

MICHIGAN
DOWNTOWN
ASSOCIATION



Downtown Management Strengthening Michigan Downtowns

Dana Walker
Director
Michigan Downtown Association

Introductions

Dana Walker

Director

Michigan Downtown Association

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Brief History of the MDA

Founded in 1980

HAPPY 45TH!

Shortly after Act 197 created Downtown Development
Authorities in the State of Michigan

Need for an organization dedicated to downtown
management



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Who We Are Today

230 members

Downtown Development Authorities

Principal Shopping Districts

Main Streets

Townships

Economic Development Organizations

Counties

Individuals

Businesses



24 Main Street Oakland County
Communities are members of the MDA!



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Who We Are Today

14 Board Members

1 Director

6 Committees

Executive

Advocacy

Conference

Marketing & Membership

Professional Development

Nominating



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Mission and Vision of the MDA

The mission of the Michigan Downtown Association is to strengthen downtowns.

The vision of the Michigan Downtown Association is to be the leader in preserving and enhancing downtowns through education and advocacy.



How We Do It

Provide Advocacy

Provide Education

Provide Networking Opportunities

Provide Connections

Provide Promotions

Provide Resources



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Advocacy

(for Downtowns, Organizations, & Directors)

Power in Numbers! MDA Capitol Campaign

Annual Lansing Day in March

Constant Contact with MML, Lansing, Washington, D.C.

Letters of Support

Letters of Concern

Best Practices

Basic DDA law questions

Wage Survey

Presenting at Conferences

Publications



What the MDA is currently watching:

**TIME TO BUILD RELATIONSHIPS
WITH LEGISLATORS!**



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Advocacy



ABOUT US

MEMBER BENEFITS

NEWS, EVENTS & RESOURCES

ADVOCACY

BEING A MEMBER

ASK US FIRST

EXPERTS SHINE LIGHT ON HOW SUMMER TOURISM WILL BENEFIT DOWNTOWNS

Posted on June 9, 2023

Q & A with Travel Michigan's David Lorenz and MDA's Dana Walker

By: SHANDRA MARTINEZ

As we head into summer, many downtown retailers will benefit from the bump in buying that accompanies summer tourism. We checked in with Dana Walker, Director of the Michigan Downtown Association, and David Lorenz, Vice President of Travel Michigan, for their take on how retailers and downtowns can take advantage of the state's busiest travel season.



Lighting Design and the Role of the Retailer in Downtown

Lighting design is a key factor in creating a vibrant and inviting downtown environment. Retailers play a crucial role in this process by collaborating with designers to create a cohesive and visually appealing streetscape.

Michigan Municipal League's Pillars of Community Wealth Building

The Michigan Municipal League (MML) is a national organization dedicated to promoting the economic and social well-being of communities. Its Pillars of Community Wealth Building focus on four key areas: economic development, social equity, environmental sustainability, and community engagement.

Michigan's Retailers Association

The Michigan Retailers Association (MRA) is a national organization dedicated to promoting the economic and social well-being of communities. Its focus is on supporting retailers and their role in creating a vibrant and inviting downtown environment.

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Education

Spring Workshop
Summer Workshop
2-day Annual Conference
10 On-Demand Webinars
In MI Downtown Podcast Channel
MiPDM Certificate Program
Capstone Projects
Virtual Sharing Downtown Best Practices



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Networking Opportunities

During each workshop and conference
Regional events
Virtual 'Let's Do Lunch'



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Connections

Refer our members
Private Facebook Group page
Networking
Message Board



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Promotions

Annual Downtown Day

Annual Awards

Member Month

Social Media Take Overs

Social Media Shares

#InMiDowntown

#LoveMiDowntown

YouTube Channel

Listing on Website

"We reflect the community we serve as a small business because we are a place for individuals to experience our small town vibe through cardio drumming, as we promote health and well being"
Sue Macdonald,
South Lyon Cardio Drumming



MICHIGAN DOWNTOWN ASSOCIATION   September 28, 2024  LYON TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY



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Promotions

Annual Award Recipients Receive

- Social Media Recognition
- Proclamation to Municipality
- Press Release Template
- Invite to Present during Spring Workshop

Social Media Takeovers

- MDA Facebook Reach 14,000+ Quarterly
- Alpena's Post Received 80,000+

#InMIDowntown

- Social Media
- YouTube Channel



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Resources

Shareables

Templates

Member Portal

Emails

RFP & Job Postings

DDA TIF PUBLIC PURPOSE 

There are conditions of property value deterioration detrimental to the state economy.



Government programs are desirable and necessary to eliminate the causes of property value deterioration.



It is appropriate to finance these government programs.

Tax increment financing is a government financing program. It contributes to economic growth and development by dedicating a portion of the increase in the tax base to improvements within the development area.



Halting property value deterioration and promoting economic growth in the state are essential governmental functions and constitute essential public purposes.

Economic development strengthens the tax upon which local units of government rely. Government programs to eliminate property value deterioration benefit local government. DDA TIF programs are for the use of local government.

www.michigandowntowns.com/downtowns_tif.php

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Michigan Downtown Association Professional Development Certificate Program

Training in 15 essential areas of downtown management

At your own pace

Webinars

Workshops and Conference

Capstone Project

Continuing Education



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Importance of Downtown Management Organizations



Importance of Downtowns

Why is Downtown Important?

- Center of economic activity
- Center of social activity
- Indicator of health of community

Why manage your downtown?

- Operating from the proven principle that downtowns benefit from professional management – just like municipalities
- Envision
- Influence
- Implement



It's In The DDA Law!

[Pa 57 of 2018](#)
[Section 125.4203](#)



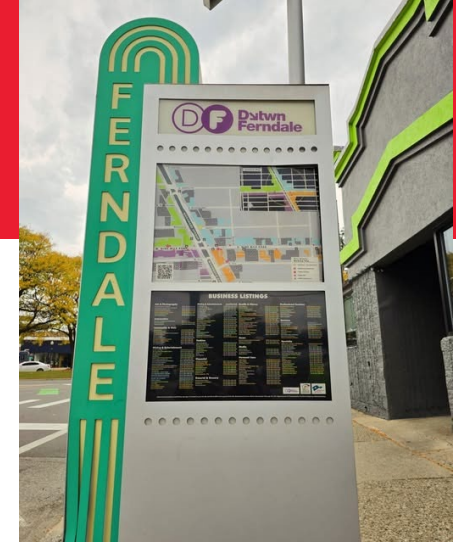
When the governing body of a municipality determines that it is necessary for the ***interests of the public to halt property value deterioration and increase property tax valuation where possible in its business district, to eliminate the causes of that deterioration, and to promote economic growth***, the governing body, may, by resolution, declare its intention to create and provide for the operation on an authority.

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What is a DDA?



Why Downtown Development Authority (DDA) Formed

- a. Rise of malls after WWII and decline of downtowns
- b. Failure to proactively respond to change in consumers/ residents
- c. Goal to halt property value deterioration and increase property tax valuation to eliminate the causes of that deterioration, and to promote economic growth

PA 197 of 1975 Michigan (later PA 57 of 2018)

- a. Created DDAs and Tax Increment Financing (TIF) as economic tool
- b. Reinvest tax dollars into the downtown core
 - i. Infrastructure
 - ii. Public gatherings and parks
 - iii. Revitalization of vacant & underutilized properties
 - iv. Business recruitment and retention
 - v. Safety
 - vi. Rehab of historic buildings, façade, etc.
 - vii. Blight
 - viii. Job creation
 - ix. Events and promotions

The Importance of DDAs and TIF Document



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What is a DDA?

- DDA established by municipality ordinance.
- The DDA becomes the managing organization for the defined area.
- Per law, it is clearly a separate authority.



[PA 57 of 2018](#)



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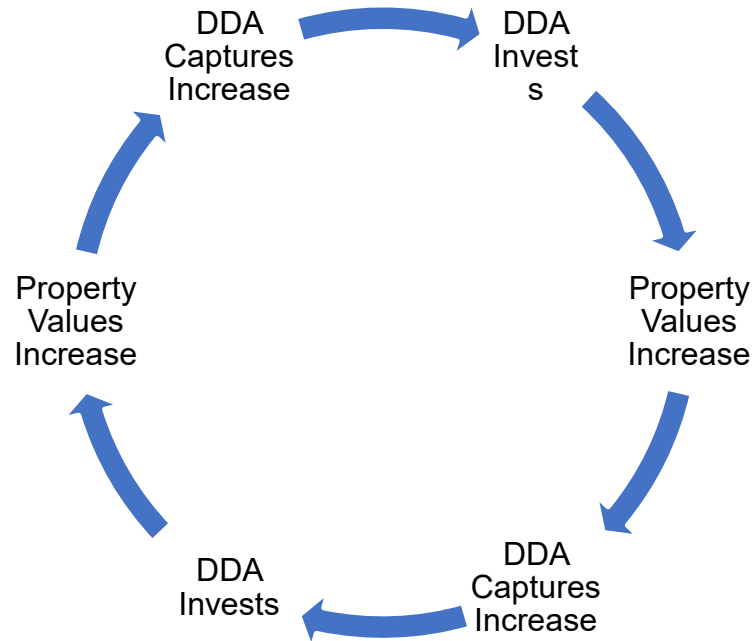
Purpose of a DDA

Comprehensively manage downtowns to maximize the local economy

Halt property value deterioration and increase property tax valuation to eliminate the causes of that deterioration, and to promote economic growth



Purpose of a DDA



Importance of DDAs

○

Why DDAs are important

- a. Management organizations rely on TIF dollars
- b. Management/expertise for a downtown
- c. Bring people back to downtown
- d. Downtown as the core of a community/ region
 - i. Employment
 - ii. Entertainment
 - iii. Necessities
 - iv. Food (restaurants, grocery)
 - v. Government
 - vi. Recreation
 - vii. Cultural Hub
 - viii. Exchange of Ideas
- e. Rather than react, guide the change
- f. The work is never done!

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What Can a DDA Do?

The DDA is responsible for and represents

- Downtown District (as defined by ordinance)
- Its Businesses, Property Owners, and Residents

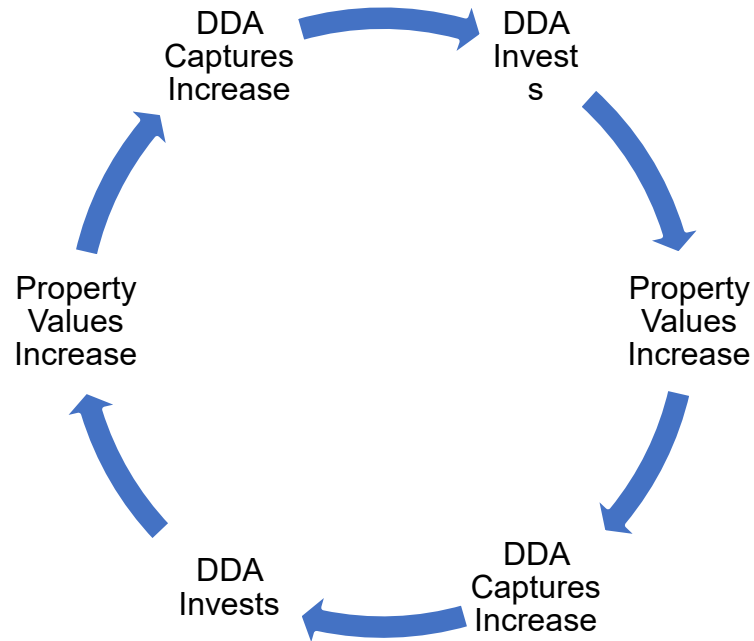
DDAs fund significant projects and ongoing economic programming to improve the quality of life to retain residents, attract talent, and private reinvestment:

- - Infrastructure improvements to sidewalks, streets, lighting, water & sewer
 - Design of public spaces and parks
 - Revitalization of vacant and underutilized properties
 - Rehabilitation of historic buildings, assets, and facades
 - Mixed-used and middle housing infill developments
 - Business recruitment and retention programs
 - Safety, security and maintenance programs
 - Marketing, special events, and promotions



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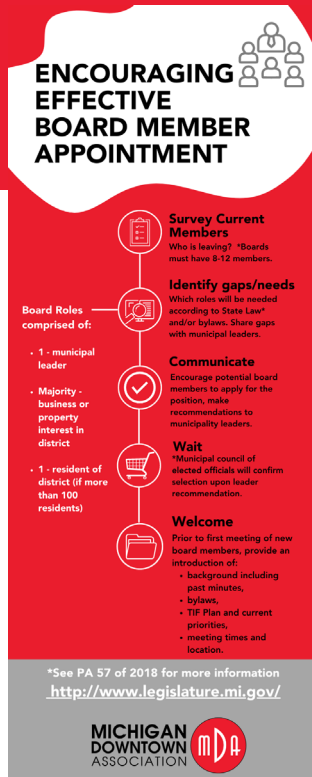
Purpose of a DDA



Authority's Relationship with Municipality

The Law says:

- DDA board must have the chief executive officer of the municipality or his/her designee from the governing body of the municipality.
- Board members shall be appointed by the chief executive officer of the municipality subject to the approval of by the municipality's governing body.
- The municipality shall approve DDA budget.



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Role of Downtown Directors

Per the Law:

- Supervise, and be responsible for, the preparation of plans and the performance of the functions of the authority
- Attend the meetings of the board
- A regular report to DDA and Governing body activities and finances condition of authority



**Having a person/organization dedicated to
Downtown allows for comprehensive
management of Downtown.**





Downtown Development Authorities

**Downtown Management is
ECONOMIC
DEVELOPMENT**



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Downtown Development Authorities

What do DDAs need to succeed?

- Education and training
- Relationships
- Empowerment
- Flexibility
- Human resources
- Financial resources

YOU!



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Additional Resources

MDA Member Portal

MDA Members

- Other communities
- Board of Directors
- Business Listing

[Main Street Oakland County](#)

[Main Street Solutions Center](#)

[Michigan Economic Development Corporation](#)



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Questions & Contact



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