

ANNUAL REPORT
CITY OF FENNVILLE
DOWNTOWN DEVELOPMENT AUTHORITY

ORGANIZATION

The Downtown Development Authority (DDA) is a municipal corporation of the State of Michigan, authority by Michigan Public Act of 1975 and enabled by local ordinance. The City of Fennville established its DDA in August of 1992, adopted a tax increment financing (TIF) and development plan to establish development area boundaries and prioritize proposed projects in 1993, and adopted an amendment to this plan in 2003.

The DDA's membership includes: Elice Menear, Chair; Mark Schrock, Vice Chair; Tony Morgan, Treasurer; Jim Lytle, Secretary; Amy Cook; Margee Overhiser; Dan Rastall, Mayor; Claude Rummer; and Steve Valkema.

The mission of the DDA, as stated in the amended TIF development plan, is to create a functional, attractive business district to meet the needs of the community through meeting the following goals:

- Encourage an improved environment for development and redevelopment of commercial buildings and land.
- Improve overall parking and circulation.
- Strive for improved public and semipublic infrastructure within the development district.
- Improve the overall appearance of the downtown area.
- Create an aesthetically pleasing environment.
- Encourage development of additional public spaces in the district, and improve the existing facilities.

The DDA has formed committees in which to address four key facets of economic development as identified by the National Mainstreet program. These committees are Economic Restructuring, Organization, Physical Elements and Promotion. The goals and objectives of the DDA have been divided accordingly to each of these four committees.

FINANCE

The DDA, through its TIF plan, captured \$58,258 in fiscal year 2007-2008 from taxing jurisdictions including the City of Fennville, the County of Allegan, and the Fennville District Library. These TIF proceeds were used to pay for administration functions and public beautification and improvement projects.

The DDA currently pays for municipal services provided by administrative staff, DPW professional staff and general labor and supplies.

WORK PROJECTS

In fiscal year 2007-2008, work projects begun in the previous year continued, as well as new projects were initiated. These include the following:

- The vacant properties in the City Central Redevelopment Project (CCRP) were surveyed and split into two separate lots. New legal descriptions were made for these lots and the adjacent properties that will remain property of the City and DDA. A Request for Proposals for the purchase and development of these parcels was released on May 1, 2008.
- The DDA fully financed an audit of its, and the City's, current brand and communications materials. Members of the City Commission, the DDA and the Greater Fennville Area Chamber of Commerce together worked to create a new logo that would be representative of the Fennville area. The logo was officially approved by the City Commission in April 2008.
- In conjunction with the branding process, the DDA is working on a marketing plan in which to promote the downtown area. A strategic outline for this marketing is currently being developed.
- The DDA purchased several "Fennville" domain names and created the fennville.com website. This website serves as a hub containing information regarding the City and the DDA, as well as links to the Chamber, the public schools, the library, etc.
- The DDA continues with the beautification of the downtown area by financing the replacement of dead or dying trees and the placement and maintenance of flower planters along Main Street within the DDA district.

CURRENT ACTIVITIES

The DDA continues its work on the marketing plan for downtown Fennville, and the development of the CCRP. Other projects in the works include:

- Expanding and maintaining the downtown music system.
- Establishing a downtown art promotion.
- Placing downtown utilities underground.
- Establishing a farmers' market.
- Expansion of city festivals.

SUMMARY

The DDA is committed to meaningful action. It continues to implement the strategies outlined in the TIF plan and the Downtown Fennville Strategic Plan in order to accomplish its goals and objectives in creating a vibrant and attractive downtown area for visitors and residents.