



Alpena Downtown Development Authority (DDA)  
2023 Informational Meetings

Anne Gentry, Executive Director



## 2023 DDA TOP 5

- **First annual Alpena Flower Festival** held in June 2023 with 30+ installations and floral activities
- **The alleyway project came to life** with music, lights, seating, planters, public art, and events
- **Fresh Waves 2023** was our largest year to date with 6 murals completed
- **Michigan Downtown Association Conference** was held here, showing off our downtown to 60+ downtown professionals
- **DDA Boundary Expansion** approved with agreements in place from the County & City of Alpena



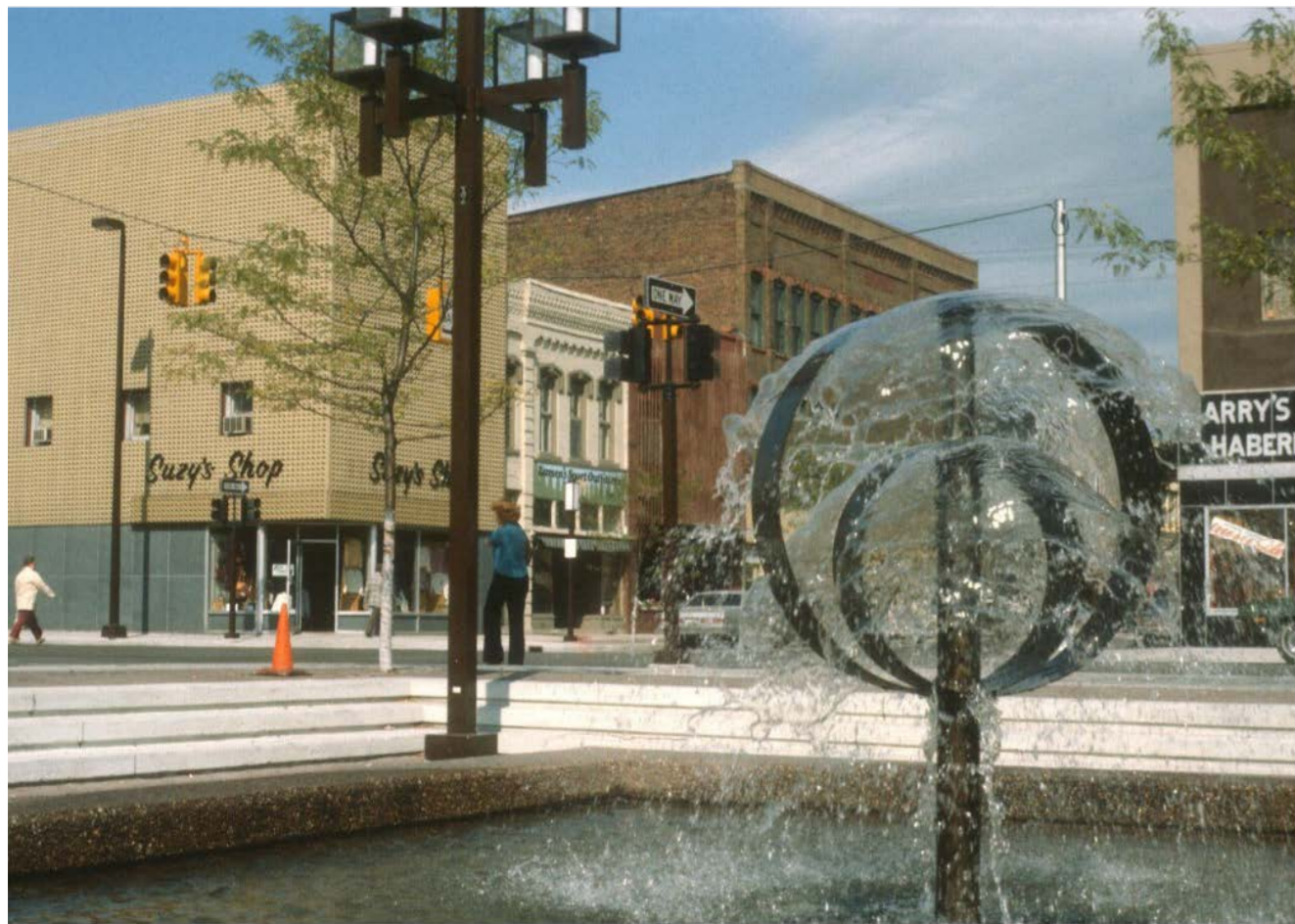
## 2023 DOWNTOWN TOP 5

- **Sanctuary Cinema** opened in May 2023 after 5+ years without a cinema downtown
- **Renovation** began at **Thunder Bay Theatre** with \$1 million + of grant support
- **Colburn Outfitters** relocated and expanded to Second Ave. in the previous **Masters Shoes/Style Warehouse** location
- **City of Alpena** receives a nearly \$ 1 million **Culligan Plaza** grant through the Michigan Economic Development Corporation (MEDC), allowing construction to begin in 2024
- **Five apartments** were completed at the **Professional Building** above **Bob's Bullpen**



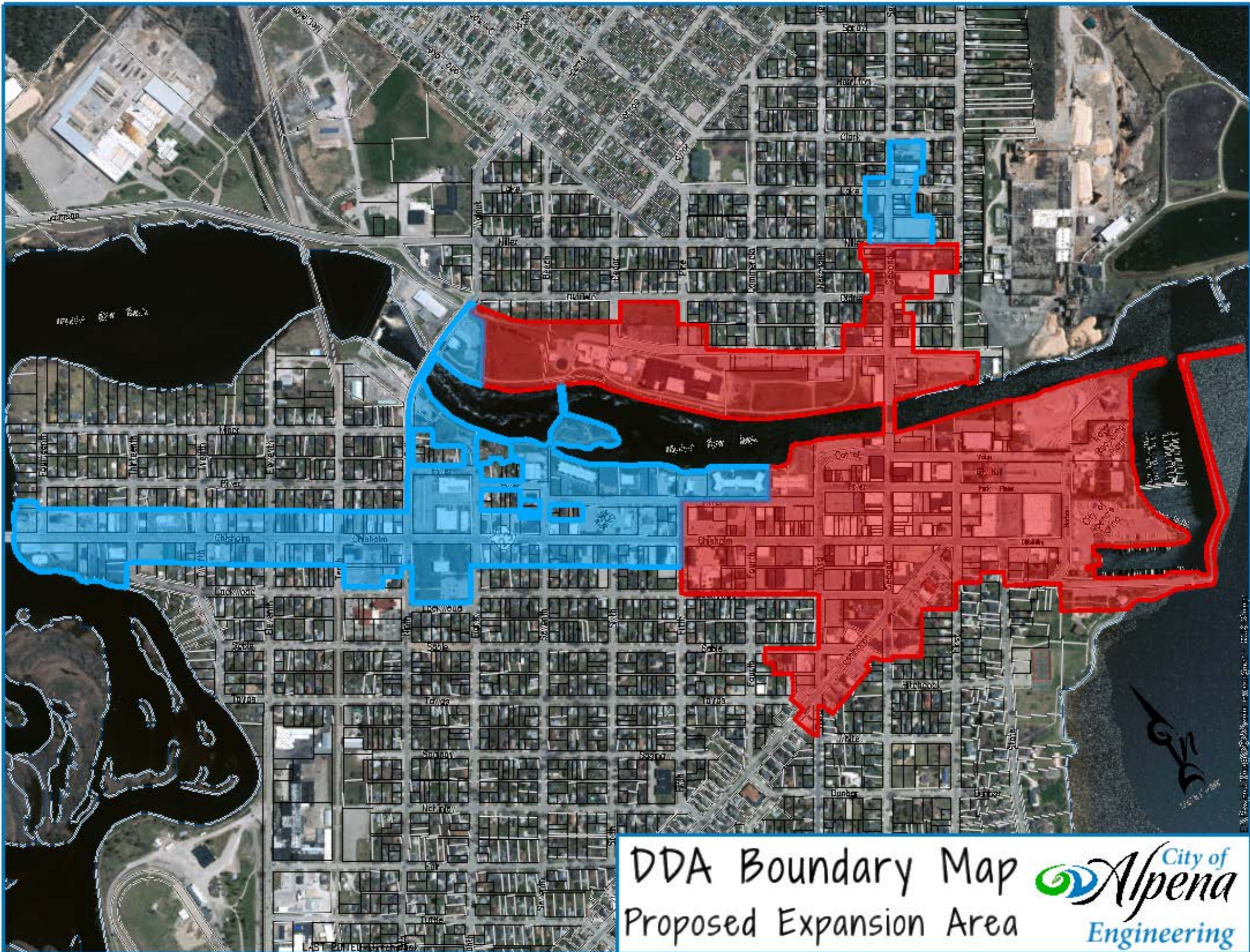
# WHAT IS A DOWNTOWN DEVELOPMENT AUTHORITY?

- Created under PA 197 of 1975 (now Act 57 of 2018)
- Nearly 500 throughout the state of Michigan
- Established by the local municipal government to:
  - Correct and prevent deterioration within the established DDA district;
  - To encourage historic preservation;
  - To acquire (buy) and dispose (sell) of interests in real and personal property;
  - To create and implement development plans in the district;
  - To promote the economic growth of the district.



# ALPENA DDA

- Formed in 1980 by the City of Alpena
- The goal of the Alpena DDA is to implement positive economic, physical, and aesthetic changes in Downtown Alpena.
- Funding comes through Tax Increment Financing (TIF) and a 1.98-mill assessment on downtown properties.
- Boundaries expanded in 1985, 1988, 1989, 2004, and 2023



DDA Boundary Map  
Proposed Expansion Area



# FINANCES & FUNDING

- Majority of revenue comes from property taxes from the downtown district:



- Tax Increment Financing (TIF), which finances projects and improvements according to our TIF plan
- A 1.98-millage assessment on downtown properties, which goes towards the DDA's operations

- Other revenue comes from parking fines, parking lot rental, event revenue, grants, donations, and sponsorships.
- DDA budgets with the City of Alpena and plans for long-term projects through the Capital Improvement Planning process



**Creating a place  
where people want  
to be**

- Live music
- Festivals + events
- Unique experiences
- Public space activation



**Creating an appealing  
downtown environment**

- Flower + tree planting
- Seasonal decor
- Streetscaping
- Public art



**Encouraging community  
engagement + ownership**

- Marketing + communications
- Downtown advocacy + education
- Community partnerships



**Maintaining +  
preserving  
downtown  
buildings**

- Facade grants
- Historic preservation
- Blight elimination
- Strong zoning
- Grant writing



**Growing a strong +  
diverse economy  
downtown**

- Small business support
- Non-profit partnerships
- Business recruitment + retention





2023

ACCOMPLISHMENTS

# BEAUTIFICATION INVESTMENTS

- 49 hanging flower baskets (\$3,850)
- 10 tables & 10 benches for outdoor seating (\$4,000)
- 10 planters in Center Alley (\$2,700)
- Holiday greenery in Culligan Plaza by Falls Creek (\$1,400)
- Updated garland on lampposts for Christmas with Department of Public Works
- Purchase of new flower planters and bike racks to rent to businesses



# VOLUNTEER FLOWER PLANTING & FUNDRAISING

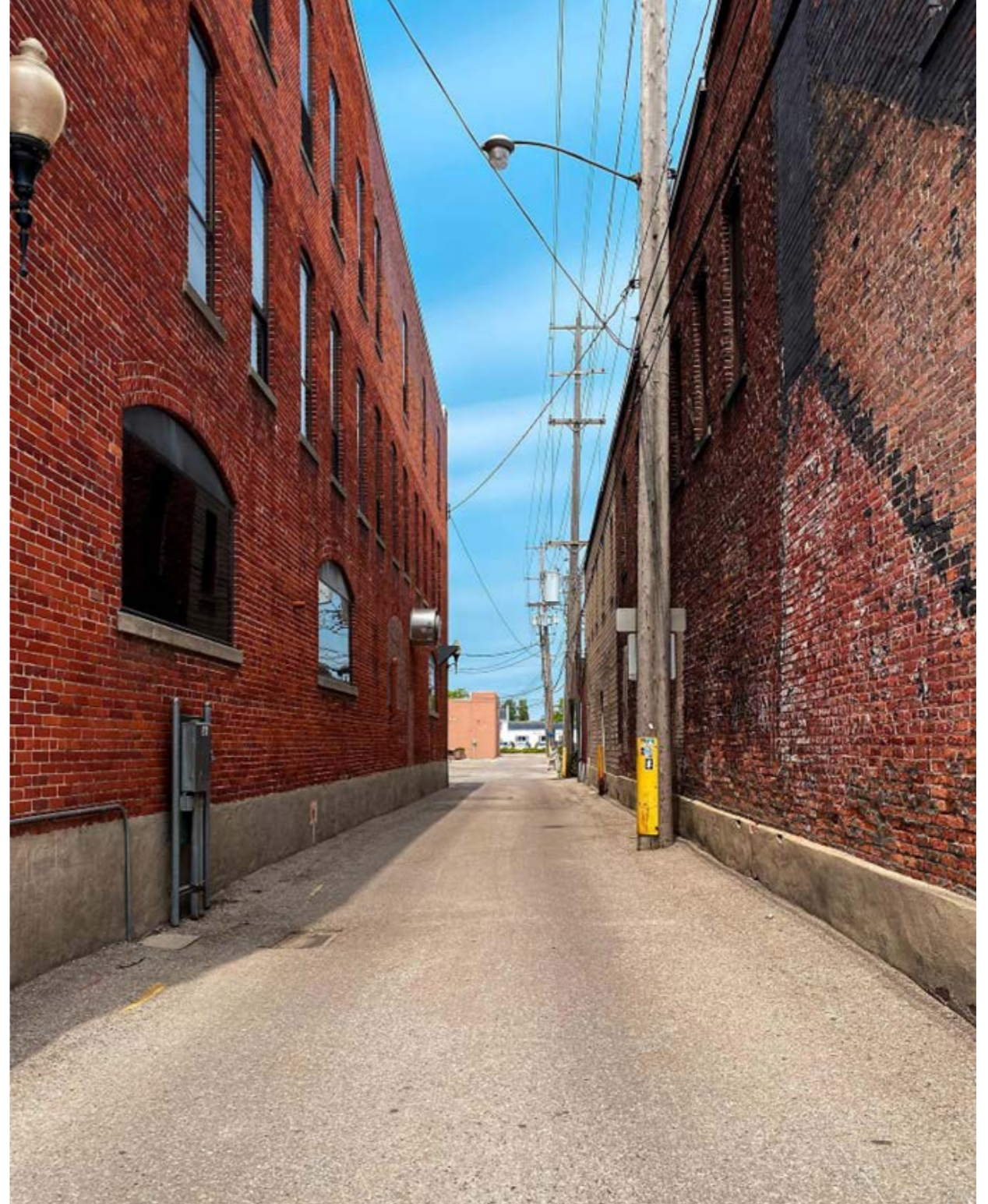


Partnered to form the Friends of Alpena Area Gardens group

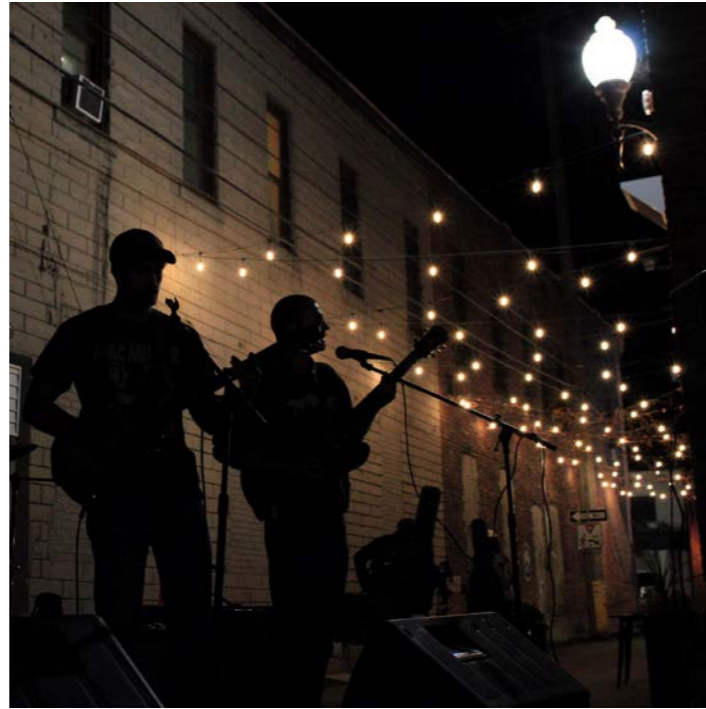
Raised \$3,000 + to purchase flowers to plant around the tree bases downtown

20 + community members and groups helped at our flower planting and clean up day on May 20

THE ALLEYWAY WENT FROM THIS...



# TO THIS!



# THE ALLEYWAY PROJECT CAME TO LIFE THIS YEAR:

Community Foundation Grants: \$1,500 for string lights & \$800 for planters

Flowers planted in 10 planters by Pied Piper students

Six Fresh Waves murals completed

Events + concerts held by Fresh Palate, Rusty Petunias, HopSide Brewery, and Thunder Bay Arts



# FRESH WAVES: ART IN THE ALLEYWAY



6 pieces of artwork completed by 8 artists

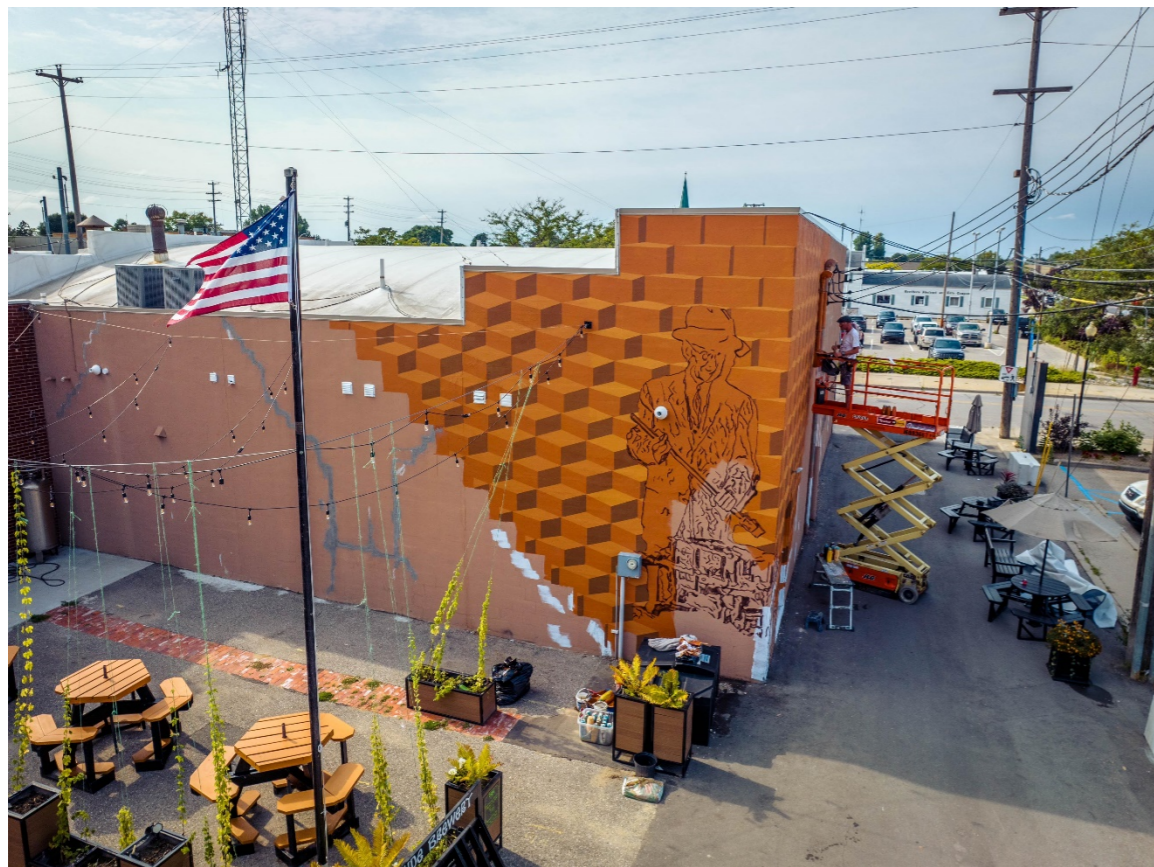
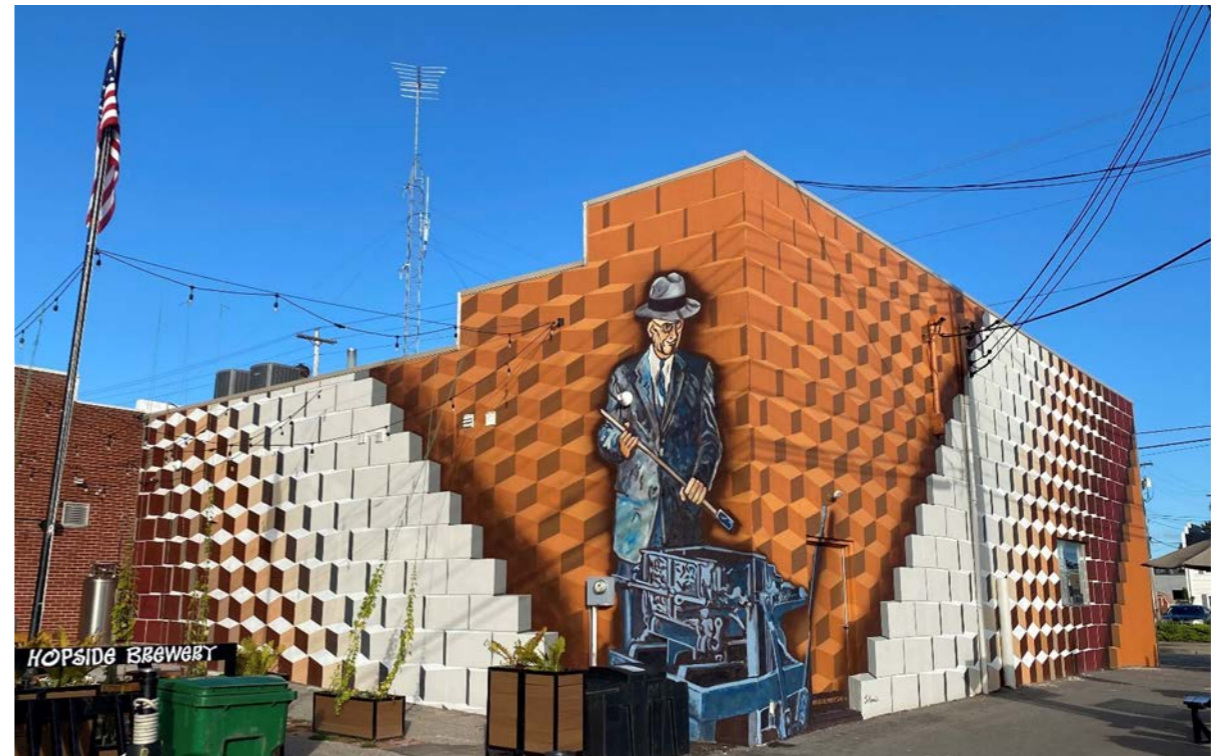
Largest project and investment to date (\$32,590)

Thank you to the Sunset Project and Michigan Arts & Culture Council for additional funding support, and Bedrock Contracting and Keystone Rental for the donating the use of lifts for our artists!



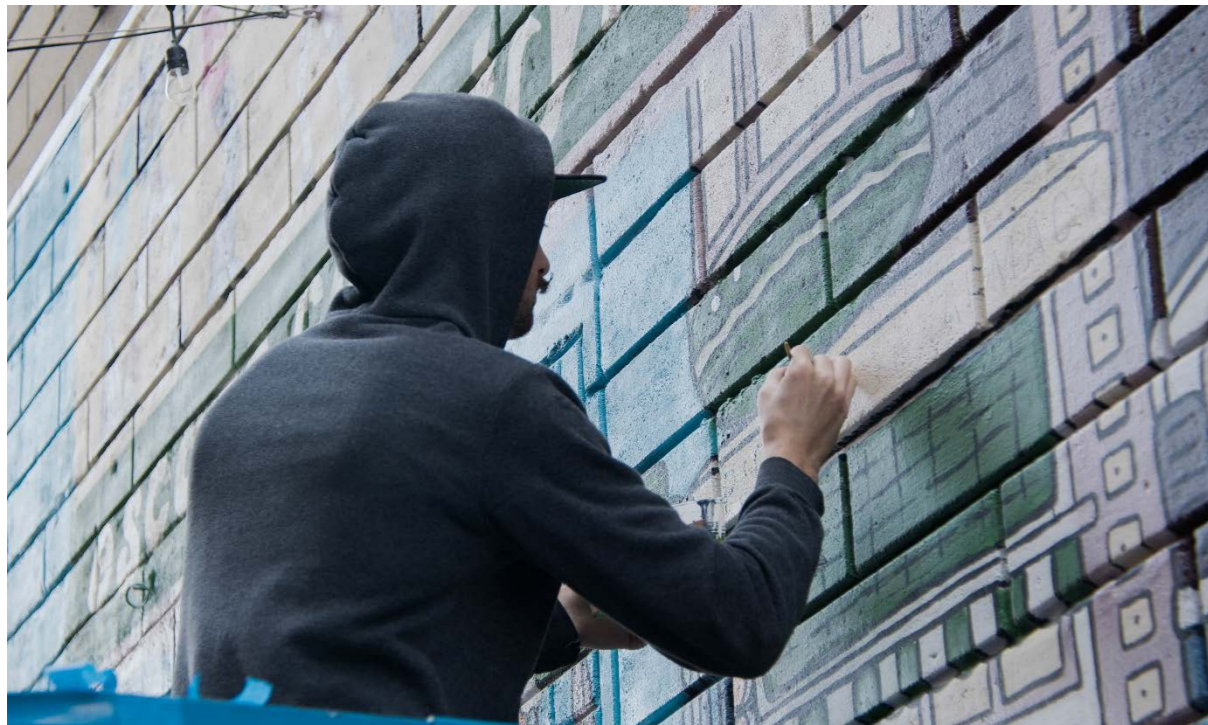
Location: Harborside Cycle  
Artists: Sous La Ciel of Ann Arbor, MI  
Funded by the Sunset Project





Location: 133 W. Chisholm St.

Artist: Tim Nijenhuis of Hamilton, Ontario



Location: 117 N. Second Ave. (Noise & Toys)

Artists: Michael Ferrarell & Nick Capozzoli of Left Handed Wave- Chicago, IL



Location: 123 W. Chisholm St. (Rusty Petunias)

Artists: Steffi Tsai & Dannielle Sparks of Have a Nice Day- Brooklyn, NY



Location: Two power boxes

Artists: Mariah Brancheau of Lovely Little Lettering Co- Lachine, MI

# 2023 GRANTS



- Match on Main Grant Awards
  - My Glass Wings \$25,000
  - Rusty Petunias \$25,000
- Michigan Arts & Culture Council Project Support (Fresh Waves)- \$14,000
- Community Foundation for Northeast Michigan
  - Alleyway Lights \$1,500
  - Flower Fest 2024 Music \$1,500
  - Downtown Planters \$800
- Façade Restoration Initiative Grant \$400,000
- Thunder Bay Theatre:
  - \$723,291 from MEDC Community Revitalization
  - \$140,000 from State Historic Preservation Office
  - \$100,000 from Michigan Arts & Culture Council



# NEW BUSINESSES THAT OPENED OR RELOCATED DOWNTOWN IN 2023

Sanctuary Cinema

Bella Rose Wellness

Illuminate Wellness

Wausau Homes

Ana's Treasures Thrift Store

Paramount Tattoo





Downtown Alpena

Published by Anne B. Gentry · September 18 ·

What a transformation of the back of Rusty Petunias Marketplace LLC 🌸

A huge thank you to the artists Steffi & Dannielle of Have a Nice Day, Laura from Rusty Petunias, and Travis from Keystone Rentals for bringing this one to life as part of our Fresh Waves project this past week.

4 pieces of art done this summer. 2 more to go! 🌸

This year's project is supported by a grant through the Michigan Arts & Culture Council.

#downtownalpena #freshwavesalpena #artworkofalpena #visitalpena #wallsofinstagram #muralsdaily #northeastmichigan



See insights and ads

Boost post

2K

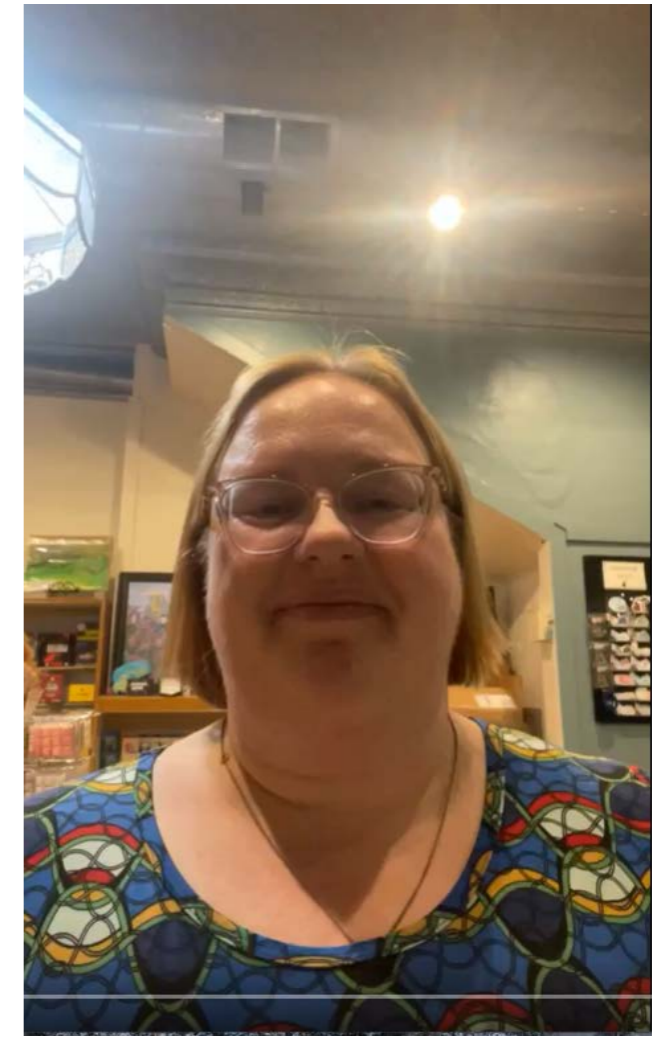
203 comments 116 shares



# MARKETING

- Blog Downtown Alpena
  - 17 new posts
  - 9700+ views and 4600+ visitors
- Digital presence
  - Facebook 10,707 followers
    - Reached 441,000+ people
  - Instagram 3,425 followers
    - Reached 21,895 people
  - Tik Tok 312 followers
- Sent monthly e-mail newsletter to nearly 500 subscribers
- Holiday mailer with 12 ads to 2,000 addresses

# THANKS TO OUR MARKETING TEAM!!



Kady Gehrke- Marketing & Outreach Coordinator 2021-2023

Alison Jakubcin- Social Media Content Creator

Zach Irving & Irving Entertainment- Videographer & Photographer

Maria Kinney- Graphic Designer

Griffin James & Chanda Stafford- Our Weekly Facebook Live Hosts



/// MK DESIGN CO ///





## PROMOTIONAL EVENTS

- Hot Cocoa Crawl (Jan 28)
- Alpena Ice Festival (Feb 11)
- Flower Planting Day (May 20)
- Friday Night Street Performers (May-Aug)
- Alpena Flower Festival (June 2-3)
- Fishing for Downtown Dollars (July 14-15)
- Sidewalk Sales (Aug 11-12)
- Chili Chowder Cook off (Oct 7)
- Witches Night Out (Oct 20)
- Downtown Trick or Treating (Oct 27)
- Holiday Open House (Nov 11)
- Visit with Santa (Fridays in Dec 5-7 pm, Dec 23 from 12-4 pm)

# 1<sup>ST</sup> ANNUAL ALPENA FLOWER FESTIVAL



- 30+ business sponsors
- Creative floral installations by four local florists (two downtown)
- Two days of flower activities including live music, poetry readings, build your own bouquet bars, workshops and more



# 1<sup>ST</sup> ANNUAL ALPENA FLOWER FESTIVAL



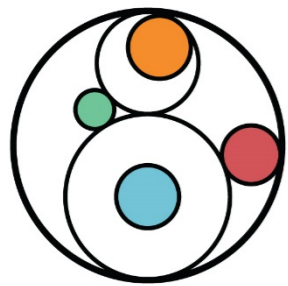
THANKS TO ALL OUR PARTNERS ON OUR  
2023 PROJECTS!



THUNDER BAY ARTS



KEYSTONE  
RENTAL EQUIPMENT



MICHIGAN  
ARTS &  
CULTURE  
COUNCIL



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

NORTHEAST



MICHIGAN

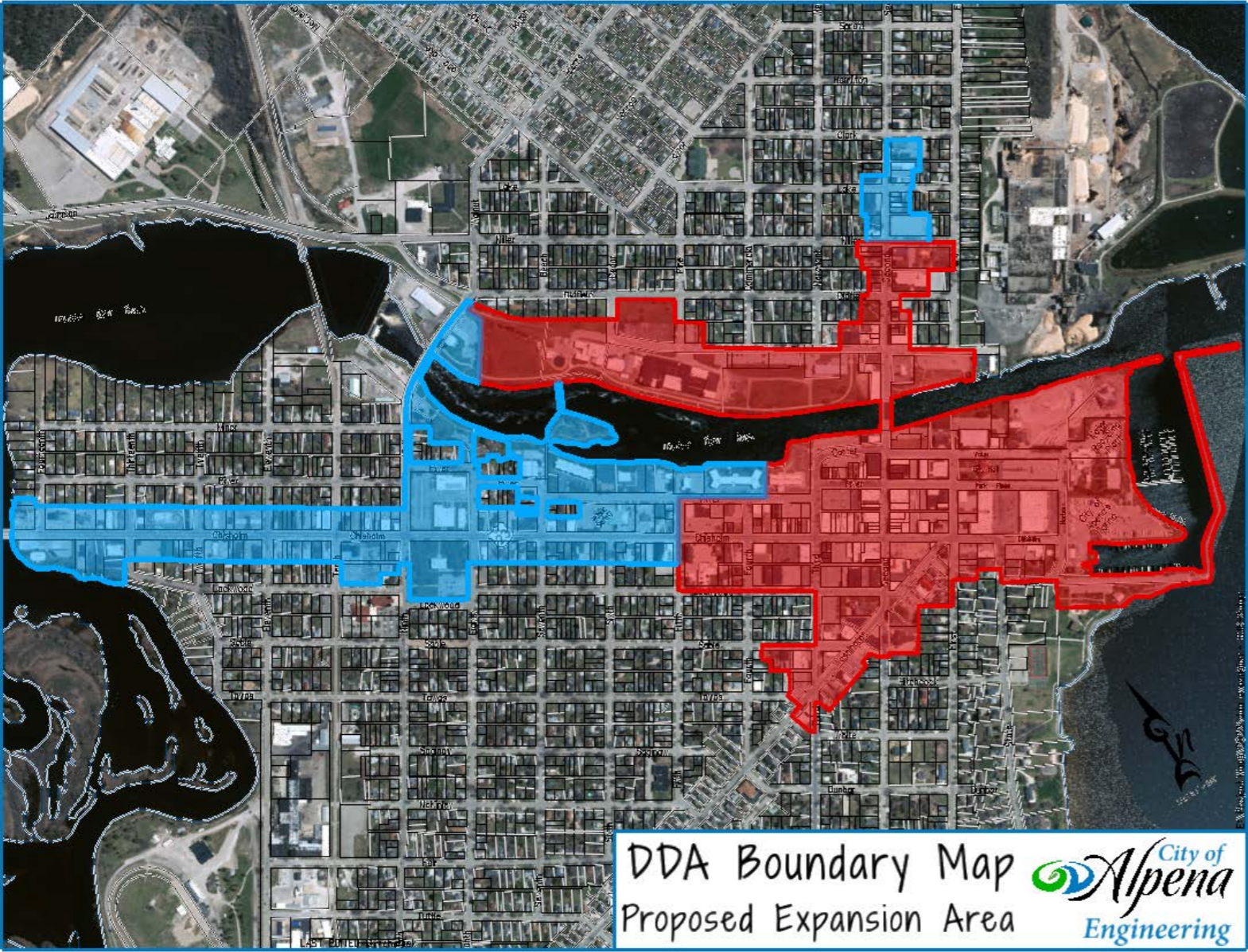


THE SUNSET  
PROJECT



# UPCOMING PROJECTS & PRIORITIES

# BOUNDARY EXPANSION- OUTREACH & PROJECT PRIORITIZATION





# FAÇADE RESTORATION INITIATIVE GRANT

- DDA received \$400,000 to regrant through our local program
- Eligible projects in current and expanded boundary
- Projects can apply for up to 50% funding
- Timeline announced by the end of the year for 2024 applications
- Projects must be completed by April 2026

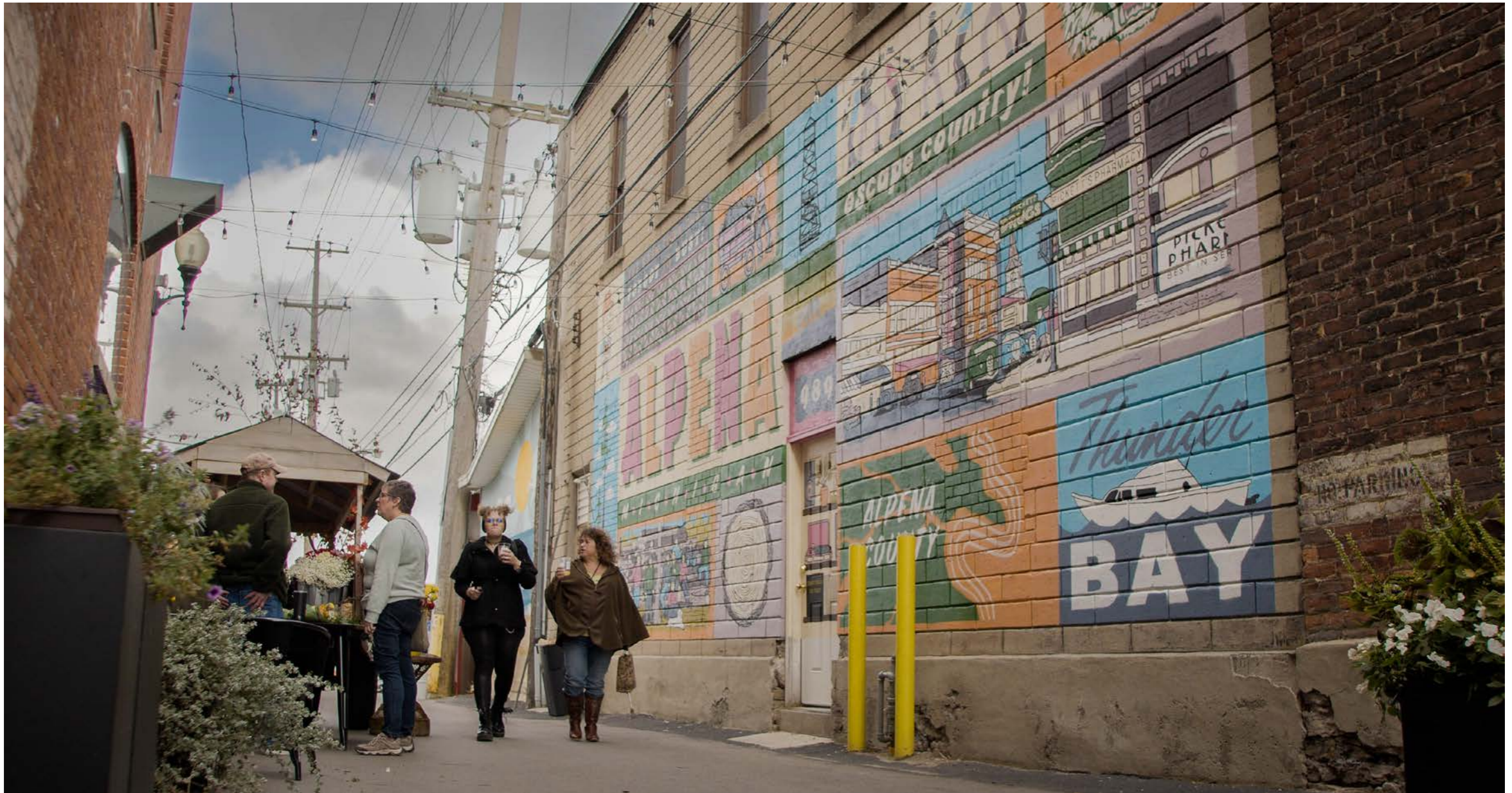
# GOOD THINGS COMING IN 2024...

- DDA logo and rebranding- early 2024
- National Register of Historic Places nomination- complete by Sept 2024
- Culligan Plaza renovation
- North Second Avenue reconstruction + streetscaping (Fletcher to Nowicki's)
- Thunder Bay Theatre re-opening
- Continued cruise ship visits with Viking





# TIME FOR QUESTIONS OR COMMENTS



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