

**City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan – 2017 through 2021**

ACTIVITY: Downtown Development Authority

FUND NUMBER: 370

SUPERVISOR: Downtown Development Authority



City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan – 2017 through 2021

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 began the process of updating 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. With many of the projects completed, the City and DDA determined the need to update the document. Beckett and Raeder, Inc. was retained to provide an updated Strategic Plan and to undertake both retail and residential market analyses. A Steering Committee was appointed by City Council and has been meeting for the past ten months. The new document, which is expected to be completed in late spring, will outline recommendations for the physical and economic revitalization of the downtown. The plan will include short and long term action plans, cost estimates, financing/revenue sources, prioritized tasks, and a timeline. To assist in the implementation of the Strategic Plan, the DDA will utilize the committee structure established during the 2006 Strategic Planning process which established 4 Committees: Organization, Design, Marketing Mix, and Parking.

The DDA staff allocates its time between physical improvement projects, 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

City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan – 2017 through 2021

Downtown Development Authority – continued

downtown. Currently the DDA has a part-time position that is vacant. The Strategic Plan, when completed, will help the DDA prioritize its workload and identify the skill set needed to fill the staff vacancy.

Proposed Fiscal Year Overview

The taxable value subject to DDA capture increased 2.5% from last year generating an additional \$15,854 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 1.9%. The 2 mill levy has been permanently reduced to 1.8158 due to Headlee. That levy provides for an additional \$1,095 over the prior year.

Once the updated Strategic Plan for Downtown Northville is completed and adopted by the City and DDA, new opportunities will be identified and will need to be absorbed into the DDA and City's Goals and Objectives and work plans for the coming year.

The DDA will continue implementing the Marketing Plan for the downtown in cooperation with the Northville Central Business Association, the Northville Chamber of Commerce, and the volunteer Marketing Mix Committee. In addition to marketing, DDA staff will continue to focus attention and resources on business recruitment, retention, and business assistance efforts in the downtown.

Working with the City, the DDA maintains the parking decks located in downtown. Annually, the DDA makes an operating transfer to the General Fund for overall maintenance of the two decks. This includes sweeping, snow plowing, and minor maintenance issues like changing lights. This year, the DDA will transfer \$85,650. An additional \$50,000 is transferred to cover a portion of the parking and downtown street lighting and electrical costs. For FY2016, the DDA paid 86% of the parking system maintenance costs and 43% of the street lighting costs.

City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan – 2017 through 2021

Downtown Development Authority – continued

Every few years, additional capital improvements are needed in the parking decks. DDA staff is currently working on a Request for Proposal for consultants to evaluate the two parking decks and develop a Scope of Work, prioritization schedule, construction estimates, and develop a maintenance manual for the decks. The DDA has a limited budget for the project and additional funding sources will need to be identified to complete these projects.

In addition to maintenance of the lots and decks, the DDA also continues to monitor the utilization of the parking system to determine the demand for additional parking in Northville

Action Steps Related to City Council Goals & Objectives

Implementation of Downtown Strategic Plan

- Complete the updated Strategic Plan for Downtown Northville.
- Continue Downtown business retention and recruitment efforts.
- Continue to monitor parking supply and demand.
- Develop quality maintenance program for downtown area.

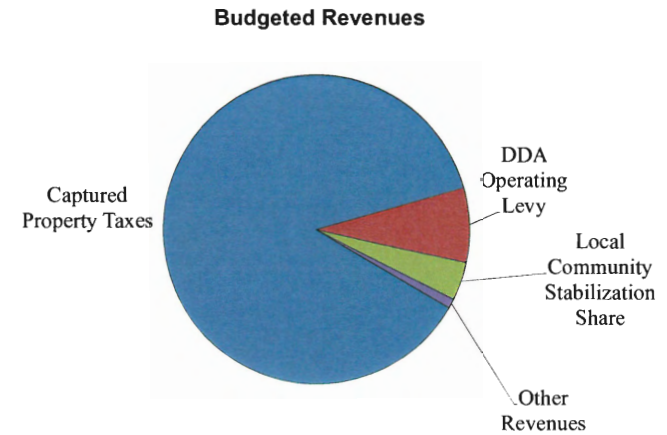
City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan – 2017 through 2021

Performance Measures

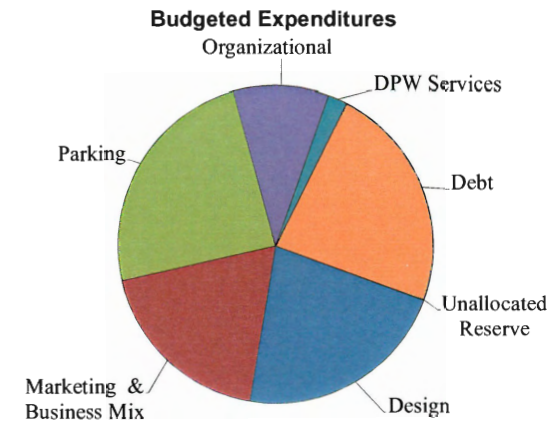
Measure	FY2014 Actual	FY2015 Actual	FY2016 Actual	FY2017 Projected	FY2018 Target
Inputs & Outputs					
Number of Print Ads Run	17	26	22	24	24
Number of Weeks of Radio Ads Run	12	2	0	2	2
Number of TV Spots/Features	12	17	0	24	24
Number of Press Releases Sent	22	41	20	36	36
Number of Press Coverage Received	29	52	60	40	40
Number of Direct Mailing	1	2	1	2	2
Number of Façade Grants Awarded	0	0	0	0	0
Number of Event Cards	7	7	7	7	7
Number of Internet/Electronic Ads	3	0	3	0	0
Number of Social Media Posts	n/a	416	450	500	500
Number of Social Media Promoted Posts	n/a	8	6	12	12
Number of Weeks of Billboard Ads	n/a	3	0	0	0
Efficiency & Effectiveness Measures					
Fund Balance as a % of Expenditures	56%	64%	36%	23%	28%
DDA Debt Service Per Capita	\$56	\$28	\$29	\$29	\$29

City of Northville
Proposed 2017-18 Downtown Development Authority Budget
(with historical comparative data)

Revenues	FY16	FY17	FY18	FY18
	Actual	Projected	Proposed	% Total
Captured Property Taxes	\$ 637,611	\$ 637,838	\$ 653,692	87.3%
DDA Operating Levy	56,618	56,759	57,854	7.7%
Local Community Stabilization Share	28,112	35,677	30,000	4.0%
Other Revenues	27,677	5,350	7,300	1.0%
Operating Transfer	-	21,000	-	0.0%
Approp of Prior Year Surplus	124,252	112,054	-	0.0%
Total Revenues	\$ 874,270	\$ 868,678	\$ 748,846	100.0%



Expenditures	FY16	FY17	FY18	FY18
	Actual	Projected	Proposed	% Total
Design	299,934	289,566	165,390	22.1%
Marketing & Business Mix	174,350	161,978	141,378	18.9%
Parking	158,798	182,505	181,350	24.2%
Organizational	51,047	48,594	73,355	9.8%
DPW Services	14,726	14,650	14,725	2.0%
Debt	175,415	171,385	172,355	23.0%
Unallocated Reserve	-	-	293	0.0%
Total Expenditures	\$ 874,270	\$ 868,678	\$ 748,846	100.0%



City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan - 2017 through 2021

DOWNTOWN DEVELOPMENT AUTHORITY

Revenue	2014-15 Actual	2015-16 Actual	2016-17 Projected	2017-18 Proposed Budget	2018-19 Estimated Budget	2019-20 Estimated Budget	2020-21 Estimated Budget
Captured Property Taxes =							
Taxable Value Subject to Capture			24,455,064	25,057,914	25,433,783	25,815,290	26,202,519
x Estimated Tax Levies per Mill			26.2868	26.2868	26.2868	26.2868	26.2868
DDA Operating Levy =							
Prior Years' Millage Approved			1.8255	1.8158	1.8158	1.8158	1.8158
x Millage Reduction Fraction			0.9947	1.0000	1.0000	1.0000	1.0000
= Allowable Levy			1.8158	1.8158	1.8158	1.8158	1.8158
x DDA Taxable Value per Mill			31,258	31,861	32,339	32,824	33,316
370-000-403.00 Captured Property Taxes	636,713	639,523	642,838	658,692	668,573	678,601	688,780
370-000-403.01 DDA Operating Levy	55,561	56,618	56,759	57,854	58,721	59,602	60,495
370-000-403.04 Local Community Stabilization Share	26,596	28,112	35,677	30,000	30,000	30,000	30,000
370-000-418.00 Property Taxes - Other	4,593	(1,912)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)
370-000-476.09 Newspaper Rack Registration Fees	189	-	-	-	-	-	-
370-000-586.02 Sponsorships	12,555	9,295	5,000	6,250	6,500	7,000	7,000
370-000-659.11 Rental Income - Town Square	138	-	150	150	150	150	150
370-000-664.00 Investment Earnings - Short Term	816	5,140	850	850	850	850	850
370-000-664.20 Investment Earnings - Long Term	-	-	5,350	1,500	1,500	1,500	1,500
370-000-664.30 Unrealized Market Change	-	-	(4,550)	-	-	-	-
370-000-664.40 Investment Pool Bank Fees	-	-	(850)	(850)	(850)	(850)	(850)
370-000-664.50 Investment Advisory Fees	-	-	(800)	(800)	(800)	(800)	(800)
370-000-666.00 Miscellaneous Revenue	-	300	200	200	200	200	200
370-000-667.00 Insurance Proceeds	5,576	12,942	-	-	-	-	-
	742,737	750,018	735,624	748,846	759,844	771,253	782,325
Operating Transfers							
370-000-699.06 General Fund	-	-	21,000	-	-	-	-
	742,737	750,018	756,624	748,846	759,844	771,253	782,325
Fund Balance Reserve							
370-000-699.01 Approp of Prior Years' Surplus	86,490	124,252	112,054	-	-	-	-
Total Budget	829,227	874,270	868,678	748,846	759,844	771,253	782,325

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan - 2017 through 2021

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

Expenditures	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
Design							
370-861-706.00 Wages-Regular Full Time	22,244	22,734	23,060	23,645	24,245	24,855	25,175
370-861-707.00 Wages-Regular Overtime	-	47	-	-	-	-	-
370-861-710.00 Wages - Part Time	10,785	22,624	19,000	23,700	23,700	23,700	23,700
370-861-726.00 Supplies	380	159	850	575	475	475	475
370-861-740.05 Downtown Materials	20,850	12,413	14,305	13,430	11,055	15,055	11,055
370-861-801.00 Contractual Services	54,075	47,889	36,291	37,250	23,150	22,750	23,150
370-861-801.16 Public Restroom Program	1,771	2,458	2,750	2,750	2,750	2,750	2,750
370-861-801.90 Sidewalk Repairs	-	15,675	-	-	-	-	-
370-861-801.94 Brick Repair & Maintenance	-	2,050	-	3,000	-	-	-
370-861-802.20 Contracted Planning Services	11,388	15,739	51,000	-	-	-	-
370-861-803.58 Comerica Community Connection	565	-	-	-	-	-	-
370-861-803.59 Signage and Marker Projects	14,242	76,649	80,000	-	-	-	-
370-861-803.93 Comerica Connection Exhibit	9,865	16,323	-	-	-	-	-
370-861-850.00 Landscape Maintenance	28,451	41,458	31,750	32,000	30,500	30,500	30,500
370-861-920.01 Electrical Service - Town Square	2,349	1,007	3,020	2,450	2,500	2,550	2,600
370-861-920.02 Natural Gas Service - Town Square	4,391	2,711	3,780	3,850	3,930	4,010	4,090
370-861-920.03 Water Service - Irrigation	8,483	3,199	9,540	7,300	7,660	8,040	8,440
370-861-950.46 Contribution to Public Improvement Fund	5,211	-	-	-	-	-	-
370-861-967.00 Fringe Benefits	12,368	11,059	11,220	11,890	12,070	12,615	12,740
370-861-976.01 Street Furnishings	4,506	5,740	3,000	3,550	2,300	1,550	1,550
370-861-984.00 GIS Services	252	-	-	-	-	-	-
	212,176	299,934	289,566	165,390	144,335	148,850	146,225

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan - 2017 through 2021

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

Expenditures (continued)	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
Marketing & Business Mix							
370-862-706.00 Wages-Regular Full Time	35,591	36,374	36,895	23,645	24,245	24,855	25,175
370-862-710.00 Wages - Part Time	-	4,992	3,000	8,700	8,700	8,700	8,700
370-862-726.00 Supplies	-	56	150	150	150	150	150
370-862-784.00 Downtown Programs & Promotions	37,770	32,617	26,300	26,600	21,600	21,100	20,600
370-862-785.00 Business Retention Program	2,823	-	2,700	2,700	2,700	2,700	2,700
370-862-801.00 Contractual Services	80,088	76,768	73,500	65,500	65,500	65,500	65,500
370-862-801.34 Web Site	943	1,065	973	973	973	973	973
370-862-802.20 Contracted Planning Services	4,555	-	-	-	-	-	-
370-862-802.30 Contracted Marketing Services	20,449	-	-	-	-	-	-
370-862-950.05 Transfer to Parks & Recreation	15,000	8,154	3,500	3,000	2,500	2,000	2,000
370-862-967.00 Fringe Benefits	19,789	14,324	14,960	10,110	10,285	10,835	10,960
	217,008	174,350	161,978	141,378	136,653	136,813	136,758
Parking							
370-863-706.00 Wages-Regular Full Time	7,415	7,578	7,685	7,880	8,080	8,285	8,395
370-863-710.00 Wages-Part Time	-	4,992	3,000	8,700	8,700	8,700	8,700
370-863-726.00 Supplies	-	-	-	50	50	50	50
370-863-786.00 Downtown Parking Program	10	-	250	250	250	250	250
370-863-801.93 Parking Structure Maintenance	7,187	11,976	35,000	25,000	25,000	25,000	25,000
370-863-802.20 Contracted Planning Services	4,555	-	-	-	-	-	-
370-863-950.21 Operating Transfer to General Fund	128,720	130,960	133,270	135,650	138,100	140,620	143,220
370-863-967.00 Fringe Benefits	4,123	3,292	3,300	3,820	3,880	4,060	4,105
	152,010	158,798	182,505	181,350	184,060	186,965	189,720
Debt							
370-945-950.49 Oper Tsfr to DDA Debt Service Fund	169,135	175,415	171,385	172,355	173,170	173,830	174,335
	169,135	175,415	171,385	172,355	173,170	173,830	174,335

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan - 2017 through 2021

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

Expenditures (continued)	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Organizational	Actual	Actual	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
370-864-706.00 Wages-Regular Full Time	8,898	9,094	9,225	23,645	24,245	24,855	25,175
370-864-710.00 Wages-Temp/Part Time	350	4,992	3,000	8,700	8,700	8,700	8,700
370-864-726.00 Supplies	908	4,336	1,500	1,150	1,650	1,150	1,150
370-864-730.00 Postage	476	177	175	175	175	175	175
370-864-731.00 Publications	54	114	119	65	65	65	65
370-864-801.19 Computer Program Services	2,680	3,129	2,630	1,490	1,490	1,490	1,490
370-864-801.45 DDA Boundary Expansion	12,799	-	-	-	-	-	-
370-864-802.01 Legal Services	(1,118)	2,266	5,000	2,500	2,500	2,500	2,500
370-864-802.20 Contracted Planning Services	2,278	-	-	-	-	-	-
370-864-802.30 Contracted Marketing Services	5,069	-	-	-	-	-	-
370-864-805.00 Auditing Services	4,604	4,386	4,650	4,690	4,740	4,830	4,930
370-864-900.00 Printing & Publishing	2,529	1,408	1,125	975	975	975	975
370-864-910.00 Insurance	3,884	2,880	2,470	5,270	5,390	5,520	5,650
370-864-917.00 Workers Comp Insurance	610	790	-	-	-	-	-
370-864-920.00 Utilities	1,526	1,188	1,225	1,225	1,225	1,225	1,225
370-864-956.00 Contingencies	-	-	-	-	-	-	4,160
370-864-958.00 Membership & Dues	1,110	1,110	1,110	640	640	640	640
370-864-960.00 Education & Training	1,941	1,090	2,000	1,750	1,750	1,750	1,750
370-864-967.00 Fringe Benefits	4,947	4,137	3,915	10,110	10,285	10,835	10,960
370-864-967.02 Overhead	9,480	9,950	10,450	10,970	11,520	12,100	12,710
	63,025	51,047	48,594	73,355	75,350	76,810	82,255
DPW Services							
370-753-706.00 Wages-Regular Full Time	5,371	5,010	5,000	5,000	5,000	5,000	5,000
370-753-707.00 Wages-Regular Overtime	679	-	1,350	1,350	1,350	1,350	1,350
370-753-939.00 Automotive Services	160	421	500	500	500	500	500
370-753-943.00 Equipment Rental	3,379	3,896	2,600	2,625	2,650	2,680	2,710
370-753-956.00 Contingency	-	-	-	-	-	-	-
370-753-967.00 Fringe Benefits	6,284	5,399	5,200	5,250	5,300	5,350	5,400
	15,873	14,726	14,650	14,725	14,800	14,880	14,960
Total Expenditures	829,227	874,270	868,678	748,553	728,368	738,148	744,253

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2018 and
Five Year Plan - 2017 through 2021

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

	2014-15 Actual	2015-16 Actual	2016-17 Projected	2017-18 Proposed Budget	2018-19 Estimated Budget	2019-20 Estimated Budget	2020-21 Estimated Budget
Expenditures (continued)							
Fund Balance Reserve							
370-999-999.00 Unallocated Reserve	-	-	-	293	31,476	33,105	38,072
	-	-	-	293	31,476	33,105	38,072
Total Budget	829,227	874,270	868,678	748,846	759,844	771,253	782,325
Analysis of Fund Balance:							
Beginning of Year			399,816	287,762	288,055	319,531	352,636
Revenues			756,624	748,846	759,844	771,253	782,325
Expenditures			(868,678)	(748,553)	(728,368)	(738,148)	(744,253)
End of Year			287,762	288,055	319,531	352,636	390,708