



Agenda
City of New Buffalo
Downtown Development Authority
Regular Meeting
Thursday, September 12, 2024
9:00 a.m.

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Agenda
5. Approval of Minutes – July 12, 2024, Special Meeting
6. Public Comment
7. Old Business
 - a. Review and finalize TIF Financing Plan
8. Discussion
 - a. Signage for private parking lot
 - b. Old lifeguard tower replacement and trash cans
 - c. ADA beach balloon tire wheelchair
8. Members Comments
10. Adjournment

The Special Meeting for July 12, 2024, of the Downtown Development Authority (DDA) Board was called to order by chair, Ben Smock at 9:01 a.m. in the City Council Chambers at New Buffalo City Hall, 224 W. Buffalo Street, New Buffalo, MI 49117.

The Pledge of Allegiance was led by DDA.

Roll Call:

Present: Members Gradowski, Humphrey, Kemper, Pyshos, Rahm, and Smock. Member Workman joined the meeting at 9:07 a.m.

Absent: Members Danesi and Schimanski

Staff present: Deputy Clerk Schroeder

Approval of Agenda

Motion by Pyshos, seconded by Rahm to approve the agenda.

Voice Vote, Motion Carried.

Approval of Previous Minutes April 12, 2024

Motion by Kemper, seconded by Gradowski to approve April 12, 2024, Special Meeting Minutes.

Voice Vote, Motion Carried.

Public Comment: None

Tax Increment Financing Plan Review and recommendations:

Motion by Rahm, seconded by Kemper to recommend the TIF Plan as presented with revisions to the following items:

- Remove the work Beach from item number 4
- Change the word “forming” to “continuing” in item number 25

Voice Vote, Motion Carried.

Motion by Pyshos, seconded by Workman to set up a DDA workshop to create a business development resource plan.

Voice Vote, Motion Carried.

The DDA held discussions about traffic flow for holiday weekends and New Buffalo Business Association updates.

Motion by Kemper to make a recommendation to remove the beach from the DDA boundary map, seconded by Smock with the confirmation that Petite Acres will be added to the boundary.

Discussion held – Kemper rescinded motion.

July 12, 2024

Special Downtown Development Authority (DDA)

9:00 a.m.

Adjournment:

Motion by Kemper, seconded by workman to adjourn the meeting at 10:35 a.m.

Voice Vote, Motion Carried.

a.s.

Ben Smock, Chair

Amber Schroeder, Deputy Clerk



New Buffalo Downtown Development Authority Strategic Goals & Tax Increment Financing Plan



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New Buffalo Downtown Development Authority Strategic Goals and Tax Increment Financing Plan

Introduction

Downtown New Buffalo is a premier lakefront destination in the heart of the Midwest. Located along the I-94 corridor and Amtrak's Michigan railroads, Downtown is easily accessible from Michigan, Indiana, Ohio, Illinois, and Wisconsin. New Buffalo is within comfortable driving distance from numerous metropolitan areas; less than ninety minutes from Chicago, two hours from Grand Rapids and within three or four hours from Detroit, Indianapolis, Toledo, and Milwaukee. While these are the primary areas, New Buffalo's Downtown area and local beaches attract visitors from all over the country and from around the world.

The community's central business district serves as a key economic driver for the local service industry. In a broader sense, the central business district is also an economic driver for the overall "Harbor Country" community as it is located adjacent the New Buffalo waterfront, a principal economic driver for the community which attracts visitors from near and far. Other neighboring communities also benefit as visitors to the City's central business district and waterfront explore neighboring communities such as Union Pier, Sawyer, Three Oaks, Lakeside and Harbert.

Situated as the gateway to Lake Michigan as people enter the community, New Buffalo's central businesses district is a charming, attractive, and active mixed-use district at the core of the community, functioning as the cultural and social heart of the area. Located where the Galien River meets Lake Michigan, Downtown New Buffalo is a major regional destination in Southwest Michigan for recreation and tourism. This downtown area draws significant numbers of people visiting the City's world-class waterfront area and contains a variety of retail, dining, and entertainment options in a beautiful, pedestrian-friendly environment, primarily along Whittaker Street and Buffalo

Street. Together, these and other attractions and amenities make Downtown New Buffalo a popular destination.

Although busiest during the summer months, investments in the Downtown area over the last 8 years have helped to attract visitors throughout the year resulting in the creation of economic activity year-round. Additionally, the Downtown area hosts numerous events and festivals throughout the year, offering residents and visitors unique experiences in a social setting. This not only makes the Downtown area more than just a seasonal tourist destination, but also a community gathering space providing a variety of year-round recreation, dining, shopping, entertainment, and cultural experiences.



Downtown New Buffalo has developed into an attractive, lively, and successful urban area while serving as the cultural, civic, and entertainment hub for the broader Harbor Country region. Maintaining and



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further enhancing the quality of this area requires a continuous dedication to preserving and improving what makes Downtown New Buffalo a unique, desirable and economically resilient area.

A tool which the City of New Buffalo has established to assist with maintaining and enhancing this critical part of the community was a Downtown Development Authority (DDA). DDAs provides for a variety of funding options including a tax increment financing mechanism, which can be used to fund public improvements in the downtown district and the ability to levy a limited millage to address administrative expenses.

Background

The Michigan legislature in 1975 enacted Public Act 197 titled the Downtown Development Authority Act. This legislation allows cities to form an authority to:

“correct and prevent deterioration in business districts; to encourage historic preservation; to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans in the districts; to promote the economic growth of the districts; ... to authorize the issuance of bonds and other evidences of indebtedness; to authorize the use of tax increment financing ...”

Since adoption of this act, many cities including the City of New Buffalo have sought the use of a Downtown Development Authority (DDA) as a means to stimulate economic revitalization of the downtown business district within their community.

A DDA can establish a district within a city for which a plan is prepared identifying specific public and private improvements necessary

to prevent, or correct deterioration in the business district and encourage new business investment. Funding for improvements identified in the plan is provided by tax increment financing through taxes paid on the increased value created within the district by new private investment.

For example, if the DDA has a current taxable value of \$1,000,000 and new investment, because of implementation of the Plan, increases the taxable valuation to \$2,000,000, the DDA would capture taxes paid on the new investment of \$1,000,000. While the DDA would capture one-half of the new taxes paid, the taxes paid on the original \$1,000,000 tax valuation would be distributed to applicable taxing entities; the City and the County.

In application, investments made by the DDA are funded by the increase in taxes paid by private investment in the district. The taxes paid on the original value of the district continue to be distributed to the applicable taxing entities. Thus in theory, no taxes are lost by any taxing entity because it is assumed that a specific business would not make the investment resulting in the increased tax base in the district if not for the implementation of the DDA Development and Tax Increment Financing Plan.

Authority of a Downtown Development Authority

Section 7 of the act provides a detailed explanation of the powers of the Board of Directors of the DDA, as follows:

a) *Prepare an analysis of economic changes taking place in the downtown district.*

b) *Study and analyze the impact of metropolitan growth upon the downtown district.*



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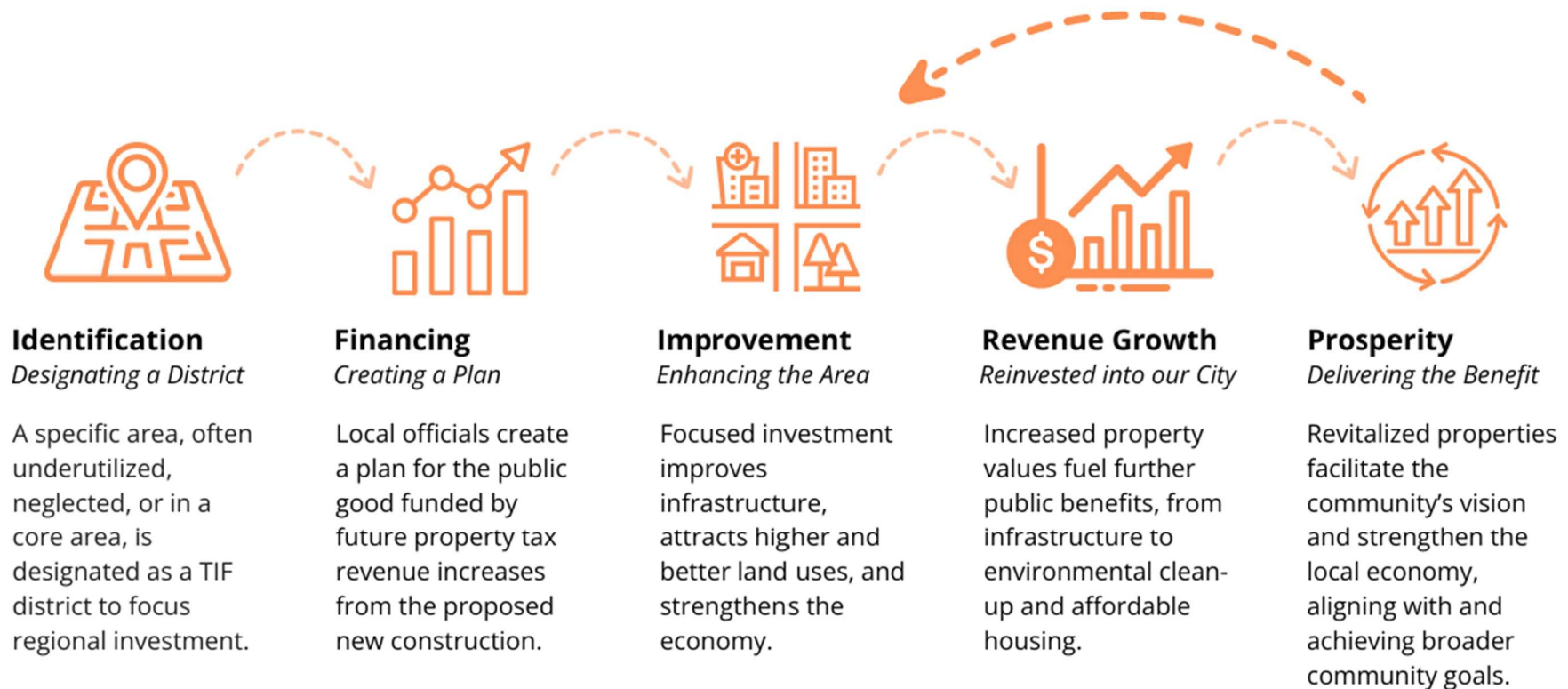
- c) Plan and propose the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan which, in the opinion of the board, aids in the economic growth of the downtown district.
- d) Plan, propose, and implement an improvement to a public facility within the development area to comply with the barrier free design requirements of the state construction code promulgated under the Stille-DeRossett-Hale single state construction code act, 1972 PA 230, MCL 125.1501 to 125.1531.
- e) Develop long-range plans, in cooperation with the agency which is chiefly responsible for planning in the municipality, designed to halt the deterioration of property values in the downtown district and to promote the economic growth of the downtown district, and take such steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible.
- f) Implement any plan of development in the downtown district necessary to achieve the purposes of this act, in accordance with the powers of the authority as granted by this act.
- g) Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.
- h) Acquire by purchase or otherwise, on terms and conditions and in a manner the authority considers proper or own, convey, or otherwise dispose of, or lease as lessor or lessee, land and other property, real or personal, or rights or interests in property, which the authority determines is reasonably necessary to achieve the purposes of this act, and to grant or acquire licenses, easements, and options with respect to that property.
- i) Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them.
- j) Fix, charge, and collect fees, rents, and charges for the use of any building or property under its control or any part thereof, or facility therein, and pledge the fees, rents, and charges for the payment of revenue bonds issued by the authority.
- k) Lease any building or property under its control, or any part of a building or property.
- l) Accept grants and donations of property, labor, or other things of value from a public or private source.
- m) Acquire and construct public facilities.
- n) Create, operate, and fund marketing initiatives that benefit only retail and general marketing of the downtown district.
- o) Contract for broadband service and wireless technology service in the downtown district.
- p) Operate and perform all duties and exercise all responsibilities described in this section in a qualified township if the qualified township has entered into an agreement with the municipality.



q) Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.

r) Create, operate, and fund retail business incubators in the downtown district.

Life Cycle: Tax Increment Financing Plans





New Buffalo Downtown Development Authority Strategic Goals and Tax Increment Financing Plan

Formation and Boundaries

Action of the City Council formed the City of New Buffalo Downtown Development Authority on January 21, 2014 (Ordinance Number 209) after a formal public hearing on the same date.

In establishing the DDA, the City Council determined that the DDA was necessary for the City:

- *to halt property value deterioration and increase property tax valuation where possible in the business district of the City, and*
- *to eliminate the causes of that deterioration and to promote economic growth.*

A formal development and tax increment financing plan, as required by the Downtown Development Act, was prepared by the DDA and submitted to the City Council for public hearing and adoption on February 18, 2014 at which time the City Council formally established the tax increment financing district.

Since the formation of the Downtown Development Authority and the establishment of its initial tax increment financing plan, the boundaries of the district was expanded and approved by the City Council on **[NEED MONTH DAY YEAR]**.

The map to the right represents the current boundaries of the New Buffalo Downtown Development Authority and its tax increment financing district. A combination of completing projects from the initial tax increment financing plan, changes in community demographics, and the expanded DDA boundaries resulted in the Authority establishing new goals and funding priorities.





New Buffalo Downtown Development Authority Strategic Goals and Tax Increment Financing Plan

Goals

The New Buffalo Downtown Development Authority (DDA) plays a crucial role in the growth and sustainability of a downtown area, and having established goals is essential for several reasons:

1. Strategic Vision and Planning

- **Direction and Focus:** Goals provide a clear direction and focus for the DDA's activities, ensuring that efforts are aligned with the long-term vision for the downtown area.
- **Resource Allocation:** With defined goals, resources such as time, money, and manpower can be allocated efficiently to projects and initiatives that support the overall objectives.

2. Economic Growth and Vitality

- **Business Attraction and Retention:** Established goals help in creating an environment that attracts new businesses and supports existing ones, contributing to economic growth and job creation.
- **Investment Attraction:** A DDA with clear goals can more effectively attract investors, developers, and businesses by demonstrating a commitment to enhancing the downtown area.

3. Community Engagement and Support

- **Stakeholder Involvement:** Goals help in engaging the community, including residents, business owners, and other stakeholders, by providing a shared vision that they can support and contribute to.
- **Public Confidence:** A DDA with established goals demonstrates to the public that there is a structured plan in place, building confidence in the authority's ability to deliver positive outcomes.

4. Sustainability and Resilience

- **Long-Term Success:** Clear goals help ensure that development efforts are sustainable, balancing economic growth with environmental stewardship and social equity.
- **Adaptability:** Established goals provide a framework that allows the DDA to adapt to changes in the economic landscape or community needs while still working towards its overarching objectives.

5. Aesthetic and Cultural Enhancement

- **Place-Making:** Goals related to aesthetics, cultural heritage, and public spaces contribute to creating a vibrant and attractive downtown that reflects the community's identity.
- **Quality of Life:** Enhancing public spaces, improving walkability, and preserving historical sites through goal-driven projects improve the quality of life for residents and visitors alike.

6. Measuring Progress and Accountability

- **Performance Metrics:** Goals provide benchmarks against which progress can be measured, allowing the DDA to assess its effectiveness and make necessary adjustments.
- **Accountability:** Established goals hold the DDA accountable to stakeholders, ensuring that it remains transparent and responsible in its operations.

In summary, established goals are fundamental to the success of a Downtown Development Authority, guiding its efforts in creating and maintaining a thriving downtown area. To facilitate and guide its work, the New Buffalo Downtown Development Authority created the following goals to guide its activities and establish focal areas for the investment of tax increment financing captured and entrusted to the DDA for investment back into the community.



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Goal #1: Improve accessibility and mobility.

Mobility and wayfinding are essential elements in the design and functionality of a downtown area, contributing significantly to its vibrancy and accessibility. Effective mobility systems, including public transportation, pedestrian pathways, and cycling infrastructure, ensure that people can move efficiently and comfortably within the downtown core. This ease of movement not only benefits residents and workers but also attracts visitors, fostering a lively and dynamic environment. A well-connected downtown encourages foot traffic, which is crucial for local businesses and can lead to increased economic activity.

Wayfinding, on the other hand, plays a critical role in enhancing the user experience by providing clear and intuitive guidance throughout the downtown area. Effective signage, maps, and digital tools help people navigate the area with confidence, reducing frustration and making the space more welcoming. Wayfinding systems also contribute to the overall identity of a downtown, often incorporating elements that reflect the local culture, history, and character. This not only aids in navigation but also enhances the sense of place, making the downtown area more memorable and attractive.



Moreover, the integration of mobility and wayfinding is vital for inclusivity and accessibility. By ensuring that all users, including those with disabilities, can navigate the downtown area safely and comfortably, these systems support a more equitable urban environment. Accessible transportation options, along with clearly marked and easy-to-follow routes, allow everyone to participate fully in the life of the city. This inclusivity is not only a matter of social justice but also broadens the customer base for downtown businesses and services, contributing to the area's economic sustainability.

In addition to these practical benefits, mobility and wayfinding are key to promoting environmental sustainability in downtown areas. By encouraging the use of public transportation, walking, and cycling, these systems can reduce reliance on cars, leading to lower carbon emissions and less traffic congestion. This shift not only improves air quality and reduces the urban heat island effect but also supports a more pleasant and human-scaled urban environment. In this way, well-designed mobility and wayfinding systems help to create a downtown that is not only functional and accessible but also sustainable and resilient for the future.

Goal #2: Work with the City of New Buffalo to create and implement a parking master plan.

While there are elements of this goal that tie into mobility goals, its importance merits its standing on its own. Good parking management is crucial to the health and vitality of a downtown area because it directly affects accessibility, convenience, and the overall user experience. Efficient parking systems ensure that there is a balance between supply and demand, making it easier for visitors, residents, and employees to find parking spaces without unnecessary stress or delay. This convenience encourages more people to visit and spend time in the downtown area, supporting local businesses and contributing to a bustling, active urban core.



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Moreover, well-managed parking systems can help reduce traffic congestion, a common issue in downtown areas. When parking is poorly managed, drivers often circle the streets searching for a spot, which not only wastes time and fuel but also contributes to increased traffic congestion and pollution. By implementing smart parking strategies, such as real-time parking availability information, pricing strategies that encourage turnover, and the use of parking garages, downtown areas can minimize these negative impacts. This leads to smoother traffic flow, reduced emissions, and a more pleasant experience for all who use the downtown space.

Good parking management also plays a role in promoting equitable access to downtown resources. By ensuring that parking is available for all users, including those with disabilities or other mobility challenges, and by providing a mix of short-term and long-term parking options, a downtown area can better serve a diverse range of people. Additionally, policies that prioritize parking for certain groups, such as residents or business customers, can help ensure that the needs of the local community are met. This equitable access is essential for creating a downtown that is inclusive and welcoming to everyone.

Finally, effective parking management can support broader urban planning and sustainability goals. By carefully planning and regulating parking, cities can discourage excessive car use and encourage alternative modes of transportation, such as walking, cycling, and public transit. This shift can reduce the environmental footprint of the downtown area, making it more sustainable in the long term. Additionally, by freeing up valuable land that might otherwise be dedicated to parking, cities can create more space for green areas, public plazas, and other amenities that enhance the quality of life in the downtown area. Thus, good parking management is not just about convenience; it's also a key component of creating a vibrant, sustainable, and livable urban environment.

EFFECTIVE PARKING MANAGEMENT FREES UP SPACE FOR EVERYONE

From implementation to enforcement and evaluation, follow these six steps for successful parking management and more equitable, inclusive streets:



Goal #3: Plan, develop and maintain amenities to enhance the quality of life for residents while supporting the community's tourism based economy.

Public amenities are essential to creating a vibrant and resilient downtown because they significantly enhance the quality of life for residents, workers, and visitors. Amenities such as parks, public restrooms, seating areas, and recreational facilities provide spaces for relaxation, socialization, and community gatherings, making the downtown area more attractive and enjoyable. These spaces encourage people to spend more time downtown, supporting local businesses and fostering a lively, interactive environment that contributes to the area's overall vibrancy.

Moreover, public amenities play a crucial role in promoting inclusivity and accessibility in downtown areas. Amenities like accessible public transportation, well-maintained sidewalks, and public seating ensure that everyone, regardless of age or ability, can fully participate in downtown life. This inclusivity strengthens the social fabric of the community, creating a sense of belonging and shared ownership of the



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public space. By accommodating a diverse range of needs, public amenities help to build a downtown area that is welcoming and functional for all, which is key to its long-term resilience and success.

In addition to their social and economic benefits, public amenities contribute to the environmental sustainability of a downtown area. Green spaces, for example, not only provide aesthetic beauty but also help mitigate the urban heat island effect, improve air quality, and manage stormwater runoff. By incorporating environmentally friendly amenities, such as bike racks, recycling bins, and electric vehicle charging stations, downtown areas can promote more sustainable lifestyles and reduce their environmental impact. This focus on sustainability enhances the downtown area's resilience to environmental challenges and ensures that it remains a thriving and healthy place for future generations.



Goal #4: Provide tools and resources to support sustainable growth within the DDA.

Having a toolbox to support sustainable growth in a downtown area is vital for guiding development in a way that balances economic, environmental, and social needs. This toolbox, which may include policies, incentives, design guidelines, and planning frameworks, helps ensure that growth occurs in a thoughtful and controlled manner. By using these tools, communities can encourage development that aligns with long-term sustainability goals, such as reducing carbon emissions, conserving natural resources, and promoting efficient land use. This proactive approach helps avoid haphazard growth that could lead to environmental degradation, increased congestion, and diminished quality of life.

A well-equipped toolbox also enables the community to foster economic resilience by attracting and retaining businesses that contribute to a sustainable downtown economy. Incentives like tax breaks, grants, and low-interest loans can encourage developers to invest in projects that prioritize sustainability, such as energy-efficient buildings, green infrastructure, and mixed-use developments. Design guidelines and zoning regulations can further ensure that new developments contribute to the overall character and functionality of the downtown area. By providing clear and consistent guidance, the toolbox helps create a stable and predictable environment for investment, which is essential for sustained economic growth.

Goal #5: Support investments in infrastructure that enhance the DDA.

Quality, reliable infrastructure is the backbone of a successful downtown area, as it directly supports the day-to-day function and long-term growth of the community. Essential services such as transportation networks, water supply systems, energy grids, and waste management facilities must operate efficiently and without interruption to



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maintain a high standard of living. Reliable infrastructure ensures that businesses can operate smoothly, residents can access services without difficulty, and visitors have a positive experience. When infrastructure is dependable, it builds confidence among investors, businesses, and residents, fostering a stable environment conducive to economic development and urban vitality.

Moreover, well-maintained infrastructure plays a critical role in ensuring public safety and resilience in a downtown area. Robust infrastructure systems are better equipped to handle emergencies, such as natural disasters, power outages, or extreme weather events, minimizing disruptions and reducing the risk of significant damage. For instance, effective stormwater management systems can prevent flooding, while resilient power grids can maintain electricity during adverse conditions. By investing in quality infrastructure, a downtown area can protect its residents, businesses, and assets from potential haz-

ards, ensuring that the community remains safe and resilient in the face of challenges.

Quality infrastructure also contributes to the overall aesthetic and functional appeal of a downtown area. Streetscapes, public spaces, and transportation hubs that are well-designed and well-maintained create an inviting environment that attracts people and businesses. Infrastructure elements like smooth roads, well-lit streets, accessible public transit, and green spaces enhance the usability and attractiveness of the downtown, making it a desirable place to live, work, and visit. This, in turn, boosts foot traffic, stimulates economic activity, and promotes a sense of community pride, all of which are essential for a thriving and vibrant downtown area.

Goal #6: Increase DDA capacity and ability to support local businesses and economic activity.

Increasing the capacity of a Downtown Development Authority (DDA) is crucial for the effective delivery of services and programs that drive the revitalization and growth of the downtown area. With enhanced capacity—whether through additional funding, staffing, or expertise—the DDA can undertake more ambitious projects and initiatives that require greater resources. This increased capacity allows the DDA to not only maintain but also expand the scope of its services, ensuring that it can meet the evolving needs of the community. By being better equipped, the DDA can efficiently manage and execute complex programs, such as infrastructure improvements, business development initiatives, and public space enhancements, all of which are essential to the downtown's vibrancy and long-term success.

Moreover, a DDA with greater capacity can respond more quickly and effectively to emerging challenges and opportunities. Whether





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addressing economic downturns, changing market conditions, or unexpected community needs, a well-resourced DDA can pivot and adapt its strategies to ensure continued progress in the downtown area. For example, if there is a sudden surge in demand for commercial space or an opportunity to attract a major development project, a DDA with sufficient capacity can mobilize resources swiftly to capitalize on these opportunities. This agility is key to sustaining momentum in downtown development and ensuring that the area remains competitive and attractive to businesses, residents, and visitors.

Additionally, increasing the capacity of a DDA enhances its ability to

engage and collaborate with a broader range of stakeholders, including local businesses, residents, government agencies, and investors. With more resources and expertise, the DDA can facilitate stronger partnerships, coordinate more complex projects, and advocate more effectively for the downtown area's needs. This collaborative approach not only amplifies the impact of the DDA's programs but also fosters a sense of shared responsibility and commitment to the downtown's success. By building a stronger, more capable organization, the DDA can ensure that its efforts are aligned with the community's goals, ultimately leading to a more vibrant, resilient, and prosperous downtown area.





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Tax Increment Financing Plan

Once established, the DDA is required to prepare a tax increment financing plan and may create a development plan to submit for approval to the local municipality. A development plan describes the costs, location and resources for the implementation of the public improvements that are projected to take place in the DDA district. A tax increment financing plan includes the development plan and details the tax increment procedure, the amount of bonded indebtedness to be incurred, and the duration of the program.

A formal development and tax financing plan was prepared by the DDA and submitted for public hearing and adoption on February 18, 2014, at which time the City Council established the tax increment financing district. Much had happened within the DDA since that time which resulted in the following tax increment financing plan being developed for consideration and approval. Following is the projected amount of tax capture anticipated to be available for the DDA's use over five (5) years:

- 2024: \$140,000
- 2025: \$160,000
- 2026: \$180,000
- 2027: \$200,000
- 2028: \$220,000

Currently, the first \$40,000 of this capture is used to pay down debt associated with the North Whittaker Street and downtown parking improvement project. Beyond that commitment, the DDA has identified priority projects which fall into each of the six (6) established goals for the allocation of any remaining funding. The funding may be used to pay for a project on a cash basis or paying debt service associated with a loan needed to complete a project.

Goal #1: Improve accessibility and mobility

- *Develop Building and Signage aesthetic guidelines for the City and make ordinance change recommendations to the City Council for consideration.*

Estimated Project Cost \$10,000

- *Wayfinding Signage Design and Installation*
This project recognizes the need to support the development of installation of wayfinding signage throughout the DDA service area.

Estimated Project Cost \$200,000

Goal #2: Work with the City of New Buffalo to create and implement a parking master plan.

- *Connect with business owners and institutions to identify and develop agreements for the use of underutilized parking areas in the busy summer months, particularly during the weekends during the summer months of the year.*

Estimated Project Cost \$25,000

- *Work with City to develop a shuttle service with fixed routes and times in the community during prime tourism season.*
In addition to creating a plan to manage the influx of community visitors during the summer months, this project addresses a need to provide identification for parking locations by use of a mix parking lot identification features, signage and appropriate landscaping. The will create a flexible and adaptable system that can expand and contract based on demand

Estimated Project Cost \$75,000 annually



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Goal #3: Plan, develop and maintain amenities to enhance the quality of life for residents while supporting the community's tourism based economy.

- *Develop public restrooms to serve the downtown area.*

Estimated Project Cost \$350,000

- *Streetscape development and maintenance*
Support the maintenance of existing streetscape amenities within the DDA as well as making needed streetscape improvements in other areas of the DDA district.

Estimated Project Cost \$250,000

Goal #4: Provide tools and resources to support sustainable growth within the DDA boundaries.

- *New Business Recruitment*
This program recognizes the need for the recruitment of new businesses through the marketing of the community and available investment opportunities.

Estimated Project Cost \$50,0000

- *Create a façade grant program to incentivize businesses and property owners to make investments in their properties via a matching grant program.*

Estimated Project Cost Up to \$45,000 annually

Goal #5: Support investments in infrastructure that enhance the DDA district.

- *South Whittaker Street Improvements*

This project addresses installation of sidewalks, roadway, curb and gutters, ADA accessibility, bike storage facilities, litter/recycle bins, decorative accent features, additional street furniture, landscaping, decorative lighting and designation of bicycle lanes.

Estimated Project Cost \$2,000,000

- *Buffalo Street*

This project addresses installation of sidewalks, roadway, curb and gutters, ADA accessibility, bike storage facilities, litter/recycle bins, decorative accent features, additional street furniture, landscaping, decorative lighting and designation of bicycle lanes.

Estimated Project Cost \$2,500,000

- *Sidewalk Maintenance and Development*
Support a walkable community by investing in the maintenance and installation of sidewalks within the DDA.

Estimated Project Cost Up to \$50,000 annually

- *Roadway Maintenance*

Support a vehicular accessibility in the DDA by investing in the maintenance and installation of sidewalks withing the DDA.

Estimated Project Cost Up to \$200,000 annually



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Goal #6: Increase DDA capacity and ability to support local businesses and economic activity.

- *Fund an Administrative position for DDA / City that can apply for grants and support business development initiatives. Also supports goal #6.*

Estimated Project Cost Up to \$50,000 per year and up to a 5% annual escalator

- *Building Improvement/Acquisition Program*
This program contemplates a future need to acquire one, or more, unknown buildings to prevent blight and deterioration from willing sellers, allowing the DDA to improve the buildings for resale. While there is no specific building identified, this program is recognized for future use and will be explored in combination with available state and federal funding sources.

Estimated Project Cost \$1,000,000

- *Main Street Community*
Work with the MEDC to become a Main Street Certified Community.

Estimated Project Cost \$50,000 annually
