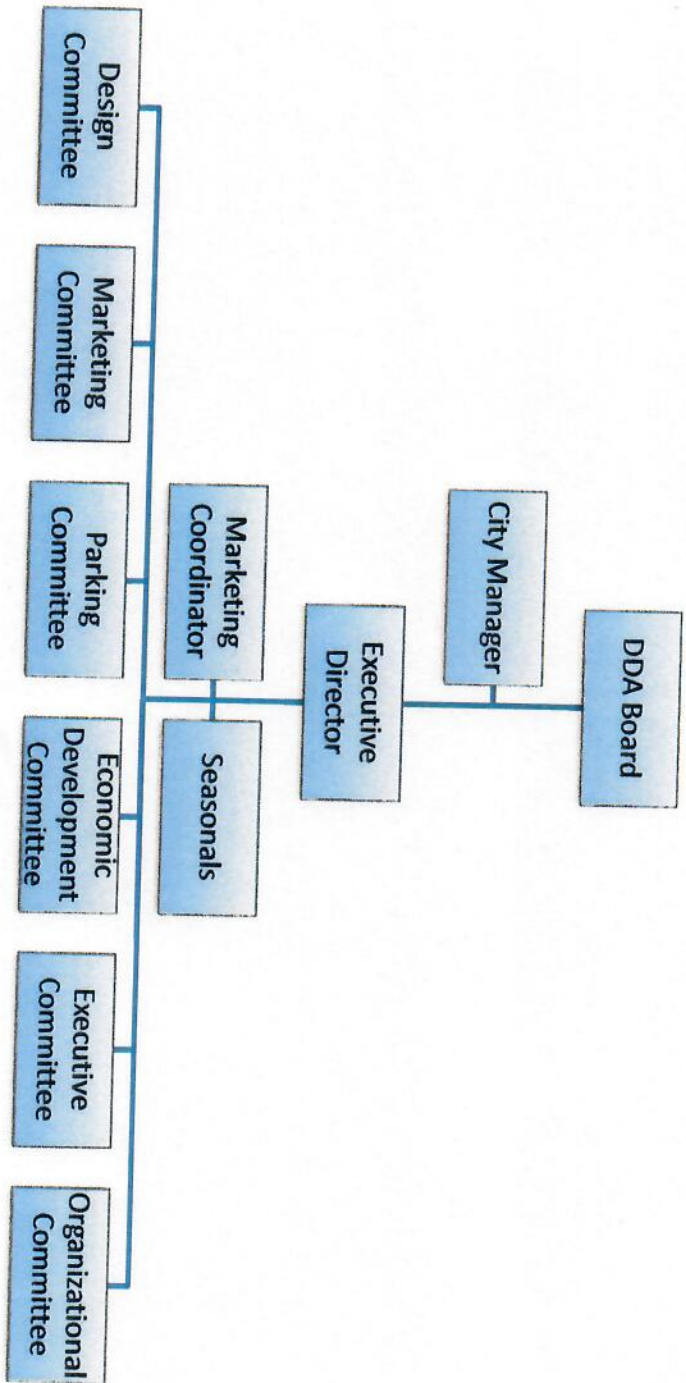


**City of Northville**  
**Line Item Budget for the Year Ended June 30, 2020 and**  
**Five Year Plan – 2019 through 2023**

**ACTIVITY:** Downtown Development Authority

**FUND NUMBER:** 370

**SUPERVISOR:** Downtown Development Authority



**City of Northville**  
**Line Item Budget for the Year Ended June 30, 2020 and**  
**Five Year Plan – 2019 through 2023**

**Downtown Development Authority – continued**

**General Description of Activity**

The Northville Downtown Development Authority (DDA) was created in 1978 to halt the deteriorating property values in downtown Northville. In subsequent years the Development Area described in the original plan was expanded, and several times the Plan was amended in scope. In 1997 the Northville City Council approved a two mill operating levy as recommended by the DDA Board of Directors and allowed by State statute. The two mill levy has been permanently reduced down to 1.8158 mills due to Headlee. In FY2000, the City of Northville DDA began operating under the direction of a DDA Executive Director

In February 2015 the DDA and City held public hearings to amend and restate the Development and Tax Increment Financing Plan for Northville. The Amended and Restated consolidated the original Plan and the five subsequent amendments to the Plan into one clear and concise document and adjusts the DDA's Development Area and Downtown District boundaries to make the two boundaries congruent. The Plan, which expires in 2040, identifies DDA projects that will be funded by TIF revenue and provide estimates and prioritization to these projects.

In 2016, the Northville DDA and the Northville City Council updated the Strategic Plan for Downtown Northville. The previous Strategic Plan was adopted in 2006 and has served as the blueprint for planning and development over the past decade. The updated Plan outlines recommendations for the physical and economic revitalization of the downtown. The plan includes short and long term action plans, cost estimates, financing/revenue sources, prioritized tasks, and a timeline. To assist in the implementation of the updated Strategic Plan, the DDA utilized the committee structure which assigns each recommendation to a DDA Committee: Organization, Design, Marketing, Economic Development and Parking.

The DDA staff allocates its time between physical improvement projects, economic development, parking, business recruitment and retention, planning, website maintenance, administrative duties, marketing and special events. Time is also spent working with the Northville Central Business Association, Chamber of Commerce, and City officials to achieve and maintain a vibrant and economically viable downtown. Currently the DDA is staffed by a full time Director and 3 seasonal employees. The part-time marketing and communications coordinator is currently vacant, but expected to be filled before the start of the fiscal year.

**City of Northville**  
**Line Item Budget for the Year Ended June 30, 2020 and**  
**Five Year Plan – 2019 through 2023**

**Downtown Development Authority – continued**

**Proposed Fiscal Year Overview**

The taxable value subject to DDA capture increased 2.7% from last year generating an additional \$18,358 in captured taxes. The State is anticipated to reimburse \$30,000 to the DDA for the small taxpayer exemption from personal property with taxable values of less than \$40,000. The taxable value for the DDA's special levy increased 2.2%. The 2 mill levy has been permanently reduced to 1.8158 due to Headlee. That levy provides for an additional \$1,277 over the prior year.

This year's budget calls for the use of \$62,608 fund balance to accomplish several capital projects outlined below. In addition, several new development projects that are located within the DDA boundaries have been approved by the City and are scheduled to break ground this summer. When complete, these projects will provide an additional source of TIF revenue for DDA projects and programs. Phase 1 of the Northville Downs project lies within the DDA boundaries and will contribute a significant source of revenue that could be utilized on public amenities for this and future projects. The fund balance for the end of fiscal year 2020 is projected at \$284,574 fund balance, which is approximately 33% of the DDA's expenditures.

The City and DDA jointly finance the improvements, operation, and maintenance of the City's parking system and DPW is charged with the maintenance of the structures and the lots. Annually, the DDA makes an operating transfer to the Parking Fund for the DDA's share of the operation and maintenance costs. These expenses include lighting, sweeping, salting, striping, snow plowing, and minor maintenance issues. This year, the DDA will transfer \$115,620 which is estimated to be approximately 88% of the parking system routine maintenance costs. An additional \$50,000 is transferred to the General Fund to cover the downtown street lighting and electrical costs, which is approximately 41% of the street lighting costs for the entire City.

The biggest challenge facing the DDA over the next several years will be the immediate and long term plan to address the maintenance of the city's parking system. The MainCentre and Cady Street Parking Decks were constructed in 1994 to serve the Northville business community. Over the years, the City/DDA has implemented a number of repairs to the structure, including patching the concrete slabs that make up the driving and parking surface of the garage, sealing the deck, painting the railings, and other maintenance tasks.

**City of Northville**  
**Line Item Budget for the Year Ended June 30, 2020 and**  
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**Downtown Development Authority – continued**

In April 2018, The DDA retained the parking consulting firm Carl Walker/WGI to evaluate the two parking decks and develop an improvement plan to bring the two decks up to good condition and develop a long term maintenance plan for the decks. The plan details routine annual maintenance items that are recommended to keep the parking decks in good condition through their entire life cycle. The plan was completed in September and identified an initial repair plan that is estimated at \$725,185 over two years followed by an 18 year maintenance plan estimated at \$1,713,000. The construction documents are currently being prepared of the identified capital projects in the first 2 years totaling \$725,185. In addition to the Carl Walker Study, the City has retained Fleis and Vandenbrink, the City Engineers, to evaluate the surface parking lots and to determine a repair/replacement plan for the next 20 years.

Carlisle Wortman has been assisting the City and DDA with a financial strategy to pay for the needed improvements. There are a limited number of options that are available to pay for the projects. Once the City and DDA have all of the costs assembled, a plan will be put together and presented to the DDA and City Council.

**Action Steps Related to City Council Goals & Objectives**

**Implementation of Downtown Strategic Plan**

- Implement new requirements established in PA 57 of 2018.
- Completion of logo and brand development for DDA.
- Update DDA website.
- Install additional bike racks and bike repair stations.
- Establish new bench sponsorship program.
- Install downtown murals and historic markers.
- Replace remainder of DDA street lights with energy efficient alternatives. Review other ways to introduce sustainable programs and projects to the downtown area.
- Replace Festoon lights in Town Square.
- Install cross-street banner poles
- Develop a Strategy to repair and maintain the City's parking decks.
- Utilize Target Market Analysis to attract new development to the Downtown.
- Participate in the evaluation of proposed projects in the DDA district to ensure positive economic impact.

**City of Northville**  
**Line Item Budget for the Year Ended June 30, 2020 and**  
**Five Year Plan – 2019 through 2023**

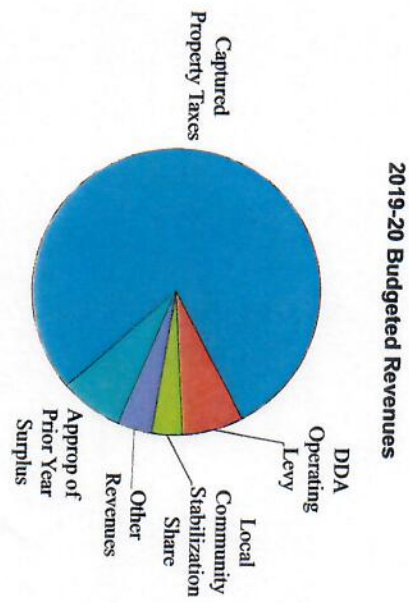
**Performance Measures**

Measure	FY2016 Actual	FY2017 Actual	FY2018 Actual	FY2019 Projected	FY2020 Target
<b>Inputs &amp; Outputs</b>					
Number of Print Ads Run	22	23	25	25	<del>25</del> 40
Number of TV Spots/Features	0	18	15	15	15
Number of Press Releases Sent	20	18	20	24	25
Number of Press Coverage Received	60	65	65	75	75
Number of Direct Mailing	1	1	0	0	0
Number of Newsletters Produced	6	6	6	6	6
Number of Event Cards	7	7	7	7	7
Number of Internet/Electronic Ads	3	0	0	0	0
Number of Social Media Posts	450	550	650	650	700
Number of Social Media Promoted Posts	6	4	6	10	12

City of Northville  
 Proposed 2019-20 Downtown Development Authority Budget  
 (with historical comparative data)

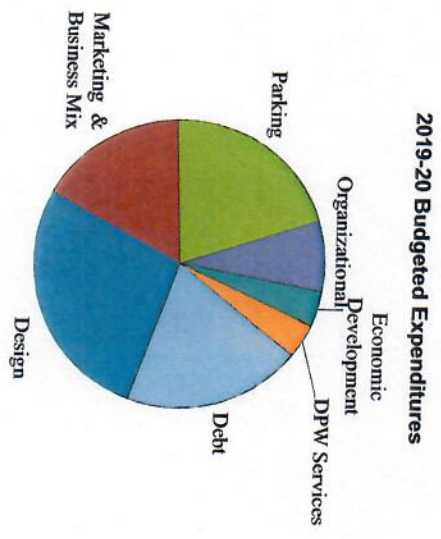
**Revenues**

	FY18 Actual	FY19 Projected	FY20 Proposed	FY20 % Total
Captured Property Taxes	\$ 653,376	\$ 669,195	\$ 686,053	78.7%
DDA Operating Levy	56,823	58,932	60,209	6.9%
Local Community Stabilization Share	36,178	32,041	30,000	3.4%
Other Revenues	2,040	26,466	33,550	3.8%
Approp of Prior Year Surplus	4,268	23,738	62,608	7.2%
<b>Total Revenues</b>	<b>\$ 752,685</b>	<b>\$ 810,372</b>	<b>\$ 872,420</b>	<b>100.0%</b>



**Expenditures**

	FY18 Actual	FY19 Projected	FY20 Proposed	FY20 % Total
Design	199,769	172,080	239,215	27.4%
Marketing & Business Mix	138,513	130,762	143,625	16.5%
Parking	166,740	175,425	178,885	20.5%
Organizational	65,243	65,545	69,365	8.0%
Economic Development	-	60,400	33,425	3.8%
DPW Services	10,065	32,990	34,075	3.9%
Debt	172,355	173,170	173,830	19.9%
<b>Total Expenditures</b>	<b>\$ 752,685</b>	<b>\$ 810,372</b>	<b>\$ 872,420</b>	<b>100.0%</b>



City of Northville  
Line Item Budget for the Year Ended June 30, 2020 and  
Five Year Plan - 2019 through 2023

**DOWNTOWN DEVELOPMENT AUTHORITY**

Revenue	2016-17			2017-18			2018-19			2019-20			2020-21			2021-22			2022-23		
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget	Estimated Budget			
<b>Captured Property Taxes =</b>																					
<b>Taxable Value Subject to Capture</b>																					
<b>x Estimated Tax Levies per Mill</b>																					
			25,652,321	26,355,008	26,882,108	27,419,750	27,968,145	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264	26,1264
<b>DDA Operating Levy =</b>																					
<b>Prior Years' Millage Approved</b>			1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158
<b>x Millage Reduction Fraction</b>			1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000
<b>= Allowable Levy</b>			1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158	1.8158
<b>x DDA Taxable Value per Mill</b>			32,456	33,158	33,821	34,497	35,187	32,456	33,158	33,821	34,497	35,187	32,456	33,158	33,821	34,497	35,187	32,456	33,158	33,821	34,497
370-000-403.00 Captured Property Taxes	642,838	646,845	670,195	688,553	702,326	716,371	730,699	642,838	646,845	670,195	688,553	702,326	716,371	730,699	642,838	646,845	670,195	688,553	702,326	716,371	730,699
370-000-403.01 DDA Operating Levy	56,375	56,823	58,932	60,209	61,412	62,640	63,893	56,375	56,823	58,932	60,209	61,412	62,640	63,893	56,375	56,823	58,932	60,209	61,412	62,640	63,893
370-000-403.04 Local Community Stabilization Share	35,677	36,178	32,041	30,000	30,000	30,000	30,000	35,677	36,178	32,041	30,000	30,000	30,000	30,000	35,677	36,178	32,041	30,000	30,000	30,000	30,000
370-000-417.00 Delinquent Personal Property Taxes	-	176	-	-	-	-	-	-	176	-	-	-	-	-	-	176	-	-	-	-	-
370-000-418.00 Property Taxes - Other	(6,849)	6,355	(1,000)	(2,500)	(2,500)	(2,500)	(2,500)	(6,849)	6,355	(1,000)	(2,500)	(2,500)	(2,500)	(2,500)	(6,849)	6,355	(1,000)	(2,500)	(2,500)	(2,500)	(2,500)
370-000-586.02 Sponsorships	3,973	1,000	10,000	27,100	10,500	10,500	10,500	3,973	1,000	10,000	27,100	10,500	10,500	10,500	3,973	1,000	10,000	27,100	10,500	10,500	10,500
370-000-659.11 Rental Income - Town Square	-	150	400	150	150	150	150	-	150	400	150	150	150	150	-	150	400	150	150	150	150
370-000-664.xx Net Investment Income	72	890	6,067	6,100	6,100	6,100	6,100	72	890	6,067	6,100	6,100	6,100	6,100	72	890	6,067	6,100	6,100	6,100	6,100
370-000-666.00 Miscellaneous Revenue	-	-	1,118	200	200	200	200	-	-	1,118	200	200	200	200	-	-	1,118	200	200	200	200
370-000-667.00 Insurance Proceeds	-	-	6,427	-	-	-	-	-	-	6,427	-	-	-	-	-	-	6,427	-	-	-	-
370-000-673.00 Gain on Disposal of Assets	-	-	64	-	-	-	-	-	-	64	-	-	-	-	-	-	64	-	-	-	-
370-000-687.01 MMARMA Distribution	-	-	2,390	-	-	-	-	-	-	2,390	-	-	-	-	-	-	2,390	-	-	-	-
	732,086	748,417	786,634	809,812	808,188	823,461	839,042	732,086	748,417	786,634	809,812	808,188	823,461	839,042	732,086	748,417	786,634	809,812	808,188	823,461	839,042
<b>Operating Transfers</b>																					
370-000-699.06 General Fund	21,000	-	-	-	-	-	-	21,000	-	-	-	-	-	-	21,000	-	-	-	-	-	-
<b>Fund Balance Reserve</b>																					
370-000-699.01 Approp of Prior Years' Surplus	753,086	748,417	786,634	809,812	808,188	823,461	839,042	753,086	748,417	786,634	809,812	808,188	823,461	839,042	753,086	748,417	786,634	809,812	808,188	823,461	839,042
<b>Total Budget</b>	753,086	752,685	810,372	872,420	808,188	823,461	839,042	753,086	752,685	810,372	872,420	808,188	823,461	839,042	753,086	752,685	810,372	872,420	808,188	823,461	839,042

- continued -

City of Northville  
 Line Item Budget for the Year Ended June 30, 2020 and  
 Five Year Plan - 2019 through 2023

**DOWNTOWN DEVELOPMENT AUTHORITY (continued)**

Expenditures Design	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
370-861-706.00 Wages-Regular Full Time	23,075	23,689	16,190	16,600	16,815	16,815	16,815
370-861-707.00 Wages-Regular Overtime	-	45	-	-	-	-	-
370-861-710.00 Wages - Part Time	21,368	16,185	18,470	20,620	20,620	20,620	20,620
370-861-726.00 Supplies	230	258	475	625	625	625	625
370-861-740.05 DOWNTOWN MATERIALS	15,309	16,252	19,450	20,900	20,700	20,700	20,700
370-861-751.00 Fuel & Oil	-	-	1,000	1,000	1,000	1,000	1,000
370-861-801.00 Contractual Services	23,331	21,410	27,820	25,730	23,730	23,730	23,730
370-861-801.16 Public Restroom Program	2,032	3,177	2,750	2,750	2,750	2,750	2,750
370-861-801.94 Brick Repair & Maintenance	-	-	2,500	2,500	2,500	2,500	2,500
370-861-802.20 Contracted Planning Services	43,618	-	-	-	-	-	-
370-861-803.59 Signage and Marker Projects	11,452	69,163	-	10,000	5,000	5,000	5,000
370-861-850.00 Landscape Maintenance	31,550	25,690	31,750	30,750	30,750	30,750	30,750
370-861-913.00 Vehicle Insurance	-	-	350	360	370	380	390
370-861-920.01 Electrical Service - Town Square	1,092	925	1,300	1,330	1,360	1,390	1,420
370-861-920.02 Natural Gas Service - Town Square	3,625	4,610	3,930	4,010	4,090	4,170	4,250
370-861-920.03 Water Service - Irrigation	11,092	6,812	7,660	8,040	8,440	8,860	9,300
370-861-967.00 Fringe Benefits	10,778	9,895	8,280	8,605	8,690	8,690	8,690
370-861-973.00 Capital Outlay <\$5,000	-	-	1,500	-	-	-	-
370-861-976.01 Street Furnishings	893	1,658	28,655	85,395	500	5,250	500
	199,445	199,769	172,080	239,215	147,940	153,230	149,040

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City of Northville  
 Line Item Budget for the Year Ended June 30, 2020 and  
 Five Year Plan - 2019 through 2023

**DOWNTOWN DEVELOPMENT AUTHORITY (continued)**

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
<b>Expenditures (continued)</b>							
<b>Marketing &amp; Business Mix</b>							
370-862-706.00 Wages-Regular Full Time	36,875	23,977	16,190	16,600	16,815	16,815	16,815
370-862-710.00 Wages - Part Time	2,149	11,648	4,350	15,080	15,080	15,080	15,080
370-862-726.00 Supplies	-	104	150	150	150	150	150
370-862-784.00 Downtown Programs & Promotions	26,280	27,531	32,300	32,300	31,300	30,300	30,300
370-862-785.00 Business Retention Program	784	2,857	2,657	1,910	2,660	1,910	2,660
370-862-801.00 Contractual Services	53,318	60,720	65,000	69,000	65,000	65,000	65,000
370-862-801.34 Web Site	800	735	3,340	840	840	840	840
370-862-950.05 Transfer to Parks & Recreation	3,500	2,400	-	-	-	-	-
370-862-967.00 Fringe Benefits	13,962	8,541	6,775	7,745	7,825	7,825	7,825
	137,668	138,513	130,762	143,625	139,670	137,920	138,670
<b>Parking</b>							
370-863-706.00 Wages-Regular Full Time	7,653	7,896	8,095	8,300	8,410	8,410	8,410
370-863-710.00 Wages-Part Time	2,150	-	435	1,510	1,510	1,510	1,510
370-863-726.00 Supplies	-	62	50	50	50	50	50
370-863-786.00 Downtown Parking Program	-	140	500	-	500	-	500
370-863-801.93 Parking Structure Maintenance	32,942	-	-	-	-	-	-
370-863-950.21 Contrib. to General Fund - Street Lights	133,270	50,000	50,000	50,000	50,000	50,000	50,000
370-863-950.26 Contrib. to Parking Fund - Maintenance	-	105,839	113,100	115,620	118,220	120,900	123,660
370-863-967.00 Fringe Benefits	3,041	2,803	3,245	3,405	3,450	3,450	3,450
	179,056	166,740	175,425	178,885	182,140	184,320	187,580
<b>Debt</b>							
370-945-950.49 Contribution to DDA Debt Service Fund	171,385	172,355	173,170	173,830	174,335	174,685	169,880
	171,385	172,355	173,170	173,830	174,335	174,685	169,880

- continued -

City of Northville  
 Line Item Budget for the Year Ended June 30, 2020 and  
 Five Year Plan - 2019 through 2023

**DOWNTOWN DEVELOPMENT AUTHORITY (continued)**

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
<b>Expenditures (continued)</b>							
<b>Organizational</b>							
370-864-706.00 Wages-Regular Full Time	9,218	23,399	20,240	20,750	21,020	21,020	21,020
370-864-710.00 Wages-Temp/Part Time	2,150	-	2,175	7,540	7,540	7,540	7,540
370-864-726.00 Supplies	1,256	515	3,150	1,150	1,150	1,150	1,150
370-864-730.00 Postage	3	1	100	100	100	100	100
370-864-731.00 Publications	65	65	65	65	65	65	65
370-864-801.19 Computer Program Services	2,504	2,286	2,440	980	980	980	980
370-864-802.01 Legal Services	5,504	3,530	3,000	3,000	3,000	3,000	3,000
370-864-805.00 Auditing Services	4,645	4,687	4,755	4,870	4,990	5,110	5,240
370-864-900.00 Printing & Publishing	974	1,738	1,630	1,635	1,635	1,635	1,635
370-864-910.00 Insurance	1,733	5,320	4,120	4,210	4,300	4,390	4,490
370-864-920.00 Utilities	1,247	1,318	1,420	1,420	1,420	1,420	1,420
370-864-956.00 Contingencies			-	-	2,910	8,850	15,030
370-864-958.00 Membership & Dues	1,000	1,408	1,340	1,340	1,340	1,340	1,340
370-864-960.00 Education & Training	1,050	611	1,400	1,400	1,400	1,400	1,400
370-864-967.00 Fringe Benefits	3,818	9,395	8,190	8,805	8,910	8,910	8,910
370-864-967.02 Overhead	10,450	10,970	11,520	12,100	12,710	13,350	14,020
<b>Economic Development</b>	45,617	65,243	65,545	69,365	73,470	80,260	87,340
370-865-706.00 Wages-Regular Full Time	-	-	20,240	20,750	21,020	21,020	21,020
370-865-710.00 Wages-Temp/Part Time	-	-	870	3,020	3,020	3,020	3,020
370-865-726.00 Supplies	-	-	200	200	200	200	200
370-865-785.00 Business Retention Program	-	-	1,000	1,000	1,000	1,000	1,000
370-865-801.00 Contractual Services	-	-	5,000	-	-	-	-
370-865-803.20 Planning Studies	-	-	25,000	-	-	-	-
370-865-967.00 Fringe Benefits	-	-	8,090	8,455	8,560	8,560	8,560
	-	-	60,400	33,425	33,800	33,800	33,800

- continued -

City of Northville  
 Line Item Budget for the Year Ended June 30, 2020 and  
 Five Year Plan - 2019 through 2023

**DOWNTOWN DEVELOPMENT AUTHORITY (continued)**

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
<b>Expenditures (continued)</b>							
<b>DPW Services</b>							
370-753-706.00 Wages-Regular Full Time	4,036	3,553	12,985	13,250	13,675	13,675	13,675
370-753-707.00 Wages-Regular Overtime	817	283	1,170	1,170	1,225	1,225	1,225
370-753-939.00 Automotive Services	-	-	500	500	500	500	500
370-753-943.00 Equipment Rental	1,664	2,203	4,800	4,800	4,800	4,800	4,800
370-753-967.00 Fringe Benefits	4,968	4,026	13,535	14,355	14,980	14,980	14,980
	11,485	10,065	32,990	34,075	35,180	35,180	35,180
<b>Total Expenditures</b>	744,656	752,685	810,372	872,420	786,535	799,395	801,490

**Fund Balance Reserve**  
 370-999-999.00 Unallocated Reserve

	8,430	-	-	-	21,653	24,066	37,552
	8,430	-	-	-	21,653	24,066	37,552
<b>Total Budget</b>	753,086	752,685	810,372	872,420	808,188	823,461	839,042

**Analysis of Fund Balance (Unassigned):**

Beginning of Year Revenues	370,920	786,634	809,812	347,182	284,574	306,227	330,293
Expenditures	(810,372)	(810,372)	(872,420)	(872,420)	(786,535)	(799,395)	(801,490)
<b>End of Year Fund Balance (Unassigned)</b>	347,182	284,574	306,227	347,182	306,227	330,293	367,845