

SUMMARY REPORT TO CITY MANAGER
for City Council meeting of September 13, 2021

SUBJECT: Center City Redevelopment Plan – S. Saginaw Road Streetscape Funding

INITIATED BY: Selina Tisdale, Director of Community Affairs

RESOLUTION

SUMMARY: (a) This resolution accepts \$1,800,000 in funding for the S. Saginaw Road Streetscape project from the Charles J. Strosacker Foundation, the Dow Company Foundation, and the Rollin M. Gerstacker Foundation and instructs the funds be held at the Midland Area Community Foundation until time of construction.

(b) This resolution approves the allocation of \$1,000,000 from the Midland County Road Millage to the S. Saginaw Road Streetscape project.

ITEMS ATTACHED:

1. Letter of transmittal
2. Grant document from The Charles J. Strosacker Foundation
3. Grant document from the Dow Company Foundation
4. Grant document from The Rollin M. Gerstacker Foundation
5. Resolution (a)
6. Resolution (b)

CITY COUNCIL ACTION:

1. 3/5 vote required to approve resolution

Selina Crosby Tisdale
Community Affairs Director



City Hall ♦ 333 West Ellsworth Street ♦ Midland, Michigan 48640-5132 ♦ 989.837.3300 ♦ 989.835.2717 Fax

September 8, 2021

C. Bradley Kaye, ICMA-CM AICP CFM
City Manager
City of Midland
Midland, Michigan

Dear Mr. Kaye:

In August 2019, Midland City Council supported the Center City Redevelopment Plan and the pursuit of funding for Phase One of the plan, which includes developing a South Saginaw Road Streetscape from Dartmouth Drive to BR 10/Patrick Road. Streetscape enhancements include constructing eight-foot sidewalks to improve biking and walking safety in this area, a planted buffer between the sidewalk and roadway, consistent street trees, and enhanced motorist and pedestrian lighting. The total cost to construct the proposed S. Saginaw Road Streetscape is \$5.2 million.

Thanks to a grant from the U.S. Department of Agriculture, the Center City Authority (CCA) is currently working with Moore & Bruggink to develop the engineering drawings that will allow for the construction of this project. The engineering drawings will be completed in 2021, paving the way for anticipated construction in 2022.

The CCA has also been hard at work sharing the S. Saginaw Road Streetscape concept with community members and seeking philanthropic support of the project from local foundations. To date, the CCA has secured \$3.79 million in funding for this project.

Tonight’s action will accept the following funding, generously donated to the S. Saginaw Road Streetscape:

Rollin M. Gerstacker Foundation	\$1,000,000
Dow Company Foundation	\$ 500,000
Charles J. Strosacker Foundation	\$ 300,000

Other funding sources, previously accepted, include:

USDA Grant for pre-engineering work	\$ 117,000
Balance of the 2017 Dow grant	\$ 822,085

Finally, the Dow Company Foundation has issued a Challenge Grant of \$500,000 if an equal amount can be raised by February 1, 2022, bringing another \$1,000,000 to the project’s funding.

The total funding identified to date is \$3,739,085, therefore leaving a shortfall of \$1,460,915 for the project.

City Contribution

Over the past year, as we met with local leaders to gather financial support for this project, a common question was often asked: *what is the City's contribution to this project?*

Center City is home to more than 225 properties comprised of locally-owned businesses operated by friends and neighbors from our community. Neighborhoods adjacent to this area include senior housing, multi-family units, affordable housing, and a high school and community center. Supporting economic development while creating a space where citizens can easily bike and walk to work, shopping and school are critical elements of this project.

As businesses have closed and properties leveled, the area has become depressed and in need of rehabilitation. The corridor is ripe for reinvestment, and the Center City Redevelopment Plan exists to help attract good reinvestment to this area.

This summer, the City completed a companion project to resurface S. Saginaw Road from Dartmouth to Patrick Road. The total cost of the resurfacing project was \$840,000, with \$400,000 in funding coming from the Midland Area Transportation Study (Federal funding) and the City of Midland providing a \$440,000 matching portion. This resurfaced portion is an excellent complement to the proposed streetscape; together, the projects will create a fresh look for S. Saginaw Road and invest more than \$6 million in Center City.

Allocation of Road Millage Funding

The Midland County Road Millage passed in November 2020 allocates \$1.9 million annually to city projects through 2024. These funds can be used to enhance traveled ways, including streets and sidewalks. The S. Saginaw Road Streetscape seeks to strengthen the safety of the roadway and the pedestrian walkways; the use of road millage funding is wholly acceptable for this project.

At this time, the Center City Authority would like to request that Midland City Council consider allocating \$1 million in Road Millage funding to the S. Saginaw Road Streetscape project, thus closing the funding gap to less than \$500,000. This would utilize funding not currently allocated to any other road project and would therefore not cancel or delay other planned road projects.

Two resolutions are attached for your consideration. The first resolution accepts funding from the Charles J. Strosacker Foundation, Rollin M. Gerstacker Foundation, and the Dow Company Foundation for the S. Saginaw Road Streetscape project. The second resolution approves the allocation of \$1 million from the Midland County Road Millage budget to support the S. Saginaw Road Streetscape.

Respectfully submitted,



Selina Crosby Tisdale
City of Midland
Community Affairs Director

THE CHARLES J. STROSACKER FOUNDATION

December 9, 2020

Mr. Bradley Kaye, City Manager
City of Midland
City Hall
333 West Ellsworth Street
Midland, MI 48640

Dear Mr. Kaye:

We are pleased to advise you that a grant of \$300,000 was approved at our 12/7/2020 Board of Directors meeting. These funds are designated for the Center City Redevelopment. The first payment of \$100,000 will be made in 2021. The remaining payment schedule follows:

December, 2022- \$100,000
December, 2023- \$100,000

If you provide a press release, we ask to please be notified.

We extend our best wishes to you for continued success and look forward to hearing about your accomplishments during the year. It is a pleasure to be among your current supporters.

Sincerely,



Kimberlee Baczewski
Executive Vice President

From: Lamb, Nancy (NE) <NELamb@dow.com>

Sent: Friday, May 21, 2021 4:27 PM

To: Mortensen, Sharon <smortensen@midlandfoundation.org>; Brad Kaye <bkaye@midland-mi.org>

Cc: Bovid, Kristen (KA) <KABovid@dow.com>

Subject: Saginaw Road Streetscape

Sharon, Brad – thank you for presenting to the Dow Company Foundation Board of Directors. I'm please to share with you the following, as voted and approved by the Board.

- We commit to funding the Saginaw Road Streetscape project in the amount of \$500,000 in 2021.
- We will launch a challenge grant for the remaining \$500,000. Upon the City of Midland securing \$500,000 in new funding by February 1, 2022, the Dow Company Foundation will match this amount with the additional \$500,000 by end the of 2022.

Thank you. Hope you both have a wonderful weekend and it was great to “see” you!

Best,
Nancy

ROLLIN M. GERSTACKER FOUNDATION

P.O. BOX 1945
MIDLAND, MICHIGAN 48641-1945

May 19, 2021

Mr. C. Bradley Kaye
City Manager
City of Midland
333 West Ellsworth
Midland, MI 48640

Dear Brad:

We are pleased to report that the trustees have approved a grant in the amount of \$1,000,000 to support the Center City Redevelopment Plan -- Phase One.

This grant will be paid at the rate of \$670,000 in 2021 and \$330,000 in 2022. Our 2021 payment will be sent upon notice from you that this project is moving forward.

We are delighted to be part of this project.

Sincerely,



Lisa J. Gerstacker
President



Bill Schuette
Executive Vice President
& Assistant Treasurer

cc: Selina Tisdale

Lets Do This!



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BY COUNCILMAN

WHEREAS, on August 5, 2019, Midland City Council approved the pursuit of funding and design development for Phase One of the Center City Redevelopment Plan: S. Saginaw Road Streetscape, Dartmouth to Patrick Road; and

WHEREAS, in support of the project, the Charles J. Strosacker Foundation has granted \$300,000, the Dow Company Foundation has granted \$500,000, and the Rollin M. Gerstacker Foundation has granted \$1,000,000; now therefore

RESOLVED, that Midland City Council hereby graciously accepts the funding donations totaling \$1,800,000 from the Charles J. Strosacker Foundation, the Dow Company Foundation, and the Rollin M. Gerstacker Foundation and approves said funding to be held at the Midland Area Community Foundation until such time that construction begins on the S. Saginaw Road Streetscape

YEAS:

NAYS:

ABSENT:

I, Lacey Todd, Deputy City Clerk, City of Midland, Counties of Bay and Midland, State of Michigan, do hereby certify that the foregoing is a true and correct copy of a resolution adopted by a yeas vote of all the Councilmen present at a regular meeting of the City Council held Monday, September 13, 2021

Lacey Todd, Deputy City Clerk



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BY COUNCILMAN

WHEREAS, on August 5, 2019, Midland City Council approved the pursuit of funding and design development for Phase One of the Center City Redevelopment Plan: S. Saginaw Road Streetscape, Dartmouth to Patrick Road; and

WHEREAS, the \$5.2 million project includes the construction of eight-foot sidewalks to improve the safety of biking and walking, a planted buffer between the sidewalk and roadway, consistent street trees and enhanced motorist and pedestrian lighting; and

WHEREAS, more than \$3,790,000 in community funding and grant support is identified for this project, and a contribution from local government is desired; now, therefore

RESOLVED, that Midland City Council hereby allocates \$1,000,000 from the Midland County Road Millage to the S. Saginaw Road Streetscape project.

YEAS:

NAYS:

ABSENT:

I, Lacey Todd, Deputy City Clerk, City of Midland, Counties of Bay and Midland, State of Michigan, do hereby certify that the foregoing is a true and correct copy of a resolution adopted by a yeas vote of all the Councilmen present at a regular meeting of the City Council held Monday, September 13, 2021

Lacey Todd, Deputy City Clerk