

Traverse City Downtown Development Authority Regular Meeting

Friday, October 17, 2025

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, DDA 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

Page

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.

- A. Consideration of approving the minutes from the September 19, 2025 DDA Regular Board Meeting (approval recommended) 4 - 10
[September 19, 2025 DDA Regular Meeting Minutes - PDF](#)
- B. Consideration of approving the September 2025 Financial Reports and Distributions for the DDA General, Old Twn TIF, and TIF-97 (approval recommended) 11 - 15
[September 2025 DDA General, Old Town TIF and TIF-97 Financial Report - PDF](#)
- C. Consideration of approving the August and September 2025 Financial Reports and Distributions for the Traverse City Arts Commission (approval recommended) 16 - 17
[August 2025 Arts Commission Finance Report - PDF](#)
[September 2025 Arts Commission Finance Report - PDF](#)
-

6. ITEMS REMOVED FROM CONSENT CALENDAR

7. SPECIAL ORDER OF BUSINESS

8. OLD BUSINESS

- A. Rotary Square Final Design (approval recommended) 18 -
36
[Rotary Square Final Design Memo \(Burkholder\) - PDF](#)
[Rotary Square Final Design \(Progressive\) - PDF](#)
- B. TIF-97 Project Priorities 37 -
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[TIF-97 Project Priorities Memo \(Burkholder\) - PDF](#)
-

9. NEW BUSINESS

- A. DDA Website Contract (approval recommended) 39 -
40
[DDA Website Contract Memo \(Burkholder\) - PDF](#)
- B. Lower Boardman/Ottawa River Contract (approval recommended) 41 -
46
[Lower Boardman/Ottawa River Memo \(Burkholder\) - PDF](#)
[Project Background - PDF](#)
-

10. EXECUTIVE DIRECTOR REPORT

- A. Executive Director Report 47 -
48
[Executive Director Report \(Burkholder\) - PDF](#)
-

11. STAFF REPORTS

- A. Director of Events and Engagement 49 -
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[Director of Events and Engagement Report \(Klebba\) - PDF](#)
-

12. RECEIVE AND FILE

13. PUBLIC COMMENT

14. ADJOURNMENT



**Minutes of the
Downtown Development Authority for the City of Traverse City
Regular Meeting
Friday, September 19, 2025**

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 Member Peter Kirkwood, Board Member Jeff Joubran, Board Member Todd McMillen, Board Member Ed Slosky, Mayor Amy Shamroe, Board Member Shelley Spencer, Board Member Gary Howe, Board Member Mike Powers, and Board Member Caitlin Early

The following Board Members were absent: None

Chairperson Slosky presided at the meeting.

(a) **CALL TO ORDER**

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

(b) **ROLL CALL**

(c) **ELECTION OF OFFICERS**

(1) Election of Officers and Committees

Meeting was turned over to Harry Burkholder, Executive Director, to call for nominations for Chair of the DDA Board of Directors.

After election of DDA Board Chair the meeting was turned over to Chair Elect Slosky.

The following addressed the board:

Harry Burkholder

Ed Slosky

That the DDA Board elect Ed Slosky as Chair

Moved by Amy Shamroe, Seconded by Jeff Joubran

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint Gary Howe as Vice Chair

Moved by Amy Shamroe, Seconded by Jeff Joubran

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint Jeff Joubran as Treasurer.

Moved by Ed Slosky, Seconded by Amy Shamroe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint Shelley Spencer as Secretary.

Moved by Todd McMillen, Seconded by Gary Howe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint of Todd McMillen as Chair with Pete Kirkwood and Ed Slosky as members to the Governance Committee:

Moved by Amy Shamroe, Seconded by Jeff Joubran

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint of Jeff Joubran as Chair with Mike Powers, Gary Howe, and Caitlin Early as members to the Finance Committee:

Moved by Amy Shamroe, Seconded by Todd McMillen

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint Mike Powers to the Farmers Market Advisory Board.

Moved by Amy Shamroe, Seconded by Caitlin Early

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

That the DDA Board appoint Caitlin Early to the Art Commission.

Moved by Ed Slosky, Seconded by Gary Howe

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

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

(1) The following addressed the board:
Ed Slosky

That the board approve the Agenda as amended to reflect that New Business item number one is moved to after item (m) the second Public Comment.

Moved by Jeff Joubran, Seconded by Peter Kirkwood

Yes: Peter Kirkwood, Jeff Joubran, Todd McMillen, Ed Slosky, Amy Shamroe, Shelley Spencer, Gary Howe, Mike Powers, and Caitlin Early
Absent: None

CARRIED. 9-0-0 on a recorded vote

(e) **PUBLIC COMMENT**

(f) **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 August 15, 2025 DDA Regular Board Meeting (Approval recommended).
- (2) Consideration of approving the August 2025 Financial Reports and Distributions for the DDA General, Old Town TIF and TIF-97 (approval recommended)
That the board approve the Agenda as presented.
- (3) Consideration of declaring office furniture as surplus so it can be disposed of in cooperation with the City of Traverse City (approval recommended)
- (4) Consideration of adding a clause regarding long-term/repeated use of Rotary Square to the Rotary Square Use Policy (approval recommended)
That the board approve the Consent Calendar as presented.

Moved by Amy Shamroe, Seconded by Caitlin Early

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

Absent: None

CARRIED. 9-0-0 on a recorded vote

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

(h) **OLD BUSINESS**

- (1) TIF-97 Project Priorities (Presentations from Progressive Companies and Beckett and Raeder)

The following addressed the board:

Harry Burkholder
Jason Ball
Pete Kirkwood
Ed Slosky
Chris DeGood
Jeff Joubran
Mike Powers
Amy Shamroe
Shelley Spencer
Gary Howe

That the DDA board allocate the additional thirty-three thousand dollars for design fees to Beckett and Raeder for completion of the proposed design pending review of legal counsel and the Executive Director.

Moved by Gary Howe, Seconded by Amy Shamroe

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

Absent: None

CARRIED. 9-0-0 on a recorded vote

(i) **NEW BUSINESS**

- (1) Consideration of entering into closed session to discuss the periodic personnel evaluation of the DDA Executive Director as requested by DDA Executive Director and as authorized by MCL 15.268(1)(a).

The following addressed the board:

Harry Burkholder

That the DDA board enter into closed session to discuss the periodic personnel evaluation of the DDA Executive Director as requested by DDA Executive Director and as authorized by MCL 15.268(1)(a).

Moved by Amy Shamroe, Seconded by Shelley Spencer

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

Absent: None

CARRIED. 9-0-0 on a recorded vote

- (2) Lot O Mixed Use Development (Presentation from HomeStretch)

The following addressed the board:

Harry Burkholder

Jonathan Stimson

Mike Korby

Ed Slosky

Shelley Spencer

Mike Lahti

Amy Shamroe

Pete Kirkwood

(j) **EXECUTIVE DIRECTOR REPORT**

(1) Executive Director Report

The following addressed the board:
Harry Burkholder

(k) **STAFF REPORTS**

(1) Arts Commission Report

The following addressed the board:
Lauren Bohac
Amy Shamroe
Shelley Spencer
Harry Burkholder

(2) Director of Events and Engagement Report

The following addressed the board:
Sara Klebba

(l) **RECEIVE AND FILE**

(m) **PUBLIC COMMENT**

The following addressed the board:
Don Coe
Gary Howe

Chair Slosky requested board DDA to go into closed session at 10:57am.
Chair Slosky brought board back from close session into open session and adjourned the meeting.

(n) **ADJOURNMENT**

The meeting was adjourned by Chair Slosky at 11:38pm.

Harry Burkholder, Interim Traverse
City DDA CEO

Draft

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 09/30/2025
 % Fiscal Year Completed: 25.21

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

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 09/30/2025	ACTIVITY FOR MONTH 09/30/2025	AVAILABLE BALANCE	% BDTG USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
248-000-401.000	PROPERTY TAX REVENUE PRIOR YEAR ADJ	0.00	771.73	771.73	(771.73)	100.00
248-000-402.000	TAXES-CURRENT-REAL ESTATE	130,000.00	115,380.11	6,999.67	14,619.89	88.75
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	0.00	0.00	21,500.00	0.00
248-000-502.000	FEDERAL GRANTS	657,700.00	0.00	0.00	657,700.00	0.00
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	0.00	0.00	0.00	0.00
248-000-580.000	GRANTS FROM LOCAL UNITS	0.00	1,000.00	1,000.00	(1,000.00)	100.00
248-000-580.001	GRANT PRIVATE SOURCE	500,000.00	0.00	0.00	500,000.00	0.00
248-000-626.000	CHARGES FOR SERVICES RENDERED	0.00	18,750.00	6,250.00	(18,750.00)	100.00
248-000-664.000	INTEREST & DIVIDEND EARNINGS	5,300.00	15.86	15.86	5,284.14	0.30
248-000-667.000	RENTS AND ROYALTIES	50,000.00	9,962.00	1,166.00	40,038.00	19.92
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	0.00	0.00	75,000.00	0.00
248-000-676.000	REIMBURSEMENTS	0.00	9.87	9.87	(9.87)	100.00
248-000-692.000	PRIOR YEARS' SURPLUS	0.00	0.00	0.00	0.00	0.00
248-000-699.000	TRANSFERS IN	712,500.00	0.00	0.00	712,500.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		2,752,000.00	147,218.88	16,213.13	2,604,781.12	5.35
TOTAL REVENUES		2,752,000.00	147,218.88	16,213.13	2,604,781.12	5.35
Expenditures						
Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY						
248-725-702.000	SALARIES AND WAGES	446,200.00	98,592.99	37,522.18	347,607.01	22.10
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	6,270.00	(110.00)	(6,270.00)	100.00
248-725-715.000	EMPLOYER'S SOCIAL SECURITY	32,900.00	7,451.56	2,823.90	25,448.44	22.65
248-725-716.000	EMPLOYEE HEALTH INSURANCE	49,800.00	5,796.41	2,119.81	44,003.59	11.64
248-725-717.000	EMPLOYEE LIFE/DISABILITY INS	200.00	815.56	326.02	(615.56)	407.78
248-725-718.000	RETIREMENT FUND CONTRIBUTION	43,000.00	0.00	0.00	43,000.00	0.00
248-725-720.000	UNEMPLOYMENT COMPENSATION	1,900.00	(31.94)	0.00	1,931.94	(1.68)
248-725-721.000	WORKERS COMPENSATION INS	5,200.00	0.00	0.00	5,200.00	0.00
248-725-727.000	OFFICE SUPPLIES	12,200.00	1,012.28	634.59	11,187.72	8.30
248-725-727.003	OFFICE FURNITURE AND EQUIPMENT	0.00	0.00	0.00	0.00	0.00
248-725-740.000	OPERATION SUPPLIES	61,400.00	20,727.06	1,335.70	40,672.94	33.76
248-725-801.000	PROFESSIONAL AND CONTRACTUAL	124,400.00	31,665.83	27,555.98	92,734.17	25.45
248-725-801.007	MEMBERSHIP DUES AND SUBSCRIPTIONS	7,000.00	658.00	(5.00)	6,342.00	9.40
248-725-801.008	FARMERS MARKET FOOD ASSISTANCE	0.00	9,363.00	5,137.00	(9,363.00)	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	0.00	0.00	34,000.00	0.00
248-725-805.000	POSTAGE	0.00	0.00	0.00	0.00	0.00
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	(750.00)	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	309.10	309.10	4,690.90	6.18
248-725-860.000	TRANSPORTATION	0.00	0.00	0.00	0.00	0.00

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 09/30/2025
 % Fiscal Year Completed: 25.21

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

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 09/30/2025	ACTIVITY FOR MONTH 09/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
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	0.00	0.00	0.00	0.00
248-725-920.000	PUBLIC UTILITIES	4,000.00	0.00	0.00	4,000.00	0.00
248-725-930.000	REPAIRS AND MAINTENANCE	1,000.00	529.66	0.00	470.34	52.97
248-725-940.000	RENTAL EXPENSE	0.00	508.60	0.00	(508.60)	100.00
248-725-956.000	MISCELLANEOUS	10,000.00	0.00	0.00	10,000.00	0.00
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	0.00	0.00	1,757,700.00	0.00
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		2,752,000.00	183,668.11	76,899.28	2,568,331.89	6.67
TOTAL EXPENDITURES		2,752,000.00	183,668.11	76,899.28	2,568,331.89	6.67
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		2,752,000.00	147,218.88	16,213.13	2,604,781.12	5.35
TOTAL EXPENDITURES		2,752,000.00	183,668.11	76,899.28	2,568,331.89	6.67
NET OF REVENUES & EXPENDITURES		0.00	(36,449.23)	(60,686.15)	36,449.23	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			512,643.34			
END FUND BALANCE			476,194.11			

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GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 09/30/2025	ACTIVITY FOR MONTH 09/30/2025	AVAILABLE BALANCE	% BGD 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	459.38	(459.38)	100.00
252-725-402.000	TAXES-CURRENT-REAL ESTATE	830,000.00	853,180.36	41,495.82	(23,180.36)	102.79
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	70.04	70.04	29.96	70.04
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	853,709.78	42,025.24	(23,609.78)	102.84
TOTAL REVENUES		830,100.00	853,709.78	42,025.24	(23,609.78)	102.84
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	2,153.87	2,153.87	74,846.13	2.80
252-725-804.000	LEGAL SERVICES	10,000.00	2,596.88	2,596.88	7,403.12	25.97
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	5,000.00	5,000.00	15,000.00	25.00
252-725-920.000	PUBLIC UTILITIES	5,000.00	24.68	0.00	4,975.32	0.49
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	0.00	0.00	15,000.00	0.00
252-725-965.000	CITY FEE	124,800.00	20,000.00	0.00	104,800.00	16.03
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 INFRASTRUCTURE	270,000.00	0.00	0.00	270,000.00	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	0.00	0.00	117,400.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		830,100.00	29,775.43	9,750.75	800,324.57	3.59
TOTAL EXPENDITURES		830,100.00	29,775.43	9,750.75	800,324.57	3.59
Fund 252 - DDA OLD TOWN TIF:						
TOTAL REVENUES		830,100.00	853,709.78	42,025.24	(23,609.78)	102.84
TOTAL EXPENDITURES		830,100.00	29,775.43	9,750.75	800,324.57	3.59
NET OF REVENUES & EXPENDITURES		0.00	823,934.35	32,274.49	(823,934.35)	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			1,195,623.99			
END FUND BALANCE			2,019,558.34			

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 09/30/2025
 % Fiscal Year Completed: 25.21

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

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 09/30/2025	ACTIVITY FOR MONTH 09/30/2025	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	10,680.40	10,680.40	(10,680.40)	100.00
253-725-402.000	TAXES-CURRENT-REAL ESTATE	4,336,300.00	3,522,359.91	237,478.48	813,940.09	81.23
253-725-432.000	PAYMENT IN LIEU OF TAXES	0.00	29,029.38	0.00	(29,029.38)	100.00
253-725-664.000	INTEREST & DIVIDEND EARNINGS	4,500.00	664.40	664.40	3,835.60	14.76
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	3,562,734.09	248,823.28	3,420,665.91	51.02
TOTAL REVENUES		6,983,400.00	3,562,734.09	248,823.28	3,420,665.91	51.02
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	12,207.33	11,419.27	315,892.67	3.72
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	7,790.62	7,790.62	12,209.38	38.95
253-725-821.000	MARKETING & PUBLIC SERVICES	90,000.00	10,000.00	10,000.00	80,000.00	11.11
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	359.83	291.55	29,640.17	1.20
253-725-956.000	MISCELLANEOUS	50,000.00	0.00	0.00	50,000.00	0.00
253-725-965.000	CITY FEE	514,700.00	60,078.67	0.00	454,621.33	11.67
253-725-970.002	DDA ESSENTIAL PUBLIC INFRASTRUCTURE	671,000.00	1,010.81	1,010.81	669,989.19	0.15
253-725-970.003	DDA TRANSFORMATIONAL PUBLIC INFRASTRUCTURE	3,810,000.00	230,872.32	220,326.12	3,579,127.68	6.06
253-725-991.000	PRINCIPAL/PRINCIPAL EXPENSES	820,000.00	0.00	0.00	820,000.00	0.00
253-725-994.000	INTEREST EXPENSE	54,500.00	0.00	0.00	54,500.00	0.00
253-725-995.000	TRANSFERS OUT/CONTRIB. TO OTHER FUNDS	595,100.00	0.00	0.00	595,100.00	0.00
Total Dept 725 - DOWNTOWN DEVELOPMENT AUTHORITY		6,983,400.00	322,319.58	250,838.37	6,661,080.42	4.62
TOTAL EXPENDITURES		6,983,400.00	322,319.58	250,838.37	6,661,080.42	4.62
Fund 253 - DDA TIF 97:						
TOTAL REVENUES		6,983,400.00	3,562,734.09	248,823.28	3,420,665.91	51.02
TOTAL EXPENDITURES		6,983,400.00	322,319.58	250,838.37	6,661,080.42	4.62
NET OF REVENUES & EXPENDITURES		0.00	3,240,414.51	(2,015.09)	(3,240,414.51)	100.00
BEG. FUND BALANCE						
FUND BALANCE ADJUSTMENTS			7,474,213.38			
END FUND BALANCE			10,714,627.89			
TOTAL REVENUES - ALL FUNDS		10,565,500.00	4,563,662.75	307,061.65	6,001,837.25	43.19

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 User: LBOHAC
 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 09/30/2025
 % Fiscal Year Completed: 25.21

Page: 5/5

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

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 09/30/2025	ACTIVITY FOR MONTH 09/30/2025	AVAILABLE BALANCE	% BDGT USED
TOTAL EXPENDITURES - ALL FUNDS		10,565,500.00	535,763.12	337,488.40	10,029,736.88	5.07
NET OF REVENUES & EXPENDITURES		0.00	4,027,899.63	(30,426.75)	(4,027,899.63)	100.00
BEG. FUND BALANCE - ALL FUNDS						
FUND BALANCE ADJ - ALL FUNDS			9,182,480.71			
END FUND BALANCE - ALL FUNDS			13,210,380.34			

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 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 08/31/2025
 % Fiscal Year Completed: 16.99

Page: 1/1

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

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 08/31/2025	ACTIVITY FOR MONTH 08/31/2025	AVAILABLE BALANCE	% BGD USED
Fund 107 - PUBLIC ARTS COMMISSION FUND						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
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	0.00	0.00	60,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		80,000.00	0.00	0.00	80,000.00	0.00
TOTAL REVENUES		80,000.00	0.00	0.00	80,000.00	0.00
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	1,400.00	0.00	78,600.00	1.75
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	1,400.00	0.00	78,600.00	1.75
TOTAL EXPENDITURES		80,000.00	1,400.00	0.00	78,600.00	1.75
Fund 107 - PUBLIC ARTS COMMISSION FUND:						
TOTAL REVENUES		80,000.00	0.00	0.00	80,000.00	0.00
TOTAL EXPENDITURES		80,000.00	1,400.00	0.00	78,600.00	1.75
NET OF REVENUES & EXPENDITURES		0.00	(1,400.00)	0.00	1,400.00	100.00
BEG. FUND BALANCE		154,089.05	154,089.05			
NET OF REVENUES/EXPENDITURES - 2024-25			31,478.58		31,478.58	
END FUND BALANCE		154,089.05	184,167.63			

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 User: LBOHAC
 DB: Traverse City

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY
 PERIOD ENDING 09/30/2025
 % Fiscal Year Completed: 25.21

Page: 1/1

GL NUMBER	DESCRIPTION	2025-26 AMENDED BUDGET	YTD BALANCE 09/30/2025	ACTIVITY FOR MONTH 09/30/2025	AVAILABLE BALANCE	% BDGT USED
Fund 107 - PUBLIC ARTS COMMISSION FUND						
Revenues						
Dept 000 - NON-DEPARTMENTAL						
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	0.00	0.00	60,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		80,000.00	0.00	0.00	80,000.00	0.00
TOTAL REVENUES		80,000.00	0.00	0.00	80,000.00	0.00
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	16,393.02	14,993.02	63,606.98	20.49
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	16,393.02	14,993.02	63,606.98	20.49
TOTAL EXPENDITURES		80,000.00	16,393.02	14,993.02	63,606.98	20.49
Fund 107 - PUBLIC ARTS COMMISSION FUND:						
TOTAL REVENUES		80,000.00	0.00	0.00	80,000.00	0.00
TOTAL EXPENDITURES		80,000.00	16,393.02	14,993.02	63,606.98	20.49
NET OF REVENUES & EXPENDITURES		0.00	(16,393.02)	(14,993.02)	16,393.02	100.00
BEG. FUND BALANCE		154,089.05	154,089.05			
NET OF REVENUES/EXPENDITURES - 2024-25			31,478.58		31,478.58	
END FUND BALANCE		154,089.05	169,174.61			



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: October 15, 2025
Subject: Rotary Square Final Design

In collaboration with Progressive Companies, the DDA has completed the *Conceptual* and *Schematic Design* phases for the Rotary Square project. This milestone represents a major step in advancing the development of this future public gathering space at the corner of State and Union Streets.

The final design reflects extensive community engagement, incorporating more than 1,000 points of feedback gathered over the past nine months through public open houses, surveys, stakeholder meetings, pop-up events, and input from the DDA Board, City staff, and the Rotary Square Advisory Committee.

The final design seeks to strike a balance between an active public plaza and a natural respite within downtown Traverse City. Inspired by the organic forms of the Petoskey Stone, the layout layers active and passive uses around a central lawn. These layers create opportunities for both quiet, intimate moments and larger gatherings when the space is activated.

Key features of the schematic design include:

- A central lawn and stage area
- A raised pathway leading to an elevated platform that overlooks the lawn
- Large swing benches
- Integration of sustainable design elements, including native plantings and a rocky channel for collecting stormwater
- Potential connection with FishPass

The estimated construction cost, including an underground stormwater retention system, is \$1,978,973. When accounting for contingency, construction administration, and a 15% variance, the total estimated project cost is \$2,555,014.

Completion of the Conceptual and Schematic Design allows the project to move into the *Design Development* phase, during which detailed engineering, materials selection, and refined cost estimates will be prepared.

Progressive Companies is also developing an *Operations and Maintenance Plan* for Rotary Square. This plan will outline anticipated annual expenses associated with operating and maintaining the space, including contracted services, utilities, personnel costs, equipment and machinery, and materials and supplies.

Representatives from Progressive Companies will be at our meeting to present the final design, including detailed renderings and discuss next steps.

Recommended Motion

That the DDA Board approve the final design for Rotary Square.

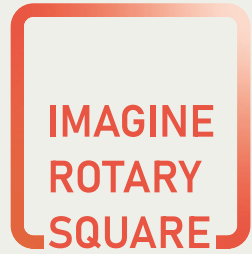
Imagine Rotary Square Design Vision

A public space in downtown Traverse City

Created for The Traverse City
Downtown Development Authority

October 2025





Thank You

Sincere appreciation to everyone who contributed to Imagine Rotary Square. This project was shaped by the voices, time, and energy of so many who care deeply about the future of this space. Your involvement made all the difference.

To the Traverse City Community

Thank you to everyone who took time out of their day to attend an open house, join a pop-up event, or complete the community survey. Your input guided every step of the process.

To the Rotary Club of Traverse City

Your generous support and ongoing commitment to community betterment made Imagine Rotary Square possible. We are deeply grateful for your partnership.

To the Steering Committee

Thank you for your time, insight, and unwavering enthusiasm throughout the process. Your thoughtful contributions and local knowledge helped shape a vision that is rooted in community values.

Leah Bagdon McCallum
Michelle Hunt
Pete Kirkwood
Anne Pagano
Russell Soyring
Shelley Spencer
Shawn Winter

To the Project Stakeholders

Your early input provided essential guidance that shaped the project's direction and goals. Thank you for helping us start strong and stay focused.

Together, your contributions helped bring this vision to life.



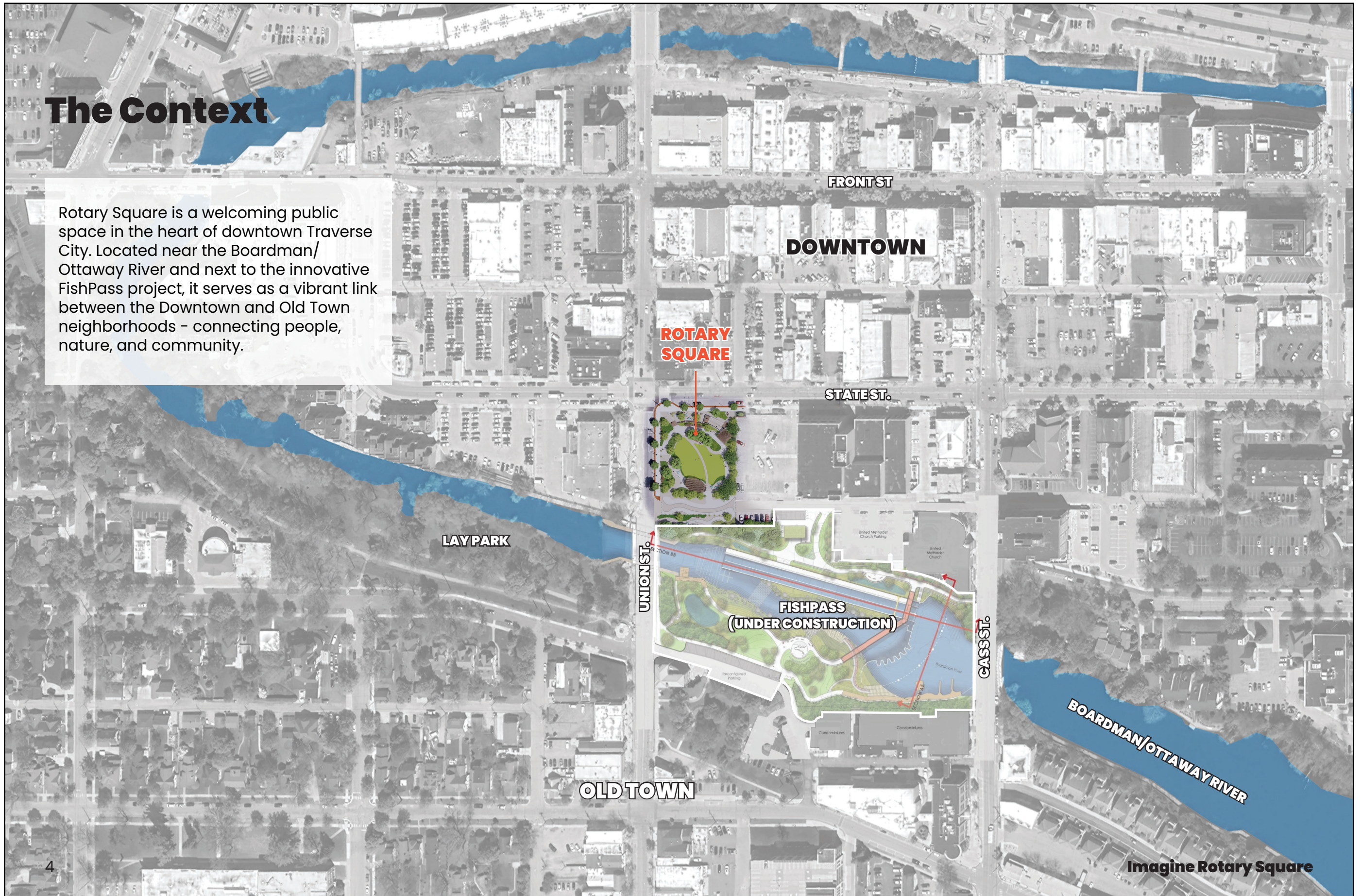
PROGRESSIVE
COMPANIES



Imagine Rotary Square

The Context

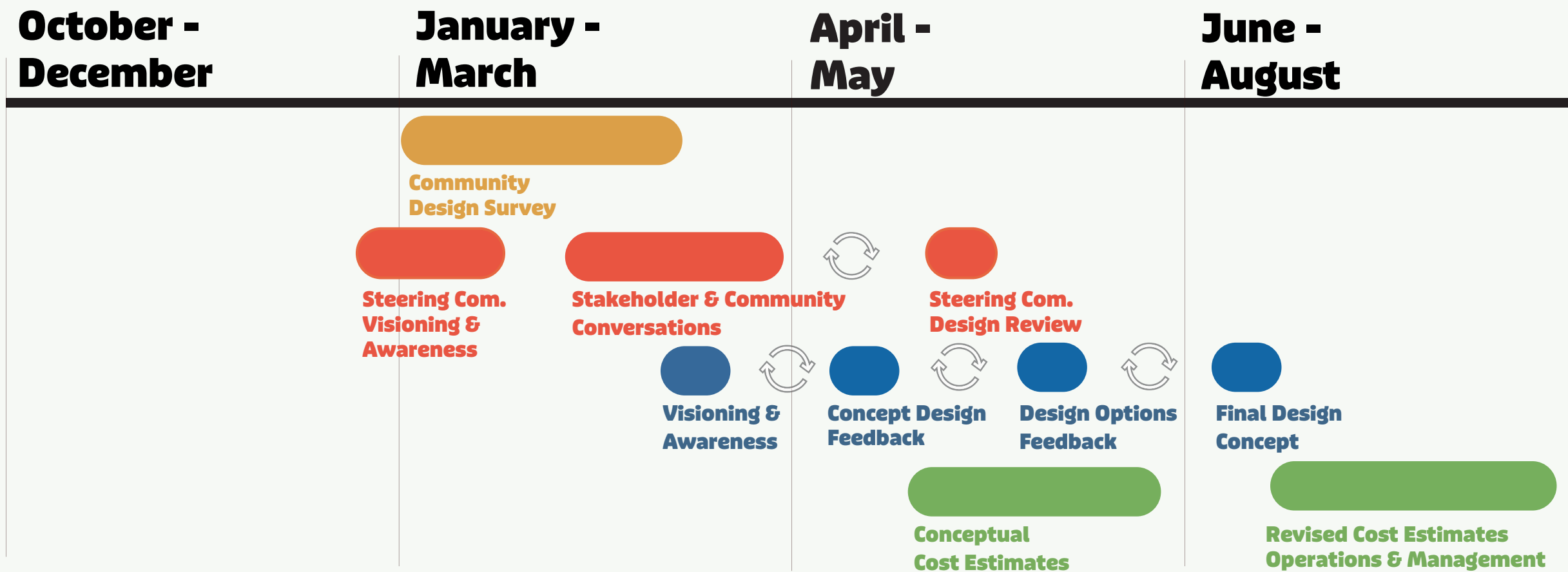
Rotary Square is a welcoming public space in the heart of downtown Traverse City. Located near the Boardman/Ottaway River and next to the innovative FishPass project, it serves as a vibrant link between the Downtown and Old Town neighborhoods - connecting people, nature, and community.



Imagine Rotary Square Process

Designing a public space is an iterative process that starts broad and gradually narrows through dialogue, exploration, and feedback. At its core, this approach relies on asking the right questions - and sometimes revisiting them - to ensure the project stays rooted in the community's needs and values.

Project Timeline



The Engagement

The Engagement Goals

Values that lead the process

Enthusiasm & Excitement

The Rotary Square project is the culmination of decades of work to establish a public square in Downtown Traverse City. The engagement process will strike an overwhelmingly positive tone that drives robust participation and presents the DDA to residents in a new way.

Engagement Options

There must be many options to provide feedback during the Imagine Rotary Square process that give everyone that wants to engage an opportunity to do so.

Communicate Concepts and Results Clearly

Design ideas or options will be communicated in examples and images that people in Traverse City can relate to, not in jargon. Further, results of public engagement events and activities will be communicated clearly in a timely manner so that people can see their contributions reflected.

Representative Participation

The share of participation and feedback from the community should mirror the city's population and the neighborhoods people call home. For example, 16 percent of Traverse City is under 18, so roughly 16 percent of participation in this process should be from people under 18. If certain demographic groups are not attending events or being reached, we need to make purposeful efforts to engage them.

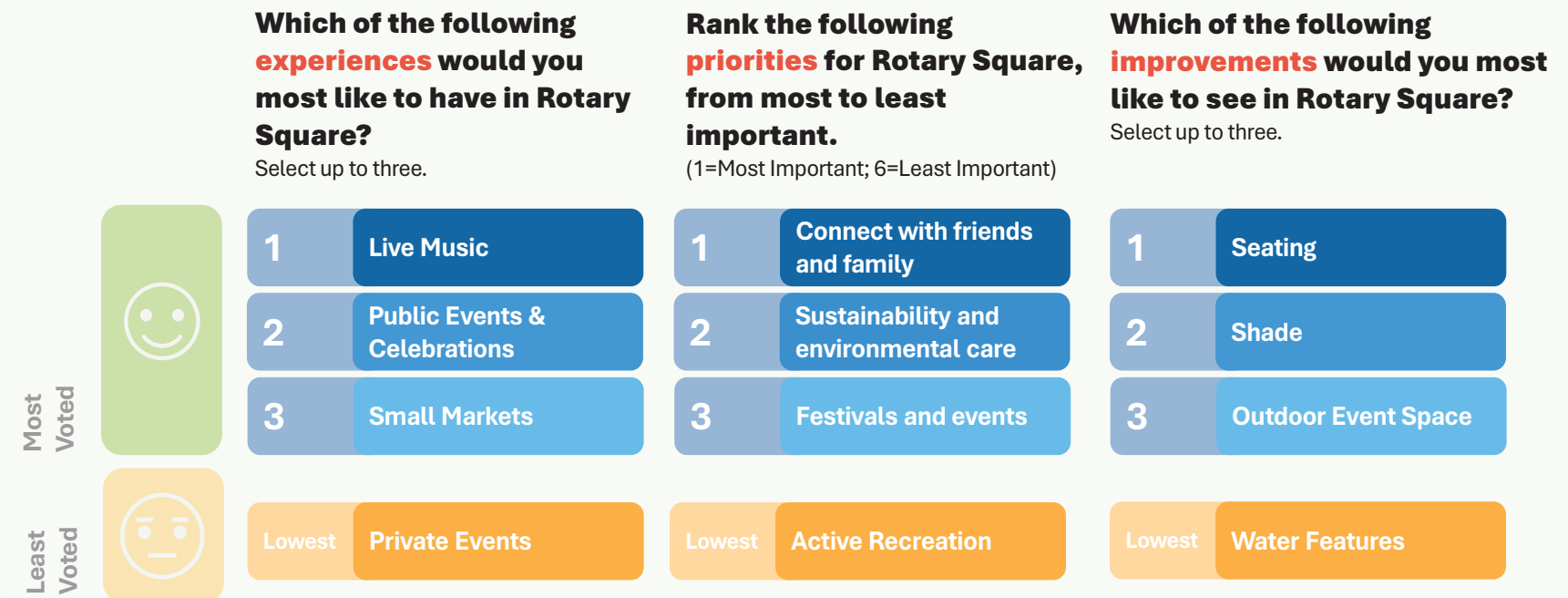
Make Decisions

The process for community engagement, Steering Committee decision-making, and ultimate approval by the DDA will be clear and communicated to people participating in events. This will allow decision-makers to feel empowered to make decisions at key steps in the process and move forward to the next stage in the project.

Community Design Survey

481 Responses

The Imagine Rotary Square public survey was from January to March of 2025. To the right are summarized results of feedback received.



Is there one unique idea or dream you'd like to add to help make Rotary Square unforgettable?



Imagine Rotary Square

Stakeholder Meetings


January included multiple stakeholder meetings, a design workshop with the steering committee and a Rotary Club presentation. Below are the top core values we heard.

Top 3 Core Values




The Everyday Park

Create a third space that fits into daily life – whether it's for a morning coffee, a lunchtime break, or an evening event



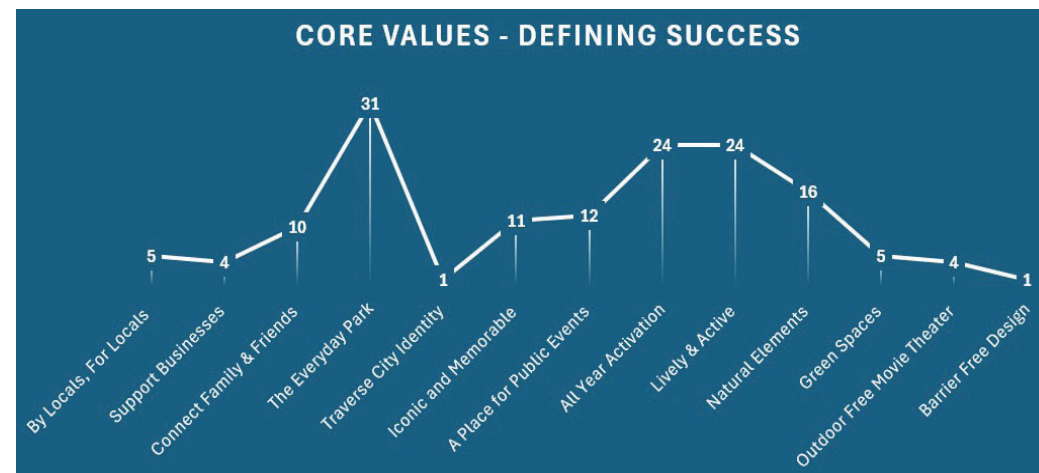
All Year Activation

A space that remains lively year-round, offering activities for every season



Iconic and Memorable

Create a unique identity for Rotary Square that is iconic and memorable



Stakeholder Meetings



Design Workshop with the Steering Committee



Meeting with Rotary Club



Design Workshop with the Steering Committee

Pop-Ups

In April we hosted five pop-up events! We asked for more input on the top three improvements we heard in the community survey and how to define success for the space. Each person was given \$100 in fake money to “invest” in Rotary Square.

Combined Pop-Up Results

Ranking of Improvements	Number of \$20 Bills	Total Invested
Performances	82	\$1,640
All-Season Events	79	\$1,580
Grass Seating	73	\$1,460
Interactive Pop-Ups	72	\$1,440
Interactive Seating	58	\$1,160
Trees & Vegetation	39	\$780
Eating Focused	38	\$760
Pavillion	34	\$680
Friends & Family	18	\$360
Benches/Mix	16	\$320
Moveable Umbrella	15	\$300
Sun/Shade	11	\$220

Top 3 Results By Pop-Up

YMCA	Number of \$20 Bills	Total Invested
All-Season Events	48	\$960
Interactive Pop-Ups	45	\$900
Performances	33	\$660

Silver Spruce Brewery	Number of \$20 Bills	Total Invested
Benches/Mix	7	\$140
Trees & Vegetation	7	\$140
All-Season Events	7	\$140

Mundo's 304	Number of \$20 Bills	Total Invested
Trees & Vegetation	11	\$220
Grass Seating	10	\$200
Friends & Family	5	\$100

Oryana Grocery	Number of \$20 Bills	Total Invested
Performances	22	\$440
Trees & Vegetation	20	\$400
Benches/Mix	12	\$240

Senior Center	Number of \$20 Bills	Total Invested
Performances	19	\$380
Friends & Family	11	\$220
Benches/Mix	10	\$200



Open House 1

Six Designs

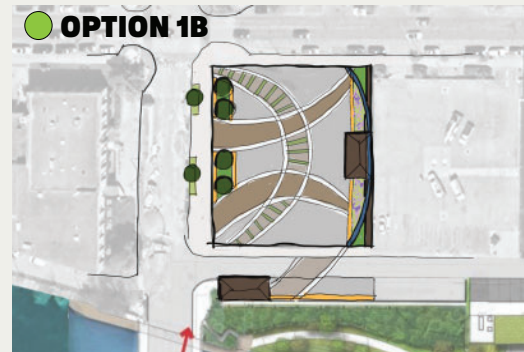
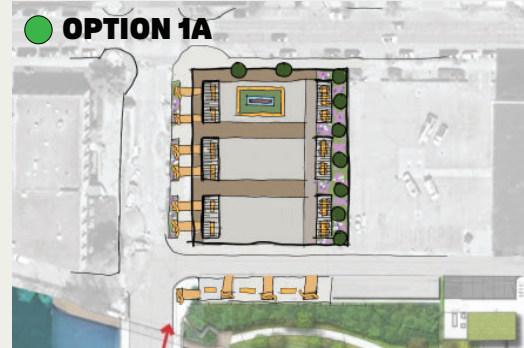
66
Responses
at Open House 1

227
Responses
from online survey

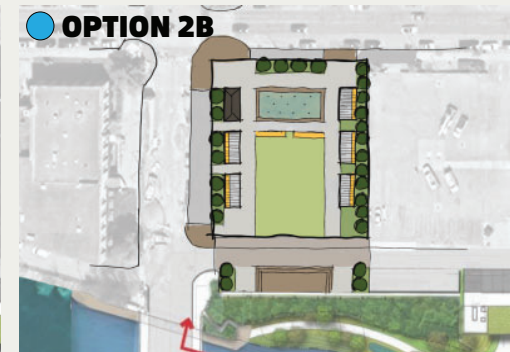
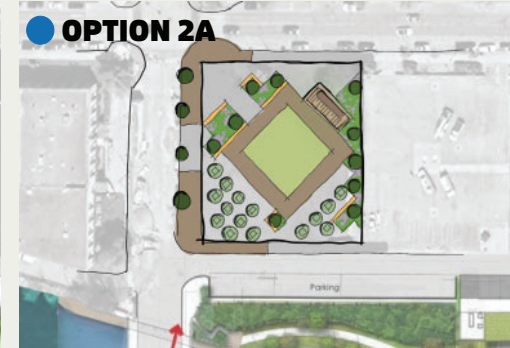
At Open House 1, attendees explored six designs organized around three Big Ideas: More Plaza, Park/Plaza Mix, and More Park. Activities gathered feedback on design themes, preferred Big Ideas, and favorite design elements across all six concepts.

Findings included on the following pages was collected both in-person and through the Open House 1 Survey.

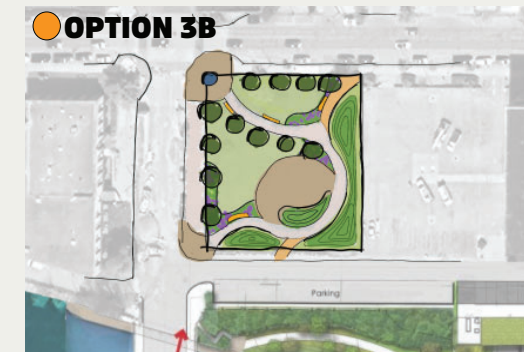
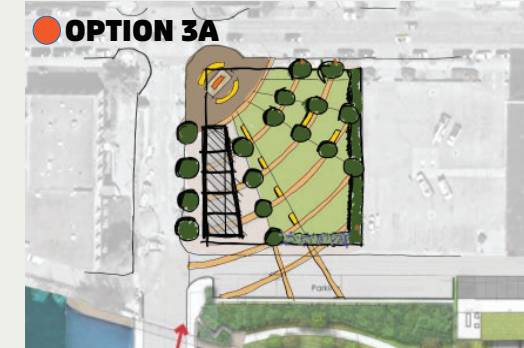
MORE PLAZA



PARK/PLAZA MIX

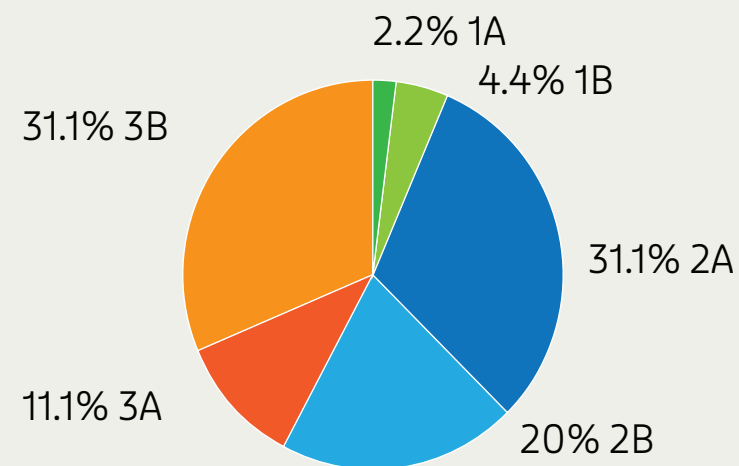


MORE PARK

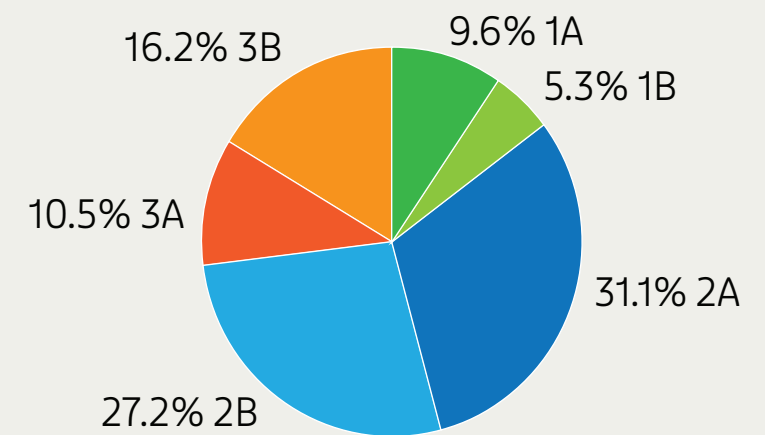


What's your favorite design?

In-Person Results



Online Survey Results



Imagine Rotary Square

Open House 1

Design Themes and The Big Idea

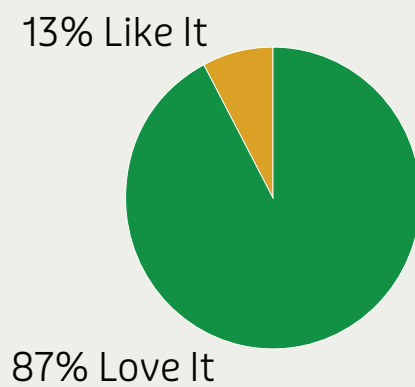
Throughout the engagement process, we heard what makes Traverse City special to its residents. Promoting community connections and celebrating the natural environment were identified as key design themes to guide the development of Rotary Square.



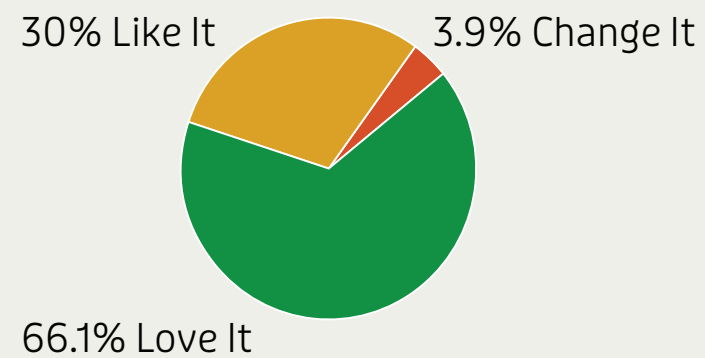
LET US KNOW WHAT YOU THINK!
PLACE A DOT IN A BOX BELOW

LOVE IT	LIKE IT	CHANGE IT

In-Person Feedback

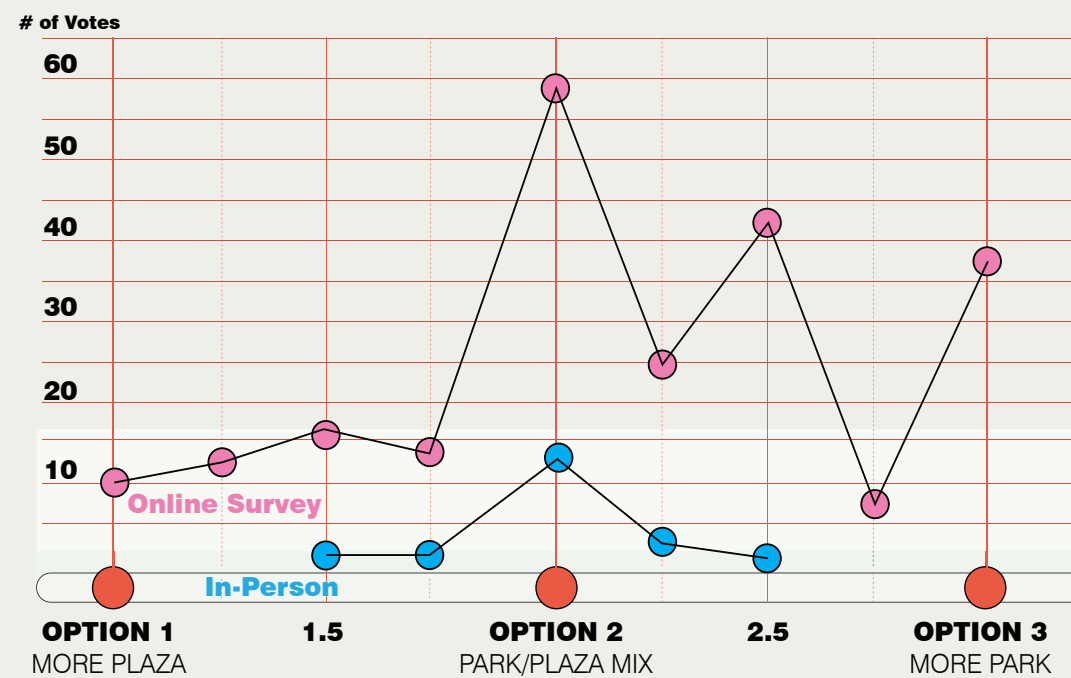
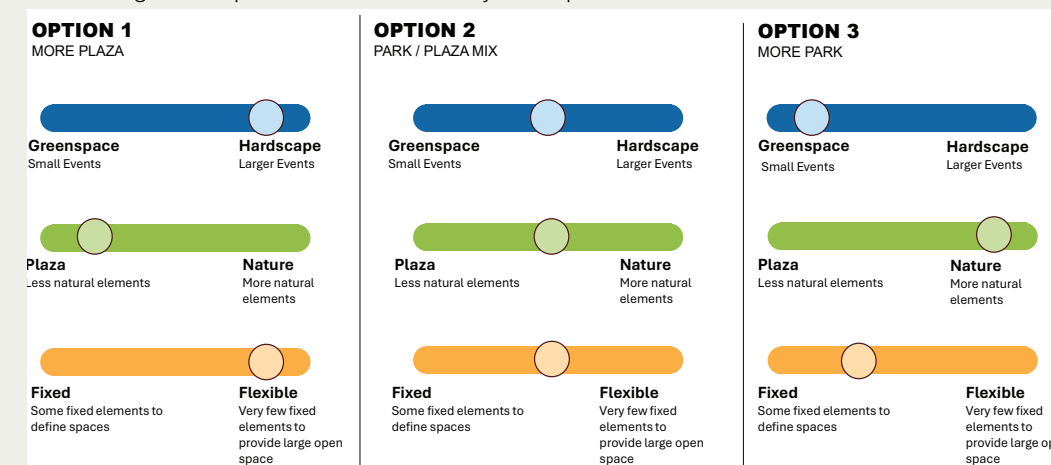


Survey Feedback



A good way to gather design feedback is by exploring both sides of the design challenge. The Big Ideas test the full spectrum of design questions we've heard so far: Should the space function more as a plaza? Should it support large-scale events or focus on smaller community gatherings? Should it include more natural elements?

Each design concept shows a different way these priorities can come to life.



Open House 1

Invest In Design Elements

Put your money in the box for the design elements you would like to see at Rotary Square.
Use your 'money flew away' card if there is a design element you would not like to see at Rotary Square.

IMAGINE ROTARY SQUARE

INVEST IN DESIGN ELEMENTS

Put your money in the box for the design elements you would like to see at Rotary Square.
Use your 'money flew away' card if there is a design element you would not like to see at Rotary Square.

Are we missing a design element?
Grab a sticky and leave us a note!

In Person Results

Rank	Element
1	Bosque of Trees
2	Shade Structure
3	Small Stage
4	Natural Elements
5	Terraced Lawn
6	Respite Garden
7	FishPass Overlook
8	Natural Ground Materials
9	Gateway + Identity Feature
10	Art Panel Along AT&T
11	Swing Bench
12	Streetscape Sculptures
13	Water Features
14	Fireplace
15	Concessions/Tickets/Rental

Survey Results

Rank	Element
1	FishPass Overlook
2	Small Stage
3	Shade Structure
4	Natural Elements
5	Bosque of Trees
6	Respite Garden
7	Water Feature
8	Swing Bench
9	Fireplace
10	Natural Ground Materials
11	Terraced Lawn
12	Art Panel Along AT&T
13	Concession/Tickets/Rental
14	Gateway + Identity Feature
15	Streetscape Sculptures

The arrows indicate design elements that changed more than two ranks between the in-person and survey results

A **blue arrow** indicates the element ranked higher in the survey than in-person

A **red arrow** indicates the element ranked lower in the survey than in-person

Open House 2

Two Designs

30
Responses
at Open House 2

217
Responses
from online survey



CONCEPT A OUTDOOR LIVING ROOM

Straight lines and geometric forms draw from the historic and traditional architectural character of downtown Traverse City, reinforcing its sense of order, rhythm, and timeless design.



CONCEPT B PETOSKEY STONE

Organic, curving lines reflect the design language of the adjacent FishPass development and echo the natural features of the Leelanau Peninsula.

Why does the concept you chose shine? Tell us what you love about the design and why you chose it.

Concept A

39.5%

Concept B

61.5%

Open House 2

Please select the three elements you think should be included in the final design for Rotary Square?

Ranking of elements 4-8

- 4 Terraced Element
- 5 Moveable Seats and Shade
- 6 Natural Water Feature
- 7 Overhead Lighting
- 8 Art and Identity



SMALL STAGE WITH SHADE STRUCTURE

A built-in stage designed for performances, but just as useful for everyday activities like sitting, eating, or gathering. It's flexible, functional, and seamlessly blends into the space.



NATURAL MATERIALS

Inspired by the Leelanau Peninsula, natural materials help keep things green and resilient. Think plastic-free options, native plants, boulders or logs, limestone, and sandy paths that bring the outdoors in.



FISHPASS CONNECTION

Create a stronger visual and physical connection to the river. It could include features like a an overlook, stage, and seating area designed to extend across the alley and invite people closer to the water's edge.

Please select one element you think should not be included in the final design for Rotary Square?

Ranking of elements 4-8

- 4 Moveable Furniture
- 5 FishPass Connection
- 6 Terraced Element
- 7 Small Stage with Shade
- 8 Natural Materials



OVERHEAD LIGHTING

Provides both decorative and functional light for everyday and events. It adds warmth and creates a cozy, inviting sense of enclosure in the space.



NATURAL WATER FEATURE

Water features designed to activate when it rains, such as small bridges, dry creek beds, and water runnels that guide rainwater through the landscape.



ART & IDENTITY

Highlight public art and identity features like murals, sculptures, or celebrations of local history. These elements create "wow" moments and invite people to connect in meaningful, memorable ways.

The Design Direction

The Framework



The Program

Petoskey Stone

The design seeks to strike a balance between an active public plaza and a natural respite within downtown Traverse City.

Inspired by the organic forms of the Petoskey Stone, the layout layers active and passive uses around a central lawn. These layers create opportunities for both quiet, intimate moments and larger gatherings when the space is activated.



A FISHPASS CONNECTION

Programmed space overlooking the Boardman/Ottaway river

B CANOPY

Shaded area that can function as both a seating area or small stage location

C THE LAWN

Large natural turf area for lounging, play and gatherings

D PLACES TO PAUSE

Dispersed small seating areas with different types of seating

E THE OVERLOOK

Raised pathway leading to an elevated platform that overlooks the Lawn

F NATURES PLAY

A slide from the Overlook adjacent to natural berms for play

G SWING BENCHES

Moment to swing and look toward the lawn

H DRY RUNNEL

Narrow rocky channel for collecting storm water



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: October 13, 2025

Re: TIF-97 Project Priorities

This memo is intended to provide an update on the status of each capital improvement project priority, including the next steps, critical decisions, and budget needs. Attached to this memo is a project “timeline” for the Riverwalk and Rotary Square projects. The timeline illustrates project phases, key decisions, and project milestones. This memo and an updated project timeline will be included in every DDA Board meeting moving forward.

TIF-97 Priority Projects

1. Rotary Square (discussed previously)
2. Farmers Market Pavilion
3. Boardman/Ottaway Riverwalk

Farmers Market Pavillion

The DDA continues to work with Beckett & Raeder to complete the final construction documents for the Farmers Market Pavilion and the surrounding parking lot. Design staff from Beckett & Raeder are collaborating closely with INFORM to ensure the design elements of the Pavilion are seamlessly integrated with the evolving plans for the Riverwalk.

The conceptual design has been shared with the Farmers Market Advisory Board for review and feedback. It will also be presented and discussed at the next Farmers Market Advisory Committee meeting on October 20th

Working Phases and Milestone

- | | |
|---|-----------------------|
| A. Budget allocation for Planning, Design and Engineering Phase | Timeline: July - Aug. |
| B. Planning, Design and Engineering Phase (cost estimate) | Timeline: Sept. |
| C. Procurement Phase | Timeline: Dec. |
| D. Construction Phase | Timeline: April |
-

Boardman/Ottaway Riverwalk

INFORM Studio has completed the Schematic Design phase of this project and continues moving forward with the Design Development phase which is targeted to be completed this winter.

Working Phases and Milestone

- | | |
|---------------------------------------|-----------------|
| A. Schematic Design | Timeline: Sept. |
| B. Design Development (cost estimate) | Timeline: Dec. |



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Memorandum

To: DDA Board of Directors
From: Harry Burkholder, DDA Executive Director
Date: October 13, 2025
Subject: DDA Website

In September, the DDA issued a Request for Proposals (RFP) for design and development services for a new DDA website. The RFP was prompted by a desire from staff to update the website's appearance, functionality, and overall usability, as well as notification from our current website provider that they would no longer be able to provide support services.

The DDA received fourteen proposals in response to the RFP. The firms and associated costs are listed below:

Destination By Design	\$65,000 – 125,000
Neumaric Technologies	\$63,416
Exemplifi	\$72,000
BuzzClan LLC	\$213,060
Hubspire	\$257,625
Ardent	\$77,650
Granicus	\$60,725
Tino LLC	\$247,887
Strategic Connection	\$96,900
Tan Development	\$59,000
Addis	\$25,100 – 35,000
Flightpath Creative	\$30,250
The Local Level	\$62,200
Emily Rev. Marketing	\$17,810

Each proposal was formally reviewed and discussed by DDA staff. Based on our evaluation, I recommend executing a contract with **Flightpath Creative**.

Flightpath Creative is a Traverse City-based firm with extensive experience working with local organizations, including the City of Traverse City (for whom they recently completed a website redesign).

They also maintain a diverse client base across the United States. Importantly, their proposal falls within the budget established for this project and reflects a strong understanding of the DDA's goals for a modern, user-friendly, and easily maintained website.

Recommended Motion

That the DDA Board approves to enter into a contract with Flightpath Creative for a cost of \$30,250 for website design and development services, subject to approval as to its form by the DDA Executive Director and Attorney.



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Memorandum

To: DDA Board of Directors

From: Harry Burkholder, DDA Executive Director

Date: October 13, 2025

Subject: Lower Boardman/Ottaway River Data Gathering/Site Assessment, Concept Planning and Design and Engineering

In August, the DDA issued a Request for Proposals (RFP) for the *Lower Boardman/Ottaway River Data Gathering, Site Assessment, Concept Planning, and Design & Engineering Project*. This project is funded through a grant from the National Oceanic and Atmospheric Administration (NOAA), in collaboration with the Grand Traverse Band of Ottawa and Chippewa Indians.

The DDA received four proposals in response to the RFP. The firms and associated costs are listed below:

Environmental Consulting & Technology Inc.	\$545,236
Machin Engineering	\$594,800
GEI	\$247,800
Progressive Companies	\$220,093

Each proposal was formally reviewed and discussed by DDA staff, representatives from the Tribe, and staff from City Engineering and Public Works. Based on this joint evaluation, I recommend executing a contract with **GEI**.

GEI is a highly regarded engineering and environmental services firm with more than 55 offices across North America, including an 18-person office here in Traverse City. The firm has extensive experience managing complex, water-based multidisciplinary investigation and design projects, including work on the FishPass Project with the Great Lakes Fishery Commission and the City of Traverse City.

GEI's proposal falls within the grant budget (\$657,750) and demonstrates a strong understanding of the DDA's goals and the broader objectives of this project. Included with this memo is a project narrative providing an overview of the project and the DDA's role in the ongoing stewardship of the Lower Boardman/Ottaway River.

Recommended Motion

That the DDA Board approves to enter into a contract with GEI for a cost of \$247,800 for data gathering/site assessment, concept planning and design & engineering, subject to approval as to its form by the DDA Executive Director and Attorney.

PROJECT DESCRIPTION

This past year, the Grand Traverse Band of Ottawa and Chippewa Indians (GTB) was awarded a \$11.9 million Transformational Habitat and Coastal Resilience grant from the National Oceanic and Atmosphere Administration (NOAA) in support of one of the largest land preservation and restoration projects in the Grand Traverse Region. Under the grant title *Restoration, Engagement, and Traditional Ecological Knowledge: An Indigenous Approach to Comprehensive Resiliency (RETEK)*, in collaboration with Leelanau County non-profit New Community Vision, the Great Lakes Fisheries Commission and the Traverse City Downtown Development Authority, the GTB is working to acquire, restore and permanently preserve 187 acres of coastal wetland along Grand Traverse Bay, restore and develop green infrastructure along the Lower Boardman/Ottaway River and support on-going collaborations with the Great Lakes Fisheries Commission (GLFC) on a first-of-its kind bi-directional selective fish passage project to replace the Union Street Dam in downtown Traverse City. The Traverse City DDA is a subrecipient of the NOAA grant, working with and through the GTB. The DDA was awarded a grant of \$657,750 for the following scope of work.

Scope of Work

A portion of this project will work to restore the Lower Boardman/Ottaway River as a vital natural resource corridor - integrating the river into the built environment by improving in-stream habitat, naturalizing the shoreline and implementing green infrastructure to improve river quality. Project tasks and deliverables are outlined below.

Task One. Data Gathering and Site Assessments

This task will consist of acquiring and assessing available desktop data, including historic and current aerial imagery, LiDAR elevations, geomorphic, stormwater, soils, historic storm and precipitation, FEMA mapping and published models, hydraulic models, bathymetric, infrastructure and parcel mapping, as-built data from previous projects, trails, utilities, biological survey results, flow monitoring, cultural/rare species, and other relevant data. Available desktop data will be used to support site assessments, which will further refine project elements for conceptual planning. **Deliverable: Full Site Assessment and Data Summary**

Task Two. Concept Planning

The 2013 Boardman River Unified Plan outlined a vision to enhance the ecological health of the Lower Boardman/Ottaway River while creating new social and cultural spaces centered on the river and anchored in the region's historical and cultural context. These plans detail social and cultural interventions, including connectivity, recreation, and gathering spaces; and ecological interventions, including stormwater, bank stabilization, in-stream habitat improvements and invasive species management. The Concept Planning phase will update the decade-old Master Plan by integrating recently completed projects and identifying projects for implementation in collaboration with Tribal citizens, staff, the City of Traverse City and other partners. This work will include integrating in-stream habitat improvements in connection with Phase I. of the DDA's proposed Riverfront Project – specifically along the river's shoreline

parallel to the 100 and 200 blocks of Front Street. The Concept Plan will identify shoreline and in-stream solutions for the entire 1.6-mile Lower Boardman-Ottaway. **Deliverable: Concept Plan(s)**

Task Three. Design & Engineering

A subset of the project elements identified in the Concept Plan(s) will advance forward through the design phase. In-stream habitat improvements will include a combination of rock vanes, managed log cover/basking structures, stone treatments of vertical wall bases, riffle habitat, spawning beds, and related techniques to increase the desired populations of fish, reptiles, and macroinvertebrates. This phase will include collection of additional site-specific data, including topography, geomorphology, soils, utilities and easements, existing crossings, stream cross-section, and profile information, the extent of erosional areas requiring specific restoration approaches, collection of bulk sediment samples, stormwater input and discharge points, vegetation, and other information needed to support the design(s). The design team will develop hydrologic-hydraulic curves specific to the stream reach, and will use these curves to set design parameters. **Deliverable: Final Plans will include a Title Sheet, Site Plan Sheets, Typical Section Sheets, Details Sheets, Plan and Profile Sheets, Stormwater Plan, Planting Details, Planting Plan, EPSC Cover Sheet, EPSC Notes Sheet, EPSC Details Sheets, EPSC Plan Sheets, Cross Section Sheets, Materials Estimate and Project Specifications.**

Assuming NOAA funding is allocated in 2026 and 2027, the DDA intends to complete the final two tasks of this project (see below). Funding awarded to the DDA for these two tasks totals \$1,610,000.

Task Four. Permitting

Permitting will be required to fulfill local, State, and Federal requirements for construction. The design team will complete the necessary permits to support the construction and ecological restoration. Permits are anticipated from Michigan Department of Environmental Quality, U.S Army Corps of Engineers (USACE), Federal Emergency Management Agency, local permitting agencies, and compliance with National Environmental Policy Act. **Deliverable: Complete permit applications and approvals.**

Task Five. Construction and Vegetative Establishment

Major construction items and operations will include installation and maintenance of construction erosion control practices, excavation and micro-grading to stabilize the shoreline, installation of structure within the stream profile, and restoration of final grades and native species. Erosion control measures will be installed prior to any land-disturbing activity to prevent erosion and retain sediment onsite. Native vegetation, including species of cultural significance to regional Tribal communities such as sweetgrass, northern white cedar, sage, native tobacco and others, will be installed to restore a vegetated riparian buffer adjacent to the river channel and provide habitat for pollinators, birds and wildlife. These species can be found in the GLFWC Traditional Ecological Knowledge (TEK) document. Upon completion of the work, all access roads, staging areas, construction entrances, and silt fences will be removed, and all disturbed soils will be stabilized with mulch and native seed to establish permanent ground cover. Concurrently with the riparian restoration, the DDA is anticipated to be

constructing access improvements and green infrastructure as part of an expansive placemaking project to increase access and human use of the river.

Following site grading, the restored stream sections will be revegetated with native species. Native species selection will integrate community input from engagement sessions and reflect discussions about climate vulnerabilities highlighted in the 2023 Aanji-bimaadziimagak o'ow aki report created by Great Lakes Indian Fish and Wildlife Commission with TEK from 11 Great Lakes Tribes and predictive models of climate stressors. A variety of native trees, shrubs and herbaceous plant plugs will be installed adjacent to the river channel to stabilize banks following construction. Native seeds will be installed in areas disturbed by construction. Establishing deep rooted tree and shrub species will provide significant water quality benefits to the restored habitat and adjacent water bodies.

Project Site

The Boardman-Ottaway River, the largest tributary to Grand Traverse Bay, encompasses 179 lineal miles (288 km) of perennial streams and supports 74 natural lakes. It sustains nearly 60 different fish species and includes 36 miles (58 km) designated as “Blue Ribbon” trout habitat. Prior to European colonization, this river was a sinuous and dynamic riverscape, winding and shifting through the sandy outwash landform, influenced by vegetative cover, storm events, lake and river water levels, and episodic hydraulic flow characteristics. Industrialization altered the natural features of the river and its corridor, negatively impacting how people, plants, and animals could connect with this water and Lake Michigan.

Beginning in 1867, a series of misguided projects, free of modern-day regulatory standards, unfolded on the Boardman-Ottaway River, resulting in asynchronous development patterns that continue to compromise the health and vitality of the Lower River today. Specific negative impacts include: 1) channelization of the river into a more limited space; 2) construction of four dams to create power; 3) bank stabilization features limiting lateral movement of the river; and 4) construction of stormwater management systems to direct water from local streets, parking lots, and built areas into the river.

Today, the collective health of the Lower River is threatened by the residual impacts of these anthropogenic changes. Particularly vulnerable are the fish and other aquatic species that play a vital role in the overall resilience of the coastal Grand Traverse Bay watershed and Native and non-Native communities whose economic livelihood and cultural sovereignty are linked to commercial and subsistence fishing. Additionally, current Lower River conditions exacerbate threats to the broader community, which bears a heightened vulnerability to predicted coastal climate hazards like rising Great Lakes water levels, extreme weather events, and increased winter and spring precipitation.

Improving fish passage, stabilizing shorelines, creating instream habitat for macroinvertebrates and fish species, and mitigating threats of nonpoint source pollution are restoration priorities that the RETEK team will advance in the Lower Boardman/Ottaway River.



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Memorandum

To: DDA Board of Directors
From: Harry Burkholder, DDA Executive Director
Date: September 15, 2025
Subject: Executive Director Report

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

Two-Way Pilot Project

We continue to work with the City's Design Team, community stakeholders, and members from Progressive to implement the remaining objectives and next steps for the pilot. These include analyzing data from the remaining collection periods, determining the short-term and long-term costs of making the pilot permanent, assessing the long-term impacts on downtown circulation if only one eastbound lane remains, and exploring options (with associated costs) for implementing bicycle infrastructure.

Recently, the DDA issued an on-line survey on the two-way pilot to downtown business and property owners. In addition, the City issued a survey on the two-way pilot to the Boardman Neighborhood (a similar survey was issued to the Boardman Neighborhood last year).

General Infrastructure Repair

As you may recall, earlier this spring, DDA and City staff conducted a walking tour of downtown to identify opportunities for targeted public infrastructure repairs, including sidewalks, curbs, streets, and related improvements. Through this collaborative effort, we identified several areas in need of maintenance and repair.

Streets

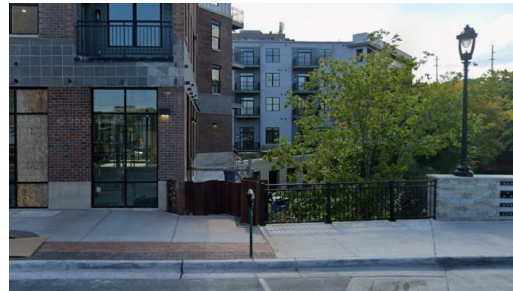
Prior to the Cherry Festival, and in collaboration with the City's Street Department, we resurfaced portions of three downtown streets in poor condition:

1. Union Street (North of Front to the Bridge) - Repaved southbound lane (315 ft.) and patched east lane.
2. Union Street (South of Front Street) - Repaved northbound lane (100 ft).
3. Cass Street (South of Front Street) - Repaved both northbound lanes (50 ft).

For the remaining projects - alley approach, mid-block crosswalk, and sidewalk repairs - DDA staff partnered with the City Engineering Department to prepare bid documents. Responses came in between \$243,000 and \$457,500, significantly exceeding the \$75,000 budgeted (\$65,000 from TIF-97 and \$10,000 from Old Town TIF) for general infrastructure maintenance in FY 2025–2026.

Given the cost constraints, we prioritized the Cass Street mid-block crosswalk repair. This project went before the City Commission on August 4th but was not approved, with commissioners requesting the addition of bump-outs. The requested changes expand the project's scope, cost, and timeline, requiring additional design and construction drawings. We are now working with the Engineering Department to rebid the mid-block crosswalk and may still be able to complete this work next spring (within the current fiscal year).

In addition, we have approved plans to cap the sheet-pilings and add the missing railing along the West Front Street Bridge (where our staircase project was to be located). This effort does not eliminate the opportunity to construct the staircase in the future.



Non-Motorized Improvements

We continue to collaborate with City Engineering and non-motorized transportation advocates to improve the transition from the Bayfront (TART) Trail into downtown for cyclists. Current efforts are focused on installing a bicycle ramp at the Front Street and Grandview Parkway intersection to provide a smoother transition from the sidewalk to the in-street bike lane. We are still working with city staff to implement this project still this fall.

North Union Street Bridge and Staircase Railing Reconstruction

We are working with City Engineering staff to finalize design and construction costs for a new railing on the staircase located at the northwest corner of the North Union Street Bridge. While cost estimates for sidewalk and lighting improvements beneath the bridge exceeded available funding at this time, the railing enhancements will move forward. This work will be included in the City's overall bid package for the bridge's structural improvements, to which the DDA Board has committed a financial contribution through the TIF 97 budget.



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Memorandum

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

From: Sara Klebba, DDA Director of Events & Engagement

Date: October 13, 2025

Subject: DTCA Director of Events & Engagement Update

Haunts & Harvest Window Walk (Oct 17-31)

Hit the streets of Downtown TC starting Friday, October 17, for a friendly window display competition. Over two dozens merchants have decorated their storefronts in either a fall fabulous or spooky season theme. Customers have unlimited votes for their favorite displays simply by scanning the QR code on posters or on downtowntc.com. There is also a Judges' Choice award. The Little Fleet and Slip. vintage donated gift cards as prizes.

Halloween Walk (Sat, Oct 25)

- Encouraging “off 100 and 200 E Front St. block” member businesses to sign up – we’re sharing list online and in social plus link on signage. Will also chalk sidewalks with arrows to direct traffic to other areas.
- A-frames will again encourage counterclockwise flow in busiest parts of downtown.
- Full for volunteers!

Shop Your Community Day (Sat, Nov 8)

- 29 businesses signed up; Oct 17 deadline. 43 businesses contributed in 2024.
- New graphic created, see below.
- 30 nonprofits signed up and confirmation email sent (to 25 declines, too).
- Posters and in-store ballots to be created and digital marketing materials to be distributed week of 10/13.
- Donation checklist and sales tracking sheet to merchants w/o 10/20.



Traverse City Light Parade (Sat, Nov 22)

- New logo created below.
- Parade reached capacity five days after application was posted.
- Sponsorship update:
 - Cash sponsors: Molon, M and M Garage Door, Cherry Republic, Munson, The Little Fleet & MSUFCU
 - In-kind: UpNorthLive, WCCW, That'sa Pizza, Elmer's, Espresso Bay
- Streets to shut down at 3:00.
- Tree Lighting Treat Patrol: Santa's Street Team (volunteers/staff) to kick off the evening at 5pm with UpNorthLive 7&4 emceeing. Lots of giveaways (from the route to the tree lighting), trivia, songs, contests, candy buckets, songs... followed by traditional DTCA introduction of mayor and Santa's key to the city, poem, naming of the new baby reindeer, and lighting of the tree.
- Parade steps off at 6:30pm, after Meridian barriers moved back and crowd moved off street (Santa's Street Team with more candy on sidewalks).
- Santa's House
 - Looking at 11/17 delivery. Santa to arrive in hardhat to "oversee" installation with Elmer's. To reach out to TC Record-Eagle to try to get photos printed.
- Call for volunteers email sent to volunteer database. To post on socials and in newsletter, email DT merchants. Would love to see support from downtown stakeholders, merchants, and organizations.
- Two police cameras to be placed at Cass (by Eleven) and at Park (by Taproot).



Ladies', Men's, & Wrap It Up Shopping Nights (Dec. 4, 11, 18)

- Working on permit requests to shut down Cass north on Front, south of alley. Evergreen to host hot cocoa station. Ability to safely take photos at tree.
- Wrap It Up Night will be held the third Thursday of December and focus on family-friendly fun: savings and last-minute shopping:
 - 4-9pm
 - Santa Jerry to come down for family photos for 1-2 hours (at tree).
 - Donation-based stations for shoppers: A Day In May & Up North Pride confirmed wrapping station for Mammoth. Evergreen & Slip. vintage to pair up at Front Row Centre. DTCA to supply budget for paper, etc.
 - Messages in with State Theater to discuss family movie for the evening.

Traverse City Restaurant Week (Sun, Feb 22-Sat, Feb 28)

- Posted event on website: Requests are coming in for dates!
- To reach out to TC Tourism to talk 2026 partnership.