



Midland 2024

STRATEGIC PLAN

2024 DOWNTOWN DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN

for the

City of Midland, MI, Downtown Development Authority

Downtown Development Authority (DDA)
City of Midland, Michigan

Approved by the Midland DDA	May 8, 2024
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This Development and TIF Plan contains the information required by Sections 125.4214 and 125.4217 of Public Act 57 of 2018, the Recodified Tax Increment Financing Act.

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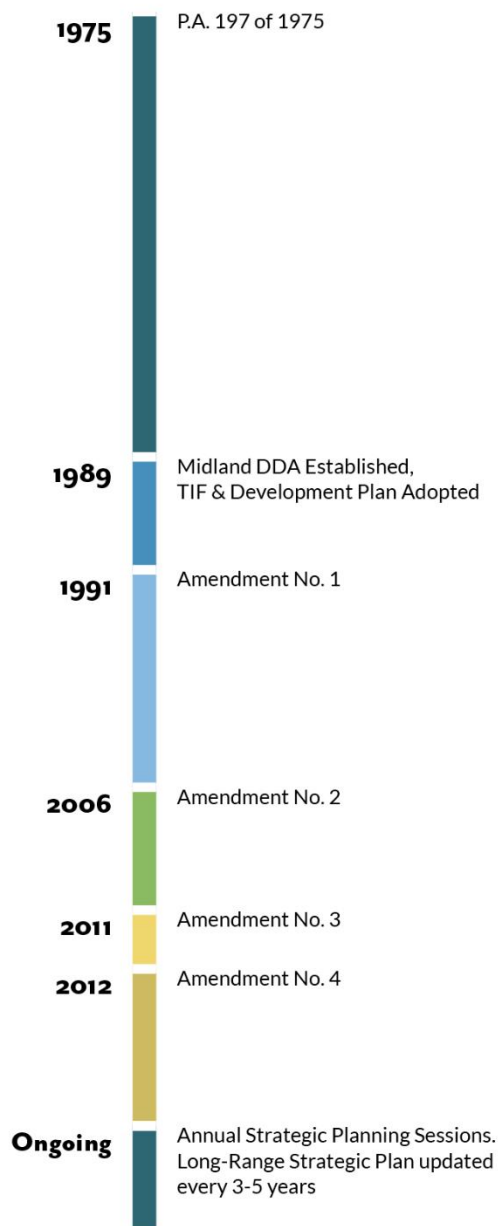
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01. STRATEGIC PLAN



The Planning Process



2023

April 12	Project Kickoff – Midland DDA solicits consultants to coordinate an update to their Strategic Plan.
July 12	<p>Workshop #1 – Interactive meeting for key stakeholders to validate goals and objectives; participate in Fix, Keep, Aspire exercise to understand community priorities.</p> <p>Community Survey – Community-wide survey released for feedback on downtown and to gather data on current usage and priorities; available through August 17.</p>
August 3	<p>Roundtable #1 – Interactive meeting with senior citizens at the Senior Services Center; seniors make up a majority of residents in the downtown area, seeking their priorities.</p> <p>Workshop #2 – Table-top workshop at the Larkin Beer Garden during the downtown’s seasonal “Weekend Warmup;” spreads the word about ongoing survey and solicits real-time feedback from the community.</p>
September 20	Roundtable #2 – Hybrid interactive meeting with business and property owners within the DDA to understand priorities. Roundtable #3 – Virtual meeting open to ALL Midland residents. Intended to gain insight into priorities for different stakeholder groups.
October 11	Meeting with the DDA Board to review a working draft of the plan, gather feedback, and continue editing.
November 1	Executive Meeting to review recommended development projects and programming opportunities.
November 8	Presentation to DDA Board of public engagement analysis and recommended development projects and programming opportunities.
December 18	City Council authorizes DACC.

2024

January 10	Meeting with Executive Committee to solicit final edits.
February 15	Final draft transmitted to DDA Board and DACC for review.
February 15 - March 13	Solicit comments from DACC for DDA consideration.
March 13	DDA meeting to approve final draft and recommend approval to Council.
March 18	Council meeting to set a public hearing; must be noticed 20 days prior.
April 8	Council meeting to hold public hearing and resolve to adopt the Plan.

FUTURE

DDA will continue to review this plan and implement projects and programming utilizing funds generated from the TIF. From time to time, the DDA will pursue updates to the Plan to align with current goals and objectives of the DDA, business owners, residents, and stakeholders. The DDA may choose to update only the Strategic Plan, or pursue more comprehensive amendments to the Development and TIF Plans as well. The DDA will seek public input on the process as necessary.

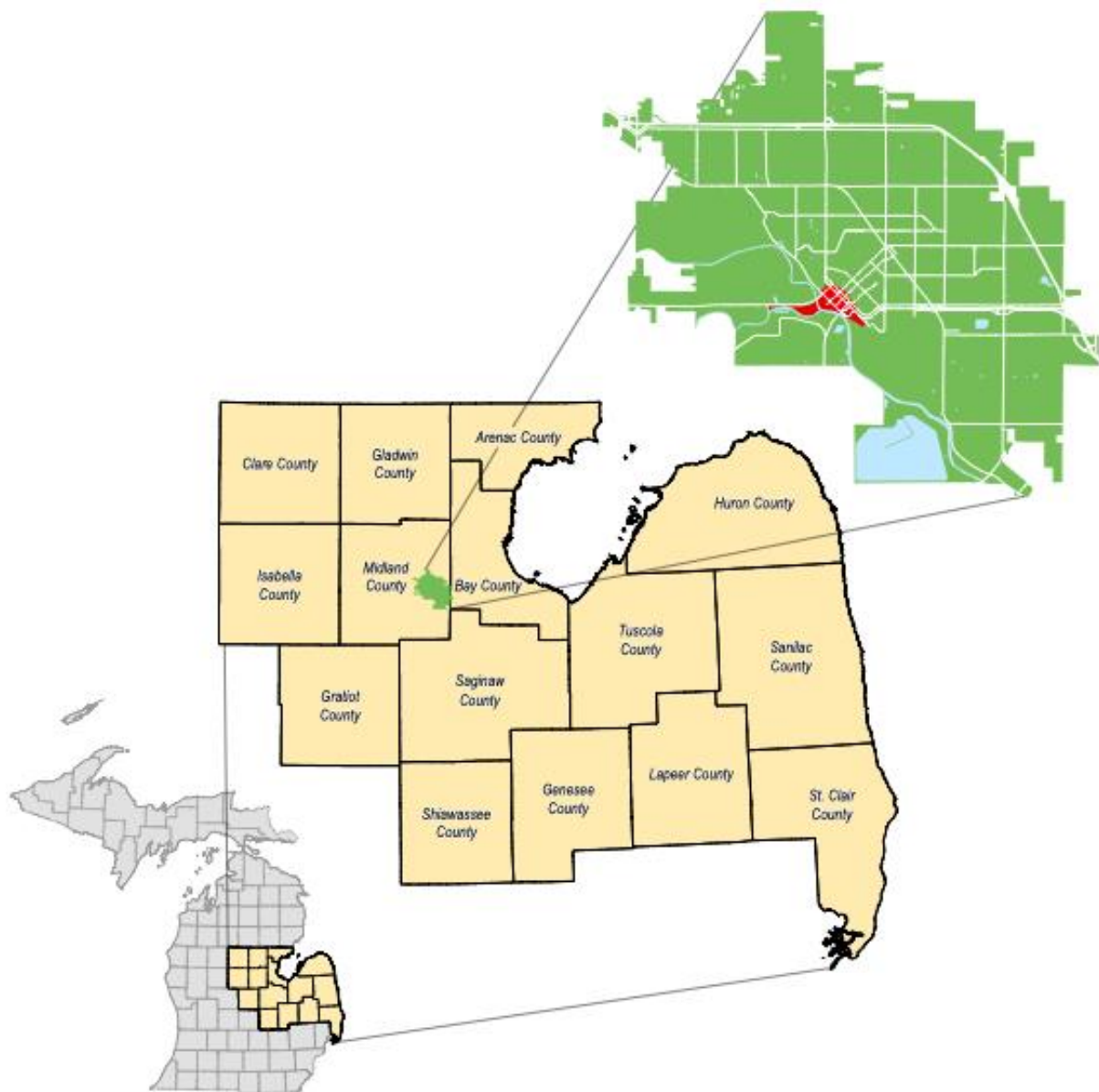
Community Snapshot

LOCATION

The City of Midland is in the mid-eastern part of Midland County—with a small part located in Bay County—near the middle of Michigan’s Lower Peninsula. It sits at the confluence of the Tittabawassee and Chippewa Rivers, lending a unique geography for a DDA with ample natural areas and park space. The City is considered part of the Great Lakes Bay Region, a region stretching from Midland County and into the “thumb” of Michigan —according to the Michigan Economic Development Corporation. Separately, the Great Lakes Bay Regional Alliance is a non-profit organization promoting businesses and tourism throughout the region. Officially, Midland is an urban area at the core of the Midland Metropolitan Statistical Area, as defined by the Census, and part of the Saginaw-Midland-Bay City Combined Statistical Area. Midland is also the seat of Midland County.



Map 1: Regional Location



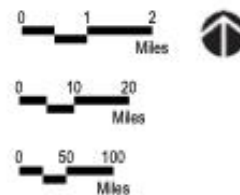
Regional Location

City of Midland, Midland County
Michigan

October 9, 2023

LEGEND

- Midland DDA
- City of Midland
- Michigan
- Bay Region



Basemap Source: Michigan Center for Geographic Information, v. 176. Data Source: City of Midland, 2023; McKenna, 2023.



Background

For thousands of years, several indigenous groups—primarily the Ojibwe (Chippewa), Ottawa, and Potawatomi — managed the land, water, and resources in a region now known as Michigan. Abundant rivers and lakes aided in trade and mobile lifestyles. In the 17th and 18th centuries, European settlers established a presence in the region and, like many river communities, the Midland area was established as a fur trading post by the French. The French and indigenous Americans generally co-existed— mingling, sharing gifts, and contributing to a laissez-faire environment of trade.

British settlement— intent on expanding the fur trade— drummed up military activity in the region. The British restricted access to certain areas, leading to open conflict with indigenous populations. Battles waged by the British, the French, and the indigenous made the future state a hotly contested area. Eventually, the American Revolution led to Michigan becoming a U.S. territory at the end of the 18th century and by 1837, Michigan had become the 26th state.

As the state matured, several enterprises arose through the 1800s: agriculture, mining, and lumber. Each of these enterprises helped grow the economy of the state and the nation, with immigration fueling a population boom. By the 20th century, the state had evolved from a primarily resource-extractive economy into a processing and industrial economy. As the automotive industry was kicking off in Detroit, Midland saw the establishment of Dow Chemical, forever changing the fortunes of the city.

Through a series of socioeconomic highs and lows—the roaring 20s, the Great Depression, World Wars, recessions, and the coming and going of major employers—Midland, and Michigan more broadly, has remained a leader in industry and manufacturing, while also steadfastly preserving its natural resources. As Midland and the state continue to evolve, geography, governance, and globalization will continue to shape its economy and population.

Demographics

Since its incorporation in 1889, the City of Midland has grown to 42,350 year-round residents, covering an area of approximately 36.3 square miles. By 2027, the city's population is estimated to remain relatively constant, reducing by only -0.07 percent annually; similar growth rates are estimated for the County and State of Michigan. During the same period, the number of households in the city is projected to increase slightly from 18,080 to 18,110 and have an average of 2.30 people per household.

Within the DDA boundary, there are currently an estimated 605 residents within 255 households. By 2027, the DDA population and number of households will remain constant with only slight decreases.

The median household income in the City of Midland is \$75,800 and is expected to increase to \$84,100 by 2027. The City's average household income is \$104,100, with 50.8 percent of households earning over \$75,000 per year— higher than that for the County (49.9 percent) and State of Michigan (43.4 percent). A bachelor's degree or higher has been earned by 47.7 percent of the City's residents over the age of 25, which is significantly higher than the graduation rate of 31.9 percent for the State of Michigan. Residents living in the city have a median age of 41.9, which is slightly older than the median age of 40.9 for the state.

Economy

Historically, the major areas for commercial developments have been along the Eastman Avenue and Saginaw Road corridors. In response to a decline in the downtown business district, the Downtown Development Authority (DDA) Development and Tax Increment Financing (TIF) district was established in 1989 to meet the public and private concern for creating opportunities to foster growth and improvements in the City's downtown district.

Pursuant to this goal, the City of Midland, Midland County, and local private foundations began this effort with a \$10 million investment in a new City and County government complex in 1989, followed by major streetscape improvements throughout downtown; a Farmer's Market; a hotel and conference center; minor league baseball diamond, and various façade improvements, beautification efforts, and events to draw people to Downtown.

Subsequently, Midland experienced a growth in commercial development again in the 2000s and new development and redevelopment continues to take place in the downtown area. Most recently, several multiple family residential buildings, college annexes, and continued investment in public areas continues to make downtown a more active and business-friendly environment.

The employment picture found in the City of Midland notes the highest percentage of total employment in the City is concentrated in the services and retail services sector. As shown in *Figure 1*, the services sector employs the single largest percentage (54.6 percent) of people in the City of Midland. Within the City's services sector, the largest percentage (32.8 percent of total employment) work in health services, followed by 13.6 percent in other services and 4.8 percent in education institutions and libraries.

As the second leading category of employment, retail workers account for 16.0 percent of employment within the City of Midland. Within this category, 'eating and drinking establishments' is the leading subcategory of employment comprising 6.1 percent of total employment, followed by food stores (3.1 percent), and miscellaneous retail (2.1 percent). However, the fact that retail is the second largest employment sector in the primary trade area does not mean that there is an oversupply of retail in the area. The number of workers employed by the retail sector does not necessarily correlate to the overall demand for retail in the trade area.

Table 1: Employment Comparison by Sector (SIC)

Employment Sector	City of Midland	1-Mile Radius	Midland County	State of Michigan
Agriculture and Mining	0.4%	0.1%	0.8%	1.3%
Construction	1.7%	1.5%	4.5%	3.3%
Manufacturing	10.9%	1.8%	10.3%	11.2%
Transportation	1.5%	2.0%	1.6%	2.5%
Communication	0.3%	0.2%	0.3%	0.6%
Utility	0.3%	0.1%	0.4%	0.5%
Wholesale Trade	7.2%	19.6%	6.6%	4.3%
Retail Trade	16.0%	7.2%	15.6%	20.4%
Finance, Insurance & Real Estate	3.4%	4.4%	3.3%	5.8%
Services	54.6%	52.9%	52.5%	44.3%
Government	3.6%	10.2%	4.0%	5.2%
Unclassified	0.1%	0.1%	0.2%	0.7%

Services and retail comprise the bulk of the City's employment base.

Vision, Goals, and Objectives

VISION STATEMENT

Fostering a diverse and dynamic downtown environment that promotes economic growth and social interaction through events, recreation, and opportunities that attract and connect businesses, the community, and visitors; further enhancing the downtown to be attractive, accessible, and accommodating to a range of needs and interests of the community.

GOAL 1:

PUBLIC SPACES - PROMOTE UNIQUE, ACCESSIBLE, AND QUALITY PUBLIC SPACES USED AND VALUED BY ALL.

Riverfront: Continue riverfront development initiatives.

- » Establish public space and riverfront committees to monitor projects through the City's Riverfront Redevelopment program.
- » Continue to prioritize housing and commercial redevelopment near the river.
- » Develop a future land use plan for Downtown and implement objectives of Midland City Modern master plan.
- » Secure funding for projects.

Streetscape: Continue to develop downtown streetscape initiatives.

- » Implement "Phase II" of streetscape development plan.
- » Coordinate a singular style of street furniture, lighting, etc.
- » Enhance security and monitoring through small business grant programs.

Linkages: Develop and integrate attractive linkages within district.

- » Expand streetscaping and sound system throughout the district.
- » Encourage and provide for public art throughout the district and at gateways.
- » Promote development that produces more storefronts and liner buildings with rear yard/interior parking while discouraging blank facades and surface lots adjacent to the right of way.
- » Publicize free Wi-Fi, public charging stations—install signs.
- » Continue to implement recommendations of Downtown Parking Study; develop visible gateway signage for public parking.

Connectivity: Promote connectivity to other parts of the city.

- » Provide "gateway" treatments—signs, archways, plantings—to encourage travel into downtown.
- » Develop "discovery trails" into the DDA; connect to Discovery Square, Grove Park, Chippewassee Park, Poseyville, MCFTA, etc.
- » Ensure/encourage sidewalk maintenance leading into downtown.
- » Implement complete streets within downtown; encourage connections to other NMT routes in the city.

Implementation: Select a DDA signature project to fund; develop funding model and implementation plan.

- » Research opportunities for bonding as a finance mechanism for projects.
- » Design and build permanent public restrooms within the main commercial corridor; develop project timeline.

GOAL 2:

PROGRAMMING - PROVIDE VIBRANT PROGRAMMING OPPORTUNITIES THAT CONNECT BUSINESSES AND PEOPLE

Programs: Develop programming that touches on gathering, retail, and sidewalk spaces.

- » Preserve the Pedestrian Plaza as a permanently funded program; extend programming and street closures year-round.
- » Maintain and expand live-music concert series; court diverse artists and big-name talent.
- » Develop a food truck policy and locate seasonal food truck court within the broader social district ("The Commons").
- » Solicit feedback, activate, and develop programming and public space for the Poseyville Bridge underpass.
- » Continue coordination with the MBA to support ongoing farmer's market activities; consider pop-up market booths downtown and developing linkages to the new Dow Diamond location.
- » Expand programming along the riverfront in concert with the City's Riverfront Redevelopment projects.

Engagement: Encourage local business and resident participation downtown.

- » Support business engagement and provide vendor spaces during events.
- » Seek additional business and non-profit partners to host and manage programs or events—communicate opportunities to potential partners.
- » Encourage longer business hours downtown.
- » Develop a robust social media campaign for programs and events that feature local businesses and resident testimonials.

Capacity: Ensure adequate staffing for new and enhanced programming.

- » Demonstrate the need for additional, full-time staff person(s); work with City during recruitment and hiring.
- » Develop a part-time (seasonal) work program for downtown programming and events.
- » Coordinate with local colleges and universities to source talented workers; continue DDA internship program.

GOAL 3:

COMMERCIAL INVESTMENT - STOKE COMMERCIAL INVESTMENT THAT ATTRACTS RESIDENTS AND GUESTS TO DOWNTOWN

Recruitment: Recruiting new businesses to fill commercial niches.

- » Promote and recruit a downtown market/grocery store.
- » Expand nightlife and entertainment options; identify future/potential indoor and outdoor venues.
- » Expand retail, recreation, and entertainment options for teenagers.
- » Continue to support more diverse retail and dining options for multiple audiences.

Investment: Explore creative financing/purchasing to expand inventory of spaces and connect development goals with programming to enhance investment.

- » Charter a Commercial/Investment committee.
- » Review current incubator investment strategies; incentivize desired businesses.
- » Identify land banking options available for downtown development.
- » Enhance the partnership with the MBA and other local initiatives to facilitate more opportunities.
- » Develop incentives to re-use long-vacant buildings; prioritize mixed-use and incubator spaces.

Housing: Expand housing/residential development options and encourage a diverse, multigenerational population.

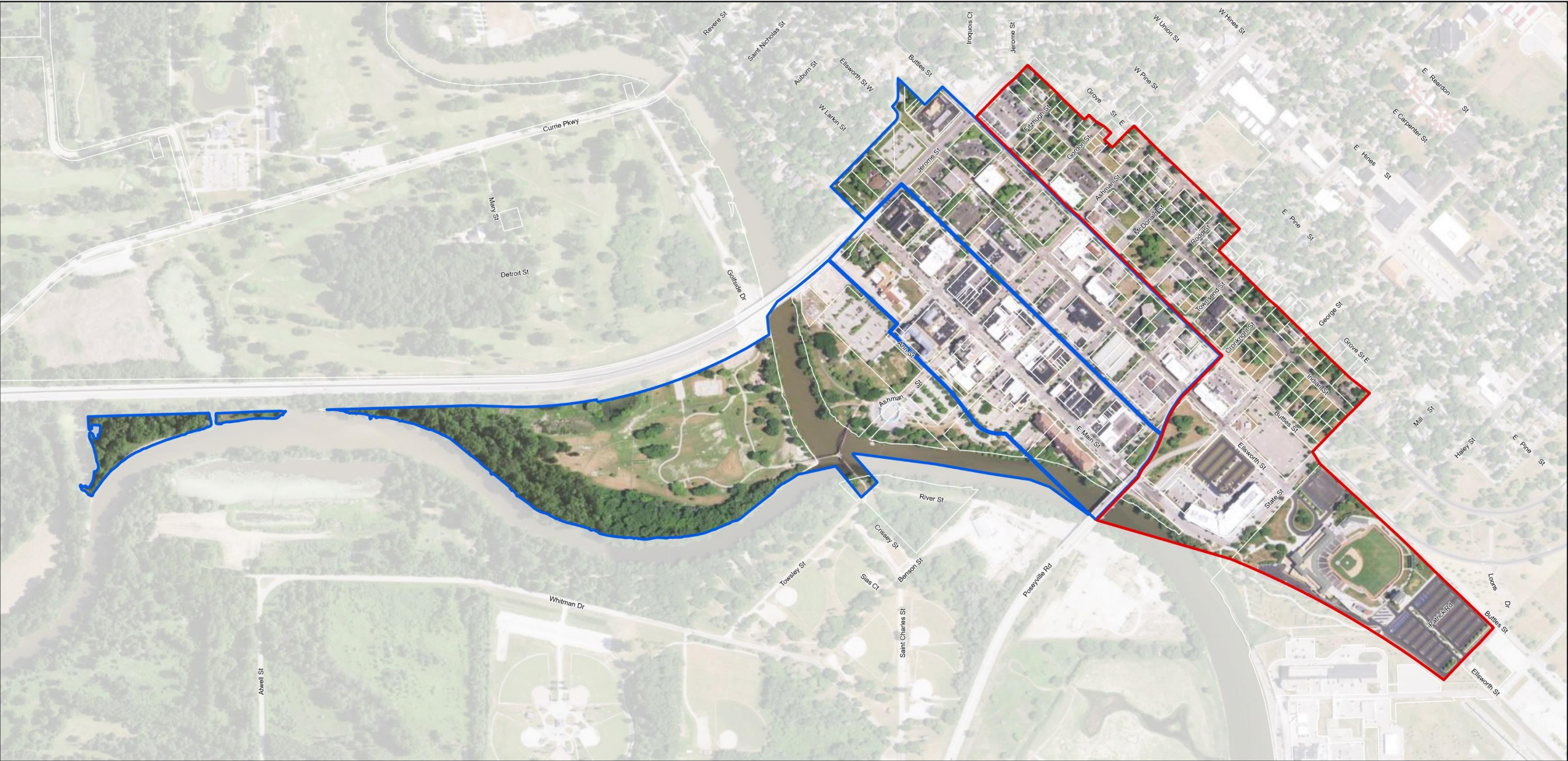
- » Promote second and third floor residential development above retail along Main and Larkin.
- » Continue to advance the goal of 250 new residential opportunities downtown.
- » Explore incentives for affordable housing options, micro-apartments, and student housing.
- » Promote dense, single family residential townhomes and courtyard cluster developments where appropriate.



02: DEVELOPMENT PLAN

Introduction

Section 17 of P.A. 2018, No. 57 the Downtown Development Authority (DDA) Act describes the required contents of a Development Plan. A Development Plan is necessary when a DDA decides to finance a project with DDA funds. This Development Plan is being prepared because of the City of Midland DDA's desire to use tax increment revenues to finance projects outlined in this document. This Development Plan embraces the same boundaries as the DDA district. The legal description for the combined development plan and area boundaries is included in the appendix. A map of the DDA boundary area is on the following page.



Downtown Development Area (DDA) Boundary

City of Midland, Midland County, Michigan

October 5, 2023

LEGEND

DDA Boundary

DDA Zone 1

DDA Zone 2

0 500 1,000
Feet



Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: City of Midland, 2023. McKenna, 2023





Existing Land Use
City of Midland, Midland County, Michigan
October 5, 2023

LEGEND

Commercial

Parking

Parks and Open Space

Residential

Vacant

Public/Quasi-Public

Mixed-Use

DDA Boundary

DDA Zone 1

DDA Zone 2

0

500

1,000

Feet

Basemap Source: Michigan Center for Geographic Information, Version 17a.
Data Source: City of Midland, 2023; McKenna, 2023

MCKENNA

Land Use Descriptions

Existing land uses in the Downtown Development Area are shown in Map 2. These land uses were classified using City Assessor data as well as Google Earth data. Parcels that encompassed various purposes, such as parking and commercial activities, were categorized based on their primary purpose.

The existing land uses within the DDA Boundary are largely parks and commercial uses. The large presence of parks and open space is attributed to Chippewassee Park in the western half of the DDA; this area remains largely undeveloped due to floodplain and floodway restrictions. The commercial land is concentrated around Main Street and the Dow Diamond.

Within the DDA Boundary, a breakdown of the existing land uses is included in the table below.

Table 2: Existing Land Uses

Land Use	Acres	Percentage of Total Area
Residential	11.3	6.8%
Mixed-Use	8.2	4.9%
Commercial	53.5	32.0%
Public / Quasi-Public	11.3	6.8%
Parks and Open Space	55.3	33.1%
Parking	20.4	12.2%
Vacant	7.1	4.3%
Total	167.1	100.0%

RESIDENTIAL

Residential uses can be categorized by 2 different housing typologies:

1. **Single Family Residential.** This classification includes parcels with one-family, detached homes.
2. **Multiple Family Housing.** Multiple family uses consist of apartment buildings, condominiums, and senior housing communities.

MIXED-USE

Mixed-use includes a variety of mixed-use developments located primarily located along Main Street. The following categories encompass the mixed-use in Downtown Midland.

1. **Mixed-Use Retail/Commercial.** This subclassification includes all the sites within the Development Area, particularly along Main Street that include ground floor retail or other similar type commercial businesses with upper floor residential dwelling units or offices.
2. **Mixed-Use Office.** Within the Development Area, there are sites that are subclassified as mixed-use office. These lots include businesses with ground floor office space with upper floor residential dwelling units, or other commercial space.

3. **Mixed-Use Restaurant/Entertainment.** The Development Area consists of mixed-use developments with ground floor bars or restaurants and upper floor residential dwelling units or office space. This land use subclassification is primarily located on Main Street.

COMMERCIAL

Commercial uses in Midland's DDA can be classified into the following categories:

1. **Single-Use Retail.** This classification includes all retail businesses within the Development Area in which retail is the only dedicated use located on the site. Primarily, the single-use retail classification includes single-story retail businesses located along Main Street. There are also several single-family homes that have been converted to businesses throughout the DDA, particularly in the northeastern side of the Development Area.
2. **Single-Use Restaurant/Entertainment.** This classification within the commercial designation includes sites in which a bar, restaurant, or theatre is the sole dedicated use on site.
3. **Single-Use Office.** The single-use office classification includes all office buildings that are the sole land uses located on the site.

PUBLIC / QUASI PUBLIC

Public / quasi-public land uses include government and municipal buildings and facilities such as the Midland City Hall, fire stations, and Midland County buildings. Religious institutions and education uses are also included in this category. While parks and open spaces are public uses, they have been separated out into their own category due to the uniqueness and large area of open space included in the DDA Boundary.

PARKS AND OPEN SPACE

Parks and open space are public areas set aside for recreational and leisure activities, typically featuring greenery, benches, and pathways, where people can relax, exercise, and connect with nature. Several parks, including Chippawassee Park, Spray Park Gerstacker, Putnam Park, and Ned S. Arbury Centennial Park, are located within the DDA Boundary.

PARKING

Parking uses refer to designated areas where vehicles are parked, providing essential spaces for temporarily storing cars, trucks, and other modes of transportation when not in use. There are several surface parking lots and a parking garage located through the DDA.

VACANT

Vacant land use refers to undeveloped or unused parcels of land that currently serve no specific purpose or have no structures built upon them, often awaiting future development or repurposing. A majority of the vacant land is located in the northeastern section of the DDA around the residential areas.

Previous Projects and Programming

1990s

Parking. The three-story Larkin Street parking structure, completed in 1990, is used for public and private parking in the block bounded by Ellsworth, Rodd, Larkin and Townsend. The structure is partner-owned; the first two levels are owned by the City, and the third level is owned by Huntington Bank.

H Hotel. Originally developed in 1993, the H Hotel has been a mainstay along Main Street, going from a two-floor operating hotel to the five-floor 130-room, four-star hotel it is today. The H provides meeting and conference rooms for events both large and small, features restaurants and bars, and has direct access to the riverfront and other Downtown amenities.

Streetscape Improvements. A \$3 million streetscape improvement on Main Street and the side streets from Jerome to Cronkright Street was completed in 1992 and 1993 and Ashman Street improvements were completed in 2005. Improvements were made to the riverfront adjacent to the Main Street area. The improvements were coordinated with the H Hotel and Conference Center. Improvement amenities included art improvements, pedestrian ways, and enhancement of the Farmer's Market

Ann Street & Utility Projects. Ann Street improvements completed in 1995 involved relocation of the street right-of-way and the reconstruction of the street including curb, gutter, and street surfacing. In addition, elements of the Main Street Streetscape Plan were incorporated such as street lighting and other improvements. The downtown utility improvements included the relocation of a water main, the relocation and separation of a combined storm water and sanitary sewer line in the DDA district, the relocation of underground gas lines and overhead electric lines along Ashman Street.

2010s

Larkin Beer Garden. First established in 2016, the beer garden has been providing adults additional options for food and drink during the summer months. The beer garden provided space for covid-era social distancing and most recently marketed as part of the DDA's Weekend Warmup events on summer Thursday nights.



More Streetscape Improvements! Phase I of a two-phase, \$8.3 million streetscaping project wrapped in 2017. This included many recognizable features—such as outdoor fire pits, modern street furniture and lighting, pergolas, and landscaping—as well as some necessary infrastructure work, such as hydrant relocations, water main improvements, sewer lining, and street/bridge coordination with MDOT.

Ellsworth Place. Ellsworth Place was completed in 2018 and provides luxury condo living with all the amenities of Downtown.

Pathfinders Commons. Completed in 2018, Pathfinders is a 32-unit townhouse-style development in the northwest portion of the DDA. The residences are organized around a central lot and provide convenient access to both Downtown and Center City, as well as regional access via a direct route to M-10.



2020s

Northwood University Idea Center. Formerly the Northwood Gallery, a hub of creativity Downtown, the Idea Center is a redevelopment of this space into a flexible coworking, arts, educational, and indoor public space, completed in 2020.

The Commons. In 2020, the Commons was enacted through legislation and establishes a two-block social district, allowing adults to consume alcoholic beverages outside and drawing activity into the downtown commercial core. The social district is in force with year-round programming, with events both large and small that bring a variety of entertainment to the streets.

Delta College Downtown. The 33,000 square-foot facility brings new visitors—in the form of students and staff—into Downtown Midland, offering Associate's degrees, special trainings, and events. The college annex was completed in 2021.

Pedestrian Plaza. The COVID-19 pandemic changed how we interact with space; namely, having a little more of it! In 2022, the City approved the closure of Main Street between Ashman and Rodd, allowing the DDA—in collaboration with local businesses—to program the space as a fun-filled active environment within the public right of way while maintaining safe social distancing.



Future Projects and Programming

Location, Extent, Character, and Estimated Cost of Improvements and Stages of Construction Planned

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(E)

The Midland DDA plans a variety of projects over the next 20 years that will help advance the downtown district as a more special and distinctive place, such as improving public infrastructure, enhancing streetscapes, and placing special emphasis on public gathering spaces and other amenities, as well as implementing projects that more directly lead to new private business investment and tax base increase.

The location, extent, character, and estimated cost of the improvements, including rehabilitation, contemplated for the Development Area and an estimate of the time required for completion are listed in Table 3. Planned Projects within the Development Area. Generally, the projects described in Table 3 will be undertaken over a period of one (1) to 20 years and **are proposed to remain flexible** to permit the DDA to respond to private interest when said interest is expressed and **as funding and land opportunities become available**. The sequence of timing for implementing the recommendations of this Plan are also flexible to allow the DDA to take advantage of funding and other opportunities which may arise.

As anticipated, the implementation projects in Table 3 are grouped into the following three (3) phases:

- » Phase I: 2024–2028
- » Phase 2: 2029–2033
- » Phase 3: 2034–2044

This phasing is based on several factors, including DDA and staff input, expected timing of tax increment revenues, opportunities to promote jobs and economic development, the availability of other related investments and funding, the relative speed with which various projects are likely to be accomplished, and potential collaboration and partnerships, along with the benefits and value of each to the community. It should be noted that while each project is assigned a phase and estimated timing for budget and planning purposes, the projects in Phase 1 may be completed in Phase I, may continue into Phases 2 or 3, or may not begin until Phase 2 or 3, and those in Phase 2 or 3 may begin sooner. Overall, the projects within each phase are not mutually exclusive to one phase or another.

Cost estimates for projects in the following project details tables are preliminary as the extent of these projects is not yet known, construction/engineering drawings have not been completed, and therefore costs are presented as general budget estimates or with costs to be determined and in current 2024 dollars. Actual costs may increase or decrease based on changes, opportunities to maximize return, or factors that are unknown today. Specific plans and refined cost estimates will be completed and approved prior to the initiation of each project.

Funding will be obtained from a variety of sources. The amount of tax increment revenue generated will increase as property values increase due to development and reinvestment. Important outside funding sources may include federal and state grants (which may include but are not limited to CDBG, MDOT, Michigan Economic Development Corporation, Michigan State Housing Development Authority); private donations; City funds; and additional sources consistent with PA 57 of 2018, to be determined. The DDA intends to leverage its TIF dollars with other funding sources to the maximum extent practicable to achieve its goals.

Project Details

Table 3: Planned Projects within the Development Area

PHASE 1: 2024—2028

GOAL: PLACEMAKING		
Objective	Project Name / Brief Details	Estimated Cost
Riverfront Development	Future Land Use Plan	
	» Regularly update the future land use plan for the entire DDA; determine the highest and best use for properties within the development area.	\$25,000
	Riverfront Improvements	
	» Establish partnerships with property owners and applicable governmental agencies to clean-up or market properties for adaptive reuse. » Establish committees to identify and monitor projects. » Develop attractive and accessible portable restroom facilities near the river. » Implement recommendations of Riverfront Redevelopment Plan.	\$14,000,000
Streetscape & Linkages	Recreation	
	» Develop opportunities with local businesses for additional river activities such as kayak launches, canoe rentals, paddle boarding, and other activities.	\$10,000
	Landscaping, Furniture, Lighting	
	» Implement “Phase II” of streetscape development plan, focusing on Larkin, Ellsworth, and side street connections. Coordinate with street network projects	\$5,000,000
Connectivity	Amenities	
	» Locate and develop a permanent public restroom near Main St. » Advertise free Wi-Fi and charging stations; improve AV system. » Renovate parking structure with lighting, painting, and signs.	\$3,000,000
	Street Network	
	» Consider conversion of Ashman-Rodd corridors in the downtown only. » Support Buttles redesign project; utility burials, bike path, and intersection amenities.	\$10,000,000
	Wayfinding	
	» Identify locations and extent of future wayfinding system. » Design and install signage and maps to promote navigation of people walking, riding, or driving downtown.	\$75,000
	Sidewalk Improvements	
	» Maintain current sidewalk conditions Downtown. » Identify and support improvements to routes leading into Downtown from surrounding neighborhoods. » Promote a transition from Downtown to other areas of interest, such as Discovery Square, Chippewassee Park, MCFTA, etc.	\$675,000

GOAL: PROGRAMMING

Balanced Programming

Outdoor Activation

- » Initiate extension and develop year-round programming for Pedestrian Plaza.
- » Identify and guide development of a food truck court. \$125,000
- » Support development of an outdoor event space, amphitheater, or pavilion along the riverfront.

Youth and Culture

- » Recruit and plan for festivals, cultural events, and better connections with the arts community. \$50,000
- » Include additional events and activities for young kids and teens.

Capacity Building

Employment Efforts

- » The DDA and City will explore hiring additional full and part-time staff to assist with enhanced programming opportunities. \$100,000
- » Continue summer internship program.
- » Technology \$50,000
- » Explore technology to increase efficiency and support for businesses.

GOAL: FOSTERING BUSINESS

Recruitment

Recruitment Coordination

- » Establish Investment Committee to identify and monitor projects.
- » Partner with MBA and other local and regional agencies. \$18,000
- » Develop recruitment and retention program to explore public/private partnerships; incentives; and zoning, permitting, and regulatory needs.

Fill Niches

- » Attract Entertainment and Youth Services
- » Encourage more nightlife options, including movie theaters, bars, and clubs. \$7,000
- » Encourage more retail and indoor entertainment options for kids and teens, including arcades, movie theaters, book stores, and cafes.

Other projects consistent with this Plan

TBD

Total for Phase I

\$33,135,000

PHASE 2: 2029—2033

GOAL: PLACEMAKING

Objective	Project Name / Project Brief	Estimated Cost
Streetscape & Linkages	Gateways	
	» Install signage, archways, plantings, etc. to encourage travel into Downtown.	\$75,000
	Parking Lot Improvements	
	» Repave, restripe, and maintain public parking lots along Ashman and Larkin.	\$500,000
	Façade Enhancement	
	» Work with City departments and property owners to develop a façade enhancement program, with checklists and guidelines, focusing on rear facades and activation.	\$80,000
	» Explore grants and funding for improvement of rear facades.	
	» Encourage historic preservation best practices.	
	» Support enhancements with screening, landscaping.	
Connectivity	Non-Motorized Transportation	
	» Repair, replace, and install sidewalks, pathways, bike infrastructure, and ADA treatments.	\$250,000

GOAL: PROGRAMMING

Balanced Programming	» Events and Programming.	\$50,000
	» Implement multicultural events and programming; festivals, art installation, and education opportunities.	

GOAL: FOSTERING BUSINESS

Recruitment	Recruitment Coordination	
	» Develop a business incubator program; host indoor and outdoor events for artisan businesses and booths.	\$75,000
Fill Niches	» Regional Event Space(s).	\$45,000
	» Seek proposals for a large indoor event space; market potential buildings/locations.	
Other projects consistent with this Plan	» TBD	TBD
Total for Phase II		\$1,075,000

PHASE 3: 2034—2044

GOAL: PLACEMAKING

Objective	Project Name / Brief Project Details	Estimated Cost
Streetscape & Linkages	» Façade Improvements	\$100,000
	» Continue façade enhancement program.	
Connectivity	Future Mobility	
	» Plan, purchase, and install EV charging stations at public locations.	\$450,000
	» Continue exploring options for micro-mobility programs, including scooters and bike rentals, and keep pace with trends in this area.	
	Non-Motorized Transportation	
	» Continue to repair, replace, and install sidewalks, pathways, bike infrastructure, and ADA treatments	\$500,000

GOAL: FOSTER BUSINESS

Housing	» Add housing to existing buildings; “build up”	\$4,550,000
	» Incentivize second and third floor residential development along Main and Larkin; review regulatory mechanisms to make redevelopment easier.	
	» Mixed-use development marketing.	\$50,000
	» Partner with developers or agencies like the MEDC to market underutilized or vacant lots as mixed-use developments with attainable housing.	
Other projects consistent with this Plan	» TBD	TBD
Total for Phase III		\$5,650,000

ONGOING: 2024—2044

GOAL: PLACEMAKING

Objective	Project Name / Brief Project Details	Estimated Cost
Mobility Improvements	Non-Motorized Transportation	
	» Repair, replace, and construct sidewalks, crosswalks, multi-use pathways, bicycle infrastructure, and ADA improvements for improved access, mobility and safety throughout the district and to create a bicyclist and pedestrian friendly community.	\$100,000
Cultural Amenities	Support Cultural Installations	
	» Partner with local artists, production companies, and other cultural groups to enhance opportunities for cultural amenities within Downtown Midland.	\$55,000
Public Road / Infrastructure Improvements	Partner and Support Infrastructure Improvements	
	» Partner with applicable organizations to assist in the planning, design, repair, or replacement of roads, alleys, public right-of-way and other infrastructure.	\$1,000,000

GOAL: PROGRAMMING

Public Programming	Sustainability	
	» Incorporate best practices in sustainability and environmental resiliency whenever feasible (such as permeable pavement, rain gardens, bioswales, etc.).	\$250,000
	Technology.	
	» Burgeoning AI technology and other economic development tools will be leveraged to increase efficiency and support for businesses.	\$35,000
Cultural Amenities	Public Festivals/Events	
	» Work to assist in funding cultural events as well as new culturally-related businesses.	\$75,000

GOAL: FOSTERING BUSINESS

Business Attraction	Business Retention / Attraction	
	» Continue partnership with Midland Business Alliance (MBA), and the Great Lake Regional Alliance (GLRA) to assist with economic development activities.	\$25,000
	» Develop a creative approach to business development and encourage innovative business ideas.	
	Marketing Programs	
	» Create and maintain a robust online presence to market Downtown Midland by utilizing available resources such as social media, press releases, and website enhancements.	\$60,000
	Professional, Technical, Administrative, and Management Assistance.	
	» Continue to provide support staff for various management activities necessary to support ongoing DDA operations, including preparation of annual reports, twice-a-year public informational meetings, website postings, and similar.	\$55,000
	» Develop an annual project prioritization system to guide the DDA's implementation efforts	
Other projects consistent with this Plan	» TBD	TBD
TOTAL for all Ongoing		\$1,655,000
TOTAL for all projects 2022 - 2044		\$41,515,000



Project Descriptions

The following public improvements, activities, and projects are proposed for implementation in the City of Midland Development Plan and TIF Plan through 2044, the life of this Plan. Please note that not every project listed in the Table 3 above is described in detail below.

PHASE 1: 2024—2028

The following priority projects are proposed to be implemented over the next five years.

Events and Entertainment. Hosting additional public events during all seasons, creating a stronger cultural presence in Downtown Midland, and incorporating more opportunities for outdoor recreation or public art displays are prominent goals for the City of Midland DDA. The first 5 years of this Plan will be focused on expanded event programming and determining the location of future outdoor events and an indoor entertainment venue. The potential property or location for the entertainment venue will be situated within proximity to the Downtown Core to encourage pedestrian activity and access to downtown businesses and will consist of an inclusive and welcoming design.

Permanent Pedestrian Plaza. To support efforts mentioned above, the DDA will encourage ongoing, permanent funding for the Pedestrian Plaza and explore year-round expansion of its programming,

Public Restrooms. Throughout Phase 1 of this Plan, constructing public restrooms for downtown patrons to utilize is a priority project. The types and locations for public restrooms will be evaluated and determined to begin project implementation. From qualitative public engagement, the DDA may explore portable restrooms closer to the river—and within the floodway—and permanent restrooms along Main St. near the core business district. Providing restrooms at multiple locations will make downtown more accessible and user-friendly.

Vacant Lot and Building Development. The highest and best use for the currently vacant land located along Indian and Buttles and a few large empty buildings within the district will be determined. The DDA may subsequently acquire properties to develop for mixed uses, including an indoor incubator space, farmer's market, or event space with a portion of the site marketed for sale to a developer. The DDA may also consider establishing fees for continuously vacant buildings. Elements of this project priority will dovetail with other projects and programs of the DDA.

Corridor Conversions. Later into this phase, the DDA will continue evaluating the possible conversion of Ashman and Rodd into two-way streets in the downtown only. Additional improvements, such as streetscaping and non-motorized transportation opportunities will be explored as part of this project and future DDA initiatives.

Parking Structure Enhancement. Provide more lighting— natural and artificial—and signage for the Larkin parking structure. Re-paint or re-surface as needed to enhance aesthetics.

Streetscape Improvements. During implementation of Phase II of the Downtown Streetscape Plan, enhancements such as pedestrian gateways (described further below) and expanding Main Street design standards to other streets within the Development Area will be considered. Improvements will be prioritized along Larkin, Ellsworth, and Buttles and the side streets connecting these thoroughfares to Main Street. During the implementation of the Ashman-Rodd conversions, streetscape updates such as lighting, street furniture, landscaping, fencing, and other elements will be taken into consideration to simultaneously coordinate streetscape projects.

Wayfinding Signage. The DDA may hire a marketing firm to develop a design and branding specific to Downtown Midland. The updated design and branding materials can be used to develop wayfinding signage to guide visitors to downtown businesses, parking areas, parks and trails, municipal offices, and other popular destinations. Defining specific locations for wayfinding signage will be determined.

Economic Development Staff. The DDA may assist the City of Midland in hiring additional staff to assist with DDA project and program administration activities. Some of the duties of the staff person may include administration of the façade improvement program, downtown property development and marketing assistance, implementation of the project listed in this Plan, and more. The DDA may continue the summer internship program. Additional partnerships with economic development staff, the Midland Business Alliance (MBA), and the Great Lake Regional Alliance (GLRA) is crucial to building capacity as well.

Youth Engagement and Volunteer Program. To engage youth and solicit their input, the DDA may work alongside the Midland Area Youth Action Council or establish a partnership with Midland Public Schools to continue to plan and support youth engagement efforts within Downtown Midland. Youth engagement efforts may include youth-oriented festivals or events, recreation opportunities, cultural amenities, and others. Kids and teens can provide valuable insight and support to programs within downtown—whether it is a post on social media or forming a volunteer group.

Riverfront Development. The City of Midland DDA plans to work alongside local property owners, city departments, area developers, and other important stakeholders to determine the highest and best uses for properties near the riverfront located within the Development Area. The DDA may assist the City in adaptive reuse mechanisms to assist with the growth and development of the area near the riverfront. This process includes the identification and removal of incompatible land uses near the riverfront to ensure public health and safety. This process also includes public space improvements, access to, and recreation along the river.

Connectivity. Enhancing the pedestrian experience is imperative to enhancing the Development Area. Measures may be taken to analyze current sidewalk infrastructure—within and leading into the Downtown—and other pedestrian facilities to determine priority segments in need of improvements or enhancements. Ensure connections to adjacent residential areas, park spaces, and commercial corridors at the fringes of the Development Area. The primary goal is to maintain a consistent, fluid, and walkable environment to transition from the Downtown Core to adjacent areas.

Public Art. The DDA will continue to work and form partnerships with local artists and art advocacy groups to implement public art within the Development Area. Some forms of public art may include sculptures, installations, murals, crosswalk and intersection paintings, and other similar projects.

Putnam Park Enhancement. Located at the base of the Poseyville Bridge, Putnam Park has significant potential in the Development Area. Public amenities located on the site include trees, seating, and parking. Park improvements and enhancements such as recreation equipment and community gardens will be evaluated and implemented.

PHASE 2: 2029—2033

The projects anticipated for Phase 2 all focus on improving the business climate for the City, public amenities, appearance, and tax base to spur reinvestment in Midland.

Non-Motorized Transportation. The DDA may engage in the repair, replacement, and construction of sidewalks, crosswalks, multi-use pathways, bicycle infrastructure, and ADA improvements for improved access, mobility, and safety throughout the district and to create a pedestrian friendly community. Assistance with new sidewalks, multi-use pathways, and other non-motorized elements may all be needed in conjunction with the enhancements of the streetscape within the Development Area. This project is a longer-term opportunity and will be pursued primarily during Phase 3. Elements of non-motorized improvements may include, but are not limited to:

- » Acquisition of property, rights-of-way, and easements.
- » Removal of plant material, bituminous material, sidewalk, and curb and gutter, and filling, grading, and site preparation.
- » Installation of curb, gutter, sidewalks, and other paving.
- » Construction of non-motorized, multi-use pathways and bike lanes.
- » Pavement markings and signage to bring awareness to shared paths.
- » Landscape improvements and site amenities including, but not limited to grass, trees, other plantings, and other decorative items.
- » Installation of pedestrian amenities such as benches, trash receptacles, lighting, signage, banners, tree grates, bike racks, bike repair stations, trail heads, etc.
- » Acquisition of equipment and improvements for those with disabilities.
- » Engineering, architectural, legal, and other professional fees.
- » Any other items that are necessary or incidental to the items listed above or that the DDA Board determines to be desirable in connection with this project.

Gateway Treatments. Design and installation of gateways leading into Downtown will be explored to properly identify the Downtown and entice visitors. This may include a mix of signage, landscaping, and architectural features to highlight the downtown's extents and establish a stronger area identity. Placement should be prioritized at select intersections with Indian and Buttles, potentially at Ashman and Rodd, to encourage traffic and pedestrian diversion into Downtown. This is part of Phase 2 of the Downtown Streetscape Plan.

Streetscape Improvements. Continue efforts from Phase 1. Maintain and enhance all streetscapes and gateways in the Development Area.

Parking Lot Improvements. The DDA will allocate resources as necessary and applicable to repave, restripe, or complete other improvement tasks to public parking lots within the Development Area, such as those located on Ashman Street and Larkin Street.

Improvements to Pedestrian Plaza. To enhance the Pedestrian Plaza, the DDA may allocate resources to establish an entrance to the Plaza as well as other aesthetic improvements as needed.

Enhance Rear Building Facades. The DDA may work alongside property owners, applicable City Departments, and other necessary organizations to enhance and improve rear building facades within the Development Area. Improvement tasks may include enhancements to dumpster screening and/or enclosures. The DDA may assist Downtown property owners in the improvement and beautification of rear building faces to ensure the safety and contiguous architecture throughout the Development Area. This may include re-siding, updated windows or other infrastructure, signage, and more.

Business Incubators. As a means to support and encourage the growth and development of businesses in the Development Area, the DDA may develop a program to host event(s) for artisan business booths. Business incubator events are intended to support and assist small business operations in Midland and the surrounding area. This can be an element of filling vacant lots or providing space for vendors within the Pedestrian Plaza.

PHASE 3: 2033—2044

The following long-term projects are intended to continue reinvestment and financially recover from previous phases. However, any of these projects may begin earlier based upon opportunities to partner, strategic timing, availability of funding, or other such determination by the DDA.

Rear Building Facades. The DDA may assist downtown property owners in the improvement and beautification of rear building faces to ensure safety and consistent architecture throughout the Development Area. This may include recladding, updated windows or other infrastructure, signage, dumpster enclosures, and more.

Future Mobility. Over time, the DDA may assess the need for implementing additional opportunities for mobility throughout the Development Area. Future mobility may include ridesharing loading areas and electric vehicle charging stations.

Micro-Mobility Programs. The DDA may assess the need and feasibility of various micro-mobility programs within the Development Area, such as re-evaluating bike and scooter rental programs.

Maximize Redevelopment Opportunities for Underutilized Lots. The DDA, along with applicable City organizations, may determine the highest and best proposed use for prime real estate that is currently underutilized, including surface parking lots within the Downtown area. Market the property to local development agencies prioritizing mixed use development.

Upper Floor Residential Units. As a means to encourage the construction of mixed-use buildings within the Development Area, the DDA may allocate resources to assist efforts to expand the stock of mixed-use buildings.

ONGOING: 2024—2044

The following projects are anticipated to continue throughout the life of this Plan, as funding permits.

Business Retention/Attraction. The DDA may engage in community business outreach to stimulate new economic investment, create an expanded tax base, provide public improvement incentives to attract desirable new business and investment, and retain existing businesses.

A business recruitment and retention program may involve actions such as hiring staff or consultant(s) to assist, adopting standards for public/private partnerships, identifying financial, infrastructure, and other possible incentives, and specifying the criteria for those incentives. A focus will be to ensure that the incentives are only those necessary to make the targeted private investment happen, and to maximize the public return on investment.

One business retention activity the DDA may implement early on is to provide the City with assistance in reviewing procedures to encourage business investment in the Development Area. This will involve a review of current policies for zoning, permitting, and regulatory needs. The intent is to provide the City with assistance in implementing Redevelopment Ready Communities (RRC) user-friendly policies (to the extent not already instituted) to encourage investment. This process will include clarifying application procedures, consolidating approvals, and implementing other efficiencies to simplify and expedite the development process.

Cultural Amenities. Throughout the duration of this Plan, the DDA may partner with local artists, production companies, and other cultural groups to enhance opportunities for cultural amenities within Downtown Midland. Cultural amenities can include art galleries, local theatre, a downtown movie theater, artisan events, and more. The DDA may work to assist in funding cultural events as well as new culturally-related businesses.

Public Road/Infrastructure Improvements. The DDA may partner with and assist the City and other jurisdictions with authority on the planning, design, construction, repair, or replacement of roads, alleys, other public rights-of-way, and other public infrastructure. This may include the realignment, modification, or improvement of utilities, and other improvements that the DDA may determine as necessary to further the goals of this Development Plan and maintain the values of properties in the Development Area.

Public road and infrastructure improvements may include, but are not limited to:

- » Acquisition of land, rights-of-way, and easements.
- » Studying existing infrastructure.
- » Grading, erosion control, drainage, and site preparation.
- » Installation of the roadbed and paving.
- » Installation of new utility mains and lines, lift stations, and associated infrastructure.
- » Related energy management and efficiency improvements.
- » Improvements for advanced traffic management and autonomous driving.
- » Installation of road lighting, signage, traffic signals, and control devices.

- » Vacating and closing streets, alleys, and rights-of-way, removal of the street, remediation and landscaping, the construction of access roads, and the elimination of curb cuts.
- » Engineering, architectural, legal, and other professional fees.
- » Any other items that are necessary or incidental to the items listed above or that the DDA determines to be desirable in connection with this project.

Marketing Programs. Promotion and advertising for Downtown Midland is a means of promoting revitalization and attracting businesses, residents, and customers. The DDA may engage in marketing and public relations efforts to reinforce that Downtown Midland is a great place to do business.

Maintaining Downtown Midland's strong online presence and marketing collateral such as professionally prepared brochure(s), targeted advertising, marketing of special events, promotion of available business sites and real estate marketing, property tours, use of site consultants, and promotion of the general assets of the Development Area are all elements of a robust marketing program. Collaborative efforts may be pursued with adjacent communities.

Professional, Technical, Administrative, and Management Assistance. The DDA may fund the ongoing professional, technical, administrative, and management costs incurred in accomplishing the purposes and undertaking the projects listed in this Development Plan. Costs may include professional fees for consultants, planning, legal, engineering, and architect fees, administrative and staff support, supplies, materials, postage, dues, newspaper publications, and similar as permitted under PA 57 of 2018.

There are also various management activities necessary to support ongoing DDA operations, including preparation of annual reports, twice-a-year public informational meetings, website postings, and similar as required by PA 57 of 2018. This may include the facilitation of an annual project prioritization system to guide the DDA's implementation efforts. Such a prioritization system would be based on factors such as the increased tax base created, funding and partnerships available, benefits accruing to multiple properties, significant parcels or locations affected, ability to maintain the improvement, blight reduction, timing of elements, and other factors.

Non-Motorized Transportation. The DDA may engage in the repair, replacement, and construction of sidewalks, crosswalks, multi-use pathways, bicycle infrastructure, and ADA improvements for improved access, mobility and safety throughout the district and to create a pedestrian friendly community. Assistance with new sidewalks, multi-use pathways and other non-motorized elements may all be needed in conjunction with the enhancements of the streetscape within the Development Area. Elements of non-motorized improvements may include, but are not limited to:

- » Acquisition of property, right-of-way, and easements.
- » Removal of plant material, bituminous material, sidewalk, curb, and gutter, and filling, grading, and site preparation.
- » Installation of curb, gutter, sidewalks, and other paving.
- » Construction of non-motorized, multi-use pathways and bike lanes.
- » Landscape improvements and site amenities including, but not limited to grass, trees, other plantings, and other decorative items.
- » Installation of pedestrian amenities such as benches, trash receptacles, lighting, signage, banners, tree grates, bike racks, bike repair stations, trail heads, etc.
- » Acquisition of equipment and improvements for those with disabilities.
- » Engineering, architectural, legal, and other professional fees.

- » Any other items that are necessary or incidental to the items listed above or that the DDA Board determines to be desirable in connection with this project.

Sustainability. Midland is in a prime position for growth and development. As the City's population continues to grow, the DDA will assist with incorporating elements related to sustainability and resiliency in the City. Some of these elements may include rain gardens, bioswales, permeable pavement, best practices in LEED design, and others.

Technology. Burgeoning AI technology and other economic development tools will be leveraged to increase efficiency and support for businesses.

Methods and Procedures

Parts of the Development Area to be Left as Open Space and Contemplated Future Use

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(F)

Various park and open space projects will be undertaken pursuant to the DDA's established listing of Planned Projects within the Development Area. These improvements are designed to enhance the walkability and livability of downtown Midland, thereby supporting property values within the community. They also support the business environment by strengthening the downtown market.

Portions of the Development Area which the Authority Desires to Sell, Donate, Exchange or Lease to or from the Municipality and the Proposed Terms

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(G)

The DDA has no plans to sell, donate, exchange, or lease to or from the City any land or building in the Development Area. If opportunities arise consistent with the goals and purposes of this Plan, land and/or building purchases may be considered and terms would be determined at that time.

Additional right-of-way and/or easements may be required to accomplish the planned streetscape, connections, utilities and other public improvements. While it is not the intent of the DDA to purchase either right-of-way or easements since considerable benefits will accrue to the abutting parcels from the public improvements, purchase may be required. Any road right-of-way acquired will be transferred to the road agency with jurisdiction.

Desired Zoning, Streets, Intersections and Utility Changes

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(H)

No zoning changes are currently proposed as part of this Plan. Zoning changes on parcels in the Development Area will be coordinated between the DDA, the Planning Commission, and the City Council according to State enabling acts and the adopted procedures of the City. Any change will occur in a manner that ensures appropriate future land uses within the district.

An Estimate of the Cost of the Development, Proposed Method of Financing and Ability of the Authority to Arrange the Financing

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(I)

During the 20-year term of this Development Plan and TIF Plan, the estimated cost of the public improvements to be undertaken by the DDA is approximately **\$41,515,000**. These costs include the cost of associated administration, engineering, planning, and design.

It is anticipated that the proposed projects will be paid for, in part with tax increment revenues generated by annual increases in property valuations from economic growth and new construction within the Development Area, in accordance with this Development and TIF Plan. Particularly in the early years of this Plan, it is expected that the tax increment revenues will be low, and will have to be supplemented with developer contributions, grant dollars, donations, and other funds as may become available. Projects will not be initiated until such time as sufficient funds have been identified and secured to pay for the project or debt service for project financing. Matching funds, contributions from other funding entities, grants, donations, bonding, special assessments, and other sources available to the DDA pursuant to PA 57 of 2018 may be utilized, consistent with the goals and objectives of this Plan.

It is anticipated that most projects will be financed on a “pay-as-you-go” basis using funds on-hand or accumulated from prior years’ captures. However, the DDA may determine that there is a need to sell bonds, obtain loan funds or grants, or receive contributions from any of the other sources permitted under PA 57 of 2018, to facilitate completion of one or more of the improvement projects. Per PA 57 of 2018, City Council approval is required for bonding and other financings.

Designation of Person or Persons, Natural or Corporate, to Whom All or a Portion of the Development Is to Be Leased, Sold, or Conveyed in Any Manner and for Whose Benefit the Project Is Being Undertaken if that Information Is Available to the Authority

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(J)

All public improvement projects undertaken as part of this plan will remain in public ownership for the public benefit. The DDA may participate in and/or facilitate a purchase of other land for use or redevelopment in accordance with the City Master Plan and the goals of this Development Plan. The Authority may convey any such property to another entity, yet unknown. Further, the Authority may consider other property acquisition, lease, or sale, as appropriate, in furtherance of the goals of this Plan. The person or persons to whom such property may be leased or conveyed is unknown at this time.

Procedures for Bidding for the Leasing, Purchasing, or Conveying of All or a Portion of the Development Upon its Completion, if There Is No Expressed or Implied Agreement Between the Authority and Persons, Natural or Corporate, that All or a Portion of the Development Will Be Leased, Sold, or Conveyed to Those Persons

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(K)

In the event the DDA purchases, receives a donation of, or otherwise comes to own property in the Development Area, it will conform with any bidding or land disposition process adopted by the City or, in the absence of such procedures, the DDA will adopt suitable procedures to govern the management and disposition of property in conformance with all applicable Federal, State, and local regulations. The DDA currently has no express or implied agreement between the DDA and any persons, natural or corporate, that all or a portion of the development area will be leased, sold, or conveyed to those persons.

Estimated Number of Persons Residing in The Development Area

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(L)

No families or individuals are planned to be displaced and no occupied residences are designated for acquisition and clearance by this Plan. Since it is estimated that approximately 600 people reside in the Development Area, the City Council has appointed a Development Area Citizens Council (DACC) as required by the DDA Act. The DACC has met and will review and make its recommendation on this Plan as required by law.

Plan For Establishing Priority for Relocation of Persons Displaced and Provision for Costs of Relocation of Displaced Persons

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(M)

Not applicable. The DDA does not intend to acquire any residential property in conjunction with this Plan. Any residential properties that are redeveloped under this Plan are intended to be acquired by the private sector for private development and ownership. However, in the future, if the condemnation of property is necessary to meet the objectives of this Plan and would result in persons being displaced, the DDA will submit to the City Council an acquisition and relocation plan, consistent with the Standards and Provisions of the Federal Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970. As dictated by that Act, provision for the costs of relocation of displaced persons, including financial assistance and reimbursement of expenses will be made.

Compliance with Act 227 of the Public Acts of 1972, Sections 213.321 - 213.332 of the Michigan Compiled Laws

REFERENCE TO P.A. 57 OF 2018: SECTION 125.4217(2)(O)

The DDA does not intend to condemn property in conjunction with this plan. However, in the future if the condemnation of property is necessary to meet the objective of this plan, the DDA will submit to the City Council a plan and will comply with Act No. 227 of the Public Acts of 1972, as amended, Sections 213.321 to 213.332 of the Michigan Compiled Laws.



03: TAX INCREMENT FINANCING PLAN



Introduction

The TIF Plan includes the preceding Development Plan, along with a detailed explanation of the tax increment procedure, the maximum amount of bonded indebtedness to be incurred, the duration of the program, the impact of tax increment financing on the assessed values of all taxing jurisdictions in which the development area is located, and a statement of the portion of the captured assessed value to be used by the DDA.

The City of Midland DDA includes two (2) operating TIFs. The first was established in the year 1990 and the second was established in the year 2013. Therefore, this Plan reflects two TIF projections. The first set of projections is for the first TIF established in 1990 (TIF #1) and the second set of projections reflect the second TIF, established in 2013 (TIF #2).

Procedures

Explanation of the Tax Increment Procedure

REFERENCE TO PA 57 OF 2018: SECTION 125.4214(1)

As provided in Public Act 57 of 2018, tax increment financing is a tool that can be used to assist redevelopment within a DDA Development Area. Tax increment financing is the process of expending new property tax dollars for improvements that generally benefit the parcels that pay the taxes. Tax dollars generated from new private property developments and from improvements to existing private property within a designated Development Area are “captured” and utilized by the DDA to finance public improvements within that Development Area, which supports and encourages continued private investment.

To utilize tax increment financing, the DDA must prepare and adopt a Development Plan and a Tax Increment Financing Plan. Both plans are submitted to the City Council, are subject to public hearing, and City Council must approve the plans by ordinance. The plans specify the initial assessed value, estimate the captured assessed value, and provide for the expenditure of the funds. These plans may be amended in the future to reflect changes desired by the DDA, subject to approval by Council. All amendments must follow the procedures of PA 57 of 2018.

Captured assessed value is defined in PA 57 of 2018 as the amount, in any one year, by which the current assessed value of the Development Area exceeds the initial assessed value. Initial assessed value is defined as the assessed value, as equalized, of all the taxable property within the boundaries of the Development Area at the time the ordinance establishing the tax increment financing (TIF) plan is approved, as shown by the most recent assessment roll of the municipality for which equalization has been completed at the time the ordinance is adopted. Tax increment revenue is generated when the current assessed value of all properties within a Development Area in each year subsequent to the adoption of the TIF Plan, exceeds the initial assessed value of those properties.

Such funds transmitted to the DDA are termed “tax increment revenues”. Tax increment revenues are the amount of ad valorem and specific local taxes attributable to the application of the levy of all taxing jurisdictions other than the state education tax, local or intermediate school districts, and several other entities specifically exempted under PA 57 of 2018, upon the captured assessed value of real property in the Development Area. The DDA is eligible to collect on personal property tax increment revenue within the Development Area as well. Personal property capture is not reflected in this TIF Plan due to the rapid depreciation of personal property values and other contributing factors.

Initial Assessed Value and Applicable Millage

REFERENCE TO PA 57 OF 2018: SECTION 125.4214(1)

The initial assessed value under this 2024 Plan is established as the total taxable value for all real property in the Development Area which is the most recent assessment roll of the City for which equalization has been completed at the time of adoption of this Plan. The initial assessed value of the Development Area is \$9350,461 for TIF #1 and \$6,157,376 for TIF #2.

The applicable tax levy for tax increment purposes in the Development Area will be the total millage levied by the eligible taxing jurisdictions. The current millage subject to capture (rates per \$1,000 of taxable value) is shown on the next page below.

The applicable millages eligible for capture for **TIF #1** include the following:

- » City Operating
- » City Police and Fire Pension
- » City Library
- » County Operating
- » County Specials
- » Delta College

The applicable millages eligible for capture for **TIF #2** include the following:

- » City Operating
- » City Police and Fire Pension
- » City Library
- » County Operating
- » Delta College

Table 4: Applicable Millage Summary

Taxing Jurisdiction	Projected Captured Millage Rate
Total Applicable Millage for TIF #1 - below	23.1791
City Operating	12.4121
City Police and Fire Pension	1.2610
City Library	1.0000
County Operating	4.8955
County Specials	1.5678
Delta College	2.0427
Total Applicable Millage for TIF #2 - below	21.6113
City Operating	12.4121
City Police and Fire Pension	1.2610
City Library	1.0000
County Operating	4.8955
Delta College	2.0427

Source: City of Midland, 2024

Duration of the Program

REFERENCE TO PA 157 OF 2018: SECTION 125.4214(1)

DDA Authority maintenance and administration may utilize a reasonable portion of the annual TIF revenues. Additionally, architectural and rehabilitation assistance for facades, blight improvements to commercial buildings, signs, and interior landscaping may be funded by a portion of annual TIF revenues.

TIF revenues may be used on an as-needed basis for development projects that cannot yet be estimated for budgeting purposes, such as parcel assemblage and the acquisition of blighted parcels. Other examples of as-needed projects include right-of-way acquisition for greenways/non-motorized improvements, marketing, public/private opportunities, or other similar projects.

Annually and in accordance with Public Act 57 of 2018, the DDA shall submit to the City Council and the State Tax Commission a report on the status of the tax increment financing account. The report shall be published annually in the official City newspaper, or other paper, as available.

Revenues and Impact

Estimate of Tax Increment Revenues

REFERENCE TO PA 157 OF 2018: SECTION 125.4214(1)

Under this TIF Plan, the tax levy on the entire captured assessed valuation is planned to be utilized by the DDA. The tax increment revenues will be expended in the manner set forth in this Plan. Estimates of the projected growth in taxable value and projected captured revenue for the duration of this Plan are in Table 4. Real property assessments are included in the taxable value projections. Personal property is subject to capture by the DDA but is not included in the following TIF projections.

The projected annual growth in taxable value is estimated at the current equalized value for FY 2023-24, the Assessor's estimated taxable value for FY 2023-24, and thereafter at 2% increase per year. Over the life of this 20-year Plan, the total tax increment revenue captured is estimated at **\$15,725,427 for TIF #1 and \$18,765,818 for TIF #2.**

The actual tax increment revenue to be transmitted to the DDA will likely vary from the estimates herein based upon the actual tax levies of the taxing jurisdictions and the actual taxable value in the Development Area over the duration of the Plan. Additional increases in the assessed valuation for the Development Area and resultant tax increment revenues may occur from new other construction, expansion, rehabilitation, appreciation of property values, or other factors. Such increases are beyond those projected in this Plan, but if increases occur, the tax increment revenues will be spent according to this Plan to accelerate the implementation of the public improvement program. It is the intention of the DDA to use the entire captured assessed value in the Development Area for the purposes defined in the Development Plan and period hereinafter set forth, and to not exclude assessed value growth in property resulting solely from inflation.

Estimated Impact on Taxing Jurisdictions

REFERENCE TO PA 157 OF 2018: SECTION 125.4214(1)

The maximum effect of this Plan on the taxing jurisdictions in which the Development Area is located is the taxable value upon which taxes are now levied will remain constant over the life of the Plan. If private development occurs and values increase as anticipated in this Plan, potential taxes captured from each taxing jurisdiction over the duration of the Plan are estimated in Table 4.

It is anticipated that the public improvements proposed for the Development Area in this Plan and the private improvements they induce will provide long-term stability and growth in the Development Area and the City as a whole. This will benefit all taxing jurisdictions. Benefits will result from increases in property values surrounding the Development Area, increased property values in the Development Area at the time the TIF Plan is completed, and from increases in property values throughout the entire community which are, to some degree dependent upon the well-being of the downtown district for stability and growth. All taxing jurisdictions will benefit substantially from a tax base that has been stabilized and enhanced as a result of the public improvement program.

Table 5: TIF#1: Future Capture Projections

Fiscal Year	Total Taxable Value	Total Captured Value	City Operating 12.4121 Mills	City Pension 1.2610 Mills	City Library 1.0000 Mills	County Operating 4.8955 Mills	County Specials 1.5678 Mills	Delta College 2.0427 Mills	Total Tax Increment Revenue
1989 (base year)	\$9,350,461		0.0124121	0.001261	0.001000	0.0048955	0.0015678	0.002047	
2024	\$32,154,976	\$23,087,126	\$286,560	\$29,113	\$23,087	\$113,023	\$36,196	\$47,259	\$535,238
2025	\$32,798,076	\$23,730,226	\$294,542	\$29,924	\$23,730	\$116,171	\$37,204	\$48,576	\$550,147
2026	\$33,454,037	\$24,386,187	\$302,684	\$30,751	\$24,386	\$119,383	\$38,233	\$49,919	\$565,355
2027	\$34,123,118	\$25,055,268	\$310,988	\$31,595	\$25,055	\$122,658	\$39,282	\$51,288	\$580,866
2028	\$34,805,580	\$25,737,730	\$319,459	\$32,455	\$25,738	\$125,999	\$40,352	\$52,685	\$596,688
2029	\$35,501,692	\$26,433,842	\$328,099	\$33,333	\$26,434	\$129,407	\$41,443	\$54,110	\$612,826
2030	\$36,211,726	\$27,143,876	\$336,912	\$34,228	\$27,144	\$132,883	\$42,556	\$55,564	\$629,287
2031	\$36,935,960	\$27,868,110	\$345,902	\$35,142	\$27,868	\$136,428	\$43,692	\$57,046	\$646,078
2032	\$37,674,679	\$28,606,829	\$355,071	\$36,073	\$28,607	\$140,045	\$44,850	\$58,558	\$663,204
2033	\$38,428,173	\$29,360,323	\$364,423	\$37,023	\$29,360	\$143,733	\$46,031	\$60,101	\$680,672
2034	\$39,196,736	\$30,128,886	\$373,963	\$37,993	\$30,129	\$147,496	\$47,236	\$61,674	\$698,490
2035	\$39,980,671	\$30,912,821	\$383,693	\$38,981	\$30,913	\$151,334	\$48,465	\$63,279	\$716,664
2036	\$40,780,284	\$31,712,434	\$393,618	\$39,989	\$31,712	\$155,248	\$49,719	\$64,915	\$735,202
2037	\$41,595,890	\$32,528,040	\$403,741	\$41,018	\$32,528	\$159,241	\$50,997	\$66,585	\$754,111
2038	\$42,427,808	\$33,359,958	\$414,067	\$42,067	\$33,360	\$163,314	\$52,302	\$68,288	\$773,397
2039	\$43,276,364	\$34,208,514	\$424,599	\$43,137	\$34,209	\$167,468	\$53,632	\$70,025	\$793,070
2040	\$44,141,891	\$35,074,041	\$435,343	\$44,228	\$35,074	\$171,705	\$54,989	\$71,797	\$813,136
2041	\$45,024,729	\$35,956,879	\$446,300	\$45,342	\$35,957	\$176,027	\$56,373	\$73,604	\$833,603
2042	\$45,925,224	\$36,857,374	\$457,477	\$46,477	\$36,857	\$180,435	\$57,785	\$75,447	\$854,479
2043	\$46,843,728	\$37,775,878	\$468,878	\$47,635	\$37,776	\$184,932	\$59,225	\$77,327	\$875,773
2044	\$47,780,603	\$38,712,753	\$480,507	\$48,817	\$38,713	\$189,518	\$60,694	\$79,245	\$897,493
2045	\$48,736,215	\$39,668,365	\$492,368	\$50,022	\$39,668	\$194,196	\$62,192	\$81,201	\$919,648
									\$15,725,427

Source: City of Midland, 2024

Footnotes to Table 4:

Tax increment projected using real property values and current millage rates.

DDA base year per Midland DDA Development and TIF Plan.

Annual change in taxable values estimated at 2% increase per year.

Table 6: TIF #2: Future Capture Projections

Fiscal Year	Total Taxable Value	Total Captured Value	City Operating 12.4121 Mills	City Pension 1.2610 Mills	City Library 1.0000 Mills	County Operating 4.8955 Mills	Delta College 2.0427 Mills	Total Tax Increment Revenue
2013 (base year)	\$6,157,376		0.0124121	0.001261	0.001000	0.0048955	0.002047	
2024	\$37,927,921	\$31,770,545	\$394,339	\$40,063	\$31,771	\$155,533	\$65,034	\$686,739
2025	\$38,686,479	\$32,529,103	\$403,754	\$41,019	\$32,529	\$159,246	\$66,587	\$703,136
2026	\$39,460,209	\$33,302,833	\$413,358	\$41,995	\$33,303	\$163,034	\$68,171	\$719,861
2027	\$40,249,413	\$34,092,037	\$423,154	\$42,990	\$34,092	\$166,898	\$69,786	\$736,920
2028	\$41,054,401	\$34,897,025	\$433,145	\$44,005	\$34,897	\$170,838	\$71,434	\$754,320
2029	\$41,875,489	\$35,718,113	\$443,337	\$45,041	\$35,718	\$174,858	\$73,115	\$772,068
2030	\$42,712,999	\$36,555,623	\$453,732	\$46,097	\$36,556	\$178,958	\$74,829	\$790,172
2031	\$43,567,259	\$37,409,883	\$464,335	\$47,174	\$37,410	\$183,140	\$76,578	\$808,637
2032	\$44,438,604	\$38,281,228	\$475,150	\$48,273	\$38,281	\$187,406	\$78,362	\$827,472
2033	\$45,327,377	\$39,170,001	\$486,182	\$49,393	\$39,170	\$191,757	\$80,181	\$846,683
2034	\$46,233,924	\$40,076,548	\$497,434	\$50,537	\$40,077	\$196,195	\$82,037	\$866,279
2035	\$47,158,603	\$41,001,227	\$508,911	\$51,703	\$41,001	\$200,722	\$83,930	\$886,266
2036	\$48,101,775	\$41,944,399	\$520,618	\$52,892	\$41,944	\$205,339	\$85,860	\$906,653
2037	\$49,063,810	\$42,906,434	\$532,559	\$54,105	\$42,906	\$210,048	\$87,829	\$927,448
2038	\$50,045,086	\$43,887,710	\$544,739	\$55,342	\$43,888	\$214,852	\$89,838	\$948,659
2039	\$51,045,988	\$44,888,612	\$557,162	\$56,605	\$44,889	\$219,752	\$91,887	\$970,294
2040	\$52,066,908	\$45,909,532	\$569,834	\$57,892	\$45,910	\$224,750	\$93,977	\$992,362
2041	\$53,108,246	\$46,950,870	\$582,759	\$59,205	\$46,951	\$229,848	\$96,108	\$1,014,871
2042	\$54,170,411	\$48,013,035	\$595,943	\$60,544	\$48,013	\$235,048	\$98,283	\$1,037,831
2043	\$55,253,819	\$49,096,443	\$609,390	\$61,911	\$49,096	\$240,352	\$100,500	\$1,061,249
2044	\$56,358,895	\$50,201,519	\$623,106	\$63,304	\$50,202	\$245,762	\$102,763	\$1,085,136
2045	\$57,486,073	\$51,328,697	\$637,097	\$64,725	\$51,329	\$251,280	\$105,070	\$1,109,501
								\$18,765,818

Footnotes to Table 6:

Tax increment projected using real property values and current millage rates.

DDA base year per Midland DDA Development and TIF Plan.

Annual change in taxable values estimated at 2% increase per year.

Expenditure and Indebtedness

Expenditure of Tax Increment Revenues

REFERENCE TO PA 157 OF 2018: SECTION 125.4214 (1)

The program and schedule for the expenditure of tax increment revenues to accomplish the proposed public improvements for the Development Area is outlined in the Development Plan. As described elsewhere, the cost estimates are approximations and very preliminary. These cost estimates are based solely upon concepts and have not been developed from construction drawings. Specific plans and refined cost estimates for the Development Area improvements will be completed upon initiation of each project.

As can be seen from the projections, the amount of TIF revenues will be very limited until such time as one or more of the larger redevelopments occur. Leveraging of funds will be very important for success. It is intended that outside grants and other sources of funding will be pursued, as permitted under PA 57 of 2018. Other private funds, in kind contributions, public-private partnerships, and non-tax increment sources will also be considered to maximize the success of this Development and TIF Plan.

Any additional tax increment revenues beyond those projected in this Plan will:

1. Be used to further the implementation of the public improvement program, projects, priorities, and objectives of this Plan,
2. Be used to expedite any debt service to the extent possible, or
3. Be returned, pro-rata, to the taxing units as provided by law.

If the tax increment revenues are less than projected, the DDA may choose to:

1. Collect and hold the captured revenues until a sufficient amount is available to implement specific public improvements.
2. Implement public improvement projects based upon the ability to match existing funds with expenditures, while seeking out additional funding sources.
3. Amend the development plan and/or tax increment financing plan to allow for alternative projects and funding.

The DDA shall annually review its proposed increment expenditures and revenues to prioritize the use of any additional funds, or to reduce expenditures if necessary. Other projects that arise and are consistent with the objectives and priorities of the Plan may also be funded consistent with the financing methods described in this Plan.

Maximum Amount of Bonded Indebtedness

REFERENCE TO PA 57 OF 2018: SECTION 125.4214(1)

The DDA has no bonded indebtedness. Most of the DDA's proposed improvements are planned to be implemented on a "pay-as-you-go" basis as tax increment revenues are transmitted to the DDA, or as may be accumulated over more than one year and held in reserve to allocate for projects. However, bonded indebtedness may be undertaken if the DDA determines, subject to City Council approval, that it would be advantageous to completing all or portions of the improvement program.

Alternately, or in combination with bond proceeds, with the approval of City Council, the DDA may borrow funds from other sources as permitted under PA 57 of 2018. Loans from other sources may be used, depending upon the favorability of terms, availability of other funds, and suitability for the size and type of project involved.

The maximum amount of bonded indebtedness to be incurred under this TIF Plan shall be \$25 million. Bonds issued under this TIF Plan may be issued in any form authorized under PA 57 of 2018.



APPENDIX

Legal Description

Public Participation

Adoption Documentation

Legal Description

Land situated in the City of Midland, Midland County Michigan being further described as beginning at the intersection of the centerline of Jerome Street with the centerline of Buttles Street, Carpenter and Hines addition recorded in Liber A of Plats, page 25, Midland County records; thence northwesterly along the centerline of Buttles Street to the intersection of said centerline with northeasterly extension of the northwesterly line of the southeasterly 25 feet of lot 4, block 35 of said plat; thence southwesterly along said line to the centerline of said block 35; thence northwesterly along the centerline of said block 35 and the northwesterly extension thereof to the centerline of the southerly extension of Eastman Avenue; thence southerly and southwesterly along said extension to the centerline of Ellsworth Street; thence southeasterly along the centerline of Ellsworth Street to the centerline of Ripley Street; thence southwesterly along the centerline of Ripley Street, map of Midland City recorded in Liber A of Plats, page 1, Midland County records, to the centerline of Main Street in said plat; thence southeasterly along the centerline of Main Street to the centerline of Jerome Street in said plat; thence southwesterly along the centerline of Highway M-20 to the westerly bank of the Tittabawassee River; thence southerly along said westerly bank to the southerly right-of-way line of Highway M-20; thence westerly along said southerly right-of-way line to the easterly bank of the old channel of the Chippewa River in the northwest 1/4 of the northwest 1/4 of section 20, t14n-r2e, City of Midland, Midland County, Michigan; thence southerly along said easterly bank to the northerly bank of the current channel of the Chippewa River in said northwest 1/4 of the northwest 1/4; thence easterly along said northerly bank to a line which is parallel with and 75 feet, more or less, southerly of the westerly leg of the Tridge, a bridge located at the confluence of the Chippewa and Tittabawassee rivers; thence easterly parallel with said westerly leg to a line which is parallel with and 75 feet, more or less, southwesterly of the southeasterly leg of said Tridge; thence southeasterly along said line to the easterly extension of the northerly right-of-way line of Towsley Street; thence northeasterly along said easterly extension to a line which is parallel with and 65 feet, more or less, northeasterly of the aforementioned southeasterly leg, and the southeasterly extension thereof; thence northwesterly along said line to a point in the centerline of the Tittabawassee River which lies 75 feet, more or less, southeasterly from the northeasterly leg of the aforementioned Tridge; thence easterly along said centerline to a point which is 350 feet, more or less, northwesterly from the centerline of Poseyville Road; thence southeasterly to the intersection of the centerline of Poseyville Road with the southerly bank of the Tittabawassee River; thence northeasterly along the centerline of Poseyville Road to the intersection of said centerline with the centerline of East Main Street, map of Midland City recorded in Liber A of Plats, page 1, Midland County records; thence southeasterly along the centerline of East Main Street to the intersection of said centerline with the centerline of State Street; thence northeasterly along the centerline of State Street, map of Larkin's addition to Midland City, recorded in Liber A of Plats, page 26, Midland County records, to reference point "A", said point being the intersection of said centerline with the northwesterly extension of the northeasterly line of block 70 of said plat; thence continuing northeasterly along the centerline of State Street to the intersection of said centerline with northeasterly line of the southwesterly 1/2 of block 57 of said plat extended southeasterly; thence northwesterly along said northeasterly line extended through said block 57 and block 57 of Carpenter and Hines addition recorded in Liber A of Plats, page 25, Midland County records and block 57 map of Carpenter's division of Midland recorded in Liber C of Plats, page a, Midland County records, to the southeasterly right-of-line of George Street; thence northwesterly crossing George Street and continuing northwesterly along the northeasterly line of the southwesterly 1/2 of block 58, map of carpenter's division of Midland, to the southeasterly right-of-way line of Cronkright Street; thence northwesterly crossing Cronkright Street and continuing northwesterly along the northeasterly line of the southwesterly 1/2 of

block 59 in said plat to the southeasterly right-of-way line of Townsend Street; thence northwesterly crossing Townsend Street and continuing northwesterly along the northeasterly line of the southwesterly 1/2 of block 60 in said plat to the center of said block; thence northeasterly along the southeasterly line of lot 3 in said block and the northeasterly extension thereof to the centerline of grove Street in said plat; thence northwesterly along said centerline to the intersection of said centerline with the northeasterly extension of the southeasterly line of lot 3, block 44, of aforementioned Carpenter and Hines addition; thence southwesterly along said line to the center of said block 44; thence northwesterly along the northeasterly line of the southwesterly 1/2 of said block to the southeasterly right-of-way line of Gordon Street; thence northwesterly crossing Gordon Street and continuing northwesterly along the northeasterly line of the southwesterly 1/2 of block 44 1/2 in said plat to the southeasterly right-of-way line of Fitzhugh Street; thence northwesterly crossing Fitzhugh Street and continuing northwesterly along the northeasterly line of the southwesterly 1/2 of block k in said plat and the northwesterly extension thereof to the centerline of Jerome Street per said recorded plat; thence southwesterly along said centerline to the point of beginning. Also beginning at the aforementioned reference point "A"; thence southeasterly along the northwesterly extension of the northeasterly line of block 70, map of Larkin's addition to Midland City, recorded in Liber a of Plats, page 26, Midland County records, to the northerly corner of said block; thence s47°14'05"e 580.53 feet; thence s47°10'05"e 886.15 feet; thence s43°00'00"w 458.26 feet; thence n51°59'28"w 134.20 feet; thence n53°17'45"w 84.00 feet; thence n57°30'38"w 124.00 feet; thence n59°36'47"w 379.00 feet; thence n62°22'00"w 127.42 feet; thence n64°21'35"w 89.08 feet; thence n65°14'57"w 578.34 feet; thence north to the aforementioned intersection of east main Street with the centerline of State Street; thence northeasterly along the centerline of State Street to reference point "A" and the point of beginning.

Public Participation

Stakeholder Workshop

Wednesday, July 12, 2023, 11:00AM – 1:00PM

This workshop was the first external meeting held with Downtown stakeholders and was centered around validating the DDA's existing goals and objectives and developing a long-term vision for Downtown. These two topics were formatted into worksheets for easy, anonymous participation and recording.

GOALS AND OBJECTIVES.

Overall, the current goals and objectives of the DDA were supported – and further supplemented – by the group. The emphasis on public spaces, programming, and economic development seemed to serve the current and future needs of the community and the mission of the DDA.

Public Spaces

The group identified a desire for subcommittees of the DDA to address public space development, specifically for the riverfront, while recognizing that past and current efforts by the City and DDA address many issues for these areas. Workshop participants expressed a desire for future land use planning downtown to spur changes in longer-term zoning and development. They also wanted to see expansion of the downtown streetscape and pedestrian amenities through side streets and parallel corridors as well as implementation of robust non-motorized transportation infrastructure to improve connectivity to other areas of the City, including the parks across the river and Center City. To enhance safety, participants wanted to see Ring doorbells for every business.

Programming

The group was impressed by the current level of programming and events – which was the case for most of the engagement feedback received – and wanted to see these efforts continue. A permanent farmer's market and provision for regular food trucks were highlighted as important objectives.

Economic Development

Where several large, empty buildings and some undeveloped lots remain, participants were keen on supporting the DDA in acquiring these properties and either developing themselves or marketing to developers. The group wanted to see more incubators for entrepreneurial ventures, a grocery store, nightlife and entertainment venues, and several niche retailers fill these spaces. To bolster demand for these spaces and services, downtown residential development was highly favored. This type of development should include a variety of housing types for a variety of ages and income levels. To further support downtown investment, the group wants to project the existing TIF districts for another 20 years to ensure bonding capabilities.

KEEP, FIX, ASPIRE!

This portion of the workshop asked participants to identify the Downtown's strengths and weaknesses and to dream big by coming up with fresh ideas for the long-term future of Downtown Midland.

Public Spaces

Downtown's assets centered around the riverfront and overall accessibility and walkability, particularly as it concerns the Pedestrian Plaza and proximity to several parks and cultural spaces. People appreciated the quality streetscaping, cleanliness, and aesthetics of the Downtown's, which lends to a good sense of place; however, the group desired more indoor public spaces.

People strongly desired a permanent public restroom, as well as more wayfinding and informational signage (multilingual), better-maintained parking lots and garages, and more consistently applied streetscaping. Although there is a great connection to the Dow Diamond, there was a desire for better connections to nearby cultural amenities and commercial areas, such as Dow Gardens, non-motorized transportation, and visible gateway treatments to bring more people downtown.

Programming

Like the goals and objectives discussion, people favored the public events and programming by the DDA, stating that Downtown is lively, active and family-friendly, but noted a lack of staff may be preventing the DDA from doing more – including extending events into the fall and winter seasons. The Pedestrian Plaza and Larkin Beer Garden were praised, while the larger green spaces were noted as potential areas of activation – including offering more recreational programming. Art installations, festivals, and a farmers market are desired.

Economic Development

People lauded the support from the DDA and MDBA for local businesses and appreciated the existing diversity of businesses Downtown. Filling empty spaces through acquisition, land banking and promoting and incentivizing certain businesses such as grocers and entertainment venues to further diversify Downtown was a priority. Expanding uses – particularly residential – into the second and third floors of buildings was noted as well as encouraging more active ground-floor retail uses through longer hours and less office space.

Weekend Warmup “Table Talk”

Thursday, August 3, 2023 – 5PM – 7PM

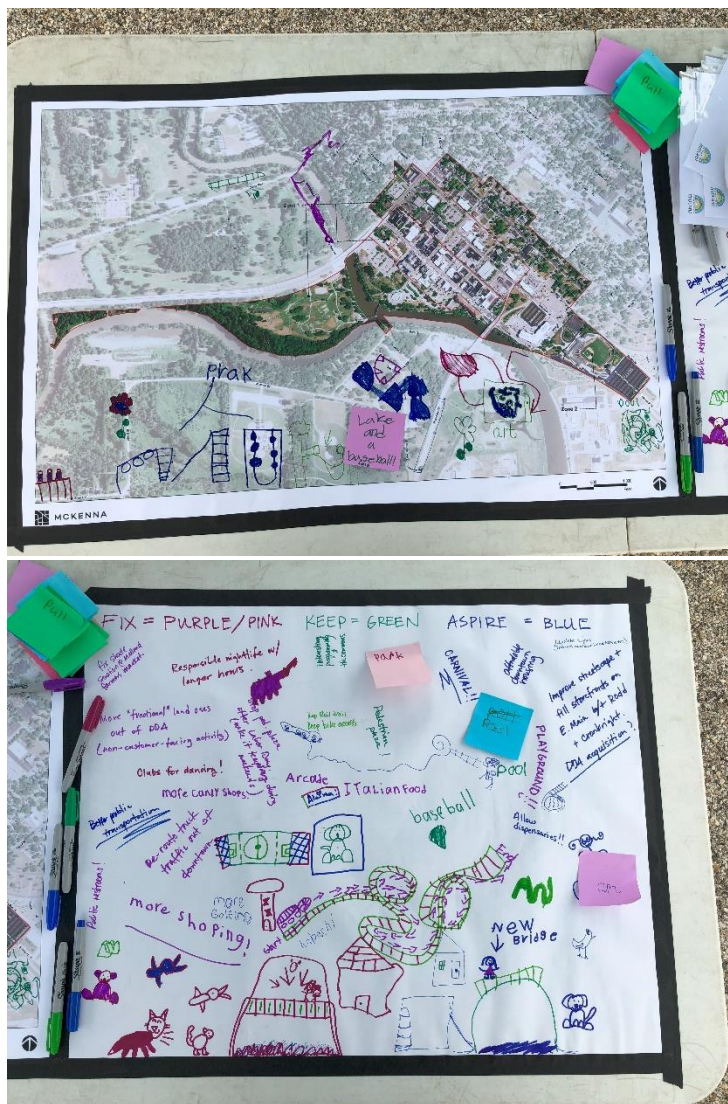
On Thursday, August 3rd, 2023, the Midland DDA team attended the Weekend Warmup event at Larking Beer Garden. The team set up a tent and engaged with participants of the event, asking participants to identify areas of Downtown to fix, keep, aspire. This was also supplemented with a tabletop map where participants could spatially identify areas of concern or areas they enjoyed.

The images to the right show the feedback received. It should be noted that several young children visited the table and drew what they would want to see Downtown. In addition to the young children, several young adults and older adults also visited and provided feedback, so the comments provided represent a large age range of individuals.

Regarding areas or aspects of Downtown that are working well, participants enjoy the Pedestrian Plaza, including the programming associated, as well as the rail trail and park facilities. These areas are public spaces that are working well and are an important consideration in the future of Midland’s Downtown.

When asked to identify areas that need fixing, participants indicated that they would like more restaurants, night life, shopping diversity, public restrooms, and less truck traffic. The City should consider the public desire for diversified hours and businesses when creating goals and planning for future economic development.

Regarding aspirations or visions for Downtown, participants indicated that updated signage would be helpful, better public transportation, affordable housing Downtown, improved streetscapes, and diversity of businesses should all be considered. The City should consider how it can help support existing businesses and attract new businesses that increase the restaurant/shopping/activity diversity of Downtown. The City should also consider how to improve the aesthetics and safety, particularly around vehicular and truck traffic, in Downtown.



Roundtables

August – September 2023

Roundtables are intended to elicit conversation around certain topics and allow for participants to voice feedback in a more personalized manner. Three roundtables were held throughout August, and September, each focusing on a different demographic that have a specific point-of-view and interest in Downtown Midland. Similar to the Weekend Warmup event, participants were asked to identify aspects that were working well, aspects that could be improved, and what their big idea or vision for Downtown is.

ROUNDTABLE #1 – SENIOR CITIZENS

On August 3, 2023, the Midland DDA team invited “Seasoned Citizen” (Individuals 65 years and older) to discuss their opinions on Downtown Midland and their vision for Downtown. The roundtable was attended by a small group of engaged Midland residents.

Participants indicated that they enjoy the current parks and riverfront, as well as the signage, weekend events, and pedestrian plaza. There were conversations regarding the one-way streets in and out of Midland, but the group did not have reach a consensus of whether one-way or two-way streets would be most appropriate.

Participants indicated that they would like more accessible and walkable streets. Additionally, accessible parking, public restrooms and drinking fountains, connections to Dow Gardens, and shopping diversity, such as retail, clothing, and pharmacy. Finally, participants indicated that they wanted to see streetscape improvements, such as fireplace management and visibility for Pedestrian Plaza events.

The vision participants came to included filling vacant storefronts and a movie theater, with a marquee. Participants also were concerned that seniors were being overlooked in the past and current planning processes.

Overall, participants of the “Seasoned Citizen” roundtable were concerned about accessibility, but also indicated they wanted Downtown Midland to be inclusive for all ages. These considerations should contribute to the goals and objectives, particularly around programming, maintenance, accessibility, and economic development. Additionally, ongoing senior outreach and feedback should be incorporated into future planning efforts.



ROUNDTABLE #2 – BUSINESS & PROPERTY OWNERS

On September 20, 2023, businesses and property owners were invited to the second roundtable. This roundtable was held as a hybrid with an in person and online option. The majority of participants joined online.

Participants indicated that they enjoy the current streetscape, mixed-use developments, and events, such as the Pedestrian Plaza.

Aspects that could be improved included: expanding business hours to include more evening and night hours, filling storefront vacancies, business diversity (convenience store, grocery store, movie theater, food trucks), public restrooms, expanding business and programming for more kid and teen activities, and improved wayfinding signage.

When asked about their vision for Downtown, participants indicated that they envision a recruitment committee, incubator spaces, indoor markets, event halls, a more permanent common area, increased security, business workshares, and organizational tools for businesses.

The main themes from the business and property owner roundtable was an investment in attracting and maintain more diverse businesses, as well as improving public spaces that encourage participation and thus increase business. These considerations and the relationship between the City and existing businesses should be assessed when determining future economic development goals for Downtown.

ROUNDTABLE #3 – RESIDENTS

On September 21, 2023, residents of Midland were invited to attend the third roundtable. This event was held online and, in the evening, to encourage residents to participate.

Participants enjoyed the events and the commons, parks and riverfront, and the aesthetics of Downtown. They also believed that the one-way streets worked and did not need to be changed.

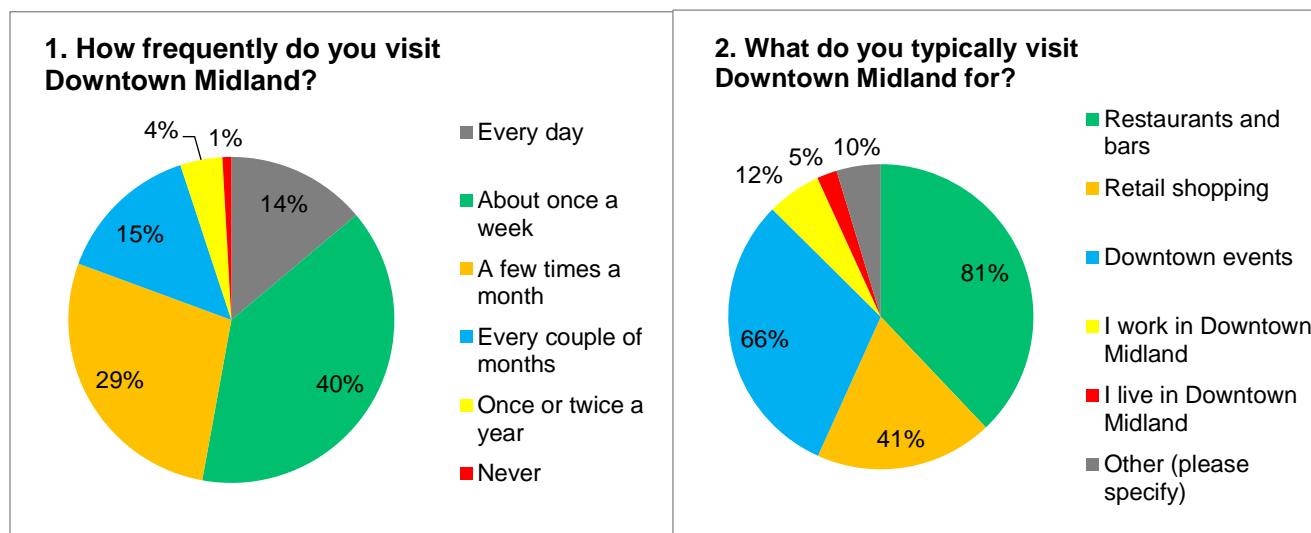
Residents indicated several areas that could be improved. Traffic and parking were common themes with respondents indicating wanting more signage and wayfinding to parking, access to on-street parking, and signals rather than stop signs. Another theme was accessibility with increased access to the Riverfront, public restrooms and, and assistance getting to and around Downtown. Economic development diversity in the types of business and hours was also stressed. Additionally, environmental aspects such as recycling and EV charging were identified as areas of improvement. Finally, event diversity and ensuring events are not limiting access to Downtown were considerations brought forward at this roundtable.

Residents shared their vision for Downtown, which included rerouting M-20 outside of Downtown, redevelopment of the riverfront, multigenerational and mixed-use housing, community gardens, and stronger gateway elements.

Overall, residents are concerned with programming and inclusivity in programming, as well as improving and maintaining public spaces and diversifying economic development opportunities.

Community Survey

June 16, 2023 – August 23, 2023



2. Other, please specify:

commons dog **Tridge** park **Walking** Visit Rail trail biking

3. Have you ever had an amazing idea on how to improve Downtown Midland? Let the City know!

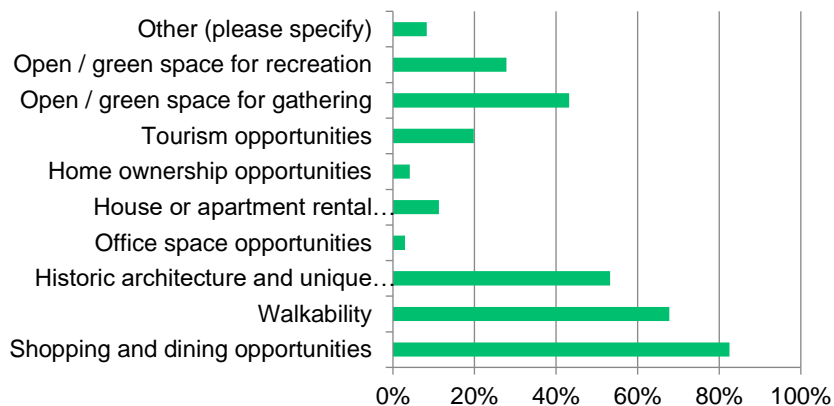
When asked how Midland could improve its DDA there was an overarching sentiment that many enjoyed the events, businesses, and atmosphere that was already provided, but there is also a desire for more. Many survey respondents indicated that they wished for more events in both the warm and winter months and that existing events would carry on later into the evenings. The same sentiment is true for the businesses, restaurants, and bars, as many survey respondents noted that they would like more of these businesses, but more specifically a greater variety of affordable and vibrant bars, restaurants, breweries, shops, and corner stores that have placemaking features such as outdoor dining or a view of the river. The desire for more placemaking features was consistent among survey takers, with features such as a food truck park, hammocks, seating, grills, rentable areas, street trees, water fountains, better bathrooms, pollinator and community gardens, street furniture, and water features being the most common themes. Many respondents also noted that they would like for the pedestrian plaza to be a permanent feature in Midland, and if not permanent, at least reoccurring during events or weekends.

Events that survey takers would like to see included comedy shows, musicians, karaoke, workshops, arts and crafts, and more local bands. Many noted their concern for the lack of businesses and events that catered toward teenagers and young adults and noted that possible attractions for that age group could include affordable shopping, ice cream shops, and an arcade.

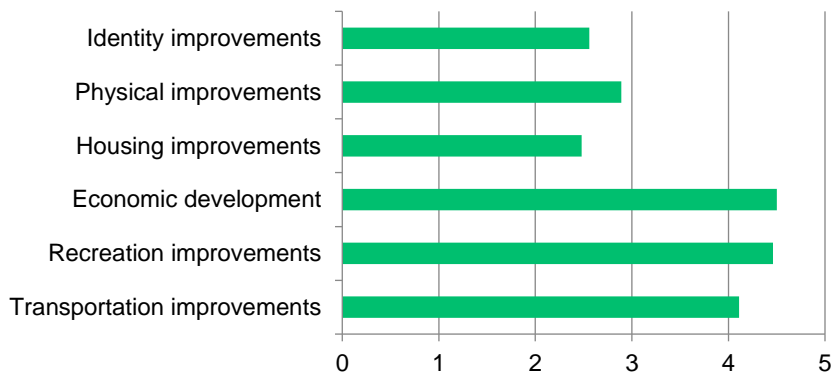
There were also concerns about the functions of the Midland DDA, as many noted their concern for the lack of accessibility for those who have disabilities, with specific concerns noting the lack of universally accessible and nearby parking, smoothness of the pavement, and lack of crosswalks. Other parking concerns noted the lack of employee-only and all-day parking spaces or passes along with EV parking. It was also noted that the parking garage's condition was concerning and that it is in need of maintenance. Others mentioned that they would like to access events and businesses via non-motorized transportation, especially through bike lanes and trail connections. Additionally, some responses suggested maps or wayfinding devices, as navigating the DDA is currently disorienting and stressful for them.

A lot of respondents noted their concerns related to economic development, especially when it comes to the number of empty storefronts. Some noted that this is because of high rents, saying there should be some kind of rent control, business incubators, subsidies for business owners, or incentives to occupy empty storefronts. Businesses and restaurants were also thought to be too expensive for many who wished to dine or shop. Many respondents also suggested that they would like to see businesses open later and during the holidays, noting that oftentimes they were closed when they would like to stop by. There were also some ideas that an anchor draw or branding would be beneficial, such as a well-known shop, pedal pubs, and advertising of Midland history.

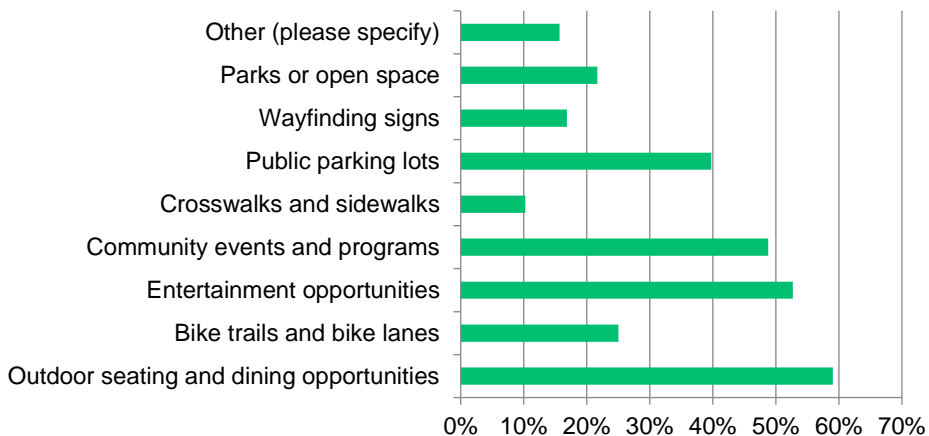
4. What do you think needs to be preserved in Downtown Midland? Check your top 3 elements to be preserved.



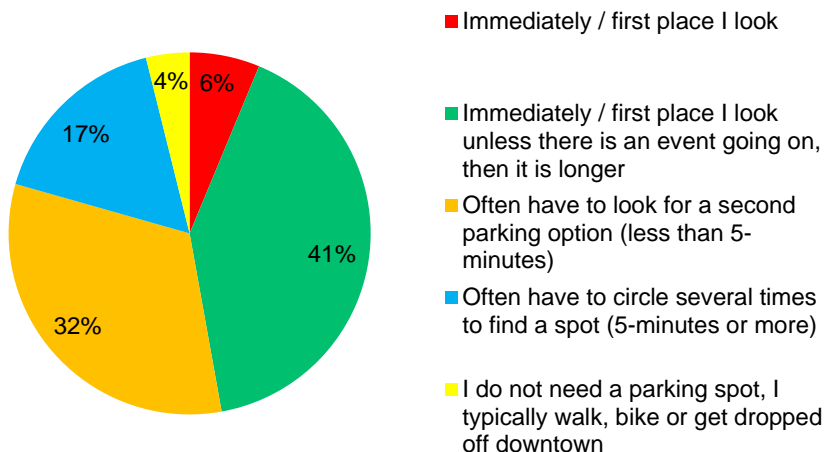
5. What do you think needs to be improved in Downtown Midland today?



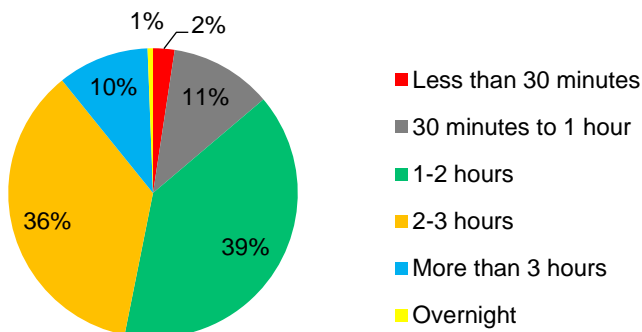
6. What do you think needs to be created in Downtown Midland today?



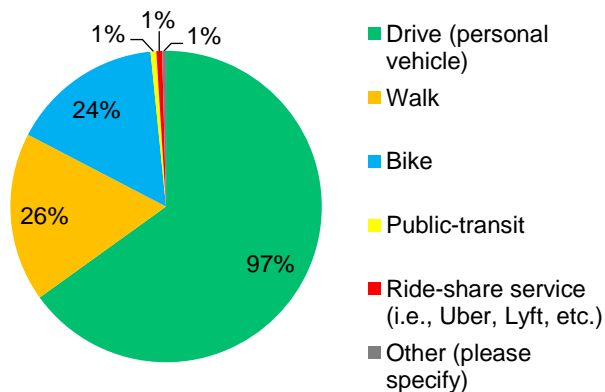
7. When visiting Downtown Midland (considering all months of the year), how long does it typically take to find a parking space?



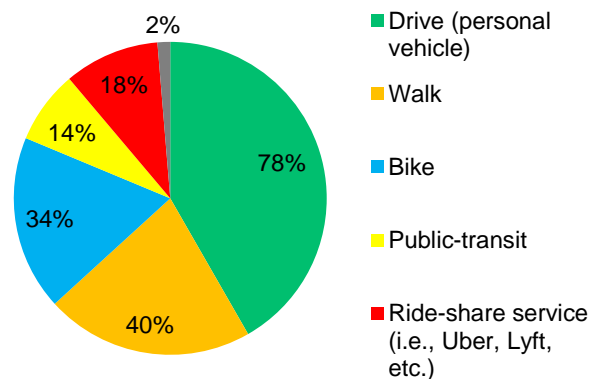
8. What's the average length of time you park on a typical visit to Downtown Midland?



9. What means of transportation do you currently use when visiting Downtown Midland?



10. What means of transportation would you like to use when visiting Downtown Midland?



11. What do you think should be the City's biggest priority for enhancing the downtown?

The prevailing sentiment throughout the written feedback was a desire for more dining and retail. Specifically, many comments mentioned the desire for more affordable dining options, less chain restaurants, and more diversity of food types. Many respondents also listed additional retail and shopping, with many comments mentioning the desire to see vacant storefronts and spaces revitalized and filled. Related comments also mentioned the desire for more nightlife, specifically the desire for more affordable bars. Additionally, entertainment was a consistent theme along with placemaking efforts such as more events, live music, and activities beyond shopping and dining. A secondary theme was to continue the events and entertainment that already occurs in the summer year-round.

Placemaking efforts were a strong theme throughout the feedback, with a variety of ideas offered. These included seating, shaded area, additional fireplaces, improved lighting and beautification such as flowers and murals, as well as of places for folks to gather, such as the expansion of the Commons. Public restrooms, historic preservation, and improved safety and waste management were also mentioned. Activities specifically focused on young adults and teenagers was also a recurring theme.

In terms of transportation, there were several comments voicing a desire for improved walkability and public transit or ride-sharing, as well as additional parking. There was some disagreement among respondents whether or not additional parking was truly a need, but further investigation about demand should be considered.

There were also comments made about land use, such as the desire to encourage mixed-use development and more affordable housing. To serve future residents and those who already live downtown, several respondents mentioned the need for a grocery store and convenience stores. Small business support and general economic development was also mentioned, with at least two respondents specifically mentioned making it more affordable to do business in Midland, which could help the City reach its goals of increasing the presence of small businesses and local restaurants.

Finally, there were several comments about increasing accessibility and handicap parking.

12. What programs / services / events do you suggest the DDA offer?

When asked about programming, events, and services, there were many respondents who felt that the DDA and City have already been doing a great job and want to see a continuation of existing programming. The most common response had to do with music – continuing the concert series that the City already does, as well as expanding it in some way. Folks stated that they would love to see more recognizable artists, more concerts in general, and several also shared an interest in Midland having a designated concert venue.

In addition to wanting the live music to expand, there were also comments about making music and other programming year-round. This was also a common theme in the responses to Question 11 and should be seriously considered by the City. Given that Midland is in a cold climate during the winter months, it is natural to focus on the summer for outdoor programming. However, many respondents indicated that they would still come to events in the winter and that installing additional fireplaces similar to the existing ones downtown would be a great asset.

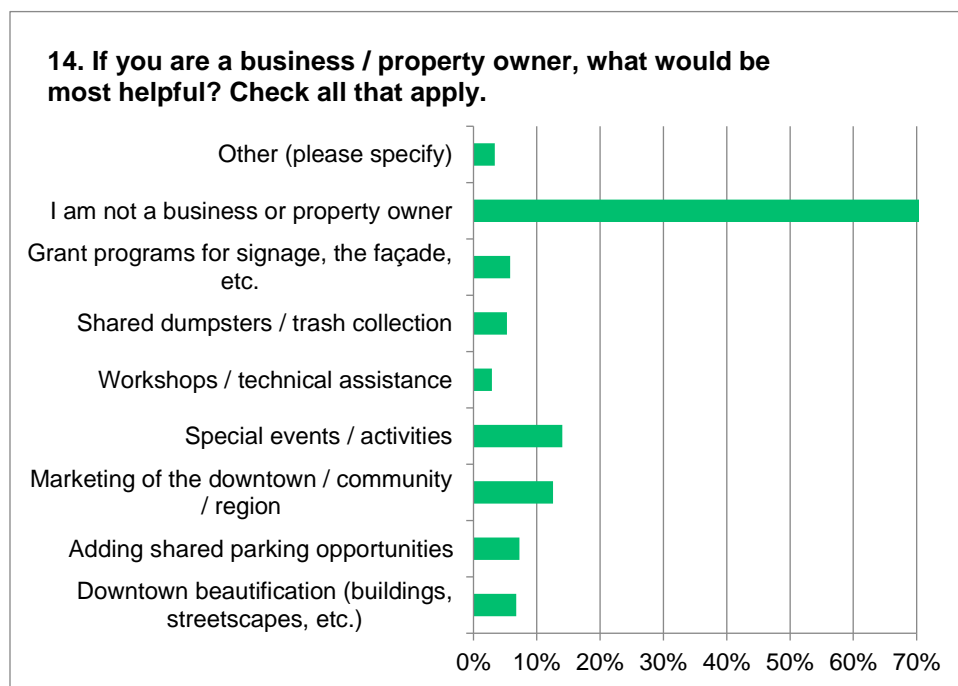
Many comments focused on specific age groups, expressing the desire to see more children's programming and specific events or programming for teens and young adults. While many events that Midland is already hosting may be open to all ages, the City should consider having specific programming geared towards the 13 to 20 year-old group. The desire for more programming for this group was brought up in both Questions 11 and 12, and this age group can be looked over if there are events or programs focused explicitly on children or adults.

There were also a number of ideas for events, such as art shows, food truck wars, comedy shows, hot chocolate or other beverage tasting festivals, fish fries or other food-based events, bicycle-oriented events, races, or other fitness events, movie nights, poetry nights, meet-ups for groups (moms, young-professionals, or the LGBTQ community), and more.

Other themes such as the desire for more public transit or rideshare availability, public restroom availability, utilization of the river, better advertising, and expanded hours were consistent in responses in both Questions 11 and 12. Lastly, there were several comments made about making downtown more dog friendly.

13. What uses do you wish were in Downtown Midland that are not there today?

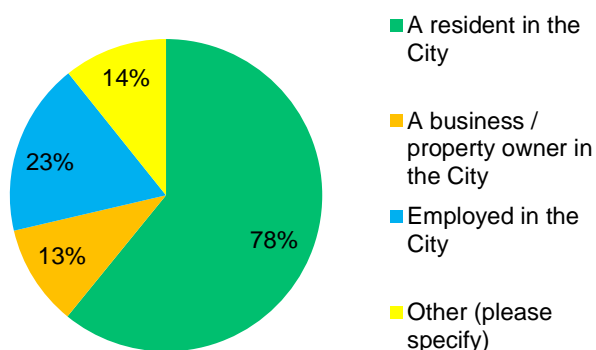
When asked what should be in Downtown Midland, many of the answers were reflective of those of Question 3. The overarching desires of survey respondents include affordable shopping and dining, non-motorized and public transportation (bike-lanes, ride sharing services, etc.), a greater variety of shops and dining (grocery stores, corner stores, markets, small retail), restrooms, additional green space, more events, and outdoor dining. Respondents also noted additional parking and EV infrastructure. Many also noted that they would like to see the riverfront be enhanced with riverside businesses, riverside tours, and non-motorized watercrafts (paddle boards, kayaks, canoes).



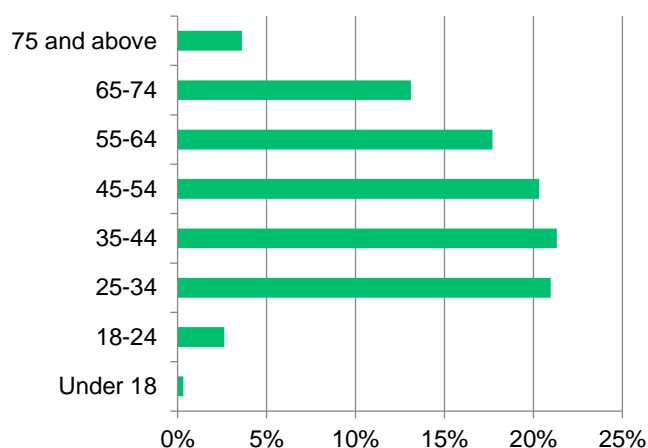
15. What does your business need help with to be more successful?

Of the 22 responses captured, there were a few themes that emerged including parking, marketing, incentives and events. Regarding parking, businesses owners indicated that they could use more parking and more handicap parking, as well as clearer parking signage. Another theme is marketing, and business owners indicated that improved marketing would help the business, as well as HR support and staff training. Business owners indicated that incentives for streetscape elements or grants for building facades and signage would help their business. Finally, respondents identified events as an important factor, although the opinion of the Pedestrian Plaza is not consistent. Some business owners feel that opening the street would be beneficial, while others feel it improves profitability when it is in place. Overall, more businesses owners feel that the Pedestrian Plaza, and other Downtown events, help their business.

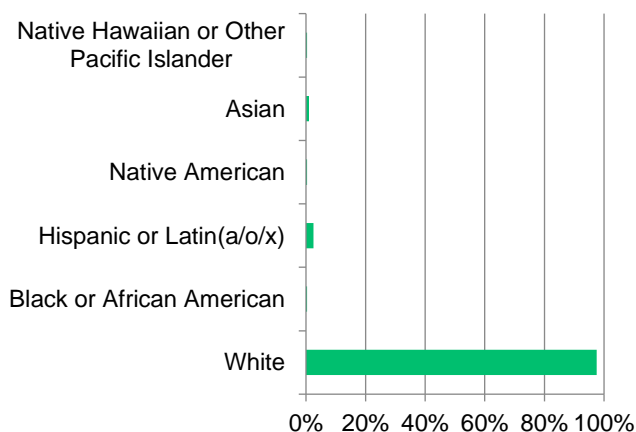
16. Check all that apply. I am:



17. What is your age range?



18. What is your race and/or ethnicity?



19. Optional: Share your email address below if you would like to receive updates on the progress of the Midland DDA/TIF Plan.

Omitted.

20. Please include any other thoughts you have regarding Downtown Midland.

The 83 comments captured offer a varied perspective on the area's development and atmosphere. Many residents express their satisfaction with the improvements in the Commons area and the availability of entertainment options. They enjoy the events, live music, and outdoor activities in the downtown area and express their fondness for the city's overall progress. On the flip side, some critiques and concerns are raised. These include the perceived lack of dining options and nightlife opportunities, often seen as high-priced. There are also concerns about the inability to purchase drinks during events in the Commons area and mixed opinions on parking and street layout changes. Traffic congestion and potential changes to Ashman and Rodd streets are points of concern, and residents in other parts of the city feel that downtown receives too many resources.

Suggestions for improvement include extending the hours for live music events, creating more family-friendly venues and businesses, and focusing on other areas in need of development. There is a desire for more retail options, affordable housing, and improved transportation. Safety and accessibility are also discussed, especially at night, with requests for more seating and better transportation options. Specific requests range from daytime events, permanent outdoor putt-putt golf, and outdoor fire pits to opinions on converting one-way streets to two-way streets and calls for more policing and traffic control. Overall, the comments reflect a diverse set of opinions and concerns, providing valuable input for the development and enhancement of Downtown Midland.

Adoption Documentation

Resolution of Adoption

[to be included]



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

ORDINANCE NO. 1905

ORDINANCE APPROVING AMENDMENTS TO THE TAX INCREMENT FINANCING PLAN AND DEVELOPMENT PLAN NO. 1 OF THE CITY OF MIDLAND DOWNTOWN DEVELOPMENT AUTHORITY

WHEREAS, the City of Midland Downtown Development Authority (the “Authority”) has previously prepared and approved a Tax Increment Financing Plan and Development Plan No. 1, as amended (the “Original Plan”), which was approved by the City Council (the “City Council”) of the City of Midland (the “City”) pursuant to Ordinance No. 1184, originally adopted on December 4, 1989; and

WHEREAS, the Authority has prepared and recommended for approval an amendment attached hereto as Exhibit A (the “Plan Amendments”) to the Original Plan; and

WHEREAS, the City Council held a public hearing on July 22, 2024, on the Plan Amendments pursuant to PA 57 of 2018, as amended (the “Act”).

NOW, THEREFORE, THE CITY OF MIDLAND ORDAINS:

1. Findings.

- a. The Original Plan as amended by the Plan Amendments meets the requirements set forth in the Act and the tax increment financing authority plan portion of the Original Plan as amended by the Plan Amendments meets the requirements set forth in the Act.
- b. The proposed method of financing the development is feasible and the Authority has the ability to arrange the financing.
- c. The development is reasonable and necessary to carry out the purposes of the Act.
- d. Any land included within the Development Area to be acquired is reasonably necessary to carry out the purposes of the Act.
- e. The Original Plan as amended by the Plan Amendments is in reasonable accord with the master plan of the City.
- f. Public services, such as fire and police protection and utilities, are or will be adequate to service the Development Area.
- g. Changes in zoning, streets, street levels, intersections, and utilities, to the extent required by the Amended Plan as amended by the Plan Amendments, are reasonably necessary for the Amended Plan as amended by the Plan Amendments and for the City.

2. Public Purpose. The City Council hereby determines that the Original Plan as amended by the Plan Amendments constitutes a public purpose.

3. Best Interest of the Public. The City Council hereby determines that it is in the best interests of the public to halt property value deterioration, increase property tax valuation, eliminate the causes of the deterioration in property values, and to promote growth in the Downtown District to proceed with the Original Plan as amended by the Plan Amendments.
4. Approval and Adoption of Plan Amendments. The Plan Amendments are hereby approved and adopted. A copy of the Original Plan, the Plan Amendments and all later amendments thereto shall be maintained on file in the City Clerk's office.
5. Amendment to Ordinances; Conflict and Severability. Ordinance Nos. 1184, 1231 and 1734 of the Original Plan, as amended, are hereby amended by this Ordinance. All ordinances, resolutions and orders or parts thereof in conflict with the provisions of this Ordinance are to the extent of such conflict hereby repealed, and each section of this Ordinance and each subdivision of any section thereof is hereby declared to be independent, and the finding or holding of any section or subdivision thereof to be invalid or void shall not be deemed or held to affect the validity of any other section or subdivision of this Ordinance.
6. Paragraph Headings. The paragraph headings in this Ordinance are furnished for convenience of reference only and shall not be considered to be a part of the Ordinance.
7. Publication and Recordation. This Ordinance shall be published in full promptly after its adoption in the Midland Daily News, a newspaper of general circulation in the City, qualified under State law to publish legal notices, and shall be recorded in the Ordinance Book of the City, which recording shall be authenticated by the signature of the City Clerk.
8. Effective Date. This Ordinance is hereby determined by the City Council to be immediately necessary for the interests of the City and shall be in full force and effect from and after its passage and publication as required by law.

Introduced and given first reading 11/11/2024

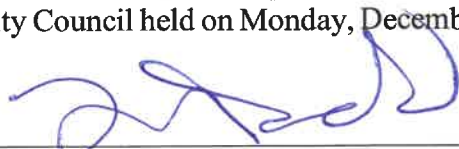
Given second reading and adopted on 12/10/2024

YEAS: Brown Wilhelm, Donker, Pasek, Soler, Wazbinski

NAYS: None

ABSENT: None

I, Lacey Todd, 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 an ordinance adopted by a 5/0 ye vote of all Councilmen present at a regular meeting of the City Council held on Monday, December 9, 2024.



Lacey Todd, City Clerk

Midland

2024

STRATEGIC PLAN

