

Eaton Rapids DDA

"DDA" is an acronym for "Downtown Development Authority." The purpose of a DDA is to organize and facilitate investment into a town or city's downtown area. Most downtowns feature unique and privately-owned small businesses. A DDA is often closely associated with encouraging people to shop locally and support small business in their home communities.

DDA Master Plan: 2019 - 2039

Project Rising Tide

Eaton Rapids was chosen in 2018 to participate in Project Rising Tide. Project Rising Tide project supports vibrant, thriving communities to attract business investment and talent by creating a sustainable path toward economic stability and growth. The Michigan Economic Development Corporation, Talent Investment Agency, and Michigan State Housing Development Authority-collectively, the Talent and Economic Development (TED) team-have committed their assets to engaging specific communities across the state in order to empower them to shape their future and maximize economic potential. MEDC's Redevelopment Ready Communities program provided the initial mechanism to develop and support the Rising Tide platform. The communities develop an Action Strategy outlining tasks, ownership, and deliverables to take place over the course of 9-12 months. The TED team, along with a consortium of consultants, support the implementation phase by offering capacity, advice, and expertise from a team of consultants selected for their successful experience with Michigan redevelopment projects. The implementation approach is centered on building capacity within the Rising Tide communities.

Redevelopment Ready Communities

This Downtown Master Plan is also aligned with the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities® (RRC) program. The RRC program was created to assist municipalities to create transparent, predictable, and efficient processes into their development efforts by utilizing the program's six practices:

Best Practice One: Community Plans and Public Outreach

- 1.1 -The plans
- 1.2-Public participation

Best Practice Two: Zoning Regulations

- 2.1-Zoning regulations

Best Practice Three: Development Review Process

- 3.1 -Development review procedures
- 3.2-Guide to Development

Best Practice Four: Recruitment and Education

4.1 -Recruitment and orientation

4.2-Education and training

Best Practice Five: Community Prosperity

5.1 -Economic development strategy

5.2-Marketing and promotion

Best Practice Six: Redevelopment Ready Sites

6.1 -Redevelopment Ready Sites

This involves planning for new investment and reinvestment, identifying assets and opportunities, and focusing limited resources. RRC empowers communities to shape their future by assisting in the creation of a solid planning, zoning and development foundation to retain and attract businesses. investment and talent. The City of Eaton Rapids sees RRC as being key to the city's efforts and has committed to becoming a Certified RRC Community by creating this transparent, predictable, and efficient environment within the city s regulatory authority.

Strategic Plan Overview

In step with the Downtown Development Authority's adoption of the Downtown Master Plan, Project Rising Tide, and Redevelopment Ready Communities, Eaton Rapids has aligned the master plan with the Main Street Approach to Downtown Revitalization, the City of Eaton Rapids DDA has identified the following as objectives by which to gauge the direction of the DDA from 2019-2039.

The Main Street Approach to downtown revitalization is based on four points:

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotion positions the downtown or commercial district as the center of the community hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

DDA Projects 2019-2020-2021

DDA Projects and Investments 2019-2020-2021

The following is a list of the Eaton Rapids DDA's accomplishments, projects, investments, and events for the fiscal year 2019-2020-2021. Items on this list are goals and objectives found in the Eaton Rapids DDA's Tax Increment Finance Plan of 2003 (amended in 2013), and the 2019 Downtown Master Plan.

Public Improvement Below is a list of improvements and investments the DDA support.

- Acquisition of a 10-foot easement on the north side of the Red Ribbon Hall property. A 99-year easement for \$1.
- \$150,000 contribution to the city's boardwalk and GAR Island Park renovation project.
- Lighting for State and Knight Street bridges.
- \$4,000 contribution to the Pettit Hardware Mural project.

Promotions/Marketing Below is a list of events the DDA currently endeavors.

- Eaton Rapids Air Drive-In Movie
- Promotion of the Eaton Rapids downtown through the #elevateEatonRapids hashtag, Elevate Eaton Rapids Facebook page, and DDA page on the City of Eaton Rapids website.

Collaboration- The DDA works closely with the following organizations.

- Chamber of Commerce
- City of Eaton Rapids & Departments
- Lansing Area Economic Partnership
- Michigan Economic Development Corporation
- Eaton Rapids Schools

Business Recruitment & Retention-

The following is a list of DDA investments and initiatives for 2019-20

- Assist a local business with code compliance.
- Participated in shadowing the building department to better engage with building owners on code compliance.
- \$20,000 in facade grant funds allocated to district businesses.

Real Estate

The following is a list of DDA investments and initiatives for 2019-20

- Red Ribbon Hall is currently owned and maintained by the DDA.
- Hall Street lot
- Submit available property to LEAP site as part of their site selection mapping.

At the end of the fiscal year 2018-19, the DDA had a fund balance of \$198,000. As the 2013 TIF plan and 2019 Master Plan indicate, the DDA anticipates assisting the City of Eaton Rapids with future infrastructure projects that include: Grand River boardwalk, GAR Island Park seawall replacement, GAR Island Park east footbridge replacement, Adaptive reuse incentives, traffic calming/walkability, wayfinding, and a vacant building registry. The projects, costs and timelines are included in the DDA's Downtown Master Plan and TIF Plans which are available for viewing at City Hall, 200 South Main Street.