



Development Area Citizens Council

Wednesday, July 13, 2022 at 4 pm

Battle Creek City Hall Commission Chambers
10 N. Division Street

AGENDA

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of the Minutes – June 9, 2022**
- 4. Member Review and Comment**
- 5. Public Comment**
- 6. Adjourn**



Development Area Citizens Council

Thursday, June 9, 2022 at 4 pm

Battle Creek City Hall
Commission Chambers
10 N. Division Street

MINUTES

- 1. Call to Order** – 4:01 pm
- 2. Roll Call** – John Bencsics, Carol Fix, Chiezan Tomczyk, Kristina Smith, Karrie Kirkham, Mark Barber, Danaisa Henderson, and Ted Dearing, Assistant City Manager
- 3. Welcome and Introductions** – Ted Dearing
- 4. Staff Presentation** – Ted Dearing presented a Development Plan
- 5. Public Comments** - Mr. Kilpatrick noted a property at 39 Bennett he wanted to discuss as well as Monument Park.
- 6. Council Comments** – Ms. Fix questioned some run down properties in the Old Lakeview area. Mr. Tomczyk mentioned addressing the food desert issue.
- 7. Next Meeting** – July 13, 2022 at 4:00 pm
- 8. Adjourn** - 4:41pm



Memo

To: Development Area Citizens Council Members

From: Ted Dearing, Assistant City Manager

Copy:

Date: July 13, 2022

Re: **Development Plan Feedback**

To the Members of the DACC

We are providing you with a brief memo on feedback received since our last meeting regarding the proposed amendment to the DDA's Development Plan

- Request to add additional funding for the purchase and demolition of property on Bennett Street.
- Recommendation to incorporate the use of native Michigan plants as part of any river restoration efforts.
- Consider investments in spaces for youth (particularly on the north side) including:
 - Safe spaces as alternatives to unsafe living situations
 - Education and related programming that supports success
 - Funding and/or support for programming that facilitates social connections (for example, block parties).
 - Support for efforts that ensure safe living structures (code compliance, rental registration, etc. to ensure that dwellings are properly permitted and safe to occupy)
- Add language providing flexibility on budgets and dates for completion
- Additional support for affordable housing

We also had a member ask for clarification on the status of River Naturalization/Waterway Enhancements and the Linear Path in the various development subareas. The table below provides a bit of clarification in terms of how each is referenced in the plan. You will note, based on the inquiry, that some references to river and waterway enhancements have been removed from some subareas where rivers or waterways are not present. We will provide more clarification as needed at our next meeting. We have also made a change to the language in the Columbia Ave. Lakefront/ Infrastructure section under Linear Path to correct a reference to public transportation rather than the Linear Path.

River Restoration/Waterways					
Development Subarea	Project(s)	Infrastructure	Programming	Marketing/Events	Notes
Core Downtown	No	Yes	Yes	No	River and waterway enhancements because of Battle Creek River. Programming includes kayaking.
South End	Yes	No	Yes	Yes	
West End	Yes	Yes	No	No	Doesn't speak specifically to River Naturalization. Waterway enhancements to support Youth Village.
Near Northside	No	No	No	No	Reference removed from plan.
East End	No	Yes	No	No	Significant portion of the Battle Creek River.
Capital Ave S.W.	No	No	No	No	Reference removed from plan.
Columbia Ave. Lakefront	No	No	No	No	Reference removed from plan.
Linear Path					
Core Downtown	No	Yes	Yes	Yes	
South End	No	Yes	No	Yes	
West End	Yes	Yes	No	No	
Near Northside	No	Yes	No	No	
East End	No	Yes	No	No	
Capital Ave S.W.	No	Yes	No	No	
Columbia Ave. Lakefront	Yes	Yes	Yes	Yes	Based on subarea plan development.

Than you and we will see you on July 13th!

Development Projects Listing
DDA Plan Amendment 2022

Development Subarea:	Core Downtown				
Development Focus:	Mixed use development and catalytic projects				
Project	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
Project Development					
McCamly Plaza Hotel renovations	Funding to redesign and construct the connecting infrastructure between McCamly Plaza Hotel and Festival Market Square to support the redevelopment of the Hotel Plaza area.	50 Capital Avenue S.W.	\$250,000.00	2023	MCL 125.4207(1)(c), (g), (i), (m)
K2 Redevelopment	Funding for the design and construction of public parking to support the redevelopment of 67 Michigan Ave. W from office to mixed use residential.	67 W. Michigan Avenue	\$250,000.00	2023	MCL 125.4207(1)(c), (g), (i), (m)
Van Buren lot infill development	Funding for design and construction of public parking and River amenities to support the redevelopment of vacant land for mixed-use residential.	Corner of McCamly Street N. and Van Buren Street W.	\$500,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Riverwalk infill development	Funding for design and construction of public parking and commercial/retail spaces to support the redevelopment of vacant land for mixed-use residential.	38 W. Jackson Street	\$500,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Jackson Street parking lot redesign and resurfacing	Funding for the design and redevelopment of public surface parking.	Corner of Carlyle Street And Michigan Avenue W.	\$250,000.00	2025	MCL 125.4207(1)(c), (g), (i), (m)
General Infrastructure					
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea area.	Public right-of-way throughout the development subarea area.	\$500,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea area.	Public right-of-way throughout the development subarea area.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea area.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea area.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."
Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking structures and parking lots including resurfacing, striping and landscaping in the development subarea area.	Existing parking areas throughout the development subarea.	\$300,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for streetscape improvements including, decorative gateways, specialty lighting, plantings, furniture and non-motorized infrastructure.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure including the intermodal transfer center (ITC) to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$75,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)

Property acquisition and development	Funding for the acquisition, demolition, and redevelopment of property for economic development, as well as acquisition of additional rights-of-way as may be necessary for public purposes.	Throughout the development subarea.	\$800,000.00	2027	MCL 125.4207(1)(h)
Park development	Funding for construction, reconstruction and maintenance and repair of the existing and additional public spaces in the development subarea area.	Exiting and new park locations as may be added throughout the development subarea.	\$75,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
River and waterway enhancements	Funding for improving the Battle Creek and Kalamazoo Rivers and adjacent public lands.	Along the Battle Creek and Kalamazoo Rivers within the development subarea.	\$2,000,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path (resurfacing and repair)	Funding for construction, reconstruction and maintenance and repair of the existing and additions to the Linear Path.	Along the existing Linear Path and including any additions within the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$80,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."

Programming					
Debt payments	Funding for Principal and interest payments on existing debt as a result of implementation of prior development plan projects.	Throughout the development subarea.	\$32,411,383.00	2034	Presumably the previous debt was issued for projects in Plan and permitted under DDA statute
Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interest loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$150,000.00	2027	MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following: (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."

Food Reimagined (Accelerator)		30 E. Van Buren Street.	\$250,000.00	2027	Need more information on this
Downtown Policing	Funding for a contract with the city to provide a patrol officer to the development subarea area.	Throughout the development subarea.	\$600,000.00	2027	MCL 125.4207(1)(g)
Downtown Maintenance	Funding for year-round routine maintenance and beautification of the downtown including mowing, landscaping, fertilizing, irrigation, flag operation, trash collection, and snow/ice control.	Public spaces throughout the development subarea.	\$4,500,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)

Real Estate and façade improvement programs	Funding for an exterior façade matching grant program.	Business locations within the development subarea.	\$75,000.00	2027	MCL 125.4207(1)(q) - Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.
Business incubation	Funding for on going facility support (e.g. rent, facility improvements, signage, landscaping, programming and marketing) for the city sponsored BC Cargo Shops and Kitchen retail incubator located at 80 Michigan Avenue W. along with additional projects as they develop.	Corner of McCamly Street S. and Hamblin Avenue W., 80 Michigan Avenue W., and other locations within the development subarea as may be identified.	\$75,000.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea include a summer event brochure, week social media postings, website information, event marketing and retail business promotion.	Throughout the sub development area.	\$87,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district
Event programming	Funding for ongoing support for various city sponsored events including Q the Creek, disc golf, kayaking on the Battle Creek River and others to market and support the subarea	Throughout the development subarea.	\$25,000.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district
CCDC operating support	Funding for general operating support for programming at Kellogg Arena, Festival Market Square and at various Parks and open spaces to market and support the subarea	Kellogg Arena, Festival Market Square, Friendship Park and other locations to be determined.	\$1,850,000.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

* The dollar amounts and timeline for the projects set forth above are estimates and may be revised from time to time without amending the Plan.

Development Subarea:	South End				
Development Focus:	River Restoration				
Project	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
Project Development					
Dickman Rd realignment	Funding for the realignment of Dickman Rd between Division and McCamly Street to allow for the expansion and naturalization of the channelize portion of the Kalamazoo River.	Dickman Rd between Division and McCamly Street	\$300,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
McCamly/Capital SW roundabout	Funding for the removal of the Capital Avenue S.W. and McCamly bridge crossings over the Kalamazoo River to allow for the construction of a combined roundabout River crossing .	Capital Avenue S.W. and McCamly Street from the railroad tracks to Dickman Rd.	\$400,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fountain Bridge removal	Funding for the removal of the Fountain Street bridge crossing over the Kalamazoo River.	Fountain Street at Dickman Road.	\$200,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
McCamly/Capital SW realignment	Funding for the realignment of Capital Avenue S.W. and McCamly to service a new roundabout to allow for the expansion and naturalization of the channelize portion of the Kalamazoo River.	Capital Avenue S.W. and McCamly Street from the railroad tracks to Dickman Rd.	\$200,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Mill Pond dam removal	Funding for the removal of the dam located in the lower Mill Pond.	Lower Mill Pond at Dickman Road and Division Street.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Kalamazoo River naturalization	Funding for the naturalization of the channelized portion of the Kalamazoo River include expanding the current footprint.	Kalamazoo River between Dickman Road and Washington Avenue.	\$1,000,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property Acquisition and Development					
CSE Morese	Funding for the acquisition of property.	Parcel number 0612-29-222-0	\$400,000.00	2022	MCL 125.4207(1)(g) and (h)
Econo Lodge	Funding for the acquisition of property.	Parcel number: 8630-10-001-0	\$285,000.00	2023	MCL 125.4207(1)(g) and (h)
Pancake House	Funding for the acquisition of property.	Parcel number 8630-10-002-0	\$220,000.00	2024	MCL 125.4207(1)(g) and (h)
Horrocks	Funding for contracts to expand the existing fiber optic network in the development subarea area.	A portion of parcel number 9250-00-001-0	\$25,000.00	2024	MCL 125.4207(1)(g) and (h)
Farm Bureau	Funding for the acquisition of property.	A portion of parcel number 0390-00-173-0	\$25,000.00	2025	MCL 125.4207(1)(g) and (h)
SEMCO	Funding for the acquisition of property.	Parcel numbers 3140-00-041-0, 0612-28-651-0 and 3140-00-037-0.	\$150,000.00	2025	MCL 125.4207(1)(g) and (h)
Misc.	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure including the intermodal transfer center (ITC) to create attractive, place based transportation connections.	Certain parcels adjacent to the channelized section of the Kalamazoo River.	\$75,000.00	2027	MCL 125.4207(1)(g) and (h)
General Infrastructure					
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea.	Public right-of-way throughout the development subarea.	\$40,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea.	Public right-of-way throughout the development subarea.	\$100,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea.	Public right-of-way throughout the development subarea.	\$100,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."

Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking lots including resurfacing, striping and landscaping in the development subarea.	Existing parking areas throughout the development subarea.	\$250,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for streetscape improvements including, decorative gateways, specialty lighting, plantings, furniture and non-motorized infrastructure.	Public right-of-way throughout the development subarea.	\$100,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property acquisition and development	Funding for the acquisition, demolition, and redevelopment of property for economic development, as well as acquisition of additional rights-of-way as may be necessary for public purposes.	Throughout the development subarea.	\$100,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Park development	Funding for construction, reconstruction and maintenance and repair of the existing and additional public spaces in the development subarea.	Existing and new park locations as may be added throughout the development subarea.	\$500,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path (resurfacing and repair)	Funding for construction and additions to the Linear Path.	Along the Kalamazoo River and including any additions within the development subarea.	\$200,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$60,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."
Programming					
Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interest loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$45,000.00	2027	MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following: (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea including printed materials, social media postings, website content, event marketing and business promotion.	Throughout the development subarea.	\$26,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

Event programming	Funding for ongoing support for various city sponsored events including holiday celebrations, festivals, block parties, etc. to market and support the subarea	Throughout the development subarea.	\$7,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district
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* The dollar amounts and timeline for the projects set forth above are estimates and may be revised from time to time without amending the Plan.

Development Subarea: West End
 Development Focus: Village Reemergence Plan /Youth Village

Project General Infrastructure	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea.	Public right-of-way throughout the development subarea.	\$250,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea.	Public right-of-way throughout the development subarea.	\$100,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea.	Public right-of-way throughout the development subarea.	\$200,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea.	Public right-of-way throughout the development subarea.	\$150,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."
Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking lots including resurfacing, striping and landscaping in the development subarea.	Existing parking areas throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for streetscape improvements including, decorative gateways, specialty lighting, plantings, furniture and non-motorized infrastructure.	Public right-of-way throughout the development subarea.	\$200,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property acquisition and development	Funding for the acquisition, demolition, and redevelopment of property for economic development, as well as acquisition of additional rights-of-way as may be necessary for public purposes.	Throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Park development	Funding for construction, reconstruction and maintenance and repair of the existing and additional public spaces in the development subarea.	Existing and new park locations as may be added throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
River and waterway enhancements	Funding for improving the Battle Creek and Kalamazoo Rivers and adjacent public lands.	Along the Battle Creek and Kalamazoo Rivers within the development subarea.	\$300,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path (resurfacing and repair)	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Along the Kalamazoo River and including any additions within the development subarea.	\$100,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$40,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."

Programming					
Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interest loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$45,000.00	2027	<p>MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following:</p> <ul style="list-style-type: none"> (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea including printed materials, social media postings, website content, event marketing and business promotion.	Throughout the development subarea.	\$26,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district
Event programming	Funding for ongoing support for various city sponsored events including holiday celebrations, festivals, block parties, etc. to market and support the subarea	Throughout the development subarea.	\$7,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

* The dollar amounts and timeline for the projects set forth above are estimates and may be revised from time to time without amending the Plan.

Development Subarea:	Near Northside				
Development Focus:	Neighborhood business/green space				
Project	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
General Infrastructure					
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea.	Public right-of-way throughout the development subarea.	\$40,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."
Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking lots including resurfacing, striping and landscaping in the development subarea.	Existing parking areas throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for streetscape improvements including, decorative gateways, specialty lighting, plantings, furniture and non-motorized infrastructure.	Public right-of-way throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$5,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property acquisition and development	Funding for the acquisition, demolition, and redevelopment of property for economic development, as well as acquisition of additional rights-of-way as may be necessary for public purposes.	Throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Park development	Funding for construction, reconstruction and maintenance and repair of the existing and additional public spaces in the development subarea.	Existing and new park locations as may be added throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path (resurfacing and repair)	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Along the Kalamazoo River and including any additions within the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."

Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interest loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following: (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."
Real Estate and façade improvement programs	Funding for an exterior façade matching grant program.	Business locations within the development subarea.			MCL 125.4207(1)(q) - Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea including printed materials, social media postings, website content, event marketing and business promotion.	Throughout the development subarea.	\$8,750.00	2027	MCL 125.4207(1)(n) - that benefit only retail and general marketing of the downtown district
Event programming	Funding for ongoing support for various city sponsored events including holiday celebrations, festivals, block parties, etc. to market and support the subarea	Throughout the development subarea.	\$2,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

* The dollar amounts and timeline for the projects set forth above are estimates and may be revised from time to time without amending the Plan.

Development Subarea:	East End				
Development Focus:	Neighborhood business/green space				
Project General Infrastructure	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea.	Public right-of-way throughout the development subarea.	\$40,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."
Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking lots including resurfacing, striping and landscaping in the development subarea.	Existing parking areas throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for streetscape improvements including, decorative gateways, specialty lighting, plantings, furniture and non-motorized infrastructure.	Public right-of-way throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$5,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property acquisition and development	Funding for the acquisition, demolition, and redevelopment of property for economic development, as well as acquisition of additional rights-of-way as may be necessary for public purposes.	Throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Park development	Funding for construction, reconstruction and maintenance and repair of the existing and additional public spaces in the development subarea.	Existing and new park locations as may be added throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
River and waterway enhancements	Funding for improving the Battle Creek and Kalamazoo Rivers and adjacent public lands.	Along the Battle Creek and Kalamazoo Rivers within the development subarea.	\$25,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path (resurfacing and repair)	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Along the Kalamazoo River and including any additions within the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."

Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interest loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$15,000.00	2027	<p>MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following: (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."</p> <p>MCL 125.4207(1)(q) - Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.</p>
Real Estate and façade improvement programs	Funding for an exterior façade matching grant program.	Business locations within the development subarea.			
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea including printed materials, social media postings, website content, event marketing and business promotion.	Throughout the development subarea.	\$8,750.00	2027	MCL 125.4207(1)(n) - that benefit only retail and general marketing of the downtown district
Event programming	Funding for ongoing support for various city sponsored events including holiday celebrations, festivals, block parties, etc. to market and support the subarea	Throughout the development subarea.	\$2,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

* The dollar amounts and timeline for the projects set forth above are estimates and may be revised from time to time without amending the Plan.

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Development Subarea:	Capital Avenue S.W.				
Development Focus:	Commercial corridor and medium density housing				
Project	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
Project Development					
Corridor sub area plan	Funding for the development of a subarea plan to guide future growth and investment.	Along the Capital Avenue S.W. corridor within the development subarea.	\$100,000.00	2023	MCL 125.4207(1)(a), (b), (e) and (f)
Housing development	Funding for low interest loans for improvements to existing buildings located in the development subarea, including facade improvements, ADA infrastructure, architectural features, etc. to make them marketable for sale or lease.	Along the Capital Avenue S.W. corridor within the development subarea.	\$500,000.00	2027	MCL 125.4207(1)(q) - "Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board." - Need more information
Corridor maintenance	Funding for general public right-of-way maintenance including weed treatment, trash removal and mowing.	Along the Capital Avenue S.W. corridor within the development subarea.	\$25,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
General Infrastructure					
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea.	Public right-of-way throughout the development subarea.	\$40,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."
Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking lots including resurfacing, striping and landscaping in the development subarea.	Existing parking areas throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$5,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property acquisition and development	Funding for the acquisition, demolition, and redevelopment of property for economic development, as well as acquisition of additional rights-of-way as may be necessary for public purposes.	Throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Park development	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure including the intermodal transfer center (ITC) to create attractive, place based transportation connections.	Existing and new park locations as may be added throughout the development subarea.	\$75,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path (resurfacing and repair)	Funding for construction and additions to the Linear Path.	Along the Kalamazoo River and including any additions within the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)

Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."
Programming					
Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interests loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following: (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."
Real Estate and façade improvement programs	Funding for an exterior façade matching grant program.	Business locations within the development subarea.			MCL 125.4207(1)(q) - Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea including printed materials, social media postings, website content, event marketing and business promotion.	Throughout the development subarea.	\$8,750.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district
Event programming	Funding for ongoing support for various city sponsored events including holiday celebrations, festivals, block parties, etc. to market and support the subarea	Throughout the development subarea.	\$2,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

* The dollar amounts and timeline for the projects set forth above are estimates and may be revised from time to time without amending the Plan.

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Development Subarea:	Columbia Ave. Lakefront				
Development Focus:	Lake Access and Resort Living				
Project	Description	Location	Estimated Cost*	Time for Completion*	Statutory Authority
Project Development					
Columbia Avenue Subarea Plan	Funding to support the implementation of the Columbia Avenue subarea plan including improvements to the public boat launch, mixed-use commercial and residential development, multifamily residential, a public beach, boat slips and docks.	Columbia Avenue W. along the north end of Goguac Lake between Capital Avenue S.W. and LA Vista Boulevard within the development subarea.	\$500,000.00	2023	MCL 125.4207(1)(c), (g), (i), (m)
General Infrastructure					
Streets	Funding for construction, reconstruction, closing, realignment and improvement of streets including curb and gutter and striping in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Sidewalks	Funding for construction, reconstruction, realignment and improvement of sidewalks in the development subarea.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Utilities	Funding for constructing, reconstructing, relocating, adding or improving sanitary sewers and water mains in the development subarea.	Public right-of-way throughout the development subarea.	\$40,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Stormwater	Funding for constructing, reconstructing, adding or improving stormwater infrastructure in the development subarea.	Public right-of-way throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Fiber	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Public right-of-way throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(o) permits "Contract for broadband service and wireless technology service in the downtown district."
Parking (construction, resurfacing, striping)	Funding for construction, reconstruction, maintenance and improvement of public parking lots including resurfacing, striping and landscaping in the development subarea.	Existing parking areas throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Streetscape	Funding for streetscape improvements including, decorative gateways, specialty lighting, plantings, furniture and non-motorized infrastructure.	Public right-of-way throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Public Transportation	Funding to support the replacement and repair of public transportation bus stops, shelters and other infrastructure to create attractive, place based transportation connections.	Existing public transportation locations throughout the development subarea.	\$5,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Property acquisition and development	Funding for contracts to expand the existing fiber optic network in the development subarea area.	Throughout the development subarea.	\$35,000.00	2027	MCL 125.4207(1)(h)
Park development	Funding for construction, reconstruction and maintenance and repair of the existing and additional public spaces in the development subarea.	Existing and new park locations as may be added throughout the development subarea.	\$50,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Linear path	Funding for construction and additions to the Linear Path.	Along the Kalamazoo River and including any additions within the development subarea.	\$75,000.00	2027	MCL 125.4207(1)(c), (g), (i), (m)
Environmental assessment	Funding to provide for Phase I and II environmental assessment as well as the preparation of due care plans, etc. as needed for development projects.	Target development projects throughout the development subarea.	\$10,000.00	2027	MCL 125.4207(1)(g), (h) and (m) (if publicly owned land and public facilities); if privately-owned property, arguably permitted under MCL 125.4207(1)(i) - "Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to that property, within the downtown district for the use, in whole or in part, of any public or private person or corporation, or a combination of them."

Programming					
Small Business Development	Funding for small business development support including business liaison services, small business incentives (e.g. grants and low interest loans for architectural drawings, code review, design and engineering, fire suppression, building rental, technical assistance, operations and marketing).	Throughout the development subarea.	\$15,000.00	2027	MCL 125.4207(1)(r) permits a DDA to "Create, operate, and fund retail business incubators in the downtown district." But, must comply with MCL 125.4207(2): "the board and each tenant who leases space in a retail business incubator shall enter into a written contract that includes, but is not limited to, all of the following: (a) The lease or rental rate that may be below the fair market rate as determined by the board. (b) The requirement that a tenant may lease space in the retail business incubator for a period not to exceed 18 months. (c) The terms of a joint operating plan with 1 or more other businesses located in the downtown district. (d) A copy of the business plan of the tenant that contains measurable goals and objectives. (e) The requirement that the tenant participate in basic management classes, business seminars, or other business education programs offered by the authority, the local chamber of commerce, local community colleges, or institutions of higher education, as determined by the board."
Real Estate and façade improvement programs	Funding for an exterior façade matching grant program.	Business locations within the development subarea.			MCL 125.4207(1)(q) - Create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease. The board may make loans with interest at a market rate or may make loans with interest at a below market rate, as determined by the board.
Marketing and Events					
General subarea marketing	Funding for general marketing for the development subarea including printed materials, social media postings, website content, event marketing and business promotion.	Throughout the development subarea.	\$8,750.00	2027	MCL 125.4207(1)(n) - that benefit only retail and general marketing of the downtown district
Event programming	Funding for ongoing support for various city sponsored events including holiday celebrations, festivals, block parties, etc. to market and support the subarea	Throughout the development subarea.	\$2,500.00	2027	MCL 125.4207(1)(e), (g), and (n) - that benefit only retail and general marketing of the downtown district

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Development Subarea: All
Development Focus: All

Project Total(s) by Subarea

Core Downtown	\$45,903,883.00
South End	\$4,934,000.00
West End	\$1,629,000.00
Near Northside	\$351,250.00
East End	\$376,250.00
Capital Avenue S.W.	\$1,001,250.00
Columbia Avenue Lakefront	\$911,250.00
Total Project Cost (All Subareas)	\$55,106,883.00
Debt Service	\$32,411,383.00