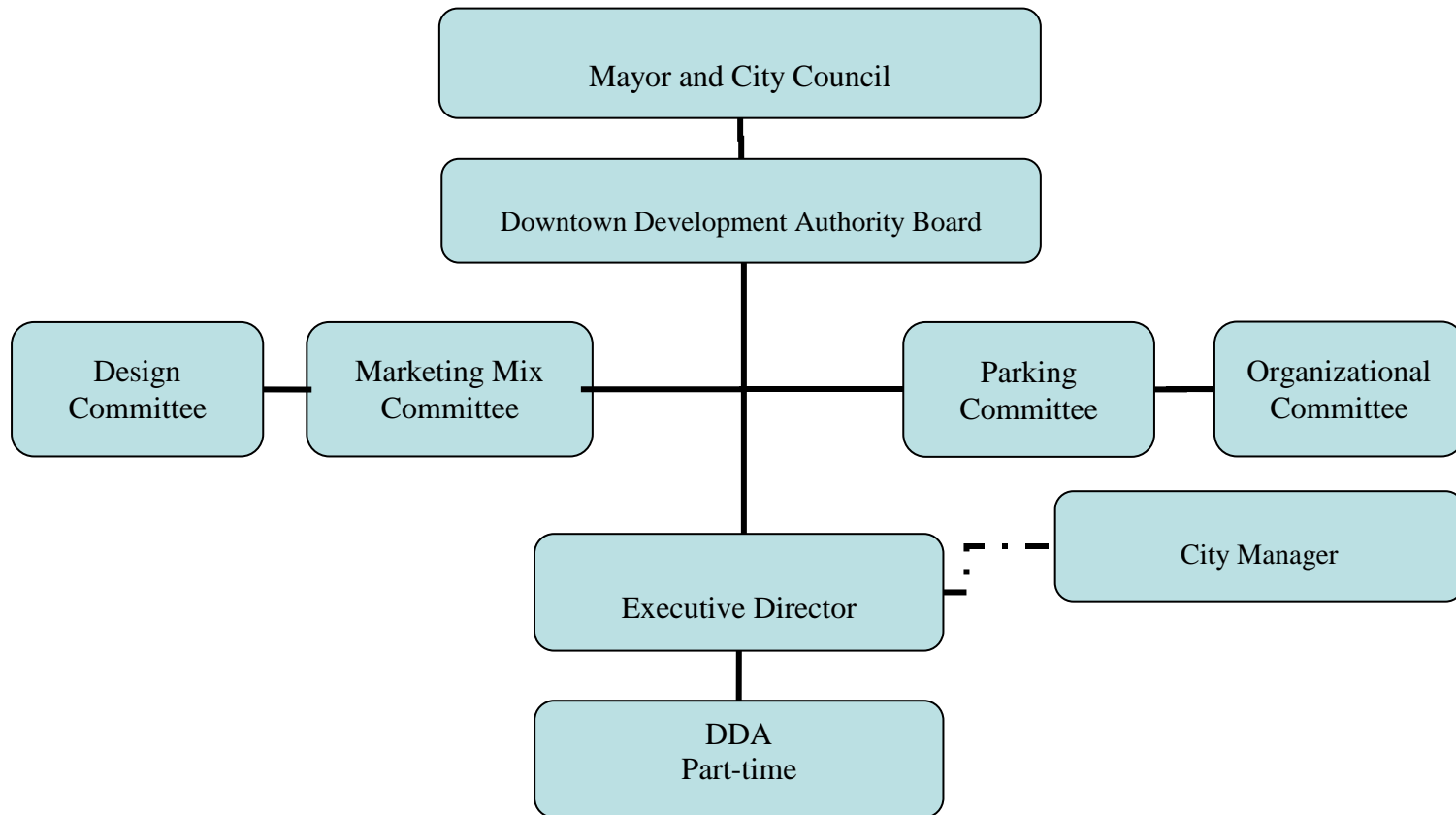


City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan – 2016 through 2020

ACTIVITY: Downtown Development Authority

FUND NUMBER: 370

SUPERVISOR: Downtown Development Authority



City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan – 2016 through 2020

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 1.8255 mills due to Headlee. In FY2000, the City of Northville DDA began operating under the direction of a DDA Executive Director

In 2006, the Northville City Council adopted a Strategic Plan for Downtown Northville. The Strategic Plan outlined recommendations for the physical and economic revitalization of the downtown and serves as a blueprint for future growth in the downtown area. The plan includes short and long term action plans, cost estimates, financing/revenue sources, prioritized tasks, and a timeline. The DDA utilizes the Strategic Plan in setting the organization's work plan and budget each year. To assist in the implementation of the Strategic Plan, the DDA established standing committees each with a defined role: Organization, Design, Marketing Mix, and Parking. Each committee is made up of DDA Board members and community volunteers. The four committees continue to meet regularly and have successfully accomplished many of the identified goals of the Plan.

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 2014, identifies DDA projects that will be funded by TIF revenue and provide estimates and prioritization to these projects.

Working together, the DDA staff allocates its time between physical improvement projects, parking, business recruitment and retention, planning, website maintenance, administrative duties, and 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.

City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan – 2016 through 2020

Downtown Development Authority – continued

Proposed Fiscal Year Overview

The taxable value subject to DDA capture increased 2.3% from last year generating an additional \$14,141 in captured taxes. The State is anticipated to reimburse \$28,000 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 1.8%. However, the 1.8225 mill levy is rolled back permanently to 1.8158 due to Headlee. Those two factors combined provides for an additional \$710.

The DDA, in cooperation with the City of Northville, will undertake the development of a new Strategic Plan for Downtown Northville. The previous Strategic Plan was completed in 2006, and the majority of projects and programs outlined in the Plan have been successfully implemented. The seven month planning initiative will kick off in April of 2016 and will include an extensive public participation effort. The Plan, when completed, will serve as a blueprint to help guide the future growth and development of Downtown Northville. The General Fund will pay for approximately 36% of this cost.

While developing the new Strategic Plan, the DDA will continue to focus attention and resources on business recruitment and retention efforts in the downtown. The DDA will continue implementing the Marketing Plan for the downtown in cooperation with the Northville Central Business Association and the Northville Chamber of Commerce. With the creation of the part time Marketing and Communication Coordinator positions, additional focus will be placed on promoting downtown Northville as a destination to shop, dine, work, live and play.

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 \$83,270. An additional \$50,000 is transferred to cover a portion of the parking and downtown street lighting and electrical costs.

Every few years, additional capital improvements are needed in the parking decks. City/DDA staff, working with Consultants have developed a plan for needed capital repairs. This plan will include a prioritization plan for the repairs and a multi-year phasing strategy. The estimated total for the repairs of the two decks is \$100,000. The DDA has budgeted \$25,000 for the current fiscal year, and has phased in the remainder of the improvements over the next three years.

City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan – 2016 through 2020

Downtown Development Authority – continued

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 more parking in Northville. In fiscal year 2015-16, the DDA has budgeted a small amount to explore the use of technology in tracking the occupancy of the lots and conveying the information to users.

Action Steps Related to City Council Goals & Objectives

Implementation of Downtown Strategic Plan

- Undertake the development of a new Strategic Plan for Downtown Northville.
- Continue Downtown business retention and recruitment efforts.
- Continue to monitor parking supply and demand.
- Provide high quality special events in the downtown area.
- Develop quality maintenance program for downtown area.

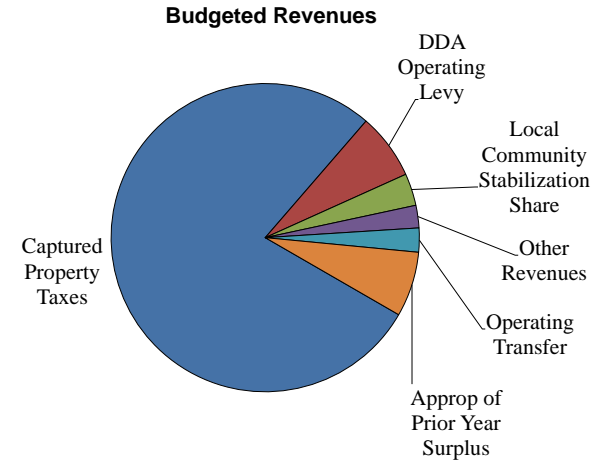
City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan – 2016 through 2020

Performance Measures

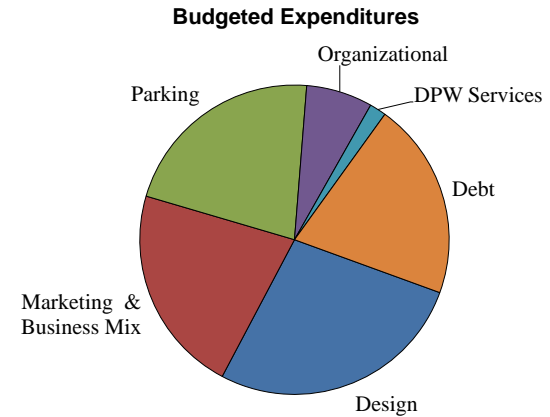
Measure	FY2013 Actual	FY2014 Actual	FY2015 Actual	FY2016 Projected	FY2017 Target
Inputs & Outputs					
Number of Print Ads Run	8	17	26	30	24
Number of Weeks of Radio Ads Run	5	12	2	1	2
Number of TV Spots/Features	8	12	17	40	24
Number of Press Releases Sent	22	22	41	30	36
Number of Press Coverage Received	50	29	52	35	40
Number of Direct Mailing	0	1	2	2	2
Number of Façade Grants Awarded	6	0	0	0	0
Number of Event Cards	4	7	7	6	7
Number of Internet/Electronic Ads	2	3	0	0	0
Number of Social Media Posts	n/a	n/a	416	500	500
Number of Social Media Promoted Posts	n/a	n/a	8	10	12
Number of Weeks of Billboard Ads	n/a	n/a	3	0	0
Efficiency & Effectiveness Measures					
Fund Balance as a % of Expenditures	69%	56%	64%	35%	33%
DDA Debt Service Per Capita	\$35	\$56	\$28	\$29	\$29

City of Northville
Proposed 2016-17 Downtown Development Authority Budget
(with historical comparative data)

Revenues	FY15	FY16	FY17	FY17
	Actual	Projected	Proposed	% Total
Captured Property Taxes	\$ 641,306	\$ 634,523	\$ 648,664	78.0%
DDA Operating Levy	55,561	56,764	57,474	6.9%
Local Community Stabilization Share	26,596	28,112	28,000	3.4%
Other Revenues	13,698	24,378	19,650	2.4%
Operating Transfer	-	-	21,000	2.5%
Approp of Prior Year Surplus	86,491	193,712	56,645	6.8%
Total Revenues	\$ 823,652	\$ 937,489	\$ 831,433	100.0%



Expenditures	FY15	FY16	FY17	FY17
	Actual	Projected	Proposed	% Total
Design	212,177	357,087	226,030	27.2%
Marketing & Business Mix	217,008	177,498	181,333	21.8%
Parking	152,010	160,150	180,540	21.7%
Organizational	63,025	52,944	57,660	6.9%
DPW Services	15,873	14,395	14,485	1.7%
Debt	169,135	175,415	171,385	20.6%
Total Expenditures	\$ 829,228	\$ 937,489	\$ 831,433	100.0%



City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan - 2016 through 2020

DOWNTOWN DEVELOPMENT AUTHORITY

Revenue	2013-14 Actual	2014-15 Actual	2015-16 Amended Budget	Actual thru 2/29/2016 (8 Months)	2015-16 Projected	2016-17 Proposed Budget	2017-18 Estimated Budget	2018-19 Estimated Budget	2019-20 Estimated Budget
Captured Property Taxes =									
Taxable Value Subject to Capture					24,291,920	24,848,856	25,221,589	25,599,913	25,983,912
x Estimated Tax Levies per Mill					26.3269	26.3056	26.3056	26.3056	26.3056
DDA Operating Levy =									
Prior Years' Millage Approved					1.8255	1.8255	1.8158	1.8062	1.7966
x Millage Reduction Fraction					1.0000	0.9947	0.9947	0.9947	0.9947
= Allowable Levy					1.8255	1.8158	1.8062	1.7966	1.7871
x DDA Taxable Value per Mill					31,095	31,652	32,127	32,609	33,098
370-000-403.00 Captured Property Taxes	702,403	636,713	648,624	639,523	639,523	653,664	663,469	673,421	683,522
370-000-403.01 DDA Operating Levy	60,508	55,561	57,156	55,505	56,764	57,474	58,028	58,585	59,149
370-000-403.04 Local Community Stabilization Share	-	26,596	32,000	28,112	28,112	28,000	28,000	28,000	28,000
370-000-417.00 Delinquent Personal Property Taxes	69	-	-	-	-	-	-	-	-
370-000-418.00 Property Taxes - Other	(97,992)	4,593	(10,000)	(2,038)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)
370-000-476.09 Newspaper Rack Registration Fees	432	189	400	-	400	-	-	-	-
370-000-586.02 Sponsorships	8,850	12,555	11,500	9,295	11,500	19,000	20,000	20,000	21,000
370-000-659.11 Rental Income - Town Square	75	138	150	-	150	150	150	150	150
370-000-664.00 Interest From Investments	556	816	500	1,793	500	500	500	500	500
370-000-666.00 Miscellaneous Revenue	348	-	300	300	300	-	-	-	-
370-000-667.00 Insurance Proceeds	-	5,576	11,528	11,528	11,528	-	-	-	-
	675,249	742,737	752,158	744,018	743,777	753,788	765,147	775,656	787,321
Operating Transfers									
370-000-699.06 General Fund	-	-	-	-	-	21,000	-	-	-
	675,249	742,737	752,158	744,018	743,777	774,788	765,147	775,656	787,321
Fund Balance Reserve									
370-000-699.01 Approp of Prior Years' Surplus	396,710	86,491	195,569	-	193,712	56,645	-	-	-
Total Budget	1,071,959	829,228	947,727	744,018	937,489	831,433	765,147	775,656	787,321

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan - 2016 through 2020

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

	2013-14	2014-15	2015-16	Actual thru	2015-16	2016-17	2017-18	2018-19	2019-20
Expenditures	Actual	Actual	Amended Budget	2/29/2016 (8 Months)	Projected	Proposed Budget	Estimated Budget	Estimated Budget	Estimated Budget
Business Mix									
370-860-706.00 Wages-Regular Full Time	17,737	-	-	-	-	-	-	-	-
370-860-733.00 Façade Grants	5,646	-	-	-	-	-	-	-	-
370-860-785.00 Business Retention Program	3,067	-	-	-	-	-	-	-	-
370-860-802.20 Contracted Planning Services	5,218	-	-	-	-	-	-	-	-
370-860-802.30 Contracted Marketing Services	4,864	-	-	-	-	-	-	-	-
370-860-967.00 Fringe Benefits	7,529	-	-	-	-	-	-	-	-
	44,061	-	-	-	-	-	-	-	-
Design									
370-861-706.00 Wages-Regular Full Time	22,172	22,244	22,610	14,762	22,610	22,735	22,735	22,735	22,735
370-861-707.00 Wages-Regular Overtime			50	47	50	-	-	-	-
370-861-710.00 Wages - Part Time	17,097	10,785	22,000	11,925	22,000	24,700	24,700	24,700	24,700
370-861-726.00 Supplies	335	380	325	68	425	850	425	425	425
370-861-740.05 Downtown Materials	13,180	20,850	13,650	12,058	13,920	14,305	10,305	10,305	14,305
370-861-801.00 Contractual Services	46,710	54,075	33,162	28,957	38,162	24,820	24,120	24,520	24,420
370-861-801.16 Public Restroom Program	18,109	1,771	2,750	1,890	2,750	2,750	2,750	2,750	2,750
370-861-801.90 Sidewalk Repairs	-	-	15,675	15,675	15,675	-	-	-	-
370-861-801.94 Brick Repair & Maintenance	-	-	3,000	-	3,000	-	-	-	-
370-861-802.20 Contracted Planning Services	12,806	11,388	-	-	10,000	51,000	-	-	-
370-861-803.55 Downtown Sidewalk & Landscape	(2,781)	-	-	-	-	-	-	-	-
370-861-803.58 Comerica Community Connection	(1,664)	565	-	-	-	-	-	-	-
370-861-803.59 Signage and Marker Projects	17,645	14,242	134,460	76,200	134,460	22,000	-	-	-
370-861-803.81 Alleyway Improvements	1,940	-	5,500	-	5,500	-	-	-	-
370-861-803.93 Comerica Connection Exhibit	-	9,865	17,200	15,924	17,200	-	-	-	-
370-861-850.00 Landscape Maintenance	47,893	28,451	40,600	28,637	40,600	31,750	31,750	31,750	31,750
370-861-920.01 Electrical Service - Town Square	4,115	2,349	4,930	627	4,930	5,020	5,120	5,220	5,320
370-861-920.02 Natural Gas Service - Town Square	6,925	4,392	3,710	1,649	3,710	3,780	3,850	3,930	4,010
370-861-920.03 Water Service - Irrigation	6,146	8,483	7,180	2,737	7,180	7,540	7,910	8,300	8,710
370-861-950.46 Contribution to Public Improvement Fund	-	5,211	-	-	-	-	-	-	-
370-861-967.00 Fringe Benefits	10,743	12,368	11,765	8,197	11,865	11,480	11,820	12,170	12,540
370-861-976.01 Street Furnishings	57,163	4,506	1,550	1,509	3,050	3,300	1,300	3,300	1,550
370-861-984.00 GIS Services	-	252	-	-	-	-	-	-	-
	278,534	212,177	340,117	220,862	357,087	226,030	146,785	150,105	153,215

City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan - 2016 through 2020

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

	2013-14	2014-15	2015-16	Actual thru	2015-16	2016-17	2017-18	2018-19	2019-20
	Actual	Actual	Amended	2/29/2016	Projected	Proposed	Estimated	Estimated	Estimated
Expenditures (continued)			Budget	(8 Months)		Budget	Budget	Budget	Budget
Marketing & Business Mix									
370-862-706.00 Wages-Regular Full Time	17,737	35,591	36,175	23,620	36,175	36,375	36,375	36,375	36,375
370-862-710.00 Wages - Part Time	-	-	6,000	2,625	6,000	8,700	8,700	8,700	8,700
370-862-726.00 Supplies	275	-	150	56	150	150	150	150	150
370-862-784.00 Downtown Programs & Promotions	26,053	37,770	27,275	28,691	27,275	40,050	38,300	36,550	36,550
370-862-785.00 Business Retention Program	-	2,823	2,250	-	2,250	2,950	2,250	2,950	2,250
370-862-801.00 Contractual Services	72,408	80,088	76,800	56,748	76,800	73,500	73,500	73,500	73,500
370-862-801.34 Web Site	1,074	943	975	853	973	973	973	973	974
370-862-802.20 Contracted Planning Services	-	4,555	-	-	-	-	-	-	-
370-862-802.30 Contracted Marketing Services	14,591	20,449	-	-	-	-	-	-	-
370-862-950.05 Transfer to Parks & Recreation	18,000	15,000	12,000	-	12,000	3,500	3,000	2,500	2,500
370-862-967.00 Fringe Benefits	7,529	19,789	15,875	11,386	15,875	15,135	15,590	16,060	16,540
	157,668	217,008	177,500	123,979	177,498	181,333	178,838	177,758	177,539
Parking									
370-863-706.00 Wages-Regular Full Time	7,391	7,415	7,540	4,921	7,540	7,580	7,580	7,580	7,580
370-863-710.00 Wages-Part Time	-	-	6,000	2,625	6,000	8,700	8,700	8,700	8,700
370-863-726.00 Supplies	-	-	50	-	50	50	50	50	50
370-863-786.00 Downtown Parking Program	248	10	325	-	325	250	250	250	250
370-863-801.93 Parking Structure Maintenance	-	7,187	26,600	9,807	11,600	27,000	27,000	27,000	27,000
370-863-802.20 Contracted Planning Services	5,112	4,555	-	-	-	-	-	-	-
370-863-950.21 Operating Transfer to General Fund	126,540	128,720	130,960	87,307	130,960	133,270	135,650	138,100	140,620
370-863-967.00 Fringe Benefits	3,137	4,123	3,675	2,533	3,675	3,690	3,800	3,910	4,030
370-863-977.16 Parking Expansion	47,856	-	10,000	-	-	-	-	-	-
	190,283	152,010	185,150	107,193	160,150	180,540	183,030	185,590	188,230
Debt									
370-945-950.49 Oper Tsfr to DDA Debt Service Fund	171,082	169,135	175,415	22,707	175,415	171,385	172,355	173,170	173,830
370-945-990.02 Interest Expense - General Fund Loan	12,100	-	-	-	-	-	-	-	-
370-945-990.04 Principal Expense - General Fund Loan	150,000	-	-	-	-	-	-	-	-
	333,182	169,135	175,415	22,707	175,415	171,385	172,355	173,170	173,830

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan - 2016 through 2020

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

	2013-14	2014-15	2015-16	Actual thru	2015-16	2016-17	2017-18	2018-19	2019-20
	Actual	Actual	Amended	2/29/2016	Projected	Proposed	Estimated	Estimated	Estimated
Expenditures (continued)			Budget	(8 Months)		Budget	Budget	Budget	Budget
Organizational									
370-864-706.00 Wages-Regular Full Time	8,868	8,898	9,045	5,905	9,045	9,095	9,095	9,095	9,095
370-864-710.00 Wages-Temp/Part Time	378	350	6,000	2,625	6,000	8,700	8,700	8,700	8,700
370-864-726.00 Supplies	1,119	908	3,655	3,590	3,655	1,500	1,200	2,700	1,200
370-864-730.00 Postage	178	476	175	61	175	175	175	175	175
370-864-731.00 Publications	154	54	110	114	114	115	115	115	115
370-864-801.19 Computer Program Services	-	2,680	2,245	1,803	2,240	2,385	2,385	2,385	2,385
370-864-801.45 DDA Boundary Expansion	2,826	12,799	-	-	-	-	-	-	-
370-864-802.01 Legal Services	6,013	(1,118)	3,000	1,159	3,000	3,500	3,500	3,500	3,500
370-864-802.20 Contracted Planning Services	2,945	2,278	-	-	-	-	-	-	-
370-864-802.30 Contracted Marketing Services	4,864	5,069	-	-	-	-	-	-	-
370-864-805.00 Auditing Services	4,486	4,604	4,635	4,386	4,635	4,650	4,740	4,830	4,930
370-864-900.00 Printing & Publishing	1,273	2,529	1,000	755	1,320	1,125	1,125	1,125	1,125
370-864-910.00 Insurance	4,124	3,884	3,330	2,880	3,330	5,440	5,570	5,700	5,840
370-864-917.00 Workers Comp Insurance	317	610	-	789	790	-	-	-	-
370-864-920.00 Utilities	1,483	1,526	1,260	802	1,260	1,225	1,225	1,225	1,225
370-864-956.00 Contingencies	-	-	-	-	-	1,900	5,750	9,730	13,820
370-864-958.00 Membership & Dues	1,100	1,110	1,110	1,110	1,110	1,110	1,110	1,110	1,110
370-864-960.00 Education & Training	3,048	1,941	1,500	1,050	2,000	2,000	2,000	2,000	2,000
370-864-967.00 Fringe Benefits	3,772	4,947	4,320	3,153	4,320	4,290	4,420	4,550	4,690
370-864-967.02 Overhead	9,030	9,480	9,950	6,633	9,950	10,450	10,970	11,520	12,100
	55,977	63,025	51,335	36,815	52,944	57,660	62,080	68,460	72,010
DPW Services									
370-753-706.00 Wages-Regular Full Time	4,465	5,371	6,520	2,633	5,000	5,000	5,000	5,000	5,000
370-753-707.00 Wages-Regular Overtime	437	679	485	-	500	500	500	500	500
370-753-939.00 Automotive Services	-	160	500	421	500	500	500	500	500
370-753-943.00 Equipment Rental	2,182	3,379	2,550	1,643	2,550	2,600	2,650	2,700	2,750
370-753-956.00 Contingency	-	-	-	-	-	80	230	390	550
370-753-967.00 Fringe Benefits	5,170	6,284	8,155	2,828	5,845	5,805	6,100	6,410	6,730
	12,254	15,873	18,210	7,525	14,395	14,485	14,980	15,500	16,030
Total Expenditures	1,071,959	829,228	947,727	519,081	937,489	831,433	758,068	770,583	780,854

- continued -

City of Northville
Line Item Budget for the Year Ended June 30, 2017 and
Five Year Plan - 2016 through 2020

DOWNTOWN DEVELOPMENT AUTHORITY (continued)

	2013-14	2014-15	2015-16 Amended Budget	Actual thru 2/29/2016 (8 Months)	2015-16 Projected	2016-17 Proposed Budget	2017-18 Estimated Budget	2018-19 Estimated Budget	2019-20 Estimated Budget
Expenditures (continued)									
Fund Balance Reserve									
370-999-999.00 Unallocated Reserve	-	-	-	224,937	-	-	7,079	5,073	6,467
	-	-	-	224,937	-	-	7,079	5,073	6,467
Total Budget	1,071,959	829,228	947,727	744,018	937,489	831,433	765,147	775,656	787,321
Analysis of Fund Balance:									
Beginning of Year					524,069	330,357	273,712	280,791	285,864
Revenues					743,777	774,788	765,147	775,656	787,321
Expenditures					(937,489)	(831,433)	(758,068)	(770,583)	(780,854)
End of Year					330,357	273,712	280,791	285,864	292,331