TO OUR DOWNTOWN STAKEHOLDERS

Exciting things are happening in Downtown East Jordan. It can be felt in the air and in our local businesses and it can be seen on the streets. East Jordan is moving forward and the Downtown Development Authority is here to help usher in that change.

We see ourselves as stewards of the district. It is our job to assure its success and to maintain our relationships with all of you. We hope our Annual Report will help accomplish that goal and inform those interested in where we are going.

Amanda Baker
Downtown Development Coordinator

DDA HISTORY

The East Jordan Downtown Development Authority (DDA) was organized in 1995 with reference to Act No. 197 of the Public Acts of 1975, as amended, for the purpose of correcting and preventing deterioration in the business district; to increase property tax valuation where possible in the business district and to eliminate the causes of the deterioration and to promote economic growth.

The East Jordan DDA is tasked with analyzing economic changes taking place within the district and determining the impact of these changes. The DDA board may also plan and propose new or existing public facilities which may be necessary or appropriate to the execution of a plan, which in the opinion of the board, aids in the economic growth of the downtown district.

The DDA works to develop long-range plans in cooperation with the East Jordan City Planning Commission, designed to prevent deterioration of property values in the district and to encourage economic growth in the district and to take steps necessary to implement the plans. They guide the implementation and planning of development that may be necessary to achieve the purpose of the Act in accordance with the Ordinance and the authority granted by said act.

DDA BOARD

Tom Teske, Chair
Dan Miller, Vice Chair
Dave Atkins, Treasurer
Dawn LaVanway, Secretary
Mary Jane Krumholtz
Matt McLeod
Barbara Worgress
Marty Carey
Russ Peck
Mayor
Tom Cannon
City Administrator
Amanda Baker
Downtown Development Coordinator

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2016 PROJECTS

**DDA Coordinator**
Through a contract with Northern Lakes Economic Alliance (NLEA) the DDA was able to hire Amanda Baker as Downtown Development Coordinator. With her assistance, the DDA has been able to accomplish some great projects in 2016 and looks forward to even more in 2017.

**District Database**
Keeping track of district stakeholders is a big job, and with the new administrative staff, the DDA was able to establish a database of every property and business in the district along with contact information. This information is used to continually communicate and build relationships with those being represented by the DDA.

**Communication Campaign**
To build off the District Database a Communication Campaign was undertaken as well. The DDA launched the Facebook page Downtown East Jordan and has been steadily growing its audience. Press Releases have been used to share our projects, and the DDA has partnered with various local groups including the Chamber of Commerce to continually share our message.

**Banners Program**
The DDA teamed up with the Friends of the Jordan to begin a new Downtown Banner Program resulting in vibrant new banners for Main Street. This program is designed to work with various non-profits in the community to establish a rotation of banners highlighting the community of East Jordan. Groups are welcome to promote their events or themselves with banners that will be used over the course of multiple years. For full details, check out the Banner Program link on our website.

**Downtown Wi-Fi**
Open public Wi-Fi came to Main Street and Memorial Park thanks to a partnership between the DDA and the City of East Jordan. Any visitor downtown is able to access the Wi-Fi network under the label “East Jordan DDA.” Through work with Aspen Wireless an infrastructure of Wi-Fi antennas between City Hall, the Police Station, and Main Street Center was established. The network currently covers 7 blocks of Main and Spring Streets and can be expanded as the service grows.

**TIF PLAN**
The DDA is funded through Tax Increment Financing (TIF), capturing the increase in property tax value above the base year of 1995 when the TIF plan was established.

The Downtown Development Authority proposes to construct public improvements in the Downtown Development District, financed by the Tax Increment Financing Plan, to stimulate the downtown economy and encourage new private investment in the Downtown.
## 2015-2016 FINANCIALS

### REVENUES
- Property Taxes ........................................... $223,803
- Grants/Donations ........................................... $0
- Interest ......................................................... $50
- Miscellaneous ................................................. $7,596

### INITIAL ASSESSED VALUE (1995)
- $16,855,388

### DDA DISTRICT- Estimate
- Assessed Value ........................................... $28,525,253
- Captured Value ........................................... $11,669,865
- Tax Increment Revenues Received ...................... $223,803

### Number of Jobs Created
- 335*

For additional information, contact the City of East Jordan at 231-536-3381.

*Total Number in District

### BOND RESERVE
- $0

### OUTSTANDING BOND INDEBTEDNESS
- $53,704

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**DDA DISTRICT MAP**

*Sign up for our newsletter at [www.eastjordancity.org](http://www.eastjordancity.org) and follow us on Facebook at Downtown East Jordan*