

# City of Mt. Pleasant, Michigan



CITY HALL  
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**TAX INCREMENT FIANANCE AUTHORITY**  
**January 25, 2021**  
**8:30 AM VIRTUAL MEETING VIA ZOOM**

TIFA Members:

R. Blizzard	12/31/21	M. McAvoy	12/31/21
Vacant	12/31/22	R. Swindlehurst, Chair	12/31/22
City Commissioner	12/31/21	B. Wieferrich, Vice Chair	12/31/22
J. Horton	12/31/22	M. Sponseller	Staff Liaison

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| <ul style="list-style-type: none"><li><b>I. CALL TO ORDER</b></li><li><b>II. ROLL CALL AND INTRODUCTIONS</b></li><li><b>III. ELECTION OF OFFICERS</b></li><li><b>IV. CHANGES/ADDITIONS TO AGENDA</b></li><li><b>V. MINUTES</b><ul style="list-style-type: none"><li>a. November 2020 Minutes</li></ul></li><li><b>VI. RECEIPT OF COMMUNICATION</b><ul style="list-style-type: none"><li>a. January 2021 Downtown Directors Report</li></ul></li><li><b>VII. PUBLIC COMMENT</b></li></ul> | <ul style="list-style-type: none"><li><b>VIII. OLD BUSINESS</b><ul style="list-style-type: none"><li>a. None</li></ul></li><li><b>IX. NEW BUSINESS</b><ul style="list-style-type: none"><li>a. 2021 Meeting Schedule</li><li>b. Review of 2020 Business Incentives</li></ul></li><li><b>X. OTHER/ADDITIONS TO THE AGENDA</b></li></ul> <p><b>ADJOURNMENT</b></p> |
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Website: [www.mt-pleasant.org](http://www.mt-pleasant.org)

All interested persons may attend and participate. Persons with disabilities who need assistance to participate may call the human resources office at 779-5314. A 48-hour advance notice is necessary for accommodation. Hearing or speech impaired individuals may contact the city via the Michigan Relay Service by dialing 7-1-1.

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## JULY 27, 2020 MINUTES – TAX INCREMENT FINANCE AUTHORITY (TIFA)

### MEMBERS PRESENT

R. Blizzard	P	12/31/2021
Vacant	NA	12/31/2022
W. Joseph	P	12/31/20
J. Horton	P	12/31/22

M. McAvoy	EA	12/31/2020
R. Swindlehurst, Chair	P	12/31/2022
B. Wieferich, Vice Chair	P	12/31/22
M. Sponseller, Staff	P	N/A

*A = Absent without notification      P = Present      EA = Excused Absence      N/A = Not Applicable*

Guests: Bill Mrdeza

Roll Call Notes: Meeting held via Zoom.

### I.) CALL TO ORDER

Call to order at 8:31am

### II.) ROLL CALL AND INTRODUCTIONS

Board member roll listed above with attendance.

### III.) CHANGES/ADDITIONS TO AGENDA

None

### IV.) MINUTES

Motion to approve the regular July 2020 minutes as presented.

M = Joseph

S = Wieferich

Motion approved

### V.) RECEIPT OF COMMUNICATION

#### A.) DOWNTOWN DIRECTORS REPORT

Receipt of July Downtown Development Directors report. No action taken.

### V. RECEIPT OF COMMUNICATION

#### B.) PA 57 INFORMATIONAL MEETING HELD

Presentation of for PA 57 requirements was held. No action taken.

### V. RECEIPT OF COMMUNICATION

#### C.) BROADWAY LOFTS (410 WEST BROADWAY) UPDATE

Bill Mrdeza will join us to present an update on the Broadway Lofts progress. No action taken.

### VI. PUBLIC COMMENT

No public comment.

**VII. OLD BUSINESS****A.) TIFA BUSINESS INCENTIVES – RESTAURANT WEEK**

Preliminary discussion held on if or when the proposed restaurant week should be held. Members present believe we should proceed even with limited capacity levels. Staff asked to reach out to restaurant owners to select the week that best works in October. No action taken

**VII. OLD BUSINESS****B.) TIFA BUSINESS INCENTIVES - BILLBOARD**

Update by Chair Swindlehurst on proposed updated billboard focusing on restaurants for US-127 billboard. No action taken.

**VIII. NEW BUSINESS****A.) NONE****IX.) OTHER/ADDITIONS TO AGENDA**

Discussion on Broadway road closure with the following comments:

- Blizzard: Keep street open, expand outdoor dining season. Suggest making it more visually appealing.
- Horton: Downtown Drugs has no issue with closure, customers using back parking lot.
- Joseph: Sometimes full, others using the space beyond Ponder.
- Swindlehurst: Not used after 2:00pm, People after 2:00pm are undesirable. Appearance that only Ponder is using the space. Suggests using the model Charlevoix has – close off parking spaces but open road back up. Some customers can't find Midori with the closure.

**XI. ADJOURNMENT**

Meeting adjourned 9:10am.

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**Date:** January 19, 2021  
**To:** TIFA Board  
**From:** Michelle Sponseller, Downtown Development Director  
**Re:** January 2021 Downtown Development Director's Report

**I. CALL TO ORDER**

**II. ROLL CALL AND INTRODUCTIONS**

**III. ELECTION OF OFFICERS**

Election of chair and vice-chair is necessary at this time.

**III. CHANGES TO THE AGENDA**

Unless there are changes to the agenda, no action is necessary.

**IV. MINUTES**

Review of the November 2020 TIFA meeting minutes.

**Requested Motion:**

- Motion to accept the minutes as presented.

**V. RECEIPT OF COMMUNICATION**

**A.) DOWNTOWN DIRECTORS REPORT**

Downtown Directors report covers description of communication and background information on agenda items.

- No action is required.

**VI. PUBLIC COMMENT**

**VII. OLD BUSINESS**

**A.) NONE**

**VIII. NEW BUSINESS**  
**A.) 2021-22 MEETING SCHEDULE**

Meetings remain every other month on the fourth Monday with one exception due to the Thanksgiving holiday, which is denoted with \*.

March 23  
May 24  
July 26  
September 27  
November 15\* (Thanksgiving)  
January 24, 2022

**TIFA Requested Motions:**

Motion to approve the 2021 meeting schedule as presented.

**VIII. NEW BUSINESS**  
**B.) REVIEW 2020 BUSINESS INCENTIVES**

Last year the Central Business District Tax Increment Finance Authority board (TIFA) recommended to the City Commission that a trial of business incentives, focused on marketing the downtown district would take place throughout 2020. TIFA believed focusing on marketing for downtown as an overall district would serve to grow our existing businesses and attract new businesses to downtown through the same efforts. Now that the marketing has concluded for the year, both TIFA and the City Commission will review the actions and determine the possibility of continuing in 2021.

Although COVID-19 postponed a number of these marketing actions, as they could not take place due to executive or health department orders, marketing via radio, billboard and social media were able to continue.

A survey request was sent to downtown businesses to assist in reviewing the value and success of these marketing actions and if they find value in continuing them. The survey results will be forwarded at the close of the survey on Friday, January 22.

Memo of February 2020 with history of funds and city commission approved allocation of marketing is attached for reference.

**Marketing Actions**

**Billboard Matching Program**

- Billboard located along the northbound route of 127 between Alma and Shepherd this billboard was be split between business owners and downtown to provide a cost effective entry into billboard marketing which would otherwise be financially unable to do.

**Website/Social Media**

- Boost analytics for search of downtown businesses in key word searches such as shopping, dining, etc.
- Social media ad purchases for downtown Facebook and Instagram accounts to broaden reach and increase engagement.
- Website hosting and coding updates as necessary to keep information up-to-date.

**Radio**

- Three on-site remotes and spot buys throughout the year tied to events, holidays or promotions. These radio remotes and spot buys were with WCFX, WCZY and WCMU.

### **Marketing Actions Put On Hold Due To COVID-19**

#### **Restaurant Week**

- Week-long promotion of downtown restaurants with tasting activities and specials.

#### **Print Materials**

- Brochure and/or one-page flyer, including a map.
- Distribution designed for incoming freshmen and parents during orientation, sporting events via CMU, Mid-Michigan College, or CVB. Additionally, copies would be provided to hotel lobbies and/or rooms.
- Hotel welcome areas.

#### **Blade Sign Matching Program**

- 1-to-1 match, up to \$500 per business, for blade signage for new and existing businesses to better reach both pedestrian foot traffic and passing vehicles.

#### **TIFA Requested Motions:**

##### Motion options:

- Recommend continuing the marketing as presented last year with the hopes that action put on hold due to COVID-19 can take place in 2021;
- Recommend modified marketing approach;
  - Modify areas where funds are spent in some manner either due to COVID-19, etc.;
  - Example: change or eliminate funding for print materials and/or Restaurant Week
- Recommend not to continue with marketing incentives.

<b>IX. OTHER/ADDITIONS TO THE AGENDA</b>
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<b>X. ADJOURNMENT</b>
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# Memorandum



TO: Nancy Ridley, City Manager

FROM: Michelle Sponseller, Downtown Development Director

CC: William Mrdeza, Economic and Community Services Division Director  
Mary Ann Kornexl, Treasurer and Finance Division Director

DATE: February 25, 2020

SUBJECT: Central Business District TIFA Business Incentives

## **BACKGROUND**

Since February the Tax Increment Finance Authority (TIFA) board has been developing a business incentives package for the Central Business District based on the following parameters provided by the city commission:

- \$80,000 one-time allotment from city economic initiatives fund for business incentives;
- Plan to be considered by City Commission;
- Incentive to be spent by December 31, 2020;
- To be returned at the end of 2020 if not used.

For the past year the TIFA board has been in deep discussions about selecting the best course of action to utilize the business incentives funding to strengthen both existing businesses and attract new businesses. At their October 23 meeting TIFA approved recommending to the City Commission that the business incentives focus on marketing the downtown district.

TIFA found the greatest challenge to be balancing the desire to attract new businesses while retaining and strengthening existing businesses. After careful consideration and lengthy discussions, TIFA believes focusing on additional marketing for the overall district will serve to grow our existing businesses and attract new businesses to downtown through the same efforts.

Based on the work session discussion on November 11 the following is a summary of the direction the City Commissioners provided back to the TIFA regarding the recommendation for the use of the \$80,000 for business incentives for downtown.

Request TIFA board for a revised recommendation which addresses the following:

- Willing to consider spending some funds on marketing, but \$80,000 plus the allocation of \$16,170 was too large of an expenditure in one year for marketing;
- Willing to extend the deadline for use of the \$80,000 allocation past 12/31/2020 to allow for effective use of the funds;
- If recommendation includes marketing of individual businesses, would prefer to have the business provide some type of contribution/matching toward the cost;
- Need more details on the "measurement" at the end of the advertising/marketing to be able to determine the actual impact/return from the use of the funds;
- Ensure that the recommendation addresses in a combined way both the \$16,170 previously allocated for marketing as well as the additional funds being recommended for marketing in 2020.

# Memorandum

*Mt. Pleasant*  
[meet here]

The TIFA board met on Wednesday, February 5 to discuss the City Commission requests to reexamine the types and amount of annual funding and options for providing more financial partnerships with downtown business owners regarding the proposed marketing incentives. After deliberations the following revisions are requested for approval by City Commission.

## **RECOMMENDED COURSE OF ACTION**

- **Billboard Matching Program**
  - Billboard located along the northbound route of 127 between Alma and Shepherd this billboard will be split between business owners and downtown to provide a cost effective entry into billboard marketing which would otherwise be financially unable to do.
- **Website/Social Media**
  - Boost Google analytics for search of downtown businesses in key word searches such as shopping, dining, etc.
  - Social media ad purchases for downtown Facebook and Instagram accounts to broaden reach and increase engagement.
  - Website hosting and coding updates as necessary to keep information up-to-date.
- **Radio**
  - Three on-site remotes throughout the year by both WCZY and WCFX tied to events, holidays or promotions.
- **Restaurant Week**
  - Week long promotion of downtown restaurants with tasting activities and specials.
- **Print Materials**
  - Brochure and/or one-page flyer, including a map.
  - Distribution designed for incoming freshmen and parents during orientation, sporting events via CMU, Mid-Michigan College, or CVB. Additionally, copies will be provided to hotel lobbies and/or rooms.
  - Hotel welcome areas.
- **Blade Sign Matching Program**
  - 1-to-1 match, up to \$500 per business, for blade signage for new and existing businesses to better reach both pedestrian foot traffic and passing vehicles.
- **Internet Radio**
  - Eliminated. Funds moved to print materials.
- **Television**
  - Eliminated.
- **Other**
  - Funds moved into the blade sign matching program and print materials.



# Memorandum

**REVISED ANNUAL BUDGET ALLOCATION:**

Please note that the budget below replaces the current \$16,170 marketing allocation and is not in addition to it.

	November 2019 Request	Revised Annual February 2020
<b>Current Marketing Allocation</b>	\$16,170	\$0
Billboard, radio advertising and website hosting. These activities are now included, not in addition to, the marketing list below.		
<b>Billboard*</b>	\$10,000	\$5,000
*Billboard will provide a matching opportunity for businesses. 1/2 will remain general downtown district message, the other 1/2 will be designated for specific businesses on a first come, first serve basis.		
<b>Website / Social Media Ads</b>	\$7,500	\$6,250
Website Hosting and Updates	\$0	\$1,500
Instagram	\$3,750	\$1,125
Facebook	\$3,750	\$1,125
Google - ads and analytics	\$0	\$2,500
<b>Radio</b>	\$25,000	\$10,750
WCMU (89.5)	\$6,000	\$3,000
WMHW (91.5 and 101.1)	\$4,000	\$1,150
WCFX (95.3)	\$5,000	\$3,300
WCZY (104.3 and 92.3)	\$5,000	\$3,300
WUPS (98.5)	\$5,000	\$0
<b>Restaurant Week</b>	\$5,000	\$3,000
<b>Print Materials</b>	\$0	\$10,000
Print materials (brochure/flyer with map) will be used in a variety of ways including:		
<ul style="list-style-type: none"> <li>• CMU incoming freshmen and parents during orientation;</li> <li>• Welcome/Registration bags for sporting tournaments/events, conferences, etc.;</li> <li>• Hotel welcome areas.</li> </ul>		
<b>*Blade Sign Matching Program</b>	\$0	\$5,000
1-to-1 match, up to \$500 per business, for blade signage for new and existing businesses.		
<b>Internet Radio</b>	\$10,000	\$0
Pandora or Spotify		<i>Eliminated</i>
<b>Television</b>	\$12,500	\$0
Spots on local and cable (9 & 10 and Spectrum)		<i>Eliminated</i>
<b>Other</b>	\$10,000	\$0
Discussions on fireworks or brochure with map. Details now found under "print materials" and "signage matching program."		
<b>Annual Total</b>	\$96,170	\$40,000

# Memorandum

## **RECOMMENDED MEASUREMENT OF BUSINESS INCENTIVES**

Provide City Commission with data in the following areas at the end of the year:

- Survey downtown business owners on return of investment on the campaign;
- Billboard
  - Before/after billboard sales comparison for participating businesses;
  - Request participating businesses to keep track customers who indicate they saw the billboard as well;
- **Social Media**
  - Hootsuite and Google analytics to track engagement;
- **Radio**
  - Coverage area and number of listeners during live remotes;
- **Print Materials**
  - Number of attendees and/or visitors presented materials;
- **Restaurant Week**
  - Number of attendees;
  - Sales comparison before and after event;
- **Signage Matching Program**
  - Track number of signs installed within the TIFA district.

## **REQUESTED ACTION**

Consider revised recommended course of action and budget amendment of \$40,000 from the economic initiatives fund for TIFA business incentives.