

*Middleville*  
**DOWNTOWN**  
**DEVELOPMENT AUTHORITY**

BIANNUAL REPORT | DECEMBER 6, 2021



# *A Forward Facing, Open Dialogue*

- At our first Bi-Annual report in October, we looked back on what the DDA had accomplished in 2021.
- Tonight, we want your input as we look ahead to 2022 and beyond!
- Together, let's explore economic development and plan ways to grow our community while preserving the small-town charm and unique sense of place that make Middleville special.





# KEY POINTS

Budget Review

Priorities for  
Smart Growth

2022 Project  
Goals

Community  
Partner  
Recognition

Upcoming  
Events

# & FOCUS



HISTORIC  
PRESERVATION



ECONOMIC  
DEVELOPMENT



COMMUNITY  
ENGAGEMENT



# Priorities for Smart Growth

Growth may be inevitable,  
but healthy growth requires

*Cultivation.*

Assess growth capacity and

*Nurture healthy roots.*

Analyze resources, both human and material, to

*Nourish existing life.*





# *Tools for Smart Growth*

**AS WE EVALUATE  
OUR 2022 GOALS  
AND PROJECTS,  
KEEP IN  
MIND THESE TOOLS  
FOR HEALTHY AND  
SUSTAINABLE  
GROWTH.**





Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY				
Dept 100 - REVENUE				
248-100-406.000	Summer Tax Capture	151,790	197,737	201,692
248-100-408.000	DDA Framers's Market Fee		2,000	2,000
248-100-409.000	DDA EVENTS	18,750	15,000	15,000
248-100-600.00	Grant		40,000	
NET OF REVENUES/APPROPRIATIONS - 100 - REVENUE		170,540	254,737	218,692
Dept 956 - DDA/LDFA FUND EXP				
248-956-702.101	Salaries & Wages	50,000	55,000	56,100
248-956-702.107	Staff/Dept. of Public Works	1,624	1,656	1,690
248-956-712.101	Required Fica & Medicare	3,949	4,334	4,421
248-956-716.000	Employer Retirment	1,479	4,402	4,490
248-956-718.100	Health Insurance	3,092	8,310	8,476
248-956-718.200	Life Insurance	67	68	70
248-956-740.200	Operating Supplies	4,050	2,000	2,040
248-956-801.100	Attorney Fees	5,000	5,000	5,100
248-956-811.200	Audit	350	350	357
248-956-811.600	DDA EVENTS	20,750	19,000	19,380
248-956-818.100	Facade Program	31,800	77,000	72,640
248-956-818.700	CONTRACTUAL	42,500	0	0
248-956-851.100	Postage & Shipping	150	150	153
248-956-889.100	MARKETING	9,000	2,500	2,550
248-956-900.100	Printing & Publishing	6,000	2,500	2,550
248-956-902.100	ARTS & CULTURE	1,500	43,000	3,860
248-956-911.100	Conference & Training	3,000	3,000	3,060
248-956-913.100	Travel & Lodging	1,000	1,000	1,000
248-956-915.100	Utilities & Telephone	5,700	1,500	1,500
248-956-915.200	RENT	6,000	6,000	6,000
248-956-930.200	BUILDINGS	500	100	500
248-956-942.661	Equipment Rental/Motor Pool	750	3,000	3,000
248-956-970.575	Capital Outlay	20,000	0	0
NET OF REVENUES/APPROPRIATIONS - 956 - DDA/LDFA FUND EXP		213,623	239,871	198,936
Column1	Column2	Column3	Column4	Column6
ESTIMATED REVENUES - FUND 248		170,540	254,737	218,692
APPROPRIATIONS - FUND 248		213,623	239,871	198,936
NET OF REVENUES/APPROPRIATIONS - FUND 248		43,083	14,866	19,755

# Your Tax Dollars

2022-2023 BUDGET AS APPROVED  
AT OUR NOVEMBER MEETING



HOW ARE WE DOING?



# 2022 Project Goals Overview

## BOARD STEWARDSHIP:

- New local banking with a community funds account
- Board Training with a focus on finance, transparency, & tax increment finance authority best practices (Public Act 57)
- Grow Partner Program
- Continue work on Art Grant, other funding options
- Set the table for possible extension of the DDA
- Stewardship agreement for recycling and garbage corral maintenance

**HOW CAN WE BETTER  
SERVE THE COMMUNITY?**

*Well Rounded. Perfectly Centered.*



# 2022 Project Goals Overview

## ECONOMIC DEVELOPMENT:

- Pursue Downtown Social District
- New Façade Program, final payment on new bathhouse, Train Depot
- Regularly Visit & Support DDA District Businesses
- Assist new businesses in making Middleville home;
  - We anticipate welcoming at least 4-8 new businesses next year
- Establish a Middleville Talent page on our website
  - Assist employers and employees in connecting
- Support Workforce Housing Development, Infill Development, and the redevelopment of Baby Bliss site
- 2022 Middleville Market Season & Microbusiness Workshops
- Ongoing Marketing & Promotions with a digital emphasis, Restaurant & Retail Cards
- Gorilla Wayfinding Signs

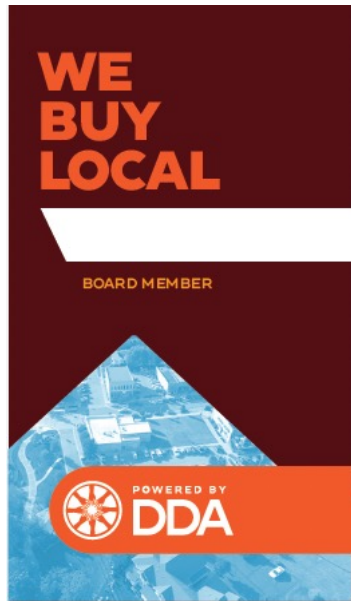
WHICH  
PROJECT  
WILL MOST  
HELP  
BUSINESSES  
GROW?

*Well Rounded. Perfectly Centered.*



# Middleville Rebranding

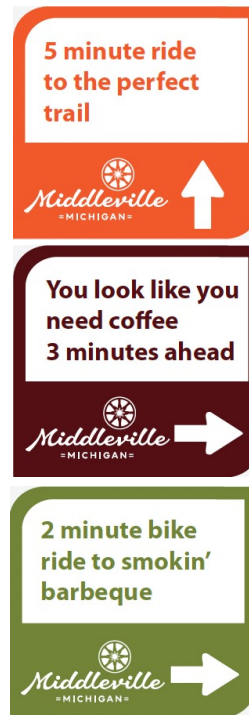
## IDEAS FOR CONTINUED IMPLEMENTATION



Restaurant &  
Retail Cards \$75



Murals & Street Art  
\$TBD



"Gorilla Wayfinding"  
\$100-\$200



Banners: \$2000-\$3000



# 2022 Project Goals Overview

## COMMUNITY ENGAGEMENT:

- Movies Under the Stars
- Riverbank Concert Series
- 4-5 Community Events / Festivals
- Support non-DDA events happening in district
- Continue working with County to offer GIS mapping of District
- Crowdfunding and public/private partnerships to support community lead art, beautification, and recreation

WHAT BRINGS  
PEOPLE TOGETHER?

*Well Rounded. Perfectly Centered.*





# ART COMMITTEE

## 2022 Goals

**PRIORITY 1: MURALS &  
DOWNTOWN COLOR**

**PRIORITY 2: FUNCTIONAL,  
INTERACTIVE ART ALONG  
THE RIVER**

**PRIORITY 3: COMMUNITY ART  
EVENT/FESTIVAL**

**PRIORITY 4: PERFORMING ARTS  
SPACE**

**PRIORITY 5: SCULPTURES**





# 2022 Project Goals Overview

## HISTORIC PRESERVATION:

- Train Depot Renovation, preserve artifacts for display
- Assist with Patriot Day Commemoration and other patriotic remembrance
- Incorporate Local History into Festivals

**PEOPLE + PLACE**

**WHAT MAKES MIDDLEVILLE MIDDLEVILLE?**

*Well Rounded. Perfectly Centered.*





# 2021 Community Sponsors



ADVANCED  
STONE  
FABRICATIONS



Balance Counseling LLC



Jason Parks Agency  
(269) 795-8827

Harding's  
MARKETS  
*real food. real friendly.*

highpoint  
COMMUNITY BANK



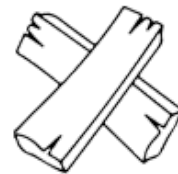
VANDYK MORTGAGE  
CORPORATION

CHAMPS  
BAR & GRILL



Left Field  
CAFE ON MAIN

BRADFORD WHITE  
CORPORATION



Woodhaven  
Crafts

COMMUNITY WEST  
CREDIT UNION

# THANK YOU





MIDDLEVILLE'S  
*Christmas*  
-ON-  
THE RIVER  
DECEMBER 9, 10, & 11

*Thursday:* BUSINESS OPEN HOUSE

*Friday:* NIGHT OF LIGHTS  
(LUMINARY WALK, CHARLIE BROWN CHRISTMAS WONDERLAND, LIGHT DECORATING CONTEST)

*Saturday:* TEA WITH SANTA & MRS. CLAUS, PARADE, AND HOLIDAY MARKET

THE  OF GIVING

*Classmates Care Serenity House Feeding Middleville*





If you could do one thing to make Middleville a better place, what would it be?

Thank you for sharing your ideas and time with us tonight!