

DOWNTOWN  
DEVELOPMENT AUTHORITY

ADOPTED

DATE: OCTOBER 9, 2007

# EASTPOINTE 2007/2008 WORK PROGRAM AND BUDGET

DOWNTOWN  
DEVELOPMENT AUTHORITY

ADOPTED  
DATE: OCTOBER 9, 2007

23200 Gratiot Ave.  
Eastpointe, MI 48021

Tel. (586) 445-5026

Fax (586) 445-5191

**EASTPOINTE**

*find yourself here*

**DOWNTOWN**



# Eastpointe - 2007/2008 DDA Work Program & Budget

## Table of Contents

Introduction and Background .....	2
Vision Statement.....	3
Supporting Statements.....	3
Purpose.....	7
Organization.....	8
Design.....	10
Promotion/Marketing.....	12
Economic Restructuring.....	13
Schedule.....	14
Budget.....	16
Appendix.....	18
Identification of projects for future years	

## Introduction and Background

In the winter and spring of 2007, the Eastpointe Downtown Development Authority (DDA) sponsored a Visioning Project for downtown Eastpointe. The purpose of the project was to create a broadly supported Vision for the commercial areas, identify the projects and programs needed to accomplish the Vision, create a brand and prepare a Work Program and Budget for the upcoming year.

The Visioning Committee met on two occasions and the DDA followed up with several meetings to complete the effort. The content of this document is the result of the meetings. We acknowledge the members of the Visioning Committee whose input was invaluable in the creation of the Vision for the downtown and identification of critical steps to obtain the Vision.



### **Visioning Committee**

Mayor David Austin,  
Jeff Lubbeck-Resident,  
Catherine Green-Exec Dir Eastpointe Area Chamber of Commerce,  
Joyce Vincent-City Manager Exec Sec,  
Gary Young-Building Official,  
Sue Mancani-Finance Director,  
Linda Weishaupt-City Assessor,  
Fred Strozeski-Resident,  
Jonathan Vandenbossche-Chamber President,  
Milo Hayes-Planning Commission,  
Ron Selvidge-Council,  
Suzanne Pixley-Council,  
Partners In Architecture (Jon Cecil and Mike Malone)

### **Eastpointe DDA**

Perry Engardio, CPA  
Carl Gerds, Attorney  
Micki McFarlane, Resident  
William Nill, President of First State Bank  
Darwin Parks, City Manager  
Joe Sternad, Postmaster  
Ellen Wallaert, Attorney  
Steve Horstman, Executive Director

## Vision Statement

Downtown Eastpointe is a fun, colorful, vibrant, pedestrian friendly destination with versatile specialty stores in mixed use developments with entertainment, events, outdoor cafes and residences which support a variety of life styles and cultures - open and inviting 24/7 - with year-round activity.

## Supporting Statements

- Eastpointe downtown is obvious to the visitor and those passing through with distinct and well defined entry points and a design and character that stands out from other locations along Gratiot.
- Eastpointe downtown is blooming with color as reflected in planting beds and hanging planters.
- Eastpointe downtown is pedestrian friendly with
  - decorative crosswalks and bulbouts at 9 Mile & Gratiot, Cousins, and St. Peters
  - Traffic lights that are timed to allow adequate crossing times for pedestrians with count down signals
  - The improvements for pedestrians at the Northwest corner (Gratiot and Nine Mile) have been complete
  - Signage is oriented to pedestrians
  - Design of private and public improvements respect and cater to pedestrians
  - On-going educational and awareness efforts support pedestrian activity
  - On-going promotional efforts encourage and support pedestrian activity
- Eastpointe downtown accommodates and supports all non-motorized transportation through maneuverable curbs, bike lanes and lockers/racks and other elements.
- Traffic through the downtown is calmed with slow speeds and safe conditions.
- The High School morning start and afternoon dismissal is orderly and safe for students with good traffic flow.
- Activities are provided to creatively channel student activity and prevent “hang-out” of students and younger crowds.

## Eastpointe - 2007/2008 DDA Work Program & Budget

- The Post Office in the downtown attracts many visitors and the mail boxes are easy to access by those wanting to use them.
- Eastpointe downtown has adequate and easy to find parking with clearly stripped on-street parking spaces and well signed lots behind storefronts.
- Eastpointe downtown has storefronts built to zero lot line. They are well lit and attractive with complimentary and compatible architecture, using quality building materials and have well proportioned storefronts with adequate window glazing.
- Eastpointe downtown has destinations that are easy to find with a well implemented Wayfinding system.
- Eastpointe has mixed use multi-story buildings with a higher urban massing at the 9 Mile and Gratiot intersection that is reduced in density and intensity both toward the south and north along Gratiot away from the urban core at the intersection.
- Eastpointe downtown has housing in mixed-use buildings with condominiums, lofts and apartments on the 2<sup>nd</sup> floor and above. Ground floor uses have many destination businesses including trendy boutiques, variety of retail, jazz/blues club, wine shop, Wild Wings and numerous art and cultural attractions.
- The Eastpointe downtown sponsors and hosts many annual events including:
  - World Festival
  - Art & Ice Festival
  - Cruisin' Gratiot
  - Music in the Park
  - Wheelin' Women
  - Retail Events
  - Regular Smaller Events
- Eastpointe – its chamber, residents and city government values the downtown business community. Programs are available to assist downtown businesses achieve success and meet their challenges.

# Eastpointe - 2007/2008 DDA Work Program & Budget

Understanding our past helps us  
to Vision our Future.



# Eastpointe - 2007/2008 DDA Work Program & Budget



## Eastpointe - 2007/2008 DDA Work Program & Budget

### **Purpose**

This Work Program has been prepared to help guide the activities, deliberations, expenditures and policy development of the Eastpointe Downtown Development Authority by its Board of Directors and Executive Director. It is essentially a “map” for the coming year(s). This document outlines what programs will be undertaken, projects within each program, along with tasks and activities necessary to undertake the program. Associated with each project is a schedule and budget requirements. The budget therefore is a compilation of the needed expenditures to carry out the programs and projects within this report.

Although a work program guides the activities of the board of directors and staff, unexpected opportunities and problems may cause a shifting of priorities and budget expenditures. An unexpected grant opportunity or major new development may be determined to have a higher priority and demand immediate attention over planned activities. The benefit of identifying programs and projects in a work program is so that an informed decision can be made by the policy body to determine if the unexpected opportunity is indeed of higher priority than the previously planned effort. If so then resources can be redirected toward the unexpected effort. Once or twice during the fiscal year, it is wise to review the Work Program and Budget for adjustment and change.

The Work Program is fashioned to follow the four-step approach of the National Trust for Historic Preservation’s Main Street Program: Organization, Design, Promotion/Marketing and Economic Restructuring. The project numbering system, fund identification and chart of account numbers are consistent with those used in municipal governments.

The priority tasks/projects are identified in this year’s Work Program the Appendix contains projects for future year.

## Organization 248-691-100

Establishing a consensus and cooperation by building partnerships that will allow the development of a consistent revitalization program and permit the emergence of effective management and advocacy of the district. Diverse groups – bankers, city officials, merchants, chamber members, civic leaders, individual citizens and others – must work together to improve the business district.

This program includes general administration in managing and providing administration to the DDA including providing staff support for the Board of Directors.

100.01 General Management Administration – Provides for the activities and tasks associated with the running of the Eastpointe Downtown Development Authority but are not assigned to any particular project. Such activities include the development of policy guidelines, responding to inquiries, processing of bills for payment, meeting with various commissions and groups, etc.

100.02 Meetings of the Board of Directors – Provides for the activities and tasks associated with preparing for and conduct of monthly board meetings. Such activities include the preparation and distribution of the agenda, recording of the minutes, etc.

100.03 Staffing – Provides for the staffing of the Executive Director and any full/part time assistance including student interns, events coordinator, marketing director etc.

100.04 Conference & Training – Provides for the furthering of training and education by the Executive Director and Board of the tools and techniques essential for the successful implementation of the programs and goals of the DDA.

100.05 Membership & Dues – Provides for the subscription/membership to organizations and agencies that deal with the downtown revitalization and historic preservation efforts. Such groups include the National Main Street Program, MDA, Michigan's Festivals, Fairs, Events & Destinations, etc.

100.06 Liaison/Collaboration – Provides for the time and expenditures associated with implementing the Communication Strategy with communication, liaison and collaboration to various organizations within (Planning Commission, Council and Staff) and outside the city such as the Chamber of Commerce, Historical Society, legislators and civic organization.

100.7 Communications Strategy – The DDA will develop a DDA/Main Street communications strategy (public relations program) that is targeted to customers, decision makers (local elected, county, state and federal legislators) supporters and stakeholders that includes:

- Newsletters
- Press Releases
- Press Conferences

## Eastpointe - 2007/2008 DDA Work Program & Budget

- Website broadcasting
- Monthly guest column in the local paper
- Speakers bureau circuit (at least annually present to – service organizations, churches, boards and committees)
- Power point presentations
- Public Access

100.08 Newsletter – The DDA will produce a quarterly printed Newsletter for 2007/2008 which will be distributed to all businesses and be available on the website, city hall and the chamber office.

100.9 Website Development - Downtown Eastpointe Website – featuring aspects for two different audiences

- those wanting to locate a business or current business (wanting ordinance information, expansion/retention package, district highlights and DDA services, vacant properties, plans etc)
- shoppers and users of the district – featuring a business directory, virtual tour of the businesses, listing of events and activities, store coupons or downtown shopping discount card

This work program item includes the graphic design for the site, building of the site and necessary time needed to compile information for the site.

100.10 Work Program & Budget – The DDA will prepare a Work Program & Budget for 2008/2009.

100.11 Repairs & Maintenance – The DDA will continue efforts to repair and maintain the brick pavers previously installed.

### **Design 248-691-200**

Enhancing the visual quality of the business district means attention to all physical elements: buildings, storefronts, signs, public improvements, landscaping, merchandising displays, and promotional materials. The quality of the designed environment more than any other aspect demonstrates to the public the other qualities of the district.

This program deals with all aspects of design. It includes plans and studies undertaken to the implementation of brick and mortar projects identified in the plans.

200.01 Striping for Parking – The DDA will work with the MDOT to install pavement markings to designating a parking lane and spaces through out the district.

200.02 Plan & Ordinance Review – The DDA will obtain professional assistance to review the existing Master Plan and Zoning Ordinance and other plan documents to insure that they are consistent and support the Vision of Downtown.

200.03 Urban Design Framework Plan –The DDA will seek assistance in the preparation of an Urban Design Plans for the district. The design plan will provide the legal defensibility for the development of a new downtown ordinance which will be used to achieve the Vision. The plan will also include circulation, placement of new streets, buildings, parking, landmarks etc.

200.04 Downtown Ordinance – The DDA will seek assistance and work with the Planning Commission to develop a downtown ordinance to implement the Vision and Urban Design framework Plan.

200.05 Post Office and High School Traffic Circulation Studies – The DDA will gather and review any studies and alternatives that have been prepared to address the circulation issues at both the Post Office and High School and determine if additional study is required and/or develop a strategy for implementation.

200.06 Color Palette – The DDA will establish a color palette of appropriate colors for use within the DDA district – including building materials, signage, awnings etc. The palette will be used as criteria for the existing façade grant program and future grant program approval. The palette will be posted in the building department and color match will be provided of popular paints.

200.07 Intersection Planting Plan – The DDA will have Giffels Webster proceed in the development of a planting plan for the intersection of 9 Mile and Gratiot fashioned after the images presented of the vision. Implementation of the plan is scheduled for 2008/2009.

200.08 Survey for Gateway – The DDA will have engineering surveys prepared of the gateway areas with the development of new aerial photography (for the creation of

## Eastpointe - 2007/2008 DDA Work Program & Budget

planametric maps for this and other projects) so that next year planting plans can be created. Plans will be scheduled for 2008/2009 with implementation in 2009/2010.

200.09 DDA Plaza – The DDA will develop plans and investigate funding support for a plaza next to the new City offices.

200.10 Clock – The DDA with the financial assistance of First State Bank will purchase and install a signature Clock in the district.

## **Promotion/Marketing 248-691-300**

Creating a positive image of the business district to attract customers and investors and rekindle community pride. Promotion includes the development of sophisticated, joint retail sales events, festivals and the creation of a consistent image through graphic and media presentation. Promotion also includes target selling of the district to investors, developers, and new businesses.

300.01 Customer Marketing brochure – The DDA will develop a Customer Marketing brochure which will list/describe DDA businesses, list downtown events and show parking areas.

300.02 Calendar of Events – The DDA will increase promotions of events within the district including:

- World Festival
- Art & Ice Festival
- Cruisin' Gratiot
- Wheelin' Women
- Music in the Park

300.03 Support of Events – The DDA will provide staff and financial support for the World Festival, Art & Ice Festival, and Wheelin Woman Event.

### **Economic Restructuring 248-691-400**

Strengthening the existing economic assets of the business district while diversifying its economic base. Activities include retaining and expanding existing business, recruiting new businesses to provide a balanced mix, converting disused space into productive property and sharpening the competitiveness of Main Street's traditional merchants.

400.01 Business Package - The DDA will prepare a Business Retention/Recruitment Package. The package will include materials that will assist in "selling" the location including area demographics and purchasing power. Included in the package will be a description of area assets, services and assistance provided, description of the grant program and other pertinent information.

400.02 Grant Program – The DDA will prepare updated marketing materials for the Façade grant program.

400.03 Comprehensive Database – The DDA will establish a comprehensive building database which includes property number, property owner, mailing address, phone and e-mail, business, business description, mailing address, phone, phone and e-mail address, current spaces within the building (sq footage), age of building, building characteristics – rear access, elevator, number of floors, lease rates, photo, etc.

400.04 Business Visits – A information collection form will be developed to use to collect information from business owners including e-mail addresses, phone numbers, business descriptions, concerns etc. The businesses within the DDA will visited once a year by Board members to collect concerns, update information, identify how DDA assistance can be provided. Each board member will be assigned 1/10 the businesses.

400.05 – Key Properties for Development/Redevelopment – Based upon the analysis of the Design Framework Plan, the DDA will prioritize key properties for development/redevelopment and will develop a strategy to secure the properties and/or work with the owners to achieve the visioned development.

# Eastpointe - 2007/2008 DDA Work Program & Budget

## Schedule

Task	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
100.01 General Administration	■	■	■	■	■	■	■	■	■	■	■	■
100.02 Board Meetings	■	■	■	■	■	■	■	■	■	■	■	■
100.03 Staffing	■	■	■	■	■	■	■	■	■	■	■	■
100.04 Conference & Training	■	■	■	■	■	■	■	■	■	■	■	■
100.05 Membership & Dues	■	■	■	■	■	■	■	■	■	■	■	■
100.06 Liaison/Collaboration	■	■	■	■	■	■	■	■	■	■	■	■
100.07 Communication Strategy	■	■	■	■	■	■	■	■	■	■	■	■
100.08 Newsletter	■			■			■			■		
100.09 Website		■	■	■	■	■	■	■	■	■	■	■
100.10 Work Program & Budget										■	■	■
100.11 Maintenance & Repairs	■	■	■	■	■	■	■	■	■	■	■	■
200.01 Striping of Gratiot		■	■	■	■					■	■	
200.02 Plan & Ordinance Review		■	■	■	■							
200.03 Urban Design Framework			■	■	■	■	■	■	■	■	■	■
200.04 Downtown Ordinance										■	■	■
200.05 Post Office/HS Traffic				■	■	■	■	■	■			
200.06 Color Palette								■	■	■		
200.07 Intersection Planting Plan					■	■	■	■	■			
200.08 Gateway Survey		■	■	■	■	■						
200.09 DDA Plaza												
200.10 DDA Clock			■	■	■	■						
300.01 Customer Brochure.								■	■	■	■	■
300.02 Calendar of Events promo.	■	■	■	■	■	■	■	■	■	■	■	■
300.03 Events	■	■	■	■	■	■	■	■	■	■	■	■



Eastpointe - 2007/2008 DDA Work Program Budget

<b>Budget</b>							
<b>Income - 248</b>							
403.000	2 Mills					\$	17,047.00
404.000	TIFA Capture					\$	232,801.00
445.000	Penalty & Interest					\$	100.00
665.000	Interest					\$	1,500.00
675.000	Contributions (including First State for Clock)					\$	40,300.00
699.999	Reserves					\$	94,052.00
		<b>Total</b>				\$	<b>385,800.00</b>
<b>Expenditures</b>							
248 - 100	Organization					\$	<b>109,783.00</b>
	0.01 General Management Administration						
		727.100	Letterhead and Office Supplies			\$	200.00
		730.100	Postage			\$	50.00
		807.100	Legal Fees			\$	1,500.00
		782.100	Operating Supplies			\$	100.00
	0.02 Meetings of the Board of Directors						
		730.100	Postage			\$	400.00
		900.100	Printing/Copying Charges			\$	300.00
	0.03 Staffing						
		704.000	Wages - Ex Director			\$	24,720.00
		715.000	Part-time - Maintenance			\$	9,500.00
		715.000	Student Intern/Part-time			\$	15,000.00
		713.000	ICMA			\$	1,978.00
		721.000	FICA			\$	2,770.00
		723.000	Hospitalization			\$	2,077.00
		724.000	Dental, Optical & Life			\$	538.00
		725.861	Other			\$	1,800.00
	0.04 Conference & Training						
		810.100	Registration			\$	1,000.00
		860.100	Mileage/Air Fare			\$	1,000.00
		860.100	Accommodations/Meals			\$	100.00
	0.05 Membership & Dues						
		957.100	National Main Street			\$	200.00
		957.100	MDFA			\$	100.00
		957.100	ICSC			\$	100.00
		957.100	Other			\$	200.00
	0.06 Liaison						
		955.100	Misc.			\$	100.00
	0.07 Communication Strategy						
		808.100	Professional Services			\$	2,000.00
		955.100	Misc.			\$	300.00
		900.100	Printing/Copying Charges			\$	2,000.00
	0.08 Newsletter						
		900.100	Printing			\$	3,000.00
		729.100	Postage			\$	100.00
	0.90 Website						
		818.000	Web Site			\$	5,000.00
		782.100	Operating Supplies			\$	1,500.00
	0.10 Work Program & Budget						
		900.100	Printing			\$	150.00
	0.11 Maintenance & Repairs						
		931.000	Building & Site Maintenance			\$	32,000.00

Eastpointe - 2007/2008 DDA Work Program Budget

296-200	Design				\$ 126,867.00				
		0.01	Stripping for Parking						
			808.200	Professional Services		\$ 5,000.00	*Use city's		
		0.02	Plan & Ordinance Review						
			808.200	Professional Services		\$ 2,000.00	painting contractor		
			Urban Design Framework Plan						
		0.03	808.200	Professional Services		\$ 20,000.00			
			900.200	Printing		\$ 1,000.00			
		0.04	Downtown Ordinance						
			808.200	Professional Services		\$ 5,000.00	* Partial expense		
		0.05	Post Office/HS Traffic						
			808.200	Professional Services		\$ 2,000.00			
		0.06	Color Palette						
		0.07	Intersection Planting Plan						
			808.200	Professional Services		\$ 8,500.00			
		0.08	Gateway & District Survey/Aerial						
			808.200	Professional Services		\$ 11,000.00			
		0.09	DDA Plaza						
						\$ -			
		0.10	Clock						
				Clock Purchase		\$ 67,367.00	*		
				Construction and Installation		\$ 5,000.00	*		
296-300	Promotion					\$ 14,000.00			
		0.01	Customer Brochure						
			808.300	Graphic Design		\$ 2,000.00			
			900.300	Printing		\$ 4,000.00			
		0.02	Event Promotion						
			808.300	Graphic Design		\$ 500.00			
			900.300	Printing		\$ 500.00			
			880.300	Promotion/Advertising		\$ 1,000.00			
		0.03	Events						
			740.300	Operating Expense		\$ 5,000.00			
			800.300	Printing		\$ 1,000.00			
296-400	Economic Restructuring					\$ 32,000.00			
		0.01	Business Package						
			808.400	Graphic Design		\$ 2,000.00			
			900.400	Printing/Copying		\$ 5,000.00			
		0.02	Grant Program						
			802.248	Façade Program		\$ 25,000.00	*		
		0.03	Building Database						
		0.04	Business Visits						
		0.05	Key Properties						
296-500	Bond Payment								
			Principal			\$ 103,150.00	\$ 103,150.00		
					\$ 385,800.00	\$ 385,800.00			
			Reserves/Capital Fund as of 07/01/2007		\$ 150,000.00				
			Suppliment for 2007/2008 Work Program		\$ 94,052.00		* Capital Improvement Total = \$97,367		
			Reserves/Capital Fund as of 07/01/2008		\$ 57,944.00				

# Appendix

# Eastpointe - 2007/2008 DDA Work Program & Budget

## Future Projects/Efforts

### Organization

- Establish a committee structure (Main Street) to advance the program. Develop handbooks and resource materials.
- Establish a formal volunteer program. Identify needed skills, identify a variety of tasks and activities, (handbook for volunteers) descriptions - - - solicit volunteers (newsletters, news articles, presentations to church groups, community service through schools, etc), develop a database, match volunteers to tasks - -recognize and reward volunteer efforts.

### Design

- Establishment of Design Guidelines for
  - Storefronts and glazing
  - Rehabilitation
  - Signs
  - Awnings
  - General – building placement, parking, etc.
- Develop Gateways, median, cross walk and long term on-street parking plans
- Prepare a parking study to determine current and build-out parking needs – reconfigure existing lots to maximize spaces and traffic flow
- Prepare a Wayfinding study – (sign should reflect brand – at a minimum showing parking areas)
- Prepare a list of resource vendors and products for building renovations – awning vendors, custom window makers, cornice manufactures, etc.

### Promotion

- Develop and implement a yearly calendar of retail promotional events (sidewalk sales, midnight madness, first Friday's, Senior/Student Discount Days, Frequent Shopper Programs, Lunch on the Store, Late night hours on Thursday, Pamper yourself Days (hair salons, barber shop, drug stores, coffee shop, new glasses, favorite book) Cross-retail activities (Murder Mystery contest).
- Establish new Events
- Develop a project to promote the downtown with joint advertising, gift certificates, shop Eastpointe card, etc.
- Highlight a DDA business in each Newsletter.
- Identify opportunities for merchandizing – to promote Downtown Eastpointe.
- Undertake a comprehensive sponsorship program with corporate and large business sponsors to help fund events.
- Determine current and future target groups – conduct surveys to determine who is presently coming to shop, dine and attend events and what it would take to make them come more often- fashion future programs to include features attractive to the currently shopping, dining, attending audience.

## Eastpointe - 2007/2008 DDA Work Program & Budget

- Develop a promotions communication strategy that is targeted to customers which includes a newsletter, press releases, press conferences, website broadcasting, and monthly guest column in the local paper.

### Economic Restructuring

- Maintain the comprehensive building database which includes property number, property owner, mailing address, phone and e-mail, business, business description, mailing address, phone, phone and e-mail address, current spaces within the building (sq footage), age of building, building characteristics – rear access, elevator, number of floors, lease rates, photo, etc.
- Keep a current inventory vacant available properties and place on website
- Prepare a brochure which outlines the development process for both new construction and establishing a new business.
- Develop with area banks a below prime loan program to upgrade the existing commercial inventory to comply with code.
- Host a workshop with property owners and brokers to convey Vision and describe assistance offered by DDA.
- Develop an expanded grant program – consider – incentive grants (i.e. broker fees for retention of target business (creating right business mix); first two months rent; signage grants, payment of site plan fees, etc,
- Establish a business attraction program to recruit new desired businesses to available vacant properties/spaces.