



AGENDA
Special Meeting of the
Shopping Area Redevelopment Authority (SARA)
(Midland Downtown Development Authority)
Wednesday, March 9, 2022
Immediately Following Adjournment of the DDA Board Meeting

1. Roll Call: Bobbie Arnold, Paul Barbeau, Cathy Bott, Bo Brines, Brad Kaye, David Kell, Jon Lauderbach, Jim Malek, Marty McGuire, Bo Miller, Chris Moultrup, Kevin Scorsone
2. Approved minutes from SARA board meeting of April 29, 2020
3. SARA overview and recommendation from Midland Downtown Business Association
4. Public Comments
5. Action Item
 - Recommendation to renew the SARA Special Assessment for 2022-23 and 2023-24 at a rate of \$45,000 per year
6. Adjourn



SHOPPING AREA REDEVELOPMENT AUTHORITY Minutes

Wednesday, April 29, 2020 ~ 2 p.m.

MINUTES

MEETING HELD ELECTRONICALLY DUE TO THE COVID-19 PANDEMIC

Roll Call Present: Bobbie Arnold, Cathy Bott, Bo Brines, Brad Kaye, Bryan Jao, Jon Lauderbach, Jim Malek, Marty McGuire, Bo Miller Staff Present: Selina Tisdale

Tisdale presented an overview of the requested 2020-22 Shopping Area Redevelopment Act (SARA) assessment. The Midland Downtown Business Association (MDBA) board recommends no change from the SARA program which is currently assessed at \$45,000 annually for a two-year period.

Before the 2022 renewal of SARA, the MDBA will put together a subcommittee to begin discussions of possible expansion of the SARA to the expanded district of downtown Midland (DDA2) which is not currently assessed the SARA.

The 2020 SARA renewal was reviewed by the MDBA in fall 2019 and discussed at the January 29 MDBA All Businesses meeting. At the February 13, 2020 MDBA meeting the board voted to recommend that no change be made to the amount and duration of the SARA assessment, but a subcommittee will be appointed to discuss a possible expansion of services and the SARA assessment to the expanded district of downtown Midland (DDA2) which is not currently assessed the SARA.

The revenue of \$45,000 generated by the SARA will be allocated as follows:

- Staff support budget will remain the same at \$16,500
- Holiday lighting budget will be reduced from \$15,500 to \$13,500
- Events budget will increase from \$13,000 to \$15,000

Public Comments

None

The following action item was then presented:

WHEREAS, 2020 is a renewal year for the Shopping Area Redevelopment Authority (SARA) assessment for downtown Midland; and

WHEREAS, the SARA is the primary revenue source of the Midland Downtown Business Association (MDBA) and the MDBA reviews renewal of the SARA based on its revenue needs and the desires of properties within the downtown district and makes recommendation to the SARA board on what that renewal should look like; and

WHEREAS, the MDBA recommends renewing the SARA assessment at its current level of \$45,000 per year for 2020-21 and 2021-22 for the original downtown district boundaries; and

WHEREAS, a subcommittee will be assembled to look at the prospects of extending the SARA to the expanded district beginning with the 2022 SARA assessment year; now therefore

RESOLVED, that the SARA board hereby approves the recommendation to the of the MDBA Board to maintain the SARA assessment at \$45,000 per year for 2020-21 and 2021-22 and requests that it be placed on the City Council agenda of May 11, 2020 for consideration and adoption.

Lauderbach moved that the recommended 2020-22 SARA assessment be adopted, Bott seconded. The recommendation was unanimously supported.

There was no new business for the SARA Board.

The meeting adjourned at 2:30 p.m.

March 3, 2022

To: Downtown Midland Shopping Area Redevelopment Act (SARA) Board
From: Selina Tisdale, Director of Community Affairs
Subject: Midland Downtown Business Association 2022 SARA Recommendation

2022 is a renewal year for the Shopping Area Redevelopment Act (SARA) assessment for downtown Midland.

SARA is a tool provided by the State of Michigan that allows cities with a master plan to establish principal shopping district(s) and to levy special assessments to promote the district. The Act provides the legal basis for which a process could be used in activities for the development or redevelopment of a principal shopping district. Such activities may include regulating parking; maintaining and operating a district; improving streets; contracting for operating and maintenance of off-street parking; acquiring, maintaining, or operating real and personal property; promoting economic activity in the district by conducting market research and public relations campaigns, developing, coordinating and conducting retail and institutional promotions and sponsoring special events and related activities.

Since 1994, the SARA had been assessed at the rate of \$36,000 annually to properties in downtown Midland.

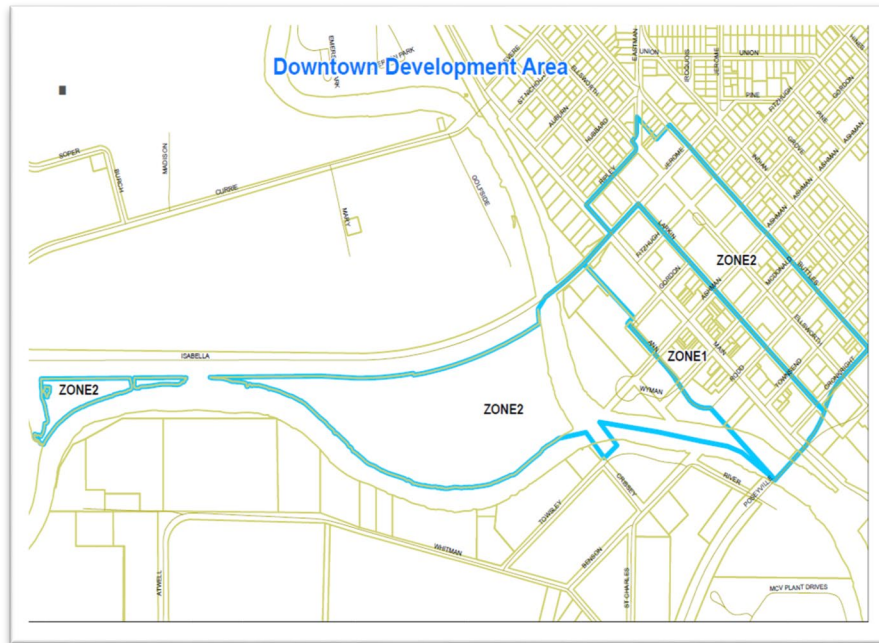
In 2014, the MDBA met with the district to receive input on the consideration of increasing the SARA assessment from \$36,000 to \$45,000. This received favorable input from the district and was ultimately approved by the SARA board and Midland City Council in 2014.

The 2022 SARA renewal request seeks to maintain the SARA assessment at its current \$45,000 level.

The SARA assessment continues to be assessed based on front footage and according to two characteristics.

The first characteristic is the **LOCATION** of the property in relationship to Main Street. Those on and closer to Main Street are classified in Zone 1 and those properties off Main Street in Zone 2. The second characteristic is the **TYPE** of business that occupies that property. Business types are assessed according the following:

Zone 1	Zone 2
<ul style="list-style-type: none"> • Factor of 1 for retailers, restaurants & financial institutions • Factor of .25 for services • Factor of .5 for hotels 	<ul style="list-style-type: none"> • Factor of 0.25 for retailers & restaurants • Factor of 0.125 for services



The \$45,000 collected in SARA revenue is budgeted by the Midland Downtown Business Association (MDBA) and has been historically allocated as follows:

- \$16,500 for DDA staff support
- \$15,500 for events and promotions.
- \$13,000 for holiday decorations

What do property owners and businesses receive from their SARA assessment?

As indicated in the budget breakdown above, the revenue received from the SARA assessment provides for:

- The holiday decorations that light up the downtown for the holidays from November through January;
- Staff support including the coordination and execution of all MDBA sponsored events, coordination of the MDBA marketing committee and its projects, social media marketing from Facebook and the downtownmidland.com website and meeting preparation and project follow up identified by the MDBA board and All Businesses meetings;
- The costs for holding and marketing MDBA-sponsored events such as: Meet Your Merchant, Downtown Story Day, Tapped Craft Beer Festival, mini-golf on Main, sidewalk sales, Holiday Open House Weekend, Hot Cocoa Crawl, holiday window painting, Holly Jolly Days and more.

The proposed amount continues the added element of downtown promotions focused specifically on increasing awareness of the shopping and dining elements of downtown Midland.

The MDBA board would like to make the above recommendation to the SARA board and would request that it favorably consider recommending that approval of this SARA plan be forwarded to Midland City Council.

Timeline:

- January 13, 2022 MDBA board meets to review SARA details and recommended no change be made to the SARA renewal for 2022-24.
- January 26, 2022 MDBA All Business meeting review recommendation to maintain SARA at its current level
- March 9, 2022 SARA Board (DDA Board) consider the recommendation
- March 14, 2022 Recommendation goes to Midland City Council for introduction on City Council will receive the report and schedule a hearing of necessity
- April 4, 2022 Hearing of Necessity; schedules public hearing on the roll
- April 25, 2022 Public hearing on the roll and adoption
- July 1, 2022 SARA Assessed
- July 1, 2023 SARA Assessed