

# Informational Meeting

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**Downtown Development Authority**  
**City of Gladstone**



The slide features decorative geometric shapes in the corners. The top right corner contains a cluster of overlapping diamonds in light green, dark blue, and orange. The bottom left corner contains a smaller cluster of overlapping triangles in light green, dark blue, and orange.

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## **DDA Mission Statement**

To enhance the quality of life and develop a positive image of Downtown Gladstone for businesses, residents and visitors."

# What is a DDA?



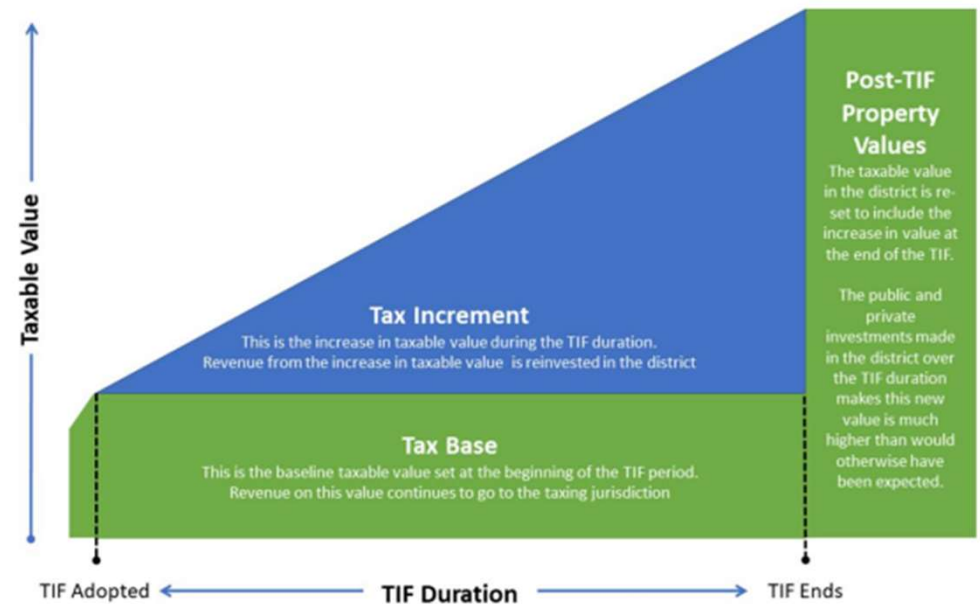
- DDAs comprehensively manage downtowns to maximize the local economy.
- DDAs are downtown management organizations that rely on TIF dollars for their operation
- Quasi-governmental arm of the City
- Goal to halt property value deterioration and increase property tax valuation to eliminate the causes of that deterioration, and to promote economic growth.

- **The DDA is responsible for and represents**
  - Downtown District (as defined by ordinance)
  - Its Businesses, Property Owners, and Residents
- **The DDA Benefits**
  - Community- What happens in Downtown affects ALL
  - City- DDA provides focused resources & insights

# What is TIF?

## Tax Increment Financing (TIF)

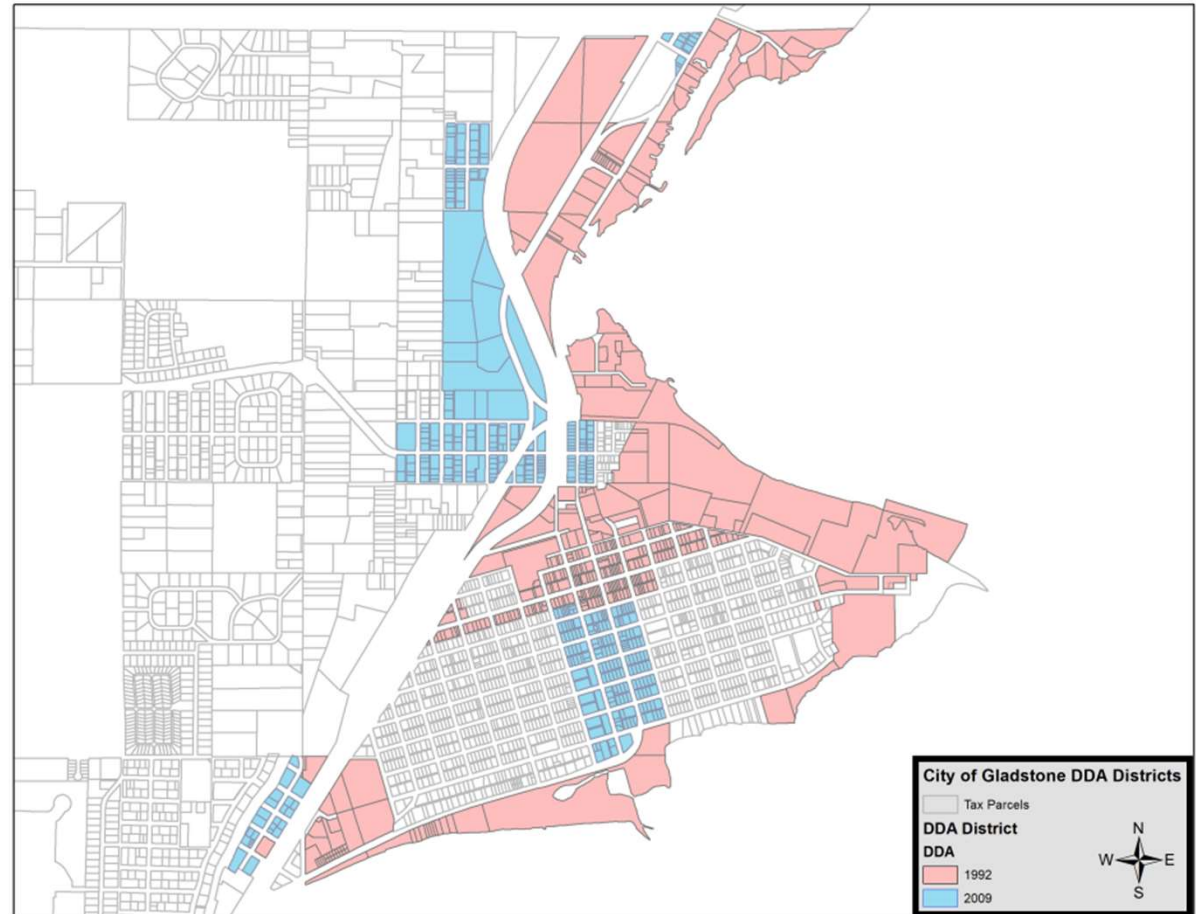
- Tax Increment Financing (TIF) is the annual capture of the year-to-year growth in property values in a defined district.
- Upon adoption of a TIF plan, the 'Taxable Value Base Year' is set; which all growth is calculated from
- Allows community to direct funds to engage in specific, critical economic development activities without raising local property taxes.
- Stimulates economic growth and is self-sustaining: As property values increase, the DDA captures more funding through TIF and is able to do more projects.



# TIF District

Gladstone had two DDA Districts.

- The first was established in 1992
- The second was established in 2009



# 2023 Goals

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## Pursue Revenue Sources outside of the Tax Increment Financing Plan.

- Grant Revenue
  - Farmers Market (\$4000 Secured!)
  - Old Fashioned Christmas
- Rental Revenue
  - Market Square
- Property Development Opportunities
  - North Shore Development

# 2023 Goals

**Build upon the Gladstone Farmers Market to encourage foot traffic downtown.**

- Expand our Food Assistance Program offerings through the implementation of **Senior Project Fresh**
- Improve marketing of the event to our community
- Onboard new Farmers Market Coordinator
- Recruit Vendors
- Replace the deteriorating brick pavers along the sidewalk of the market square



# DDA's Future Direction and Ongoing Initiatives

## Increase property tax valuation by eliminating the causes of deterioration and promote economic growth

- Coordinate with city departments on strategized street improvements and utility upgrades within the downtown district
- Partner with property owners in the downtown district to promote residential and office space opportunities above downtown businesses
- Pursue development opportunities for key properties within the downtown district
- Secure funding to implement the façade improvement program
- Support development of the North Shore waterfront through infrastructure allowing mixed used commercial and residential zoning
- Encourage and support the creation of a Gladstone Business Association to promote businesses through activities and events while serving as a resources to one another





# 2023 Projects

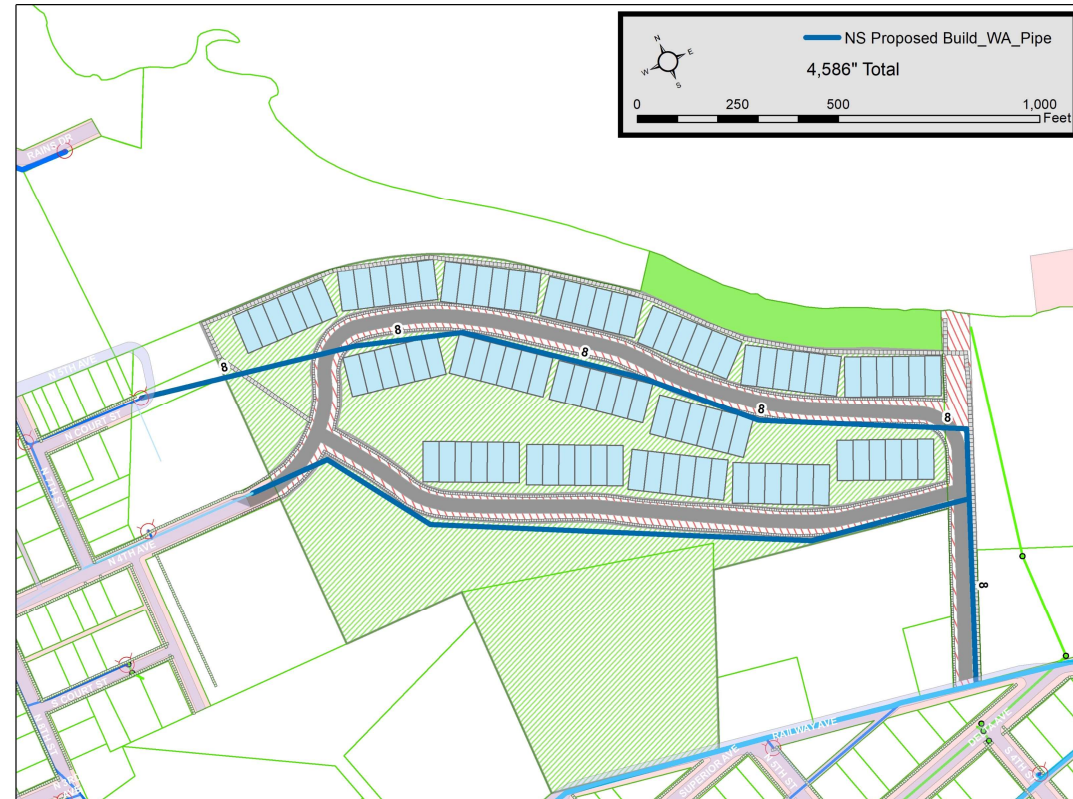
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Here's where you'll see us this year!

# North Shore Development

The DDA is actively involved in the future **North Shore housing development**.

- Financial support in acquiring the North Shore property
- Ongoing meetings with investors, developers and engineers
- Pursuing grant funding to secure public access to the waterfront



# Gladstone Farmers Market

Sponsor and support the Gladstone Farmers Market!

- Band Coordination
- Farmers Market Promotion on Social Media
- Food Assistance Programs
- General Market Oversight
- Market Square Upkeep
- Market Space Rentals for Vendors





# Old-Fashioned Christmas

Sponsor and support the Old-Fashioned Christmas!

- Collaboration with Businesses and Sponsors
- Coordination with Event Planner
- Promotion of the Event

GLADSTONE DDA PRESENTS:

## OLD FASHIONED CHRISTMAS

FRIDAY, NOVEMBER 25TH

EVENT BEGINS WITH TREE LIGHTING AT 6PM  
EVENT CONCLUDES AT 8PM

### ACTIVITY

### LOCATION

Kids Craft & Hot Dogs (North Bluff Grocery & Kiwanis Sponsored)	Iversons
Cookies & Cider (DDA Sponsored)	Brampton Bike & Ski
Letters to Santa	Dance it Up!
Face Painting	D&D Dog Dynamics
Kids Games	Evangelical Covenant Church
Warm Peanuts	Main Street Pizza
Ice Cream	Dairy Flo
Chocolate Treat	Frame Farm
Hot Chocolate	Great Lake Credit Union
Raindeer Chow & Hot Cocoa	The Dew Drop
Football Toss Game	Xcellerate Gym
Kids Craft	Trotters Floral
Christmas Treat Game	Grace & Clare Boutique
Hot Cocoa, Treat, & Photo Booth	Happy Rock Boutique
Cookies, Egg Nog, Hot Cocoa	Waters Edge Chiropractic
Adult & Kids Beverages and Live Music	Wally's Bar
Burning Barrels with S'mores	Delta Avenue
Meet Santa	Farmers Market
Live Nativity Scene (Grace Church Sponsored)	Electical Garage (near city hall)

Sponsors: Gladstone DDA, City of Gladstone, D&D Dog Dynamics, Trotters Floral, Iversons, Al Septic, Wards Auto, Frame Farm, Xcellerate, Main Street Pizza, Dairy Flo, Dance It Up, Dew Drop, Great Lakes Credit Union, Waters Edge Chiropractic, Brampton Bike, Happy Rock Boutique, Grace & Claire Boutique, Evangelical Covenant Church, Wally's, Aderman Flooring, Grace Church, Trinity Episcopal Church, All Saints Church, Rodney Bricker

### Christmas Wagon Rides

Sponsored by Chamber of Commerce, Al Septic, & Aderman Flooring