

Informational Meeting

Downtown Development Authority
City of Gladstone



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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."

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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

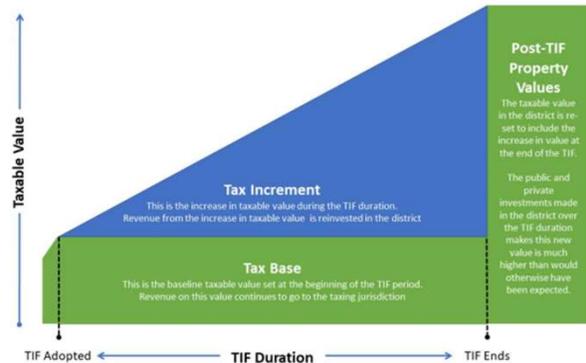
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What is TIF?

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.



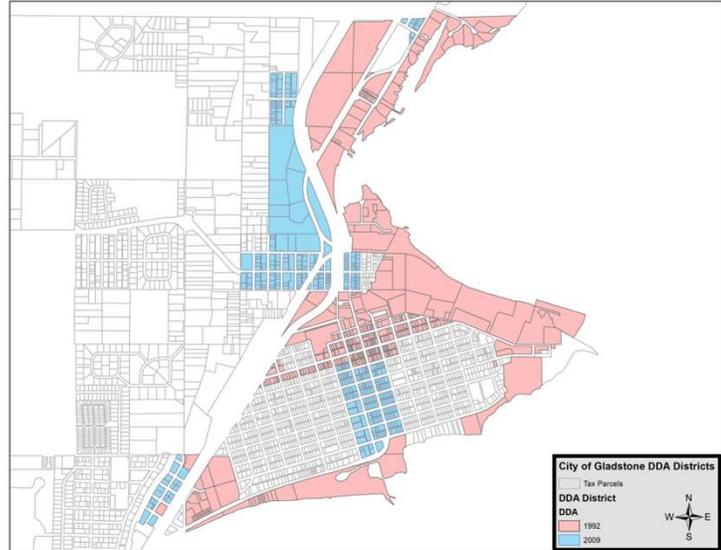
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TIF District

Gladstone had two DDA Districts.

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



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2023 Goals

Pursue Revenue Sources outside of the Tax Increment Financing Plan.

- Grant Revenue
 - Hannahville 2% Grant for the North Shore
 - Farmers Market (\$4000 Secured!)
- Rental Revenue
 - Market Square
- Property Development Opportunities
 - North Shore Development

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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



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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

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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

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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



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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 Sponsors)	Iversons
Cookies & Cider (D&D Sponsors)	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
Reindeer Chow & Hot Cocoa	The Dew Drop
Football Toss Game	Xcellerate Gym
Kids Craft	Trotters Floral
Christmas Treat Game	Grace & Claire 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 Sponsors)	Electical Garage (near city hall)

Sponsors: Gladstone DDA, City of Gladstone, D&D Dog Dynamics, Trotters Floral, Iversons, Al Septic, Wards Auto, Frame Farm, Excellence, Main Street Plaza, Curry Fire Service & 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

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