

CITY OF MADISON HEIGHTS DOWNTOWN DEVELOPMENT AUTHORITY

INFORMATIONAL MEETING
NOVEMBER 10, 2020



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What is our Mission and Where do our Goals & Projects Come From?

- **DDA Districts: How it Works**
- **Summary of Goals & Projects**

DDA Districts: How it Works

- June 1997-MH City Council creates the DDA District
- 13 Board Members appointed to represent the DDA District-Majority having property interest
- Parcels: 182 Dev. Area: 104 acres



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GOALS

- *To create a visual cohesiveness and unity for the commercial and industrial frontage through enhancement of building facades and streetscape improvements*
- *To eliminate the effect of blighting influences which detract from the appearance and marketability of the district and negatively affect the image of the City*
- *To create employment opportunities*
- *To enhance the economic vitality of the businesses in the district*
- *To create a physical environment, image, and “sense of place” which will encourage additional retail and commercial activity in the district*

HOW IS THE DDA FUNDED?

DDA utilizes Tax Increment Financing (TIF)

TIF is derived primarily from new taxes generated by new building construction or property improvements which is then directed back to the DDA district



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Past MHDDA Accomplishments

- 2019-2020 Accomplishments

2019-2020 ACCOMPLISHMENTS: STAND WITH MADISON HEIGHTS SMALL BUSINESS GRANT

Program Overview

In response to the economic impact of COVID-19 on local businesses Main Street Oakland County and the Madison Heights DDA created a matching grant program to help cover costs of critical function of local businesses such as working capital, payroll, rent, mortgage payments, and utility expenses. Contributions to this fund were made by residents, supporters and community organizations seeking to assist businesses recover from the economic impact of COVID-19.

(12) Twelve small Madison Heights small businesses received grants of \$2,550, (7) Seven MHDDA area businesses.

MHDDA Activities

- MHDDA Staff worked to provide notice of this opportunity to over 115 small businesses within the MHDDA area.
- MHDDA Members reached out to fellow business owners and encouraged them to apply.



📍 MADISON HEIGHTS, MI

Stand With Small Business, Madison Heights!

Together we can reopen our small businesses and keep Madison Heights thriving!

\$15,750

of \$15,000

Project Closed

★ Matching Grant: Main Street Oakland County

VIEW

❤ SUPPORTED

2019-2020 ACCOMPLISHMENTS: OAKLAND COUNTY SMALL BUSINESS STABILIZATION GRANT

- 50% of the cost of new wall signage: \$3,100
- Total Public Reimbursement: \$ 3,100
- Total Private Investment: \$ 6,200

- 100% of costs to remove non-conforming pole sign: \$650
 - 50% of the cost of new wall signage: \$2,625
 - Total Public Reimbursement: \$ 3,275
 - Total Private Investment: \$ 5,250

2018-2019 ACCOMPLISHMENTS: OAKLAND COUNTY MAIN STREET PROGRAM AFFILIATE LEVEL

- Madison Heights became the newest Affiliate Member of the Main Street Oakland County Program.
- City staff is working with Oakland County to adopt best practices and implement the “Four Point Approach” in the Madison Height DDA Area.



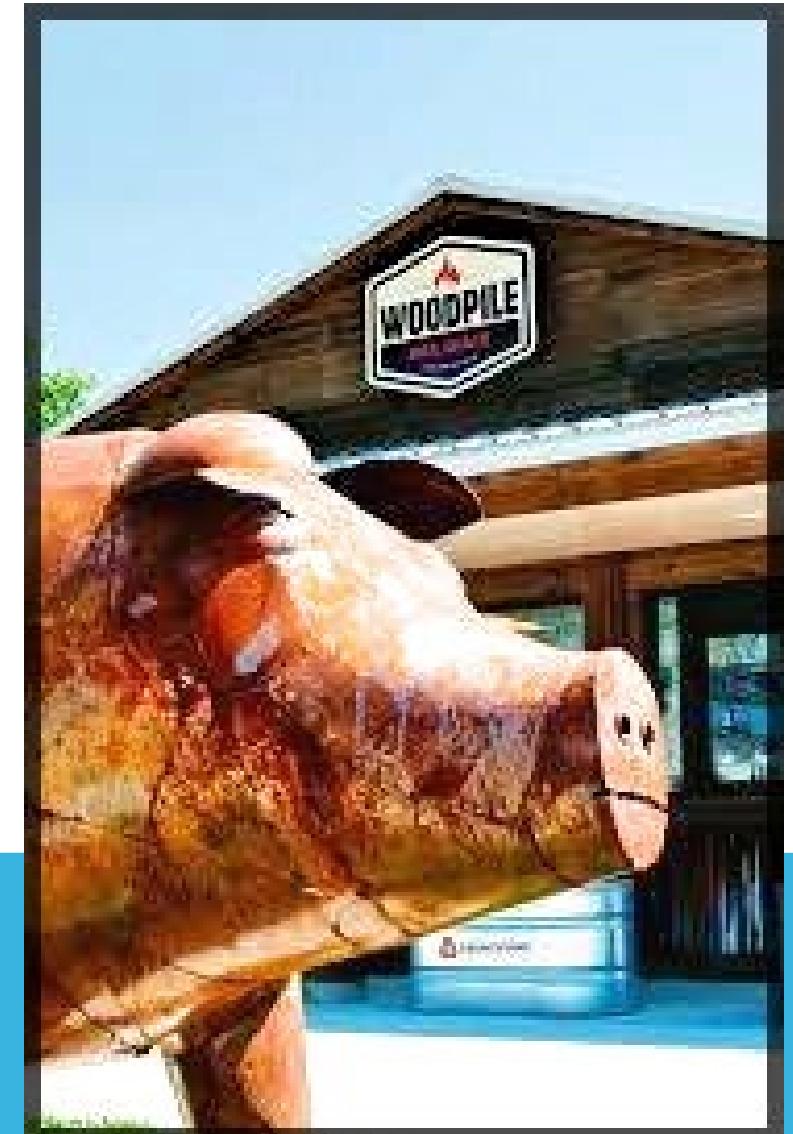
2018-2019 ACCOMPLISHMENTS: RIGHT OF WAY TREE PLANTING

- Madison Heights DDA partnered with Department of Public Service to add 11 trees along the right of way within the DDA area.
- The Madison Height Community & Economic Development office has identified 108 additional potential site for tree plantings and will continue these efforts.



2018-2019 ACCOMPLISHMENTS: WOODPILE BBQ SHACK REDEVELOPMENT LIQUOR LICENSE

- Madison Heights approved a redevelopment liquor license for the newest expansion of Woodpile BBQ Shack on 11 mile.



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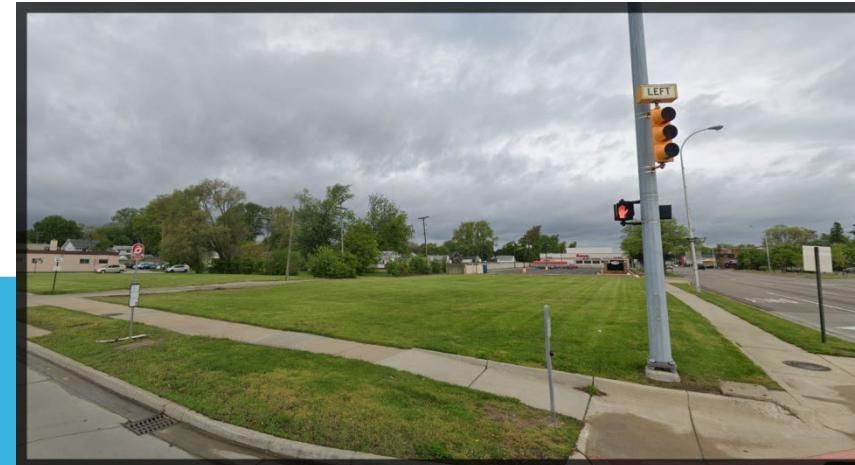
What Are We Working On Now? 2019-2020

- **Property Acquisition**
- **Grant Programs**

2019 – 2020 PROJECT & GOALS: PROPERTY ACQUISITION/DEMO

Madison Heights Downtown Development Authority has allocated up to \$50,000 for the purposes of Property Acquisition/Demo.

Acquiring or clearing away certain parcels in the downtown for redevelopment opportunities has been identified as a priority within the 2017 TIF Development Plan



2019 – 2020 PROJECT & GOALS: LOCAL GRANT OFFERINGS/ DEVELOPMENT PROGRAMS

[Sign Grant Program \(\\$8000 Available 2019-20 FY\)](#)

- Up to 50% of costs for new design & construction costs; 100% of removal costs of nonconforming signage.
- Max grant amount \$10,000.

[Façade Grant Program \(\\$20,000 Available 2019-20 FY\)](#)

- Up to 50% of costs for eligible improvements ; 100% of removal costs of blight removal.
- Max grant amount \$10,000

[Redevelopment Liquor License](#)

- The MHDDA has the ability to issue new public, on-premises liquor license to new and existing businesses located within the designated DDA District

[MHDDA Business Promotion Grant Program \(\\$10,000 Available 2019-20 FY\)](#)

- A new program designed to help support innovative/creative promotional projects & events that benefit the DDA district business community.

2019 – 2020 PROJECT & GOALS: OAKLAND COUNTY MAIN STREET PROGRAM

- City Staff and DDA Board members will receive ongoing training on the “Four Point Approach” and will work to adopt policies for Main Street development. As we progress in the Main street Program member we will be eligible for greater assistance from Oakland County staff and Grant Opportunities offer exclusively to Main Street Oakland County communities.



Main Street Placemaking and Façade Grant Program Description

One of the most important elements of successful downtown development and community revitalization is good design and creating a strong sense of place. Main Street Oakland County (MSOC) advocates for good design and placemaking through the preservation and renewal of historic building facades, the installation of public art, historic interpretive markers and the enhancement of other physical attributes of a downtown district. To support this, MSOC has partnered with Flagstar Bank to create a Placemaking and Façade Grant Program.



Spirit of Main Street Micro Business Startup Grant Program Description

In an effort to support the attraction, retention and growth of small businesses in our historic downtowns and commercial corridors, Main Street Oakland County (MSOC) has partnered with Genisys Credit Union to create the Spirit of Main Street Micro Business Startup Grant Program. This grant program is designed to complement MSOC economic vitality efforts and support entrepreneurship at the local community level. A start up company is defined as a business from inception to its early stage of development, **five years or less**, and may be looking to expand into new markets.

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QUESTIONS? THANK YOU!