

2023-2024

Draft Budget Narrative

October 17th, 2023

Gretchen James, DDA Director

DOWNTOWN DEVELOPMENT AUTHORITY

(DDA) FUND Overview: The 2024 DDA Fund budget will receive projected revenues of approximately \$233,595 and includes planned expenditures of \$224,650.00. This results in adding 8,945 to the existing fund balance.

The DDA anticipates the following revenue in 2024:

- \$114,806.91 in tax captures from the Village of Middleville
- Approximately \$95,788.77 in tax capture from Thornapple Township.
- \$210,594.07 in tax captures from the Village of Middleville

And Thornapple Township.

- \$15,000 from our Community Partner Program and event revenue from vendor fees
- \$3,000 from Farmers Market Fees: This is goal will be exceeded with 15 seasonal vendors at \$200 for 24 weeks and at least one “drop in” vendor each week. During 2023, the Market maintained about 15 seasonal vendors and hosted numerous “drop-ins.”.

Proposed Appropriations

The DDA is expected to see an overall 5% increase in tax captures for the 2024 captures. Thus, it is proposed that the Budget for 2024 is increased by 3% to help meet the rate of inflation which is set to be 4%. All line items will see a 3% increase in the year 2024 except the following line items for which the cost is not expected to rise: Audit, Attorney fees, Staff/Dept of Public Works, Printing and Publishing, Façade Program, Equipment/Motor Pool, Arts/Culture, Façade, Salaries and Wages, and Utilities/telephone.

Salaries and Wages: The DDA employs a full-time director at a base salary of \$55,000.00 and The line item was increased by 2% to 56,100 to compensate for the 2% raise given at the end of the new year to all employees of the Village.

Rec.Secretary/Treasurer: A new line item was created to distinguish payment made to other employees hired by DDA. The DDA employs a part time treasurer at \$35.19 per hour with an average of 10 hours per month, and a part time secretary \$80.00 x 11 meetings. For a total budget of \$4,751. The hourly wage/number of hours worked for the Treasurer is subject to change following annual evaluation.

Operating Supplies: Office supplies for next year are projected to see price increases due to inflation (primarily ink, paper, and software subscriptions), so funds have been increased by 3% to total \$2,575.

Façade Program: Based on projected business growth, plans for redevelopment, and capital projects on buildings, this number will be \$70,000 a 6.8% decrease.

Conference and training budget, travel and lodging: These line items were increased 3% to compensate for inflation. These line items allow for the DDA board and Director to seek outside education opportunities with the budget of \$3,100.

Marketing:

These line items were increased 3% to compensate for inflation. This funding will allow for targeted radio and newspaper advertisement in keeping with the vision of the promotions committee and the board, while continuing to expand our social media influence.

Arts & Culture: In 2023 the arts and culture fund was increased with the amphitheater art walk project. For 2024 the budget will be reduced back to a 30,000 budget. The DDA director is in collaboration with the Department of Public Works and Planning and Zoning for project(s) to

focus on in 2024. These projects revolve around traffic calming measures, and improving downtown spaces.

Equipment Rental and Motor Pool: This line item increased to \$3000 to cover DPW expenses for event support, project installation, and other such costs.

(is not increasing)

Fund Balance: Our growing fund balance is intended to serve partially as “rainy day” fund, but mostly as a savings this budget allows for an increase of 3,454.

Events Budget: The DDA will no longer host a spring fest in 2024. It has been suggested that the remainder of our current mix of three events and continue to partner with the Lions for Independence Days. We also plan to continue Movies Under the Stars and the Riverbank Series. We have an increased the budgeted of 3% to reflect rising prices from inflation to total \$19,570.

2023 PROPOSED EVENTS BUDGET

Event	Budget	Anticipated Attendance
Heritage Days	3000	2500
Christmas on the River	2500	2000
Riverbank Music	8500	3000
Movies	900	250

Independence Day	3500	4000
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