HISTORIC MOVE HIGHLIGHTS DOWNTOWN SUMMER

It was the talk of the town for years and finally, in June 2017, the East Jordan Downtown Development Authority organized the moving of historic Engine No. 6 from Memorial Park across the river to Sportsman’s Park. The move was part of the City’s plan to open up Memorial Park for festivals and events and to better utilize the space at Sportsman’s Park.

In early June, Team Elmer’s of Traverse City brought in their crane team and two heavy equipment cranes to lift and carry the 121,000 pound engine and 78,000 pound coal tender over the M-32 bridge to the new home in Sportsman’s Park.

People lined the streets to catch this once in a lifetime event.

The DDA committed the $28,000 necessary for the move with help from the City Department of Public Works to prep the new location. The train is now prominently displayed to everyone who comes through East Jordan in a more natural setting. The move also freed up space in Memorial Park and opened the view of the marina to downtown businesses.

We’re thrilled with the results and look forward to continued projects in both public spaces. More work is scheduled for 2018, so stay tuned!

A WORD FROM THE CHAIR…

2017 was an exciting and productive year for the City of East Jordan DDA. For the first time in many years the DDA significantly improved financially. The Net Financial Position went from a negative in 2016 to a positive financial condition in 2017. All outstanding bond debt is now retired. The DDA “has invested significantly in capital assets since its inception,” and a conservative budget for 2018-19 has been proposed to the City of East Jordan.

The DDA continued their contract with Northern Lakes Economic Alliance to provide administrative services for the East Jordan Downtown Development Authority. An East Jordan DDA Development Authority Work Plan was initiated and is moving forward.

Communications to Stakeholders was improved through a DDA Newsletter and through the DDA Facebook Page. A Marketing Committee has been established and continues to make progress in the development and execution of an “East Jordan marketing plan.”

The “Music in the Park” events were very successful in 2017. These concerts, organized by the DDA, Jordan River Arts Council and the East Jordan Chamber of Commerce funded through generous local donations are one of many examples of the collaboration of many East Jordan organizations. We look forward to continuing to move forward in 2018 with this and many other projects.

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2017 PROJECTS…

Flower Box Unification
Volunteers came out in force to plant geraniums up and down Main Street. With help from the Charlevoix County Community Foundation, the DDA was able to bring in Joe Shear Services to clean up the boxes and prep for the fresh unified look. The DDA looks forward to keeping this fresh feel going for 2018 – reach out to us for available box sponsorships!

Community Marketing Team
The East Jordan community came together to market East Jordan as the great place to live, work, and play that it is. Spearheaded by the DDA and the Chamber of Commerce, the community marketing team also includes representatives from East Jordan Public Schools, Friends of the Jordan, Jordan River Arts Council, the City, and Ravenhill Discovery Center.

Music in the Park
The DDA continued to partner with Jordan River Arts Council, the Chamber of Commerce, and various donors to bring Music in the Park to the Memorial Park band shell. The 2017 concert series featured 7 bands and raised money to continue programming and maintenance of the band shell.

Parking Ordinance Recommendation
In order to address concerns raised by local businesses, the DDA recommended the City Council try a two hour parking ordinance for Main Street, Spring Street, parts of Esterly, and the Main Street Center parking lot.

Wayfinding Signs Phases II & III
The DDA continued adding signs directing visitors around East Jordan with phases II and III of the wayfinding project. Signs added included directors on M-32 and M-66 as well as added signage to the schools and parks.

ALSO…
- Memorial Brick Location Map
- Christmas Lights Expansion
- Downtown Wi-Fi Expansion
- Downtown Mural Policy

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.

Projects listed in the Development Plan include:
- Main Street Infrastructure and Streetscape
- Memorial Park Improvements
- Parking Lot Signs & Improvements
- Spring Street Improvements
- City Entrance Signs
- Alley Improvements Behind Civic Center
- Acquisition of Property
- M-66 Corridor Improvements
- C-48 (Water Street) Improvements
- State Street Improvements
2016-2017 FINANCIALS

**REVENUES**
- Property Taxes ........................................... $217,512
- Grants/Donations ........................................... $11,646
- Interest .......................................................... $85
- Miscellaneous .............................................. $0

**EXPENDITURES**
- Operations .................................................. $39,733
- Marketing .................................................... $2,380
- Infrastructure .............................................. $87,965
- Bonds/Indebtedness ..................................... $53,704

**BOND RESERVE** ........................................... $99

**OUTSTANDING BOND INDEBTEDNESS** ........................................... $0

**INITIAL ASSESSED VALUE (1995)** ........................................... $16,855,388

**DDA DISTRICT- Estimate**
- Assessed Value ........................................... $18,994,130
- Captured Value ............................................ $2,138,742
- Tax Increment Revenues Received ................. $217,512

**Number of Jobs Created** ........................................... 335*

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

*Total Number in District

**DDA HISTORY & BOUNDARIES**

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, 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, to encourage economic growth in the district, 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.