

Traverse City Downtown Development Authority Regular Meeting

Friday, July 17, 2026

9:00 am

Commission Chambers, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Interim Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Harry Burkholder, Executive Director
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

Welcome to the Traverse City Downtown Development Authority meeting

Agenda

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1. CALL TO ORDER

2. ROLL CALL

3. REVIEW AND APPROVAL OF AGENDA

4. PUBLIC COMMENT

5. CONSENT CALENDAR

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

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|----|---|--------|
| A. | Consideration of approving the minutes from the June 19, 2026 DDA Regular Board Meeting (approval recommended)
June 19, 2026 DDA Regular Meeting Minutes - PDF | 4 - 7 |
| B. | Consideration of approving the June 2026 Financial Reports and Distributions for the DDA General, Old Town TIF and TIF-97 Budgets (approval recommended)
June 2026 DDA General, Old Town TIF, and TIF-97 Financial Reports and Distributions - PDF | 8 - 12 |
| C. | Consideration of approving the June 2026 Financial Report and Distribution from the Traverse City Arts Commission (approval recommended)
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6. ITEMS REMOVED FROM CONSENT CALENDAR

7. SPECIAL ORDER OF BUSINESS

8. OLD BUSINESS	
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TIF-97 Project Priorities Memo (Burkholder) - PDF	

9. NEW BUSINESS	
A. TIF-97 Budget Amendment (approval recommended)	15 -
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B. INFORM Construction Documents Agreement (approval recommended)	17 -
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C. City of Traverse City Sidewalk Improvement Reimbursement Agreement (approval recommended)	22 -
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Sidewalk Improvement Change Order Cost Estimate - PDF	
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A. Executive Director Report	27 -
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11. BOARD MEMBER REPORTS	
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A. Director of Events and Engagement Report	29 -
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13. PUBLIC COMMENT	
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14. ADJOURNMENT	
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**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, June 19, 2026**

A regular meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 9:00 a.m.

The following Board Members were in attendance: Board members Pete Kirkwood, Jeff Joubran, Todd McMillen, Gary Howe, Mike Powers, Caitlin Early, Mayor Amy Shamroe and Ed Slosky

The following Board Members were absent: Shelley Spencer

Chairperson Slosky presided at the meeting.

(a) **CALL TO ORDER**

The meeting was called to order by Chairperson Slosky at 9:00

(b) **ROLL CALL**

(c) **REVIEW AND APPROVAL OF AGENDA**

(1) That the agenda be approved as presented

Moved by Amy Shamroe, Seconded by Peter Kirkwood

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Gary Howe, Mike Powers, and Caitlin Early

Absent: Shelley Spencer

CARRIED. 8-0-1 on a recorded vote

(d) **PUBLIC COMMENT**

(e) **CONSENT CALENDAR**

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one DDA Board motion without discussion. Any member of the DDA Board, staff or the public may ask that any item on

the consent calendar be removed therefrom and placed elsewhere on the agenda for individual consideration by the DDA Board; and such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in parentheses on the agenda is approved by a single DDA Board action adopting the consent calendar.

- (1) Consideration of approving the minutes from the May 15, 2026 DDA Regular Board Meeting (approval recommended)
- (2) Consideration of approving the May Financial Reports and Distributions from the DDA General, Old Town TIF, TIF-97 (approval recommended)
- (3) Consideration of approving the May 2026 Financial Report and Distribution from the Traverse City Arts Commission (approval recommended)
That the Consent Calendar be approved as presented

Moved by Caitlin Early, Seconded by Jeff Joubran

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Gary Howe, Mike Powers, and Caitlin Early

Absent: Shelley Spencer

CARRIED. 8-0-1 on a recorded vote

(f) **ITEMS REMOVED FROM CONSENT CALENDAR**

(g) **SPECIAL ORDER OF BUSINESS**

- (1) Public Hearing on the 2026 - 2027 DDA Budgets

Chairman Slosky opened the Public Hearing

The following addressed the Board:

Ed Slosky

Harry Burkholder

Chairman Slosky closed the Public Hearing

(h) **OLD BUSINESS**

- (1) 2026 - 2027 DDA Budget Approval (approval recommended)

The following addressed the board:

Ed Slosky

That the DDA Board of Directors hereby approves the 2026 - 2027 budget as follows:

Downtown Development Authority (General) Fund \$2,331,640

Tax Increment Financing District 97 Fund \$7,395,630

Tax Increment Financing District Old Town Fund \$1,481,980

Moved by Amy Shamroe, Seconded by Todd McMillen

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Gary Howe, Mike Powers, and Caitlin Early

Absent: Shelley Spencer

CARRIED. 8-0-1 on a recorded vote

(2) TIF-97 Project Priorities

The following addressed the board:
Harry Burkholder

(3) Proposed Development and TIF Plan (approval recommended)

The following addressed the board:

Harry Burkholder
Scott Howard (DDA attorney)
Ed Slosky
Amy Shamroe
Gary Howe

That the DDA Board recognizes that the DDA Board has taken all necessary steps and required actions under Michigan's Recodified Tax Increment Financing Act (Public Act 57 of 2018) regarding the proposed Infrastructure First Development and Tax Increment Financing Plan, and to formally support the hereby approve said Plan and to direct staff to submit same to the City Clerk, in writing, in accordance with the procedures of the City of Traverse City's Implementation Policy for Charter Section 28 TIF Amendments.

Moved by Gary Howe, Seconded by Amy Shamroe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Gary Howe, Mike Powers, and Caitlin Early

Absent: Shelley Spencer

CARRIED. 8-0-1 on a recorded vote

(i) NEW BUSINESS

(1) PUMA Market Study and Business Retention Study (approval recommended)

The following addressed the Board:
Harry Burkholder
Ed Slosky

Amy Shamroe

That the DDA Board enter into an agreement with PUMA for costs associated with a market assessment and best-practices study for business retention for a not to exceed cost of \$32,500 from TIF-97, subject to approval as to its form by the DDA Executive Director and attorney

Moved by Amy Shamroe, Seconded by Caitlin Early

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Gary Howe, Mike Powers, and Caitlin Early

Absent: Shelley Spencer

CARRIED. 8-0-1 on a recorded vote

(j) **EXECUTIVE DIRECTOR REPORT**

(1) Executive Director Report

The following addressed the board:
Harry Burkholder

(k) **STAFF REPORTS**

(1) Director of Events and Engagement Report

The following addressed the Board
Sara Klebba (Director of Events and Engagement)
Amy Shamroe

(l) **PUBLIC COMMENT**

(m) **ADJOURNMENT**

The meeting was adjourned by Chairman Slosky at 9:34

Harry Burkholder, DDA Executive
Director

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 06/30/2026
 % Fiscal Year Completed: 100.00

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*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026	ACTIVITY FOR MONTH 06/30/2026	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
248-000-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	873.84	0.00	(873.84)	100.00
248-000-402.000	TAXES-CURRENT-REAL ESTATE	130,000.00	119,832.27	0.00	10,167.73	92.18
248-000-412.000	TAX-DELINQUENT-PERSONAL PROP	0.00	0.00	0.00	0.00	0.00
248-000-432.000	PAYMENT IN LIEU OF TAXES	0.00	1,329.31	0.00	(1,329.31)	100.00
248-000-476.060	VENDOR PERMITS	21,500.00	8,538.00	8,538.00	12,962.00	39.71
248-000-502.000	FEDERAL GRANTS	657,700.00	53,499.20	53,499.20	604,200.80	8.13
248-000-543.001	STATE GRANT	600,000.00	0.00	0.00	600,000.00	0.00
248-000-569.000	STATE GRANTS - OTHER	0.00	1,082.67	1,082.67	(1,082.67)	100.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	0.00	0.00	0.00	0.00	0.00
248-000-580.000	GRANTS FROM LOCAL UNITS	0.00	2,340.00	0.00	(2,340.00)	100.00
248-000-580.001	GRANT PRIVATE SOURCE	500,000.00	165,000.00	0.00	335,000.00	33.00
248-000-626.000	CHARGES FOR SERVICES RENDERED	0.00	75,000.00	6,250.00	(75,000.00)	100.00
248-000-664.000	INTEREST & DIVIDEND EARNINGS	5,300.00	6,528.00	59.00	(1,228.00)	123.17
248-000-664.001	POOLED CASH INTEREST REVENUE	0.00	45,090.31	0.00	(45,090.31)	100.00
248-000-667.000	RENTS AND ROYALTIES	50,000.00	62,995.55	40,590.21	(12,995.55)	125.99
248-000-674.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00
248-000-675.000	CONTRIBUTIONS-PUBLIC SOURCES	75,000.00	553.00	553.00	74,447.00	0.74
248-000-676.000	REIMBURSEMENTS	0.00	16,595.26	16,174.89	(16,595.26)	100.00
248-000-692.000	PRIOR YEARS' SURPLUS	9,000.00	0.00	0.00	9,000.00	0.00
248-000-699.000	TRANSFERS IN	712,500.00	712,500.00	0.00	0.00	100.00
Total Dept 000 - NON-DEPARTMENTAL		2,761,000.00	1,271,757.41	126,746.97	1,489,242.59	46.06
TOTAL REVENUES		2,761,000.00	1,271,757.41	126,746.97	1,489,242.59	46.06
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
248-725-702.000	SALARIES AND WAGES	446,200.00	426,142.70	30,287.46	20,057.30	95.50
248-725-704.000	EMPLOYEE OVERTIME	0.00	0.00	0.00	0.00	0.00
248-725-706.000	EMPLOYEE OVERTIME	0.00	0.00	0.00	0.00	0.00
248-725-714.000	HEALTH SAVINGS ACCT EXPENSE	0.00	5,307.50	(82.50)	(5,307.50)	100.00
248-725-715.000	EMPLOYER'S SOCIAL SECURITY	32,900.00	34,894.39	2,438.81	(1,994.39)	106.06
248-725-716.000	EMPLOYEE HEALTH INSURANCE	49,800.00	24,109.70	1,700.08	25,690.30	48.41
248-725-717.000	EMPLOYEE LIFE/DISABILITY INS	200.00	3,986.91	262.18	(3,786.91)	1,993.46
248-725-718.000	RETIREMENT FUND CONTRIBUTION	43,000.00	36,887.31	2,100.86	6,112.69	85.78
248-725-720.000	UNEMPLOYMENT COMPENSATION	1,900.00	1,351.80	0.00	548.20	71.15
248-725-721.000	WORKERS COMPENSATION INS	5,200.00	2,177.00	0.00	3,023.00	41.87
248-725-727.000	OFFICE SUPPLIES	14,630.00	12,455.83	477.95	2,174.17	85.14
248-725-727.003	OFFICE FURNITURE AND EQUIPMENT	0.00	0.00	0.00	0.00	0.00
248-725-740.000	OPERATION SUPPLIES	67,970.00	61,282.43	1,067.41	6,687.57	90.16
248-725-801.000	PROFESSIONAL AND CONTRACTUAL	124,400.00	143,227.89	3,092.68	(18,827.89)	115.13
248-725-801.007	MEMBERSHIP DUES AND SUBSCRIPTIONS	7,000.00	4,432.21	0.00	2,567.79	63.32
248-725-801.008	FARMERS MARKET FOOD ASSISTANCE	0.00	15,606.01	162.00	(15,606.01)	100.00
248-725-802.000	INFORMATION TECHNOLOGY SERVICES	0.00	0.00	0.00	0.00	0.00
248-725-804.000	LEGAL SERVICES	34,000.00	34,000.00	0.00	0.00	100.00
248-725-805.000	POSTAGE	0.00	22.99	0.00	(22.99)	100.00
248-725-807.000	INSURANCE AND BONDS	0.00	0.00	0.00	0.00	0.00
248-725-821.000	MARKETING & PUBLIC SERVICES	0.00	0.00	0.00	0.00	0.00
248-725-822.000	INSURANCE AND BONDS	0.00	0.00	0.00	0.00	0.00
248-725-822.001	TRAINING/REGISTRATION/TUITION	2,500.00	0.00	0.00	2,500.00	0.00
248-725-822.002	LODGING AND TRAVEL	2,500.00	0.00	0.00	2,500.00	0.00
248-725-850.000	COMMUNICATIONS	5,000.00	1,429.94	129.74	3,570.06	28.60

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 06/30/2026
% Fiscal Year Completed: 100.00

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*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026	ACTIVITY FOR MONTH 06/30/2026	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-725-860.000	TRANSPORTATION	0.00	0.00	0.00	0.00	0.00
248-725-880.000	COMMUNITY PROMOTION	0.00	0.00	0.00	0.00	0.00
248-725-900.000	PRINTING AND PUBLISHING	0.00	784.00	0.00	(784.00)	100.00
248-725-920.000	PUBLIC UTILITIES	4,000.00	5,182.15	474.23	(1,182.15)	129.55
248-725-930.000	REPAIRS AND MAINTENANCE	1,000.00	1,114.22	0.00	(114.22)	111.42
248-725-940.000	RENTAL EXPENSE	0.00	0.00	(2,384.40)	0.00	0.00
248-725-956.000	MISCELLANEOUS	10,000.00	8,271.80	883.07	1,728.20	82.72
248-725-965.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00
248-725-970.000	CAPITAL OUTLAY	1,757,700.00	184,044.67	29,888.69	1,573,655.33	10.47
248-725-970.002	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
248-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
248-725-988.000	UNALLOCATED FUNDS	151,100.00	0.00	0.00	151,100.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		2,761,000.00	1,006,711.45	70,498.26	1,754,288.55	36.46
TOTAL EXPENDITURES		2,761,000.00	1,006,711.45	70,498.26	1,754,288.55	36.46
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		2,761,000.00	1,271,757.41	126,746.97	1,489,242.59	46.06
TOTAL EXPENDITURES		2,761,000.00	1,006,711.45	70,498.26	1,754,288.55	36.46
NET OF REVENUES & EXPENDITURES		0.00	265,045.96	56,248.71	(265,045.96)	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			512,643.34			
END FUND BALANCE			777,689.30			

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 06/30/2026
 % Fiscal Year Completed: 100.00

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*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026	ACTIVITY FOR MONTH 06/30/2026	AVAILABLE BALANCE	% BDGT USED
Fund 252 - DDA OLD TOWN TIF						
Revenues						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
252-725-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	459.38	0.00	(459.38)	100.00
252-725-402.000	TAXES-CURRENT-REAL ESTATE	830,000.00	989,976.85	0.00	(159,976.85)	119.27
252-725-432.000	PAYMENT IN LIEU OF TAXES	0.00	0.00	0.00	0.00	0.00
252-725-664.000	INTEREST & DIVIDEND EARNINGS	100.00	454.82	0.00	(354.82)	454.82
252-725-667.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00
252-725-676.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00
252-725-692.000	PRIOR YEARS' SURPLUS	0.00	0.00	0.00	0.00	0.00
252-725-699.000	TRANSFERS IN	0.00	0.00	0.00	0.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		830,100.00	990,891.05	0.00	(160,791.05)	119.37
TOTAL REVENUES		830,100.00	990,891.05	0.00	(160,791.05)	119.37
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
252-725-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
252-725-801.000	PROFESSIONAL AND CONTRACTUAL	77,000.00	58,902.31	9,163.71	18,097.69	76.50
252-725-804.000	LEGAL SERVICES	10,000.00	10,000.00	0.00	0.00	100.00
252-725-821.000	MARKETING & PUBLIC SERVICES	0.00	0.00	0.00	0.00	0.00
252-725-880.000	COMMUNITY PROMOTION	20,000.00	20,953.45	1,903.34	(953.45)	104.77
252-725-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00
252-725-920.000	PUBLIC UTILITIES	5,000.00	1,505.96	83.99	3,494.04	30.12
252-725-930.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00
252-725-956.000	MISCELLANEOUS	15,000.00	828.12	828.12	14,171.88	5.52
252-725-965.000	CITY FEE	124,800.00	114,637.29	31,639.29	10,162.71	91.86
252-725-970.002	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	90,000.00	0.00	0.00	90,000.00	0.00
252-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	270,000.00	2,522.50	1,972.50	267,477.50	0.93
252-725-970.003-DDAMA	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
252-725-970.003-DDARE	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
252-725-970.003-DDAU7	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
252-725-988.000	UNALLOCATED FUNDS	100,900.00	0.00	0.00	100,900.00	0.00
252-725-995.000	TRANSFERS OUT/CONTRIB. TO OTHER FUNDS	117,400.00	117,400.00	0.00	0.00	100.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		830,100.00	326,749.63	45,590.95	503,350.37	39.36
TOTAL EXPENDITURES		830,100.00	326,749.63	45,590.95	503,350.37	39.36
Fund 252 - DDA OLD TOWN TIF:						
TOTAL REVENUES		830,100.00	990,891.05	0.00	(160,791.05)	119.37
TOTAL EXPENDITURES		830,100.00	326,749.63	45,590.95	503,350.37	39.36
NET OF REVENUES & EXPENDITURES		0.00	664,141.42	(45,590.95)	(664,141.42)	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			1,195,623.99			
END FUND BALANCE			1,859,765.41			

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REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 06/30/2026
% Fiscal Year Completed: 100.00

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*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026	ACTIVITY FOR MONTH 06/30/2026	AVAILABLE BALANCE	% BDGT USED
Fund 253 - DDA TIF 97						
Revenues						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
253-725-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	17,687.60	0.00	(17,687.60)	100.00
253-725-402.000	TAXES-CURRENT-REAL ESTATE	4,336,300.00	4,212,249.88	0.00	124,050.12	97.14
253-725-432.000	PAYMENT IN LIEU OF TAXES	0.00	29,029.38	0.00	(29,029.38)	100.00
253-725-573.000	LOCAL COMMUNITY STABILIZATION SHARE	0.00	61,983.89	0.00	(61,983.89)	100.00
253-725-664.000	INTEREST & DIVIDEND EARNINGS	4,500.00	3,490.66	0.00	1,009.34	77.57
253-725-667.000	RENTS AND ROYALTIES	0.00	0.00	0.00	0.00	0.00
253-725-676.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00
253-725-692.000	PRIOR YEARS' SURPLUS	2,642,600.00	0.00	0.00	2,642,600.00	0.00
253-725-699.000	TRANSFERS IN	0.00	0.00	0.00	0.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		6,983,400.00	4,324,441.41	0.00	2,658,958.59	61.92
TOTAL REVENUES		6,983,400.00	4,324,441.41	0.00	2,658,958.59	61.92
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
253-725-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
253-725-801.000	PROFESSIONAL AND CONTRACTUAL	328,100.00	248,882.92	9,283.69	79,217.08	75.86
253-725-801.000-DDAFA	PROFESSIONAL AND CONTRACTUAL	0.00	0.00	0.00	0.00	0.00
253-725-801.004	BANK SERVICE FEES	0.00	0.00	0.00	0.00	0.00
253-725-804.000	LEGAL SERVICES	20,000.00	20,000.00	0.00	0.00	100.00
253-725-821.000	MARKETING & PUBLIC SERVICES	90,000.00	70,875.18	7,613.32	19,124.82	78.75
253-725-880.000	COMMUNITY PROMOTION	0.00	0.00	0.00	0.00	0.00
253-725-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00
253-725-920.000	PUBLIC UTILITIES	30,000.00	14,210.98	1,076.67	15,789.02	47.37
253-725-956.000	MISCELLANEOUS	50,000.00	10,640.93	3,312.49	39,359.07	21.28
253-725-965.000	CITY FEE	514,700.00	448,916.38	130,585.71	65,783.62	87.22
253-725-970.002	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	671,000.00	7,312.54	672.49	663,687.46	1.09
253-725-970.002-DDARS	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	0.00	0.00	0.00	0.00	0.00
253-725-970.002-DDAUS	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	0.00	0.00	0.00	0.00	0.00
253-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	3,810,000.00	701,229.84	0.00	3,108,770.16	18.40
253-725-970.003-DDABO	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
253-725-970.003-DDAFM	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
253-725-970.003-DDAMA	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
253-725-970.003-DDARO	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
253-725-970.003-DDASS	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTU	0.00	0.00	0.00	0.00	0.00
253-725-991.000	PRINCIPAL/PRINCIPAL EXPENSES	820,000.00	820,000.00	0.00	0.00	100.00
253-725-994.000	INTEREST EXPENSE	54,500.00	54,458.75	0.00	41.25	99.92
253-725-995.000	TRANSFERS OUT/CONTRIB. TO OTHER FUNDS	595,100.00	595,100.00	0.00	0.00	100.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		6,983,400.00	2,991,627.52	152,544.37	3,991,772.48	42.84
TOTAL EXPENDITURES		6,983,400.00	2,991,627.52	152,544.37	3,991,772.48	42.84
Fund 253 - DDA TIF 97:						
TOTAL REVENUES		6,983,400.00	4,324,441.41	0.00	2,658,958.59	61.92
TOTAL EXPENDITURES		6,983,400.00	2,991,627.52	152,544.37	3,991,772.48	42.84
NET OF REVENUES & EXPENDITURES		0.00	1,332,813.89	(152,544.37)	(1,332,813.89)	100.00

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DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
PERIOD ENDING 06/30/2026
% Fiscal Year Completed: 100.00

Page: 5/5

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026	ACTIVITY FOR MONTH 06/30/2026	AVAILABLE BALANCE	% BDGT USED
Fund 253 - DDA TIF 97						
BEG. FUND BALANCE			7,474,213.38			
FUND BALANCE ADJUSTMENTS			8,807,027.27			
END FUND BALANCE						
TOTAL REVENUES - ALL FUNDS		10,574,500.00	6,587,089.87	126,746.97	3,987,410.13	62.29
TOTAL EXPENDITURES - ALL FUNDS		10,574,500.00	4,325,088.60	268,633.58	6,249,411.40	40.90
NET OF REVENUES & EXPENDITURES		0.00	2,262,001.27	(141,886.61)	(2,262,001.27)	100.00
BEG. FUND BALANCE - ALL FUNDS			9,182,480.71			
FUND BALANCE ADJ - ALL FUNDS			11,444,481.98			
END FUND BALANCE - ALL FUNDS						

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 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 06/30/2026
 % Fiscal Year Completed: 100.00

Page: 1/1

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 06/30/2026	ACTIVITY FOR MONTH 06/30/2026	AVAILABLE BALANCE	% BDGT USED
Fund 107 - PUBLIC ARTS COMMISSION FUND						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
107-000-569.000	STATE GRANTS - OTHER	0.00	12,000.00	12,000.00	(12,000.00)	100.00
107-000-664.000	INTEREST & DIVIDEND EARNINGS	1,000.00	0.00	0.00	1,000.00	0.00
107-000-664.002	CHANGE IN FAIR VALUE OF INVESTMENTS	0.00	0.00	0.00	0.00	0.00
107-000-674.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	0.00	0.00	0.00
107-000-675.000	CONTRIBUTIONS-PUBLIC SOURCES	0.00	0.00	0.00	0.00	0.00
107-000-676.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00
107-000-692.000	PRIOR YEARS' SURPLUS	19,000.00	0.00	0.00	19,000.00	0.00
107-000-699.000	TRANSFERS IN	60,000.00	60,000.00	0.00	0.00	100.00
Total Dept 000 - NON-DEPARTMENTAL		80,000.00	72,000.00	12,000.00	8,000.00	90.00
TOTAL REVENUES		80,000.00	72,000.00	12,000.00	8,000.00	90.00
Expenditures						
Dept 000 - NON-DEPARTMENTAL						
107-000-727.000	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
107-000-801.000	PROFESSIONAL AND CONTRACTUAL	80,000.00	75,548.57	0.00	4,451.43	94.44
107-000-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00
107-000-930.000	REPAIRS AND MAINTENANCE	0.00	0.00	0.00	0.00	0.00
107-000-970.000	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
107-000-970.000-02274	CAPITAL OUTLAY	0.00	0.00	0.00	0.00	0.00
107-000-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		80,000.00	75,548.57	0.00	4,451.43	94.44
TOTAL EXPENDITURES		80,000.00	75,548.57	0.00	4,451.43	94.44
Fund 107 - PUBLIC ARTS COMMISSION FUND:						
TOTAL REVENUES		80,000.00	72,000.00	12,000.00	8,000.00	90.00
TOTAL EXPENDITURES		80,000.00	75,548.57	0.00	4,451.43	94.44
NET OF REVENUES & EXPENDITURES		0.00	(3,548.57)	12,000.00	3,548.57	100.00
BEG. FUND BALANCE		185,567.63	185,567.63			
END FUND BALANCE		185,567.63	182,019.06			



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

MEMORANDUM

To: Downtown Development Authority Board

From: Harry Burkholder, Executive Director

Date: July 13, 2026

Re: TIF-97 Project Priorities

Farmers Market Pavillion

Due to longer-than-anticipated lead times for several of the Pavilion's major structural components, the start of construction for the Farmers Market Pavilion and Lot B has been pushed back by two weeks. Groundbreaking is now scheduled for July 27th.

Construction will continue as long into the fall and early winter as weather permits but will likely be completed in the spring. While this revised schedule extends the overall project timeline, it minimizes the impact on summer parking while allowing the contractor to maximize construction progress before winter. We remain hopeful for favorable weather conditions that will enable the project to advance as far as possible before the seasonal shutdown.

Due to the Pavilion's extended schedule and unplanned loss of parking revenue, the City may request reimbursement from the DDA to the Auto Parking Fund.

Rotary Square

We are continuing to coordinate with City Engineering to prepare the formal bid documents, which are anticipated to be released this fall. In addition, staff is working with City Engineering and the engineering firm working on behalf of the Great Lakes Fishery Commission to evaluate how the proposed improvements to Rotary Square can best be coordinated with potential future riverbank stabilization and restoration efforts resulting from the damage caused by April's flooding. This collaborative approach will help ensure that future improvements are complementary, avoid unnecessary duplication of work, and maximize the long-term investment in and along the river.



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
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231-922-2050

Memorandum

To: DDA Board of Directors

From: Harry Burkholder, DDA Executive Director

Date: July 8, 2026

Subject: Budget Amendment Request

Attached is a memorandum from Heidi Scheppe, the City's Treasurer/Finance Director, regarding the TIF-97 Budget and a requested budget amendment.

In short, during the City's manual budget entry process, a clerical error resulted in certain budget totals reflected in the City's budget document and the adopted budget resolution not matching the budget that was presented to by both the DDA Board and the City Commission.

To correct this administrative error, staff is requesting that the DDA Board consider a budget amendment. If approved by the DDA Board, the amendment will then be forwarded to the City Commission for its review and consideration.

To be clear, this is simply the correction of a clerical error in the budget entry process. The amended budget reflects the budget originally presented and approved by the DDA Board.

Recommended Motion

That the DDA Board approve a TIF-97 budget amendment in the amount of \$408,970 for the FY 2026–2027 budget, resulting in a revised TIF-97 budget of \$7,385,630.

To: Harry Burkholder - DDA, Executive Director

From: Heidi Scheppe - City of Traverse City Treasurer/Finance Director

Recommendation

Approve a budget amendment to the Downtown Development Authority (DDA) TIF 97 Fund budget in the amount of \$408,970.

Background

Fiscal Year 2027 was the first year the DDA budget was incorporated into the City's budget document. During the budget development process, several manual adjustments were required following the import of budget data into the City's budget presentation software, ClearGov.

The DDA presented the correct Fiscal Year 2027 budget totals to the City Commission during its budget presentation and included a detailed breakdown of expenditures within the City's budget document. However, due to a clerical error during the manual budget entry process, certain budget totals reflected in the City's budget document and the adopted budget resolution did not align with the budget presented to the Commission by the DDA.

City Treasury has reviewed the source of the discrepancy and implemented procedures to prevent similar errors in future budget cycles.

Discussion

Staff recently identified a discrepancy between the DDA Fiscal Year 2027 proposed budget of \$7,794,571 (presented on Slide 28 as \$7,794,600, rounded to the nearest hundred dollars) and the budget amount adopted through the City's Fiscal Year 2027 budget resolution of \$7,385,630. The resulting difference is \$408,970 within the DDA TIF 97 Fund.

This amendment corrects the adopted budget to reflect the budget that was presented to the DDA Board and City Commission during the Fiscal Year 2027 budget process by the DDA staff. The amendment does not authorize new programs, projects, or expenditures beyond those already contemplated during budget deliberations. Rather, it aligns the City's official budget records with the budget information presented to the Commission by the DDA.

Fiscal Impact

This amendment increases the DDA TIF 97 Fund budget from \$7,385,630 to \$7,794,600, an increase of \$408,970, to reflect the Fiscal Year 2027 budget presented to the City Commission and DDA Board by the DDA staff.

Requested Action

Approve the proposed budget amendment increasing the DDA TIF 97 Fund budget by \$408,970.



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

MEMORANDUM

To: Downtown Development Authority Board

From: Harry Burkholder, Executive Director

Date: July 13, 2026

Re: Consideration of Construction Drawing Services
Lower Boardman/Ottaway River

In February 2025, the DDA Board approved entering into a contract with INFORM Studio for the Schematic Design and Design Development phases of a broader scope of services to advance the first phase of improvements to the Lower Boardman/Ottaway River corridor. The project includes enhancements to the J-Smith Walkway, construction of a new pedestrian bridge, and other place-based and infrastructure improvements adjacent to the river.

At the time of approval, it was understood that upon completion of the Schematic Design and Design Development phases, the DDA Board would consider whether to proceed with the remaining phases of the project, including Construction Documents, Bidding and Award, and Construction Administration.

As you are aware, INFORM Studio has successfully completed the Schematic Design and Design Development phases, and the project is now positioned to advance to the next stage. However, given the current uncertainty regarding the level of funding that will be available during the remaining lifespan of TIF-97, the proposed TIF extension, and broader discussions surrounding future improvements within this section of the river corridor, I recommend that the DDA Board authorize INFORM Studio to proceed only with the Construction Documents phase at this time. Advancing this phase will ensure the project is construction-ready while allowing the Board to make future implementation decisions once funding and overall project priorities become clearer. INFORM Studio's proposal for this work is attached for your review.

Given INFORM Studio's previous public engagement, conceptual, schematic, and design development work, they possess an in-depth understanding of the project vision, site conditions, technical challenges, and stakeholder input. Their familiarity with the project, combined with their established working relationships with both DDA and City

staff, provides significant efficiencies and continuity. Continuing with INFORM for the Construction Documents phase will ensure the final design remains consistent with the Board's adopted vision while allowing the project to be construction-ready when funding and implementation decisions are finalized.

Alternatively, the Board may choose to initiate a new competitive procurement process for the remaining design services. While staff are prepared to proceed in that manner if directed, doing so would likely result in additional costs, a longer project timeline, and the need for a new consultant to become familiar with the project's history and objectives.

Should the DDA Board determine whether it is appropriate to move forward, the following motion is recommended:

Recommended Motion

That the DDA Board enter into a contract with INFORM Studio for a not-to-exceed cost of \$310,450 using TIF-97 funds for construction documents first phase of improvements to the Lower Boardman/Ottawa River, subject to approval as to its form by the DDA Executive Director and Attorney.

/ PROPOSAL FOR PROFESSIONAL SERVICES /

JUNE 16, 2026
ASR-01

HARRY BURKHOLDER
EXECUTIVE DIRECTOR
TRAVERSE CITY DDA
harry@downtowntc.com

Dear **Harry**:

Thank you for the opportunity to present this additional scope proposal for the Traverse City Boardman/Ottaway Downtown Riverwalk. This proposal includes Construction Documentation for Segments 3 and 4 of the Project, with an anticipated construction budget of \$6M. Outlined below is INFORM Studio's and scope of work and anticipated deliverables.

SCOPE OF SERVICES

The preparation of documents shall be performed for the Traverse City Boardman/Ottaway Downtown Riverwalk in collaboration with the consultant team. Scope of work and deliverables for this proposal are inclusive of the following:

CONSTRUCTION DOCUMENTS

The project team will finalize bid documents and specifications for the construction of the project. The plan and detail drawings from the Design Development review will be incorporated into this documentation and specifications will be included with a 90% review submittal.

Disciplines:

- Architecture
- Lighting + Electrical Engineering
- Landscape Architecture
- Civil + Marine Engineering
- Structural Engineering

Deliverables for this phase include:

- 100% Construction Documents
- Technical Specifications

PROJECT SCHEDULE

CONSTRUCTION DOCUMENTATION: 14 WEEKS

/ PROPOSAL FOR PROFESSIONAL SERVICES /

FEE FOR SERVICES

We propose to provide the design services as listed above for a fixed fee in the amount of Three Hundred Ten Thousand and Four Hundred Fifty dollars:

CONSTRUCTION DOCUMENTATION:	\$ 310,450.00
TOTAL:	\$ 310,450.00

QUALIFICATIONS FOR BASE FEE

The Design team shall not proceed from one design phase to another without written Client approval.

CHANGES AND ADDITIONAL WORK

For additional work or changes in scope, we will provide the services of our staff on an hourly basis in accordance with the standard billing rate schedule plus reimbursable expenses. Changes may include:

1. Revisions to drawings/models changes in program, budget, or stakeholder direction following Notice to Proceed.
2. Community and Stakeholder Engagement.
3. Cost Estimation.
4. Value Engineering.
5. 3D Renderings/illustrative visualizations.
6. Bidding + Permitting
7. Construction Administration.

STANDARD BILLING RATE SCHEDULE

Architectural

Principal:	\$215.00
Sr. Project Architect:	\$170.00
Sr. Project Manager:	\$160.00
Project Architect:	\$130.00
Project Leader:	\$120.00
Architectural Designer II:	\$100.00
Controller:	\$120.00
Administrative:	\$ 90.00

/ PROPOSAL FOR PROFESSIONAL SERVICES /

REIMBURSABLE EXPENSES

The items listed below are not included in our proposal and shall be a reimbursable expense or direct cost to the owner at 1.1 times cost.

1. City fees and permits.
2. Printing and reproduction costs.
3. Mail and delivery costs.
4. All approved out-of-pocket expenses.

INSURANCE

For the protection of our clients as well as our firm, we carry insurance protection for professional liability. The extent and types of insurance can be provided upon request.

All drawings, specifications and other documents prepared by the Architects for this project are the property of INFORM Studio for use solely with respect to this project. INFORM Studio shall be deemed the author of these documents and shall retain all common law, statutory and other reserved rights, including the copyright.

Invoices shall be prepared monthly for the portion of the services performed within each phase of service and shall be due thirty (30) days from date of invoice. There shall be no retention from payment of invoice. Services could cease if payment is not made within thirty days.

Thank you again for the opportunity to submit this proposal. Our capacity to fulfill your project expectations are only exceeded by our excitement to participate in this project with you.

If you have any questions regarding our proposal or wish to discuss any aspect of the Project, please contact us.

Sincerely,



Michael Guthrie, AIA, LEED AP
Principal/Partner
INFORM Studio

Harry Burkholder
Executive Director
Traverse City Downtown Development Authority

Date



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

MEMORANDUM

To: Downtown Development Authority Board

From: Harry Burkholder, Executive Director

Date: July 13, 2026

Re: Consideration of Sidewalk Reconstruction

As you may recall, last year we worked with City Engineering to identify several smaller infrastructure repair projects within the downtown area that the DDA could fund and help implement. With the Board's approval and budget allocation, we partnered with the City to resurface sections of Cass and Union Streets and - earlier this spring - completed the reconstruction of the mid-block crosswalk on Cass Street.



The third project identified through that process includes sidewalk repairs along portions of Park Street and State Street. These sidewalks have deteriorated over time and are in need of replacement to improve safety, accessibility, and the overall pedestrian experience.

City Engineering has obtained a proposal from Elmer's Crane and Dozer (attached) to complete this work during the summer/fall construction season. Because this work can be incorporated as a change order to the City's current contract for existing pavement improvement work elsewhere in the city, the DDA is able to take advantage of mobilization efficiencies, reducing both project costs and construction time.

Staff recommends the DDA Board authorize the City to proceed with the sidewalk improvements under their existing contract with Elmer's (with an added contingency of \$7,000). Upon approval of the DDA Board, this agreement would go onto the City Commission for their consideration and potential approval.

Should the DDA Board determine it is appropriate to move forward with the project, the following motion is recommended:

Recommended Motion

That the DDA Board reimburse the City a not-to-exceed amount of \$63,023 (which includes a \$7,000 contingency fee), using TIF-97 Funds for the reconstruction of sidewalk along the east side of Pine Street and State Street, subject to approval as to its form by the DDA Executive Director and Attorney.

CITY OF TRAVERSE CITY

AUTHORIZATION #1 FOR CHANGE IN AGREEMENT

Identification of Project: 2026 Street Reconstruction Project

Name of Contractor: Elmer's Crane and Dozer, Inc.

Contract Date: March 2, 2026

Description of Change(s): Additional Work for the DDA along Park St and State Street around the Parking Deck

Add Pay items for sidewalk work that was not included in the original contract.

Item No	Est Qty	Unit	Description of Items	Unit Price	Total Price
401	1	LSUM	Mobilization / Traffic Control (Park Street and State Street)	\$16,225.00	\$16,225.00
402	150	SYD	Sidewalk, Rem, Modified	\$ 12.73	\$ 1,909.50
403	50	SYD	Sidewalk, Rem, Special	\$ 12.73	\$ 636.50
404	850	SFT	Sidewalk, Conc, 6 inch, Modified	\$ 7.65	\$ 6,502.50
405	475	SFT	Brick Pavers, Nonvehicular	\$ 50.00	\$ 23,750.00
406	1	EA	Heated Sidewalk Repair Allowance	\$7000	\$7000

**Total Increase for 2026 Street Reconstruction Project \$
\$ 56,023 and 50 /100 DOLLARS**

The above change(s) are hereby authorized. All other provisions of the Contract between the parties shall remain in full force and effect

CHANGES IN CONTRACT TIME:

The contract time will be increased/decreased by _____ calendar days. The date for completion of all work will be _____.

APPROVALS REQUIRED:

CITY OF TRAVERSE CITY

AUTHORIZATION FOR CHANGE

June 2024

Page 1 of 1

CONTRACTOR:

APPROVED AS TO FORM:



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

MEMORANDUM

To: Downtown Development Authority Board

From: Harry Burkholder, Executive Director

Date: July 13, 2026

Re: Consideration of Greenlight Agreement Renewal

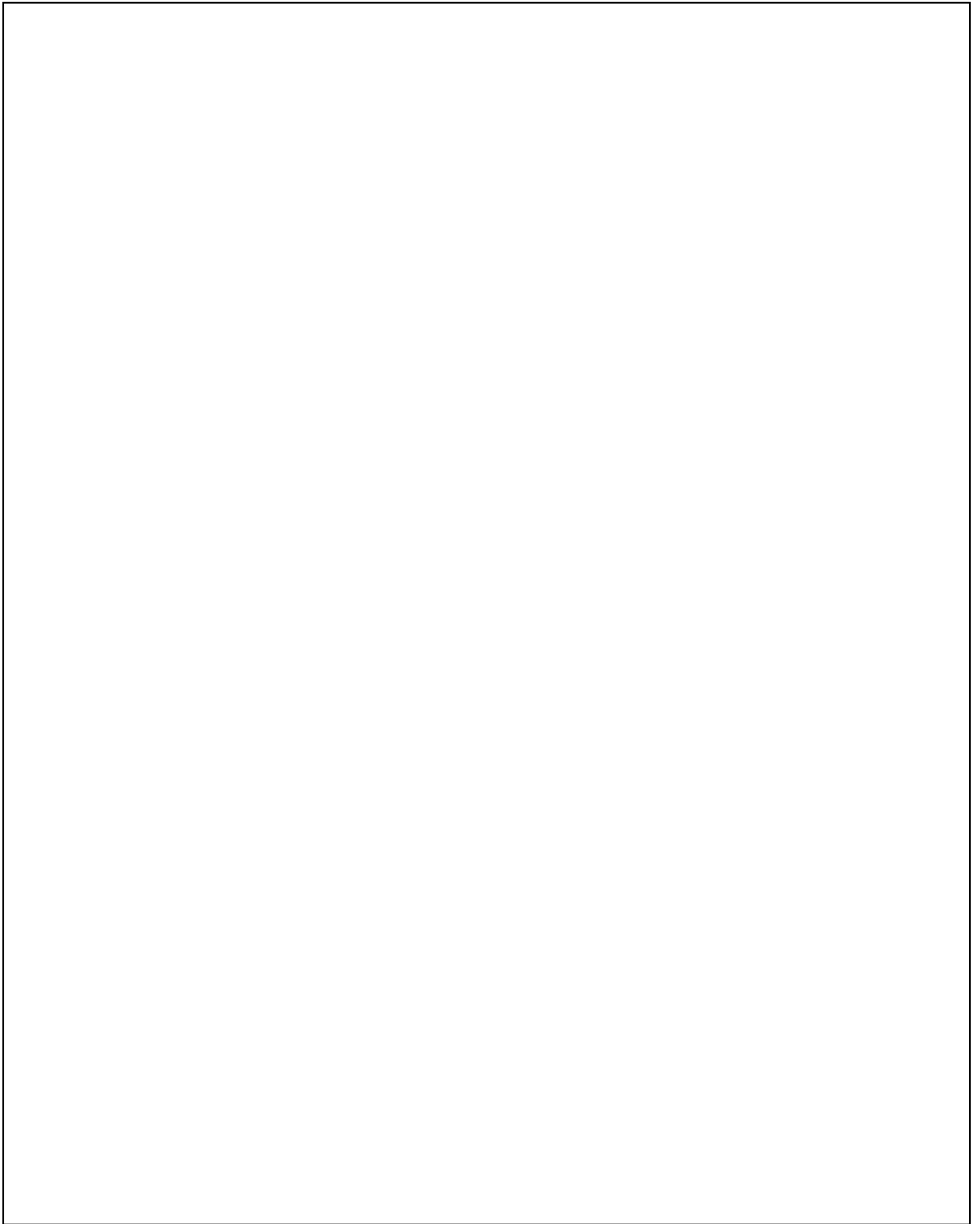
As you are aware, the DDA has partnered with Greenlight Marketing over the past several years to provide a broad range of marketing, advertising, and promotional services in support of downtown businesses, initiatives, and special events.

With the start of the new fiscal year, staff is recommending that the DDA renew its professional services agreement with Greenlight Marketing. Under the proposed agreement, Greenlight will continue to provide comprehensive marketing support, including strategic marketing services, vendor and production coordination, advertising and media placement, project management, and creative support for downtown programs, campaigns, and events.

Greenlight has consistently demonstrated a strong understanding of the DDA's goals and branding while providing responsive service and effective coordination with staff, event partners, and community stakeholders. Renewing this agreement will ensure continuity of services and allow staff to continue implementing marketing initiatives efficiently and effectively throughout the fiscal year.

Recommended Motion

That the DDA Board enter into contract with Greenlight Marketing for a not-to-exceed cost of \$55,000, using \$44,000 of TIF-97 funds and \$11,000 of Old Town TIF funds, for marketing and advertising services, subject to approval as to its form by the DDA Executive Director and Attorney.





Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
harry@downtowntc.com
231-922-2050

Memorandum

To: DDA Board of Directors

From: Harry Burkholder, DDA Executive Director

Date: July 13, 2026

Subject: Executive Director Report

Below is an overview and update on projects and initiatives that the DDA is working on.

Two-Way Circulation

City Commissioners are scheduled to consider whether to keep State Street, Pine Street and Boardman Avenue under two-way circulation or revert them back to one-way circulation at their July 20th meeting. As you recall, this past February, the City Manager recommended to the City Commission to keep the two-way circulation permanent. Ultimately, the City Commission did not make a decision and requested that the findings from the pilot project, be presented to the new Complete Streets Advisory Committee at its May 21st meeting. Upon deliberation at the meeting, as reflected in the meeting minutes, the Complete Street Advisory Committee stated:

It is the committee's opinion that a two-way configuration on State Street better aligns with Complete Streets principles than a one-way configuration. A two-way street enhances accessibility and connectivity for all users while also providing operational benefits. In addition, it improves traffic circulation and offers greater flexibility for managing vehicle movements during events and street closures on Front Street.

The Complete Streets Committee met again on June 16th and discussed possible options for street treatments/enhancements with Chris Zull, from Progressive Companies. The statement above was shared with the City Manager and will be included in the materials that go before the City Commission for a potential decision on traffic circulation on the 20th

NOAA/Tribal Grant

We continue to work closely with the consulting team and project partners to identify and flesh out options for a select group of priority implementation sites to advance into the next phase of design and engineering.

TIF Ballot Language

The ballot language for the Infrastructure First TIF Plan was presented to the City Commission for review and approval at its July 6th meeting. Following a lengthy discussion regarding the specificity of the proposed language, the Commission did not approve the resolution as presented. The item is scheduled to return for consideration at the Commission's July 20 meeting. Once approved, the ballot language will allow the proposed Infrastructure First TIF Plan to be placed before voters for consideration at the November election.



Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
sara@downtowntc.com
231-922-2050

Memorandum

To: Harry Burkholder, DDA Executive Director
Downtown Development Authority Board of Directors

From: Sara Klebba, DDA Director of Events & Engagement

Date: July 13, 2026

Subject: DTCA Director of Events & Engagement Update

EVENTS

Summer/Fall [Art Fairs](#)

- Old Town Arts & Crafts Fair
 - Post-event survey: 37% response rate (30 vendors--half new, half returning). Highlights include:
 - 9.3 overall event rating
 - 80 Net Promoter Score: "Would you refer us to a friend?" (above 70 considered world class; above 50 is excellent)
 - Most vendors are all likely to return
 - 90% very satisfied with organization
 - 87% very satisfied with onsite staff and volunteer service/comms
 - 87% very satisfied with sales (great number!)
- NCF Arts & Crafts Fair:
 - Very well attended with great weather. No Blue Angels or Thunderbirds this year, but 100th and 250th celebrations seemed to keep the draw high. The July 4th weekend date was great for vendors, but finding volunteers was a struggle. Only about one third were unpaid/non-staff.
 - Post-event survey: 35% response rate. Still collecting through end of July (sent July 7; 46 responses). Highlights:
 - 9.1 overall event rating
 - 77 Net Promoter Score: "Would you refer us to a friend?" (world class)
 - Most all likely to return
 - 88% very satisfied with organization

- 77% very satisfied with onsite staff and volunteer service/comms
 - 70% very satisfied with sales (good number for this event)
- Downtown Fine Art Fair: Sat & Sun, Sept 12-13.
 - Still accepting fine artists and artisans! City planning meeting set for July 15 to get closer to approval for Clinch Park. (Will need to attend Parks & Rec Commission meeting in August for official approval.)

Street Sale & FNL

- Street Sale
 - July 19 is the member deadline to apply. 40 members signed up so far; 53 in 2025. Working on confirming membership dues are paid for all participants.
 - Street Sale footprint expansion approved! Event to run from Union to Boardman.
- Friday Night Live
 - Entertainment headliners on Cass and Front: Molly on 8/7, Charlie Millard Band on 8/14
 - 8/7 stats: 10 entertainers, 10 F&B vendors (most will be at SS), 23 NPOs
 - 8/14 stats: 10 entertainers, 8 F&B vendors, 32 NPOs