board recommend the approval of the sign applications for Prime Time Chiropractic at 146 Toledo Street.

City of Adrian

Building/Inspection Department

135 E. Maumee St., Adrian, MI 49221

(517) 264-4814

inspections@adrianmi.gov

FOR OFFICE USE ONLY
Paid _____
Permit #PS 24-026
Source _____

SIGN PERMIT APPLICATION

I. SITE ADDRESS/ LOCATION

Address: 146 Toledo St.	Name of Business: Prime Time Chiropractic	Is this a new business? ( ) Yes (X) No
Business Owner/Agent Name: Marcus Perez	Phone Number (517) 673-8993	

II. APPLICANT INFORMATION

Applicant is: ( ) Sign Contractor (X) Owner ( ) Other _____

Name: Marcus Perez Phone Number 517-673-8993

Address: 146 Toledo St. City Adrian State MI Zip 49221

Contact Person Marcus Perez Phone Number 517-673-8993

Federal ID Number (or reason for exemption) _____

E-mail address(s): marcusperezdc@gmail.com

III. PLAN REVIEW: THE FOLLOWING INFORMATION IS REQUIRED FOR REVIEW

Zoning District: ( ) B-1 ( ) B-2 (X) **B-3 *** ( ) B-4 ( ) OS-1 ( ) E1, I-1, I-2 ( ) ERO ( ) Residential

> ***B-3 Downtown Central Business District** proposed signage is subject to the rules and regulations of Article XXX, Section 30.00 – *Signs* of the *Zoning/Development Regulations* and Section 30.60 C, Sign Review (iii)(a-g). A sign permit must be obtained prior to the construction or installation of any signage. All signs within the Central Business District must be approved by the Downtown Development Authority **prior to** sign permit being issued. Please allow a few extra weeks for this process.

1st Sign: (X) New Installation ( ) Replacement Sign ( ) Temporary Sign (X) Relocation ( ) Repair

Type: ( ) Wall Sign ( ) Projection ( ) Awning/Canopy ( ) Banner ( ) Pole Sign (X) Other Monument Sign

Sign Materials: Aluminum with concrete base

Sign to Read: Prime Time Chiropractic Dr. Marcus Perez Sign Location: Front yard

Sign Dimensions: ( ) 1-sided (X) 2-sided Width 6' Height 3' Depth _____

Total Sq. Ft: 18 sq ft Distance from ground to bottom of sign 12" Pole Sign overall height _____

Is sign illuminated electrically? ( ) Yes (X) No

Has electrical permit application been submitted for this sign? ( ) Yes (X) No (X) Not required

Note: All electrical work shall be installed in accordance with the State Electrical Code by a Licensed Electrical Contractor or Electrical Sign Contractor. Electrical work shall not be enclosed, covered up, or put into operation until it has been inspected and approved by the Electrical Inspector. The electrical permit applicant assumes the responsibility to arrange for necessary inspections.

2nd Sign: ( ) New Installation ( ) Replacement Sign ( ) Temporary Sign ( ) Relocation ( ) Repair

Type: ( ) Wall Sign ( ) Projection ( ) Awning/Canopy ( ) Banner ( ) Pole Sign ( ) Other

Sign Materials: _____

Sign to Read: _____ Sign Location: _____

Sign Dimensions: ( ) 1-sided ( ) 2-sided Width _____ Height _____ Depth _____

Total Sq. Ft: _____ Distance from ground to bottom of sign _____ Pole Sign overall height _____

Is sign illuminated electrically? ( ) Yes ( ) No

Has electrical permit application been submitted for this sign? ( ) Yes ( ) No ( ) Not required

(If submitting more than two signs, please attach additional application)

COMPLETE APPLICATION ON BACK

IV. RENDERING OF PROPOSED SIGNAGE-

Please submit a detailed colored drawing, photo, or illustration of the proposed signage indicating size, height, content, color, structural character, method and extent of illumination, and material to be used in construction. Also, include a sketch or architectural rendering showing the structure elevation, including the proposed sign location(s) and any other significant architectural elements.

Additional Description:

_____

_____

_____

PERMIT FEE TABLE			
Sign Area	Fee	#Items	Total
Up to 50 square feet	$50.00		
51 to 100 square feet	$100.00		
101 square feet and greater	$200.00		
Temporary Sign	$25.00		
TOTAL FEES			
Make checks payable to: **"City of Adrian"**			

INSTRUCTIONS FOR COMPLETING PERMIT FEE TABLE

FEE CHART – Enter the number of items installed, multiply by the unit price for total, add total column for total fee.

GENERAL: -Signage and Electrical work shall not be started until the application for permit has been filed and permit issued.

EXPIRATION OF PERMIT: A permit shall become invalid if the authorized work is not commenced within six months after issuance of the permit or if the authorized work is suspended or abandoned for a period of six months after the time of commencing the work.

I hereby certify that the proposed work is authorized by the owner of record and that I have been authorized by the owner/tenant to make application as his/her authorized agent, and we agree to conform to the applicable laws of the City of Adrian and the State of Michigan. All information on this application is accurate tot the best of my knowledge.

_____ _____

Applicants Signature Date

Staff Comments/recommendations:

_____

_____

_____

Disposition by City of Adrian Downtown Sign Committee

Approved: _____ *Disapproved:* _____

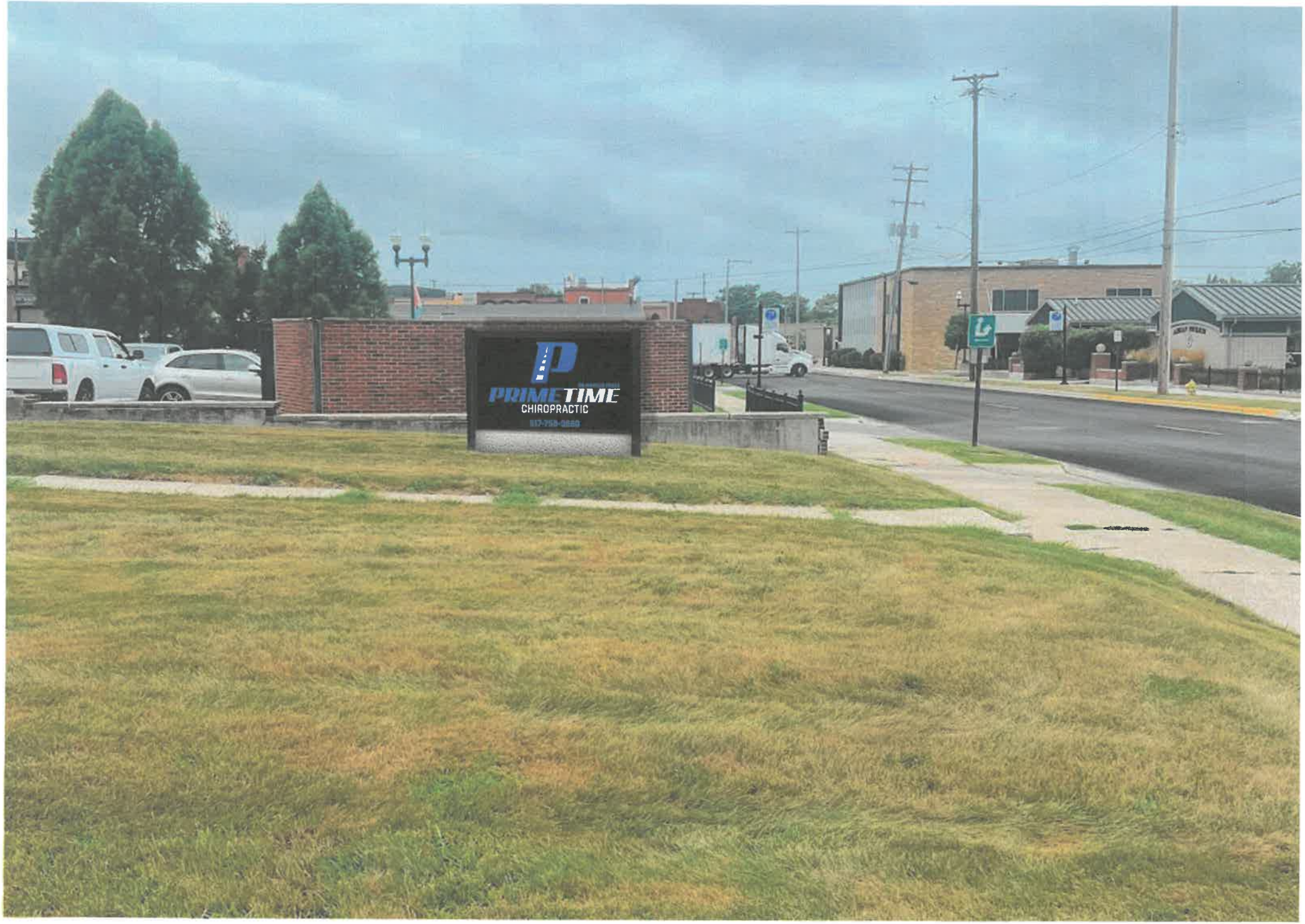
Approved as Modified: _____ *Date:* _____

Building/Inspection Department:

Approved: _____ *Disapproved:* _____

Zoning Administrator approval: _____ *Date:* _____


PRIME TIME
CHIROPRACTIC
PRIME TIME
CHIROPRACTIC
Dr. Marcus Perez


PRIME TIME
CHIROPRACTIC


DR.MARCUS PEREZ
PRIMETIME
CHIROPRACTIC
517-759-3660

Executive Summary

Date: 9/9/2024 Contact Person: Jay Marks

Purpose

To recommend the approval of the sign application for The Marks Trading Company at 142 N Main Street.

Explanation

The Marks Trading Company has applied for a sign permit at 142 N Main Street. The Sign Review Committee has reviewed the applications and recommends them for approval. The sign design appears to be within the recommended standards.

Recommendation

It is the recommendation of the Sign Review Committee that the Downtown Adrian Main Street/DDA Board recommend the approval of the sign applications for The Marks Trading Company at 142 N Main Street.

City of Adrian
Inspection Division
135 E. Maumee St., Adrian, MI 49221
(517) 264-4814
inspections@adrianmi.gov

FOR OFFICE USE ONLY
Paid _____
Permit #PS 24-030
Source _____

SIGN PERMIT APPLICATION

I. SITE ADDRESS/ LOCATION

Address: 142 N Main St	Name of Business: The Marks Trading Company	Is this a new business? ( ) Yes (X) No
Business Owner/Agent Name: Gwynne Marks	Phone Number (517) 759-9934	

II. APPLICANT INFORMATION

Applicant is: ( ) Sign Contractor (X) Owner ( ) Other _____

Name: ~~Gwynne Marks~~ The Marks Trading Company Phone Number 517-759-9934

Address: 142 N Main ST City Adrian State MI Zip 49221

Contact Person Gwynne Marks Phone Number 517-759-9934

Federal ID Number (or reason for exemption) _____

E-mail address(s): gwynne@themarkstradingcompany.com

III. PLAN REVIEW: THE FOLLOWING INFORMATION IS REQUIRED FOR REVIEW

Zoning District: ( ) B-1 ( ) B-2 (X) **B-3 *** ( ) B-4 ( ) OS-1 ( ) E1, I-1, I-2 ( ) ERO ( ) Residential

***B-3 Downtown Central Business District** proposed signage is subject to the rules and regulations of Article XXX, Section 30.00 – *Signs* of the *Zoning/Development Regulations* and Section 30.60 C, Sign Review (iii)(a-g). A sign permit must be obtained prior to the construction or installation of any signage. All signs within the Central Business District must be approved by the *Downtown Development Authority* **prior to** sign permit being issued. Please allow a few extra weeks for this process.

1st Sign: ( ) New Installation ( ) Replacement Sign ( ) Temporary Sign (X) Relocation ( ) Repair

Type: ( ) Wall Sign ( ) Projection ( ) Awning/Canopy ( ) Banner ( ) Pole Sign ( ) Other

Sign Materials: Solid Panel metal Bracket

Sign to Read: The Marks Trading Company Fresh Market Sign Location: Front of Building

Sign Dimensions: ( ) 1-sided (X) 2-sided Width 24" Height 30" Depth 1"

Total Sq. Ft: 10 Distance from ground to bottom of sign 10' Pole Sign overall height N/A

Is sign illuminated electrically? ( ) Yes (X) No

Has electrical permit application been submitted for this sign? ( ) Yes (') No (X) Not required

Note: All electrical work shall be installed in accordance with the State Electrical Code by a Licensed Electrical Contractor or Electrical Sign Contractor. Electrical work shall not be enclosed, covered up, or put into operation until it has been inspected and approved by the Electrical Inspector. The electrical permit applicant assumes the responsibility to arrange for necessary inspections.

2nd Sign: ( ) New Installation ( ) Replacement Sign ( ) Relocation ( ) Repair

Type: ( ) Wall Sign ( ) Projection ( ) Awning/Canopy ( ) Banner ( ) Pole Sign ( ) Other

Sign Materials: _____

Sign to Read: _____ Sign Location: _____

Sign Dimensions: ( ) 1-sided ( ) 2-sided Width _____ Height _____ Depth _____

Total Sq. Ft: _____ Distance from ground to bottom of sign _____ Pole Sign overall height _____

Is sign illuminated electrically? ( ) Yes ( ) No

Has electrical permit application been submitted for this sign? ( ) Yes ( ) No ( ) Not required

(If submitting more than two signs, please attach additional application)

COMPLETE APPLICATION ON BACK

IV. RENDERING OF PROPOSED SIGNAGE-

Please submit a detailed colored drawing, photo, or illustration of the proposed signage indicating size, height, content, color, structural character, method and extent of illumination, and material to be used in construction. Also, include a sketch or architectural rendering showing the structure elevation, including the proposed sign location(s) and any other significant architectural elements.

***If this submittal includes a pole sign, monument sign, or similar, your submittal must include three (3) sets of prints, sealed by the designing engineer, detailing footing/foundation, pole, mounting equipment, wind-load information, etc...** Footing (open hole) and final inspections are required for such signs. Approved plans must be onsite and made available during inspection.

Additional Description: Relocating sign From 220 N Main to 142 N Main

PERMIT FEE TABLE

Sign Area	Fee	#Items	Total
Up to 50 square feet	$50.00	1	50.00
51 to 100 square feet	$100.00		
101 square feet and greater	$200.00		
Temporary Sign	$25.00		
TOTAL FEES			
Make checks payable to: **"City of Adrian"**			

INSTRUCTIONS FOR COMPLETING PERMIT FEE TABLE

FEE CHART – Enter the number of items installed, multiply by the unit price for total, add total column for total fee.

GENERAL: -Signage and Electrical work shall not be started until the application for permit has been filed and permit issued.

EXPIRATION OF PERMIT: A permit shall become invalid if the authorized work is not commenced within six months after issuance of the permit or if the authorized work is suspended or abandoned for a period of six months after the time of commencing the work.

I hereby certify that the proposed work is authorized by the owner of record and that I have been authorized by the owner/tenant to make application as his/her authorized agent, and we agree to conform to the applicable laws of the City of Adrian and the State of Michigan. All information on this application is accurate tot the best of my knowledge.

Applicants Signature

9/9/24
Date

Staff Comments/recommendations:

Disposition by City of Adrian Downtown Sign Committee (if required)

Approved: ✓ *Disapproved:* _____

Approved as Modified: _____ *Date:* _____

Building/Inspection Review:

Approved: _____ *Disapproved:* _____

Zoning Administrator approval: _____ *Date:* 9-9-2024

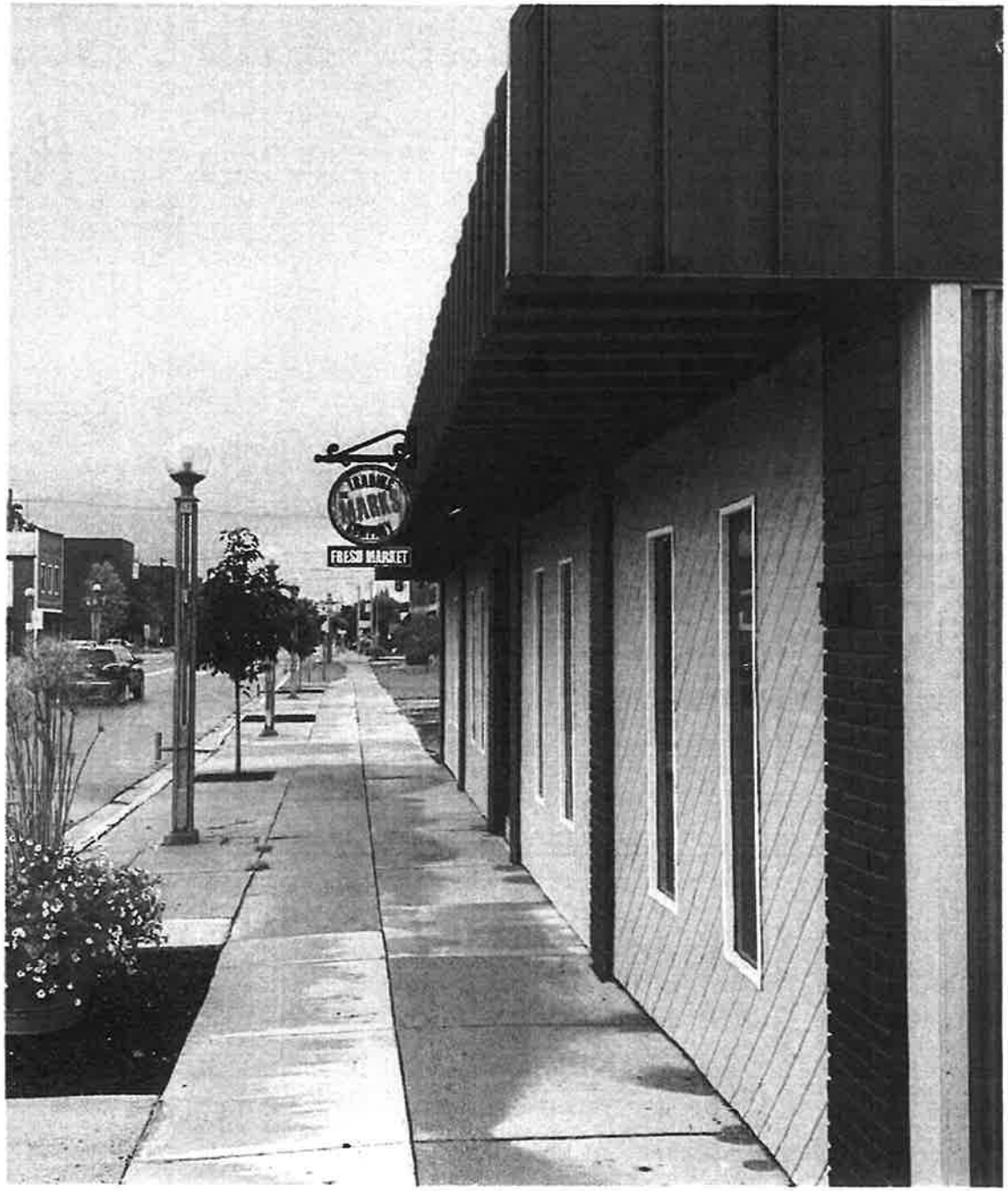
Building Official approval: _____ *Date:* _____



4"

"

24"



Executive Summary

Date: 9/9/2024 Contact Person: Jay Marks

Purpose

To recommend the approval of to pay an invoice for October First Friday from Allen Entertainment

Explanation

The October First Friday theme is Tailgating. The decision was made to try the events that were scheduled for August in October. This will include an 18 hole mini golf course and a 25 ft tall rock wall. The total cost for these events is $7666.

Recommendation

It is the recommendation of the Executive Director that the Downtown Adrian Main Street/DDA Board approve payment in the amount of $7666 for the event rental from Allen Entertainment.

ALLEN ENTERTAINMENT

5119 Highland Road #220
Waterford MI 48327
info@summitrockwall.com
Phone 248-383-5201
Cell 248-935-2670

INVOICE

INVOICE # COA1042024

CLIENT:
Downtown Adrian Main Street
135 E Maumee St,
Adrian MI 49221
c/o Nicci Brown
Downtown Adrian Mainstreet DDA
Events Coordinator
517-264-4885
517-263-2161
nbrown@adrianmi.gov

FOR: ENTERTAINMENT RENTAL EQUIPMENT @
"FIRST FRIDAYS"
OCTOBER
MAIN AND/OR MAUMEE STREET

DESCRIPTION	HOURS	RATE	AMOUNT
Friday October 4th, 2024 – 5pm to 8pm			
18 hole miniature putt-putt golf course with scorecards and 80 putters and balls – standard daily rental rate			3600
Mileage fee			544
Delivery fee			400
Course Ranger staffing fee – Tent, table and chairs provided			n/c
Custom Scorecards		.25	n/a
Summit Rock Wall Adventures - 25 ft tall, rock climbing wall with dual extreme air jumpers – standard rental rate ***4 staff provided**			2300
Mileage fee			272
Delivery fee			400
Additionally insured COI		150	150
Generator fee		100	n/a
Please print and sign both pages of this contract and mail it back ASAP! By signing this agreement you agree to the terms and conditions of this document.			
Please have a check **(made out to ALLEN ENTERTAINMENT)** for the total amount of $ 7666 ready on the day of the event before the event begins.			
Make all checks payable to Allen Entertainment		TOTAL	$ 7666

MCKENNA

Memorandum

TO: City of Adrian Downtown Development Authority Board
FROM: Jane Dixon, AICP
SUBJECT: **Downtown Development Plan Check-In**
DATE: September 6, 2024

I look forward to providing an update of the progress towards the Development Plan at the September 11th Board meeting. During the meeting, we will briefly summarize the activities since our last meeting and will be available to answer any questions and receive feedback.

CHECK-IN DISCUSSION

McKenna will discuss the following items as part of the Plan's development:

I. Key Takeaways from Interviews
A memo highlighting the major themes from the interview process has been included to help synthesize the feedback we heard during this part of the process.

II. Table of Contents
We are including the draft table of contents to give you a fuller understanding of the structure and content of the draft plan document. The sections are designed to specifically meet the requirements of Public Act 57 of 2018, the Recodified Tax Increment Financing Act.

III. Draft Format for Plan
A formatted, graphically rich Plan will hopefully make it a more usable document that hopefully can be referenced and live as a resource for the Board and not simply to sit on a shelf. The draft plan pages that have been included highlight the design of the final document. While some of the draft plan text has been placed in the document, the purpose of this excerpt is to focus on the overall design. We look forward to receiving feedback from the Board on the general design of the Plan.

IV. Next Steps
We will present a fully formatted draft plan to the Board at the October Meeting. Contingent on the creation and meeting of the Development Area Citizens Council the Plan will then be provided to the City Commission for Public Hearing and subsequent Adoption.

HEADQUARTERS
235 East Main Street
Suite 105
Northville, Michigan 48167
O 248.596.0920
F 248.596.0930
MCKA.COM

MCKENNA

Memorandum

TO: City of Adrian Downtown Development Authority Board
FROM: Jane Dixon, AICP
SUBJECT: **Downtown Development Plan Interviews**
DATE: September 6, 2024

Interviews were carried out with five (5) of the stakeholders identified by the City. Each interview was conducted over the phone and lasted approximately 30 minutes. The individuals interviewed represented a wide variety of backgrounds. The following is a list of individuals that staff interviewed:

- Sean Dennis – *Greater Lenawee Chamber Executive Director*
- Bronna Kahle – *Lenawee Community Foundation President and CEO*
- Jim Kapnick – *Kapnick Insurance CEO*
- Doug Palmer - *Siena Heights University President*
- Nate Parker – *Adrian Public Schools Superintendent*

THEME #1: PHYSICAL APPEARANCE

Interviewees noted how Downtown Adrian has made significant progress over the last decade, evolving into a more vibrant and aesthetically appealing area. However, many commented on the need for further improvements, particularly focusing on creating a "cool downtown" atmosphere. The thought being that these enhancements would improve the overall vibe, making it more attractive for residents, visitors, and recent graduates of local institutions like Adrian College and Siena Heights University. Additionally, the interviewees noted that the area's unique strengths, such as its proximity to agricultural land, could further boost its appeal, particularly through the development of farm-to-table dining options. Safety, particularly after dark, remains a concern for some, but efforts to maintain a lively and secure environment are evident.

THEME #2: PARTNERSHIPS

Strong partnerships are seen as vital for the continued growth and development of Downtown Adrian. The Lenawee Chamber plays a key role in supporting small businesses, and there were suggestions to foster a closer-knit business community, with regular networking events and better promotion of these opportunities. There is potential for engaging students, especially business and hospitality majors, to assist with business development and community projects. Collaboration with local farmers and the Farm Bureau was also encouraged, particularly for farm-to-table initiatives. Despite these opportunities being identified, interviewees also mentioned challenges with conflicting interests between nearby communities, like Adrian and Tecumseh.

THEME #3: PROGRAMMING

In terms of programming interviewees emphasized how the current events are a huge asset and thoroughly enjoyed. Some interviewees suggested that diversifying events to cater to a wider audience should be a future

goal. Events like food festivals and the "Best Pizza in Adrian" were potential ideas and expanding on these types of attractions could be helpful in drawing in more college students. It was mentioned that while students may be too busy to participate in many events, their parents and visitors are often looking for places to explore while in town. Moreover, it was suggested that the potential to leverage the cultural diversity within the community, particularly the Latino population, could introduce new programming ideas that resonate with a broader audience.

THEME #4: HOUSING

Housing downtown was noted as both a challenge and an opportunity. It was suggested that there is a lot of untapped potential in encouraging faculty, staff, and graduate students from local universities to live downtown. Filling vacant downtown spaces with interesting housing options, particularly for students and faculty, could further enhance the area's livability. Efforts to address the broader housing needs in Lenawee County through initiatives like the Housing Lenawee fund, which conducts comprehensive research to inform investors about the county's housing gaps was also brought up. It was suggested that housing initiatives should be coupled with broader infrastructure improvements, such as connecting recreational spaces like the Kiwanis trail to downtown and university areas, creating a more integrated community for residents.

THEME #5: MARKETING & COMMUNICATION

While events seem to be clearly communicated there were some comments that communication and marketing of the downtown area could be significantly improved. While there are already monthly networking gatherings for businesses, there is a feeling that there is a need for better promotion, especially among downtown businesses. Some suggested looking at what works in nearby areas, like Ann Arbor, and adapt successful strategies to a smaller scale in Adrian. The idea was shared that by highlighting unique events, restaurants, and activities through targeted marketing campaigns could help position Adrian as a day-trip destination for tourists, particularly those interested in local dining, shopping, and the arts. Improved signage and promotion of outdoor recreation, including kayaking and trails, could also attract more visitors.

THEME #6: MAINTENANCE

The general state of maintenance in Downtown Adrian was viewed positively by most interviewees, with ongoing efforts to improve infrastructure and traffic flow. However, there was mention of the challenges such as blight and the visibility of homelessness still affect perceptions of the area. Some suggested that visible cooperation between local law enforcement and the community, especially on the issue of homelessness, could further enhance the sense of safety and well-being downtown.

Adrian Downtown Development Plan

Working Document Outline

EXECUTIVE SUMMARY

Introduction

Overview of Adrian's DDA

Brief History of Adrian

COMMUNITY SNAPSHOT

Location

Downtown Adrian

Demographics

Economy

Plans and Studies

DEVELOPMENT PLAN

Overview of Process and Method

Designation of Boundaries of the Development Area *Reference to P.A. 57 of 2018: Section 125.4217(2)(a)*

Legal Description of the Development Area *Reference to P.A. 57 of 2018: Section 125.4217(2)(b)*

Location and Extent of Existing Streets and Other Public Facilities Within the Development Area; And the Location, Character and Extent of Existing Public and Private Land Uses *Reference to P.A. 57 of 2018: Section 125.4217(2)(b)*

Streets and Other Public Facilities *Reference to P.A. 57 of 2018: Section 125.4217(2)(b)*

Location and Extent of Proposed Public and Private Land Uses *REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(B)*

Catalytic Projects for Downtown Adrian

- Shaping the future of Downtown Adrian
- Creating one-of-a-kind public spaces in Downtown Adrian
- Winter Street Connections
- Maiden Lane Extension / Town Square

Bringing It All Together - *Shaping the Future of Downtown Adrian*

Location, Extent, Character, and Estimated Cost of Improvements and Stages of Construction Planned *REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(E)*

Parts of the Development Area to be Left as Open Space and Contemplated Future Use
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(F)

Portions of the Development Area Which the Authority Desires to Sell, Donate, Exchange or Lease to or From the Municipality and the Proposed Terms
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(G)

Desired Zoning, Streets, Intersections and Utility Changes
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(H)

An Estimate of the Cost of the Development, Proposed Method of Financing and Ability of the Authority to Arrange the Financing
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(I)

Designation of Person or Persons, Natural or Corporate, to Whom All or a Portion of the Development Is to Be Leased, Sold, or Conveyed in Any Manner and for Whose Benefit the Project Is Being Undertaken if That Information Is Available to the Authority
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(J)

The Procedures for Bidding for the Leasing, Purchasing, or Conveying of All or a Portion of the Development Upon Its Completion, if There Is No Expressed or Implied Agreement Between the Authority and Persons, Natural or Corporate, That All or a Portion of the Development Will Be Leased, Sold, or Conveyed to Those Persons
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(k)

Estimate of the Number of Person Residing in the Development Area
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(L)

Plan for Establishing Priority for the Relocation of Persons Displaced and Provision for Costs of Relocation of Displaced Persons
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(M)

Compliance with Act 227 of the Public Acts of 1972, Sections 213.321 - 213.332 of the Michigan Compiled Laws
REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(O)

TAX INCREMENT FINANCING PLAN

Introduction

Explanation of the Tax Increment Procedure

REFERENCE TO PA 57 OF 2018: SECTION 125.4214(1)

Initial Assessed Value and Appliable Millage
REFERENCE TO PA 57 OF 2018: SECTION 125.4214(1)

Estimate of Tax Increment Revenues
REFERENCE TO PA 157 OF 2018: SECTION 125.4214(1)

Estimated Impact on Taxing Jurisdictions
REFERENCE TO PA 157 OF 2018: SECTION 125.4214(1)

Expenditure of Tax Increment Revenues
REFERENCE TO PA 157 OF 2018: SECTION 125.4214 (1)

Duration of the Program
REFERENCE TO PA 157 OF 2018: SECTION 125.4214(1)

Maximum Amount of Bonded Indebtedness
REFERENCE TO PA 57 OF 2018: SECTION 125.4214(1)

APPENDIX

Appendix A: Legal Description

Appendix B: List of Parcels within the Downtown Development Area

Appendix C: Adoption Documents

Appendix D: Citations



2024 DOWNTOWN DEVELOPMENT PLAN

ADRIAN DOWNTOWN

Adrian Downtown Development Plan

DOWNTOWN DEVELOPMENT AUTHORITY
CITY OF ADRIAN, MICHIGAN

DRAFT – SEPTEMBER 2024

Prepared by:

MCKENNA

235 E. Main Street, Suite 105
Northville, MI 48167
T: 248.596.0920
F: 248.596.0930
www.mcka.com

ADRIAN DOWNTOWN

Acknowledgements

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

Dusty Steele, Chairperson

Mayor Angela Heath

Meredith Elliott

Jere Righter

Deveny Rosebrock

Tara Coumoundouros

Darcy Gifford

Jeff Rising

Josh Roth

Jacob Cooper

Kristina Henning

Kandice Karll Newsome

Rylie Yuhas, Alternate

Michael Orlando, Alternate

Jay Marks, Director

CITY COMMISSION

Mayor Angela Sword Heath

Matthew Schwart

Robert Behnke

Douglas Miller

Mary Roberts

Gordon D. Gauss

Kelly Castleberry

This Development and TIF PIan contains the information required by Sections 125.4214 and 125.4217 of Public Act 57 of 2018, the Recodified Tax Increment Financing Act.

Table of Contents

01

Executive Summary

The City of Adrian DDA was formed as a response to the ongoing need for upkeep, maintenance, enhancement, and preservation of Adrian's historic downtown area. Over the years, the City of Adrian DDA has accomplished many exciting projects. The purpose of this Plan is to celebrate the DDA's success, but also outline a plan for the future of Downtown Adrian, by means of project Implementation and financing.

Overall, the key components of this Plan can be summarized into the following overarching goals:

- Utilizing DDA resources to build and enhance the character and charm of Downtown Adrian
- Continue to promote Downtown Adrian as a regional landmark and destination for fun, culture,and outdoor recreation
- Work with public and private institutions in and around downtown to build community connectionsand ensure a sustainable economy
- Foster strategic redevelopment partnerships with transparent development processes, business assistance programs, and strategic acquisitions

Introduction

The purpose of this Development Plan and Tax Increment Financing (TIF) Plan is to provide for the acquisition, construction, and financing of the necessary street, sidewalk, lighting, streetscaping, parking, leisure, recreational and other facilities in Adrian's Downtown District. The 2024 Development Planand TIF Plan are anticipated to carry out the objectives of the Downtown Development Authority (DDA) so as to prevent any deterioration of the Downtown District while promoting economic growth, which is to the benefit of all taxing jurisdictions located within and benefitted by the Downtown District.

Public Act 197 of 1975, the Downtown Development Authority Act, has been one of the most successful tools to facilitate reinvestment and the boom in popularity of downtowns. With over 40 years of success, 100s of DDAs in Michigan have been established to revive declining downtowns. While Public Act 57 of 2018 replaced the DDA Act, the entity along with its powers and duties remains. All the powers and dutiesare given by P.A. 57 of 2018 and are excerpted below:

An ACT to provide for the recodification and establishment of certain tax increment finance authorities; to prescribe the powers and duties of the authorities; to correct and prevent deterioration in residential, commercial, and industrial areas and certain other areas; to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans and development areas; to promote residential and economic growth; to create certain boards; to prescribe the powers and duties of certain boards; to authorize the issuance of bonds and other evidences of indebtedness; to levy certain taxes; to authorize the use of tax increment financing; to prescribe powers and duties of certain state officials; to provide for rule promulgation; to provide for enforcement of this act; and to repeal acts and parts of acts.

The DDA wishes to attract and stimulate additional investment in the development area as well as maintain and nurture existing businesses and partnerships. As such, this Plan includes marketing, recreation, economic development, organizational, and planning and design projects to stimulate investment in the District.

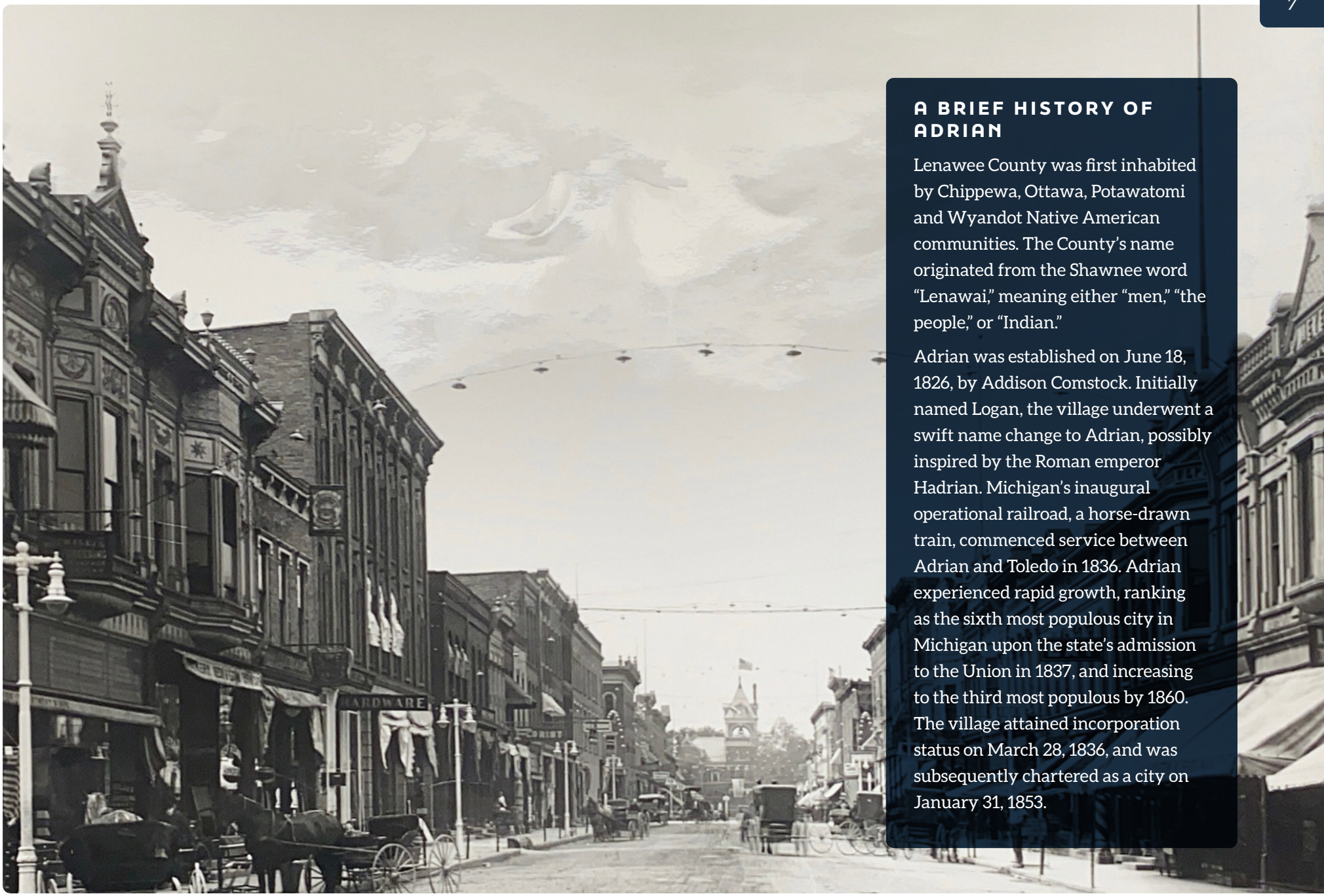
As required by P.A. 57 of 2018, the Adrian Downtown Development Authority has prepared this Development and Tax Increment Financing Plan to guide the continued development of the Downtown District. It is the purpose of this Development and TIF Plan to establish the legal basis and procedure for the capture and expenditure of tax increment revenues in accordance with P.A. 57 of 2018, for the purpose of stimulating and encouraging private investment.

Overview of Adrian's DDA

The City of Adrian's Downtown Development Authority (DDA) was established in 1990. Around that time, the City of Adrian DDA and the City Commission adopted the City's first Development and Tax Increment Financing TIF Plan, which outlines the goals, objectives, and specific projects designed to enhance the Downtown with corresponding project schedules, ranging both short-term and long-term.







A BRIEF HISTORY OF ADRIAN

Lenawee County was first inhabited by Chippewa, Ottawa, Potawatomi and Wyandot Native American communities. The County's name originated from the Shawnee word "Lenawai," meaning either "men," "the people," or "Indian."

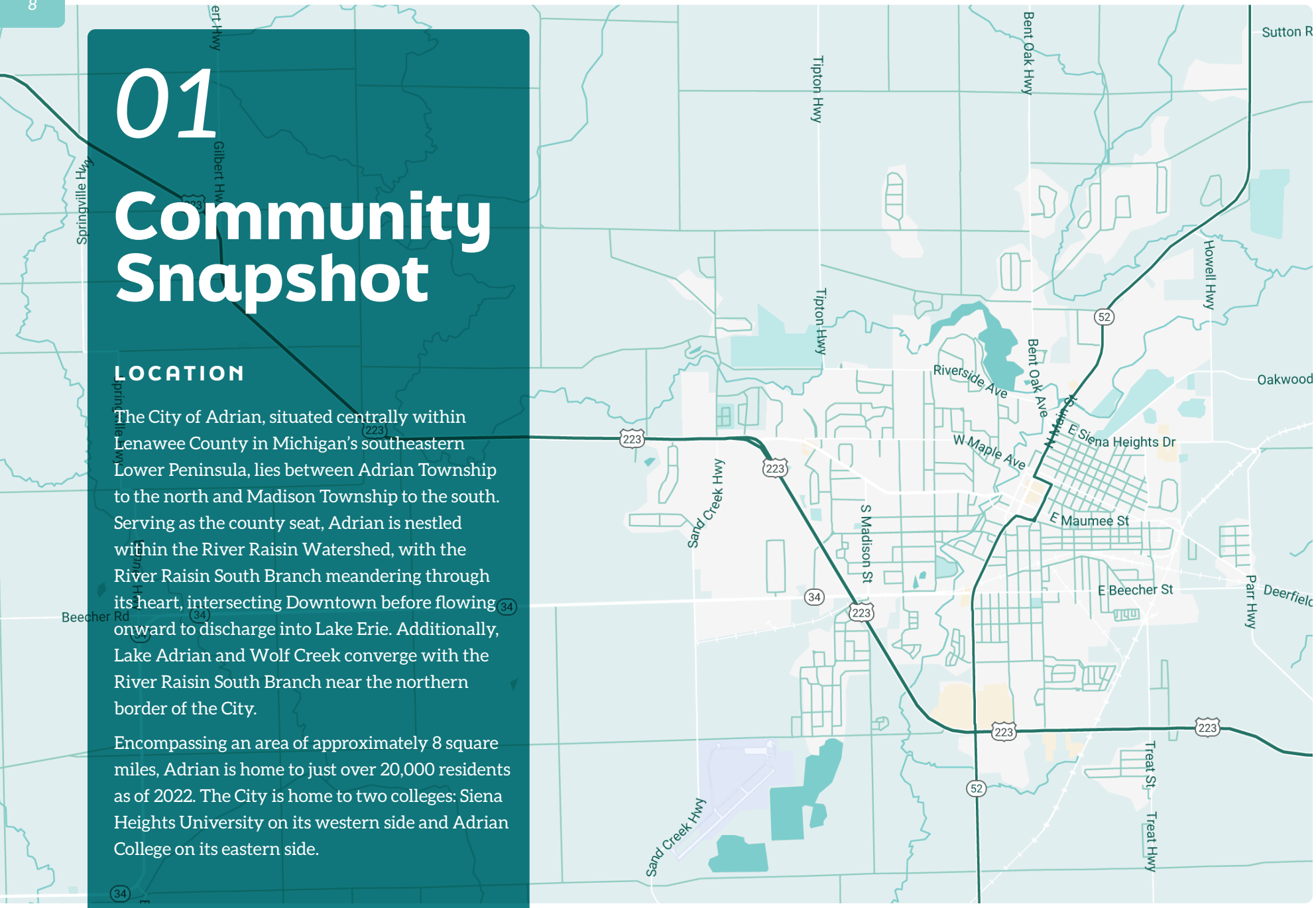
Adrian was established on June 18, 1826, by Addison Comstock. Initially named Logan, the village underwent a swift name change to Adrian, possibly inspired by the Roman emperor Hadrian. Michigan's inaugural operational railroad, a horse-drawn train, commenced service between Adrian and Toledo in 1836. Adrian experienced rapid growth, ranking as the sixth most populous city in Michigan upon the state's admission to the Union in 1837, and increasing to the third most populous by 1860. The village attained incorporation status on March 28, 1836, and was subsequently chartered as a city on January 31, 1853.

01 Community Snapshot

LOCATION

The City of Adrian, situated centrally within Lenawee County in Michigan's southeastern Lower Peninsula, lies between Adrian Township to the north and Madison Township to the south. Serving as the county seat, Adrian is nestled within the River Raisin Watershed, with the River Raisin South Branch meandering through its heart, intersecting Downtown before flowing onward to discharge into Lake Erie. Additionally, Lake Adrian and Wolf Creek converge with the River Raisin South Branch near the northern border of the City.

Encompassing an area of approximately 8 square miles, Adrian is home to just over 20,000 residents as of 2022. The City is home to two colleges: Siena Heights University on its western side and Adrian College on its eastern side.



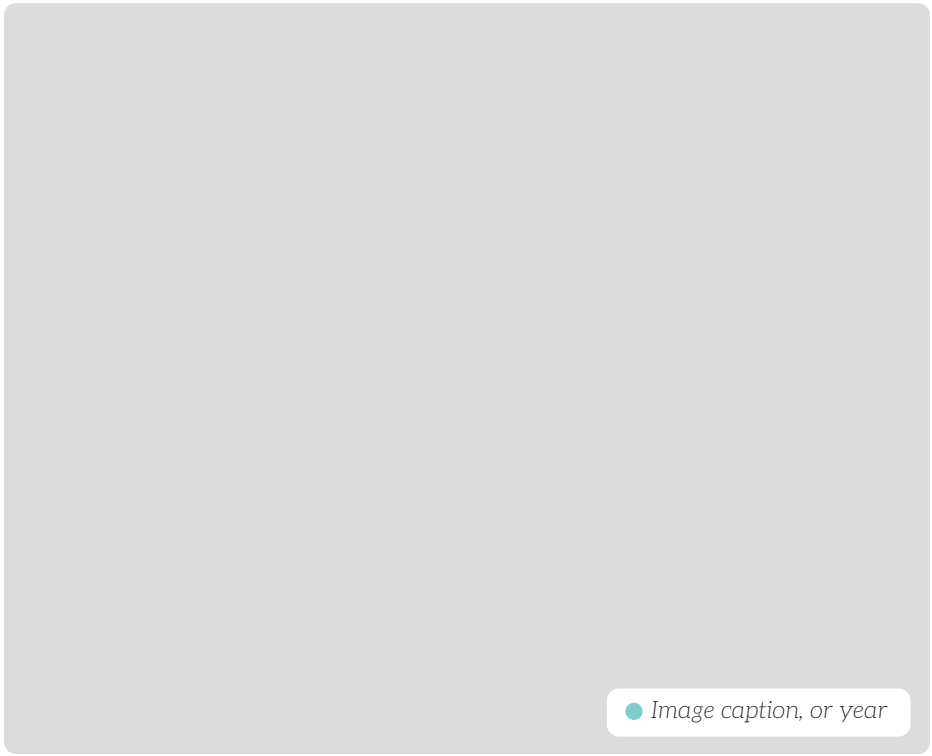


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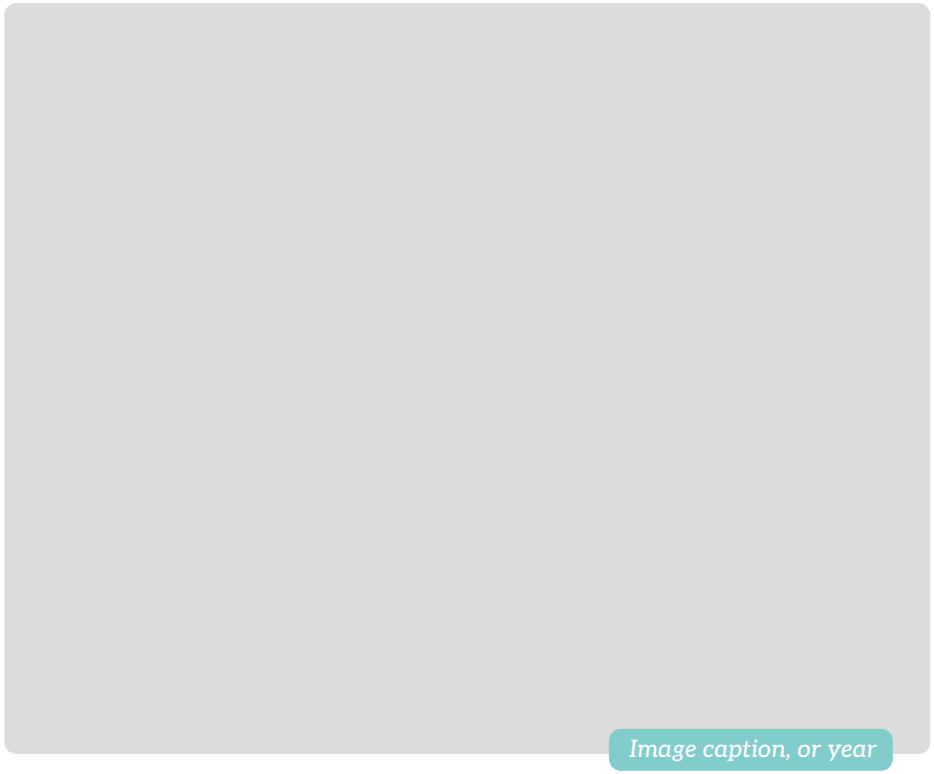


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DOWNTOWN ADRIAN

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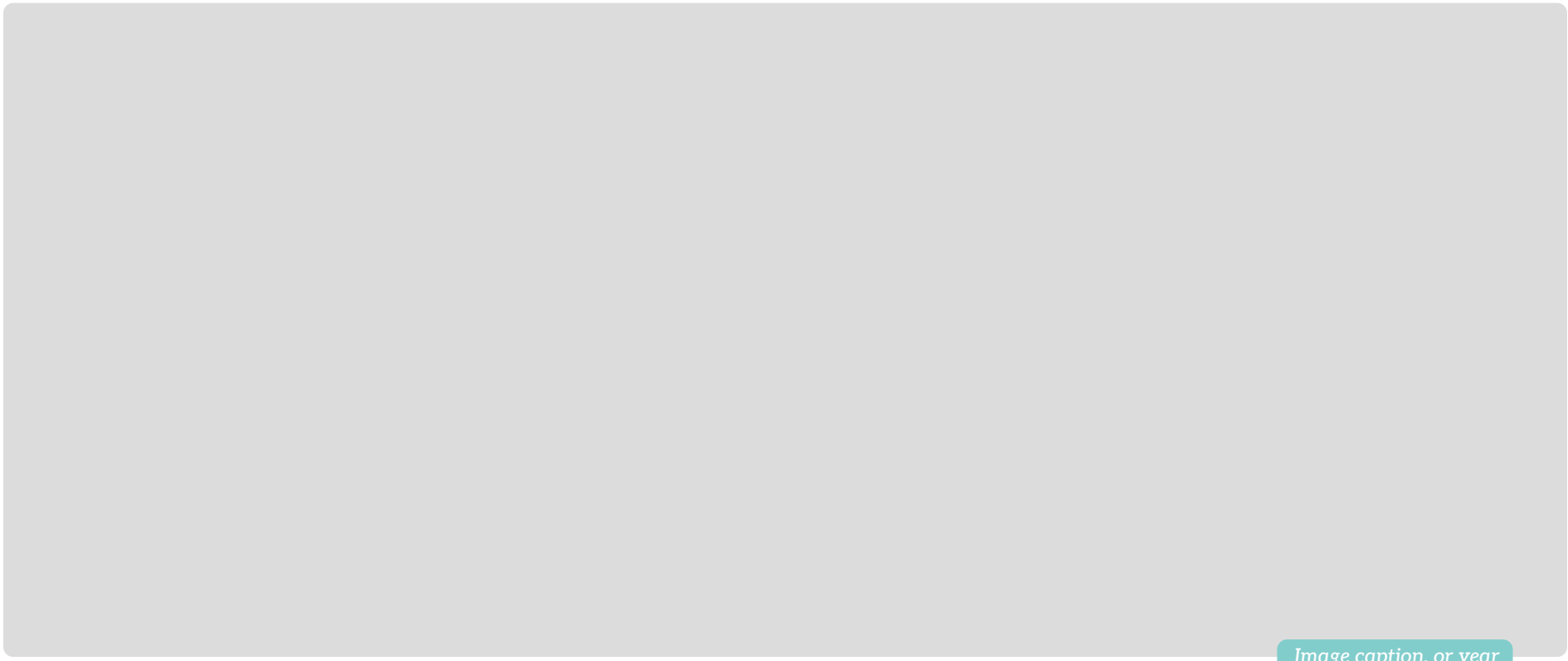


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DEMOGRAPHICS (2022 ACS)

- Population 20,442
- Population declined 2.87% from 2012 to 2022 (21,045 to 20,442)
- Median Age: 34.9 (Lenawee County 42.3)
- Total Households: 7,960
- Median Household Income: $40,797
- Education: 20.3% with bachelor's degree of higher
- Employment: 49.8% employment rate

FPO: DEMOGRAPHIC DATA INFOGRAPHICS

ECONOMY

In October 2023, Cobalt Community Research conducted a market study of Downtown Adrian. The study summarized data relating to residents, businesses and visitors. The goal of the study was to help give the City reliable and consistent metrics to support future strategic decisions.

Understanding the demographic composition and trends are important in planning for the future and economic vitality of Downtown Adrian. Within the Downtown, the population is projected to decline slightly by 1% in the next 5 years from 420 to 416 residents. The age groups that are projected to increase the most are 15 to 19-year-olds, 35 to 44-year-olds, and 75 to 84-year-olds. The age groups that are projected to shrink the most are 20 to 24-year-olds, 25 to 24-year-olds and 55 to 64-year-olds.

Cobalt also projected that the median income will increase by 17.7%. The unemployment, educational attainment, and housing tenure are projected to remain consistent over the course of the next 5 years. These demographics provide insight into the composition of Adrians Downtown, which is valuable in understanding the important resident market dynamics.

Regarding businesses, as of 2023, there are 245 employees and 37 businesses. Table X provides a breakdown of Downtown's business composition by Standard Industrial Classification (SIC). Retail trade and services are the largest sectors and include business such as restaurants, grocery stores, apparel stores, repair shops, schools, social services, business offices, and more.

Table 1: Industry Sectors, Downtown Adrian, 2023

SIC DIVISION	2023 EMPLOYEES	%	2023 BUSINESSES	%
Forestry, and Fishing	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Construction	14	5.6%	1	2.4%
Manufacturing	8	3.4%	0	1.2%
Transportation, Communications, Electric, Gas, & Sanitary Services	16	6.3%	2	4.9%
Wholesale Trade	2	0.7%	1	1.9%
Retail Trade	61	24.7%	6	16.5%
Finance, Insurance, & Real Estate	24	9.7%	4	11.5%
Services	96	39.3%	22	59.3%
Public Administration	25	10.2%	1	2.2%

The market study also detailed consumer household expenditures in relation to national averages. This data is helpful in understanding where residents are spending their money. It also provides insight into market gaps, as higher expenditures may indicate market gaps. Table 2 shows the expenditures and the associated index. An index of 100 equals the national average, while scores below 100 indicate expenditures under the national average and scores above 100 indicate expenditures over the national average.

Notably, in Downtown Adrian, residents are paying less than the national average for housing. This is an optimistic data point as many in Michigan are housing burdened and the lower than average housing costs may attract residents to Adrian's Downtown. Conversely, residents Downtown are paying above the national average for clothing, education, personal care, entertainment, food, health care, and transportation.

Table 2: Consumer Household Expenditures

EXPENDITURE	INDEX
Alcoholic Beverages	89
Apparel	107
Education	108
Entertainment	117
Food	104
Gifts	64
Health Care	118
Housing	89
Personal Care Products and Services	107
Reading	77
Transportation	122

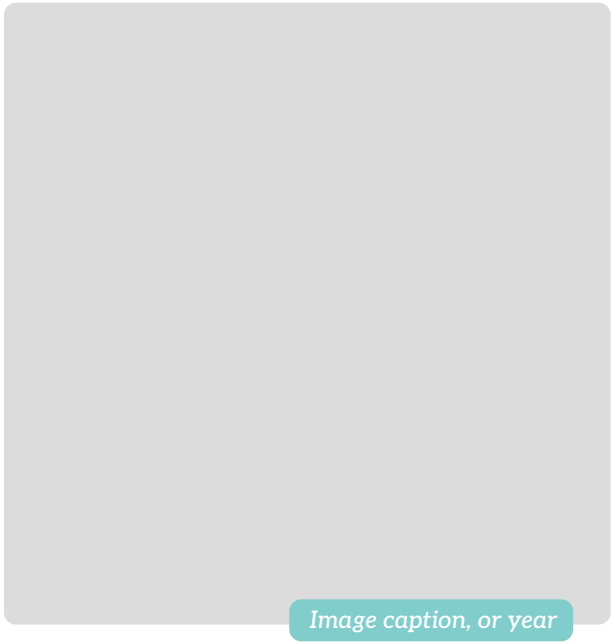


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Retail leakage was determined by comparing the aggregate expenditures by household minus the sales by businesses establishments in the community. This was calculated at three intervals: 5 minute radius, 10 minute radius, and 15 minute radius. The categories with the highest surplus across all intervals are:

- Electronics and appliance stores
- Furniture & home furnishings stores
- Gas stations
- General merchandise, apparel and accessories, furniture and other sales
- Health & personal care stores
- Miscellaneous store retailers (gift stores, novelty stores, florists, etc.)

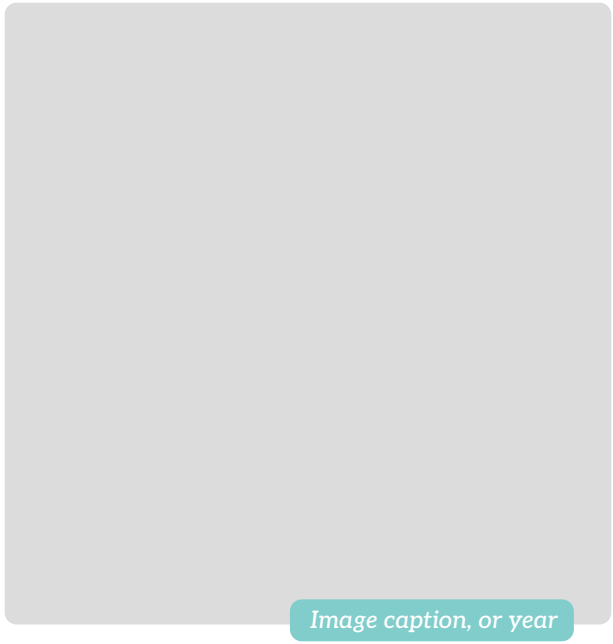


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Oppositely the categories with the highest demand across all intervals are:

- Food and beverage stores
- Motor vehicle and parts dealers

Cobalt's market study also analyzed the characteristics and patterns of Downtown Adrian visitors. Visitor information is important as it can inform decisions that are consistent with existing visitor preferences and also project businesses that will increase trips to Downtown Adrian.

Of all the Downtown Adrian visitors from Cobalt's survey range, the majority of visitors are from Adrian, followed by Tecumseh, Blissfield, Hudson, and Onsted, all in Michigan.

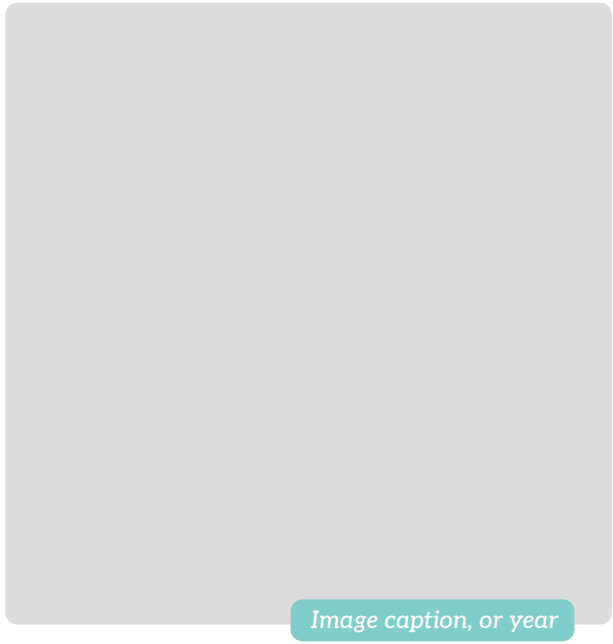


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When looking at the spending patterns of visitors, which is not how much they spend on trips, but their typical day-to-day spending patterns, there is no category that they spend above the state average. This may indicate that current visitors are not likely to spend a significant amount above the state average for retail, food, and services.

In general, the market study provides a very comprehensive overview of the businesses, residents, and visitors of Downtown Adrian. Using current data and future projections regarding spending patterns and market demand can help Downtown Adrian make more informed decisions that will attract visitors and retain residents.

Plans & Studies

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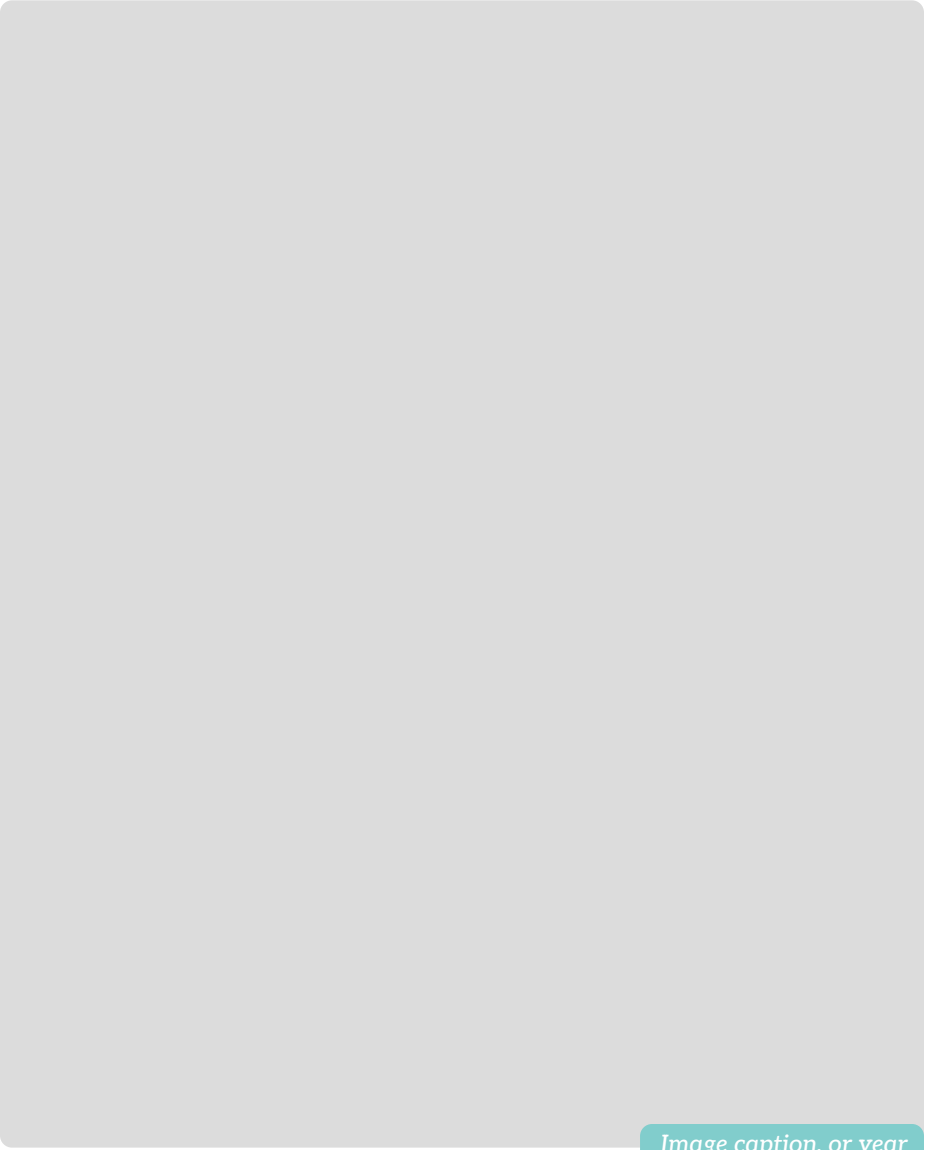


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Overview of Process & Methods

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Goals & Objectives

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GOAL 01: MAKING PLACES

FPO ICON

Utilize DDA resources to build and enhance the character and charm of Downtown Adrian.

OBJECTIVES:

1. Development Assistance: Advance Programs and partnerships that foster redevelopment of underperforming sites, adaptive reuse of structures, and strategic upgrades within Downtown and surrounding areas
2. Streetscape Improvements. Work to update, reimagine, and reinvest the streetscape within the Development Area to create a cohesive transition to and from the Downtown Core.
3. Natural Features. Continue to pursue and support the Downtown's scenic riverfront as a catalyst for new and innovative development opportunities and/or public space.
4. Enhance Facilities. Public spaces (farmers market, park, trail) and outdoor recreation opportunities within the District.

GOAL 02: PROMOTING COMMUNITY

FPO ICON

Continue to promote Downtown Adrian as a destination for fun and culture in Lenawee County and the surrounding region.

OBJECTIVES:

1. Amenities and Culture. Ensure that the public infrastructure and utilities are provided to support community growth through both park system needs assessments and even resources, like stages, shelters, bathrooms, power, and storage for movable equipment in the Downtown area. Foster the growing spirit of Adrian's cultural presence through the support of the arts and creation of public space.
2. Public Programming. Continue to strive to provide innovative public events that attract visitors to downtown all year-round.
3. Outdoor Recreation. Support the growth and development of Downtown Adrian as a regional destination for year-round recreation activities.

GOAL 03: CONNECTING ORGANIZATIONS

FPO ICON

Work with public and private institutions in and around downtown to build community connections and ensure a sustainable economy.

OBJECTIVES:

1. Technical Assistance. Continue to provide businesses and community members with technical assistance to build capacity and resources available to Adrian businesses and residents.
2. Supporting Collaboration. Continue to support and encourage working partnerships between City Departments and applicable committees/organizations to realize the common vision for Downtown Adrian.
3. Broaden Partnerships. Strengthen partnerships with local college/university/school districts to connect youth and young adults with the District events and opportunities at regular intervals throughout the year.
4. Enhanced Partnerships. Continue to support and search for new public and private partnerships that will help to further build community connections and support project implementation.

GOAL 04: FOSTERING BUSINESS

FPO ICON

Foster strategic redevelopment partnerships with transparent development processes, business assistance programs, and strategic acquisitions

OBJECTIVES:

1. Business Assistance. Provide resources and guidance to businesses on how best to interact with the public realm to ensure consistency, equity, and uniformity in the district.
2. Retain and Attract. Retain existing businesses and attract new operations that complement the existing commercial offerings.
3. Market and Promote. Continue to develop and deploy economic development, marketing, and regional outreach strategies to site and grow entrepreneurial

GOAL 05: ENHANCING CIRCULATION

FPO ICON

Strengthen all forms of access to and from and within the downtown area.

OBJECTIVES:

1. Efficient Movement. Provide safe, efficient, and convenient traffic movement, parking, and access for vehicles, goods and people in a manner that minimizes vehicular and pedestrian conflicts yet supplies appropriate amenities.
2. Encourage Pedestrians. Strengthen pedestrian connections by providing accessible pathways and pedestrian amenities (e.g. install benches, shade, & weather structures, install wayfinding and interpretative signs, and install bike racks).
3. Expand Transit Options. Encourage alternative transportation options, especially micro transit and ride sharing.

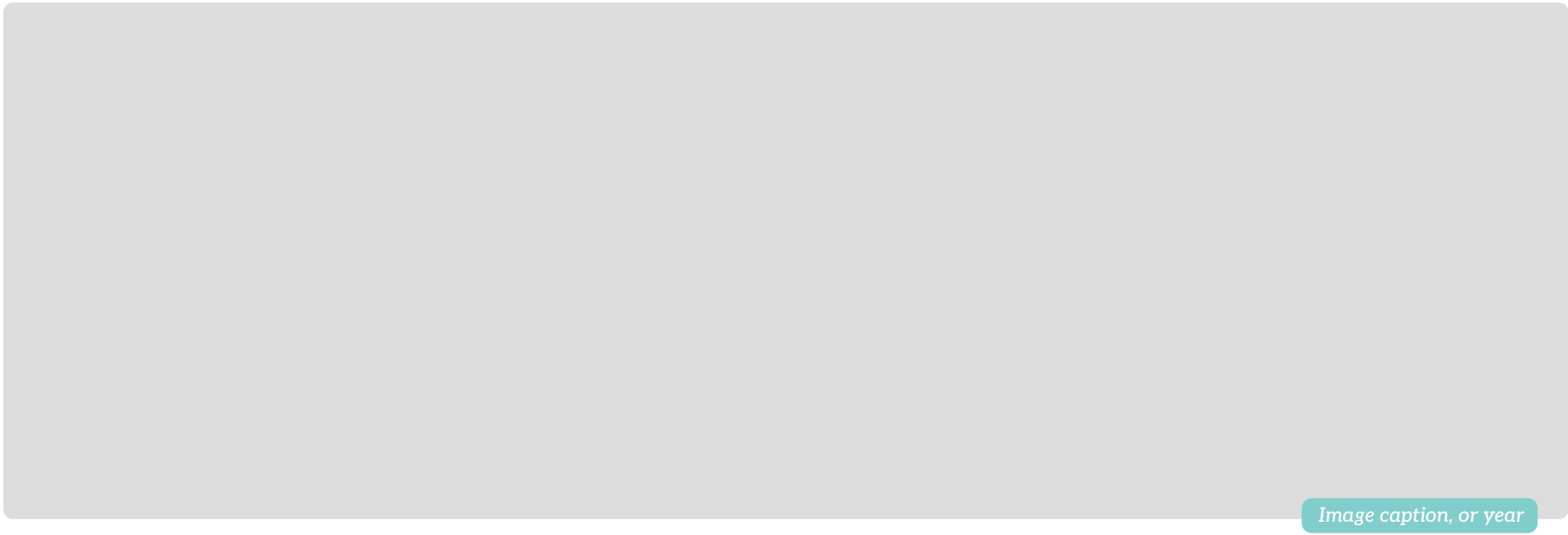


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Designation of Boundaries of the Development Area

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(A)

A Development Area encapsulates a geographic area, within the Downtown District established by the DDA, for proposed future development that will be guided by a development plan and financed through tax increment financing.

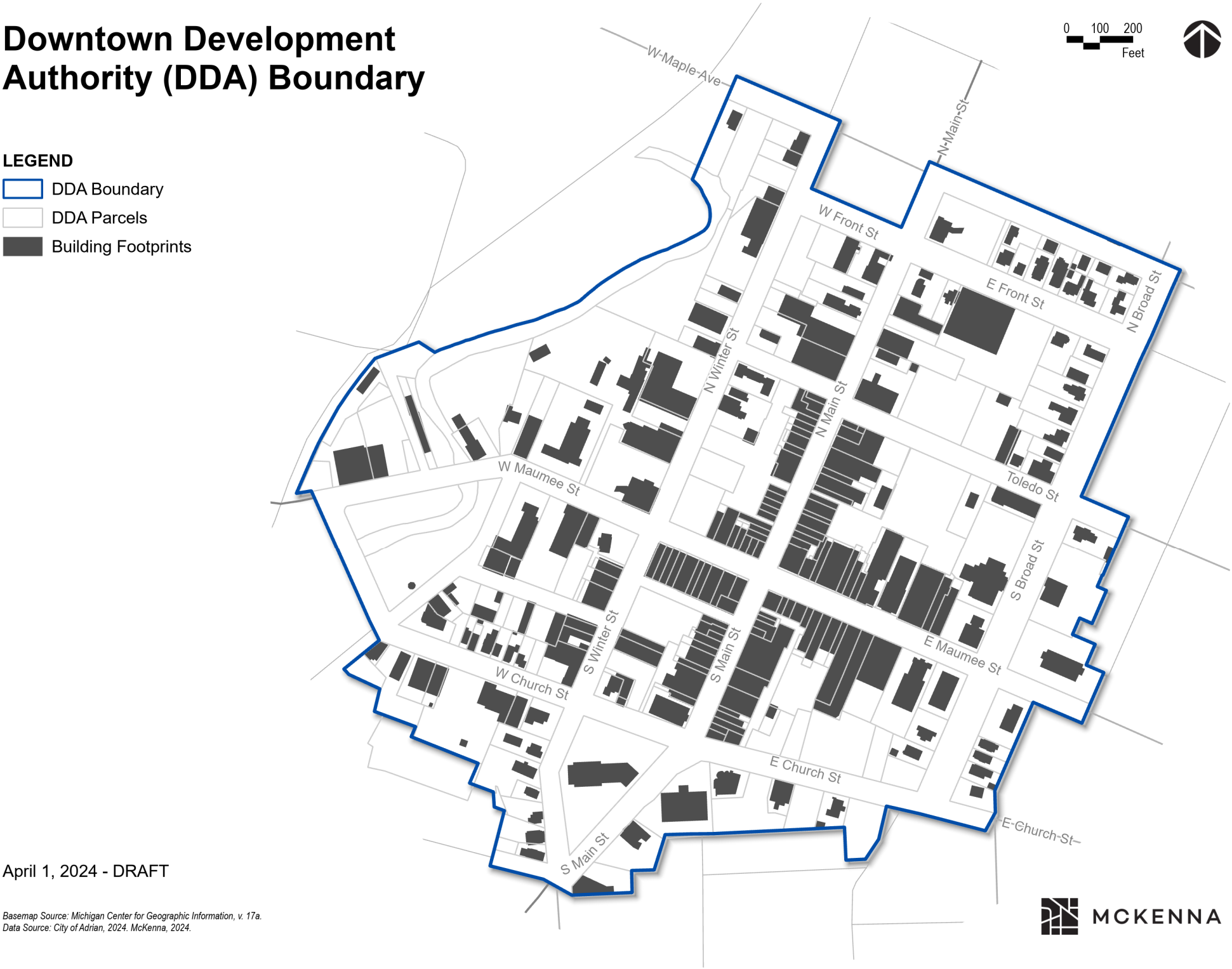
In general, Adrian's Development Area encompasses the City historic Downtown core located on Main Street and immediately adjacent areas. More specifically, this area can be described as including properties located on both sides of Winter Street from Maple Street to Nelson Street. The Development Area's westernmost boundary includes Comstock Park and the River Raisin. The Development Area' easternmost boundary includes Broad Street from approximately Church Street to Maple Street.

Legal Description of the Development Area

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(B)

The legal description of the Development Area boundary is contained in Appendix A, as provided by the City of Adrian.

Downtown Development Authority (DDA) Boundary



April 1, 2024 - DRAFT

Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: City of Adrian, 2024. McKenna, 2024.

MCKENNA

Location and Extent of Existing Streets and Other Public Facilities Within the Development Area; And the Location, Character and Extent of Existing Public and Private Land Uses

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(B)

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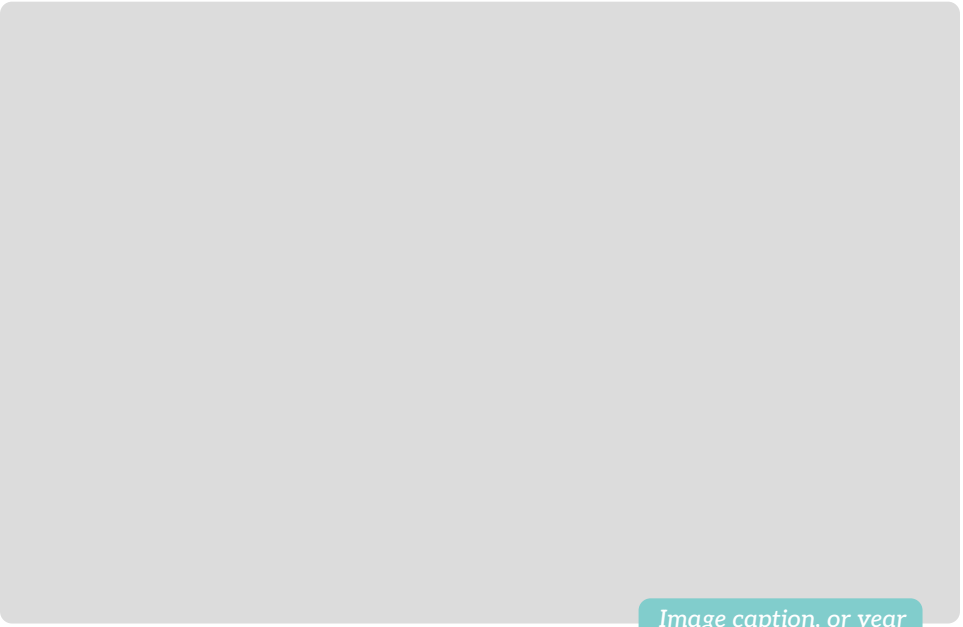


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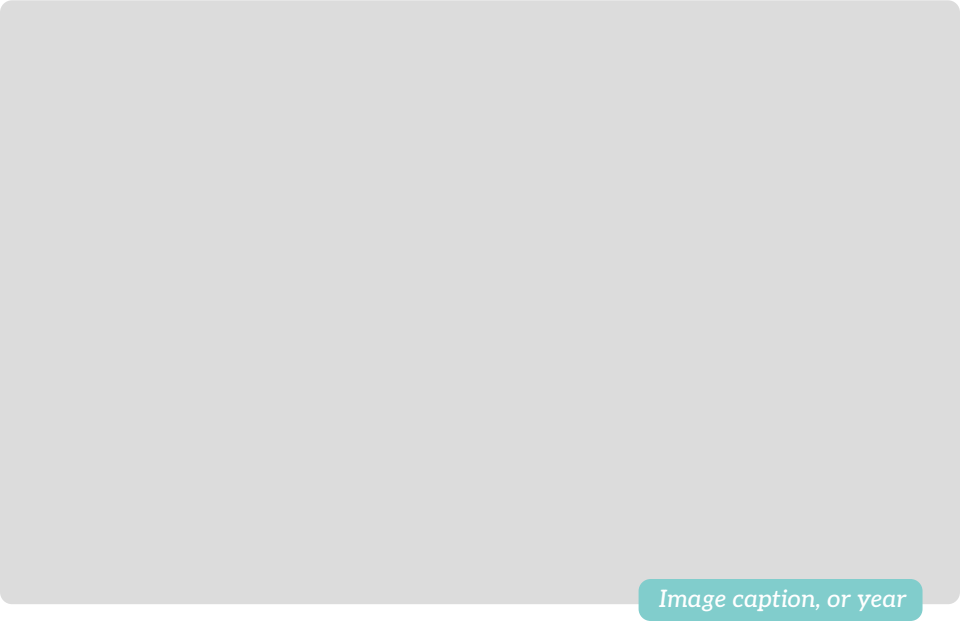
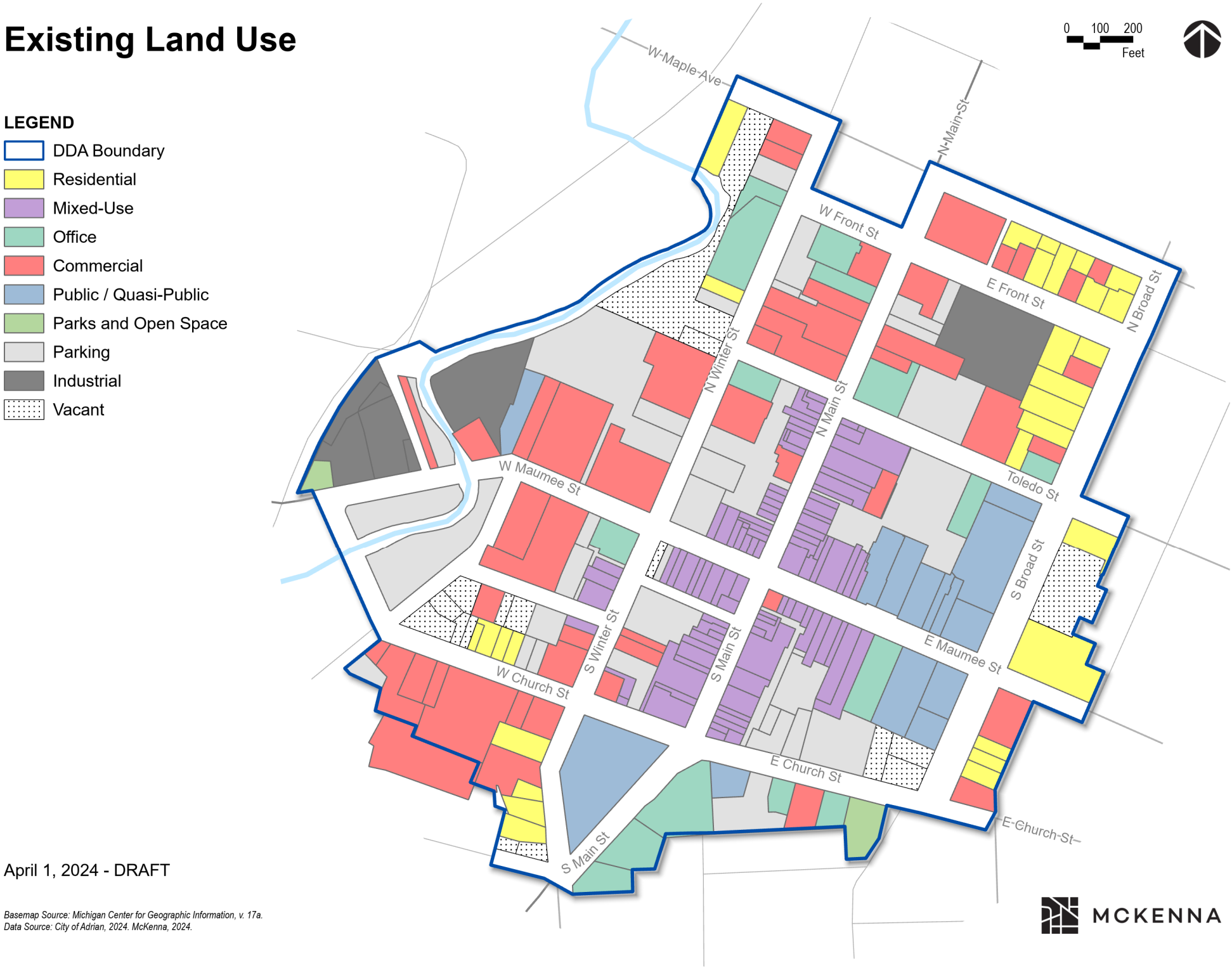


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Existing Land Use



April 1, 2024 - DRAFT

Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: City of Adrian, 2024. McKenna, 2024.

MCKENNA

Location and Extent of Proposed Public and Private Land Uses

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(B)

Existing and proposed land uses for the Development Area are generally consistent with those in the City Master Plan. Mixed-use developments, entertainment opportunities, public spaces (especially along the riverfront), and contemporary upgrades to make the downtown a more desirable, walkable, attractive district are envisioned.

It is the intent of this Plan that all potential land use changes are contingent upon agreement between the property owner, DDA, City of Adrian, and the Adrian Planning Commission. Redevelopment must also be considered within the context of the City's Master Plan and zoning regulations to further the DDA's adopted goals.

Existing Improvements in the Development Area to be Demolished, Repaired or Altered, and Time Required for Completion

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(C)

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