

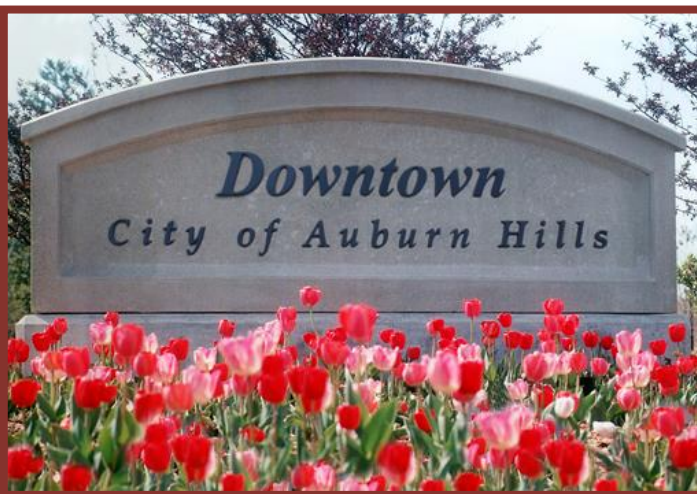


2018 Downtown Development Authority Annual Report

Introduction

In 1975, the Downtown Development Authority (DDA) Act was enacted to be a catalyst in the development of a community's downtown district. The DDA provides for a variety of funding options including tax increment financing which utilizes funds for public improvements in the downtown district. The DDA tax increment financing mechanism allows for the capture of incremental growth of local property taxes over a period of time to fund public infrastructure improvements. Funding large-scale projects can lead to new development opportunities in the district and is considered an amenity to the development community. In collaboration with other public and private entities, the DDA Board of Directors strive to ensure the growth and prosperity of Downtown Auburn Hills.

History of Auburn Hills DDA



Auburn Hills was formerly known as Pontiac Charter Township. The township adopted two ordinances pursuant to The DDA Act to create the original DDA: Ordinance #325, January 17, 1983 – Establishment of the original Downtown District; and Ordinance #327, April 21, 1983 – Adoption the Tax Increment Financing and Development Plan for the Pontiac Charter Township DDA. Although adopted and enacted, the DDA never captured any funds from tax increment financing and eventually dissolved as TIFA legislation became popular later in the 1980's. The TIFA and its corresponding districts became the primary economic development focus in Auburn Hills, and TIF District 85-A follows the same boundaries as the original DDA District. In 2002, the small downtown area at Auburn and Squirrel was revitalized as the "Village Center" with impressive

streetscape improvements. Since that time, businesses and development has thrived in downtown and continues to grow. Auburn Hills' leaders saw the desire to expand downtown to accommodate the growing number of multi-generational families and influx of college students in the community.

The 2009 Hyett Palma Downtown Economic Study indicated that the Auburn Hills' community longs for more rooftops and density in and around its downtown. The creation and expansion of the downtown exemplify Auburn Hills' dedication to making the community an age friendly and walkable environment for generations. Therefore, in 2013, the City began researching and designing a new DDA District for the extension and continuation of Downtown Auburn Hills to the North, East and West of the core. Many aspects of the Hyett Palma Downtown Economic Study have been complete, or are in the project pipeline. This living document remains extremely relevant for downtown planning. Building out Downtown Auburn Hills through the study and our residents' vision will be an incremental process, and perhaps take decades to come to full fruition.

2018 Summary

In the fourth quarter of 2018, the DDA experienced a staff leadership change after the two-year tenure by Ms. Samantha Seimer. In October 2018, Mr. Brandon Skopek was appointed as the Director of Authorities. Mr. Skopek furthers the vision and commitment to the DDA Board with the tradition established before him.

At the first quarterly meeting of 2018, the DDA Board selected Mr. Young to serve as Chairman and Mr. Volk to serve as Vice Chairman of the Board of Directors for 2018. In October, Ms. Jernigan and Ms. Wise were reappointed to the Downtown Development Authority Board of Directors to serve another four-year term.

The DDA served as the primary sponsor to the Summer Concert Series which was hosted at the Pop-Up Public Square while construction at the amphitheater and splash pad in Riverside Park was underway. With greater promotion, merchant engagement and cross promotion, and Board Member involvement, downtown events and businesses will continue to grow well into the future.

In the fourth quarter of 2018, the DDA co-hosted with the Tax Increment Finance Authority and City of Auburn Hills a strolling groundbreaking ceremony downtown. The event celebrated the latest downtown investments including Primary Place Townhomes, The MiL, Residences at Thirty-Two 50, and Riverside Townes.

Future Outlook

With an estimated day-time population over 50,000 people within a two mile radius of Downtown Auburn Hills, it is important to attract those individuals to the community during lunch and after work. As tax increment revenue continues to grow, the DDA will become the event and marketing mechanism for all of Downtown Auburn Hills.

In 2019, the Board of Directors will firmly engage in the Main Street Oakland County program and work closely with staff, downtown merchants, and the Main Street Oakland County Resource Team to set benchmarks and goals for Downtown Auburn Hills in order to reach Main Street Oakland County Select Level Community status. By gaining the status of a Select Level Community, Downtown Auburn Hills will benefit from special marketing, advertising and publicity opportunities with Oakland County, as well as gain additional technical services to continue to grow and develop the downtown. 2019 will be another challenging year with many new residential construction projects downtown; however, the DDA is committed to driving positivity and prosperity throughout Downtown Auburn Hills.

2019 DDA Board of Directors

Mayor Kevin McDaniel

Nate Spurlin

John Young

Dan Gliniecki

Jean Jernigan

Al Travnikar

Steven Volk

Dawn Wise

Brandon Skopek, *Executive Director*