



**Downtown Development Authority Executive Director ..... Selina Tisdale**



## Service Statements

The mission of the Downtown Development Authority is to foster a dynamic downtown that enables economic growth.

The vision of the Downtown Development Authority is to retain "small city charm, while providing big city choices."

The goal of the DDA is to make Downtown Midland a retail community that also provides a fun, relaxing, family-friendly atmosphere to the community.

- DDA staff strives to assist downtown businesses to thrive while encouraging special events and promotions to bring the community to Main Street for a pleasant experience.
- The DDA works to maintain a safe, clean and attractive downtown with plenty of parking, appropriate seating and trash facilities, and a diverse mix of shopping, service and dining opportunities.
- The DDA works with downtown businesses and community organizations to provide great entertainment in the form of concerts, festivals, retail events, artistic venues, sports / recreational activities and parades.
- The DDA is committed to continued downtown development and recently completed a comprehensive Downtown Redevelopment and Design Study to assist the DDA in that endeavor.
- The DDA partners with many community organizations including the City of Midland, the Midland Downtown Business Association, the Midland Area Chamber of Commerce and the Midland County Convention and Visitors Bureau along with many other community-minded organizations.

## Functions

### **Downtown Development Authority**

- Prepares and administers DDA budget
- Prepares and administers MDBA budget
- Administers funds for the DDA Façade Loan Program
- Establishes and maintains good working relationships with downtown businesses, customers, non-profit organizations, sponsors, government departments and other community organizations
- Promotes downtown at various community functions
- Acts as City's representative for downtown issues and events
- Maintains downtown website
- Prepares agendas, minutes and technical support to the DDA Board of Directors, MDBA Board of Directors, City Council and various community committees

## Department at a Glance - DDA

Funding Level Summary	2008-09 Actual	2009-10 Actual	Adjusted 2010-11 Budget	Estimated 2010-11 Budget	Adopted 2011-12 Budget	% of Change
DDA	\$ 618,473	\$ 422,814	\$ 456,724	\$ 440,325	\$ 465,803	5.8%
<b>Total Department</b>	<b>\$ 618,473</b>	<b>\$ 422,814</b>	<b>\$ 456,724</b>	<b>\$ 440,325</b>	<b>\$ 465,803</b>	<b>5.8%</b>
Personal Services	\$ 227,780	\$ 167,282	\$ 152,147	\$ 142,303	\$ 166,359	16.9%
Supplies	2,898	9,722	2,800	2,940	2,300	-21.8%
Other Services/Charges	342,795	200,810	256,777	250,082	252,144	0.8%
Operating Transfers Out	45,000	45,000	45,000	45,000	45,000	0.0%
<b>Total Department</b>	<b>\$ 618,473</b>	<b>\$ 422,814</b>	<b>\$ 456,724</b>	<b>\$ 440,325</b>	<b>\$ 465,803</b>	<b>5.8%</b>

### Personnel Summary

Full-Time	1	1	-	-	-
Regular Part-Time	1	1	2	2	2
<b>Total Department</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

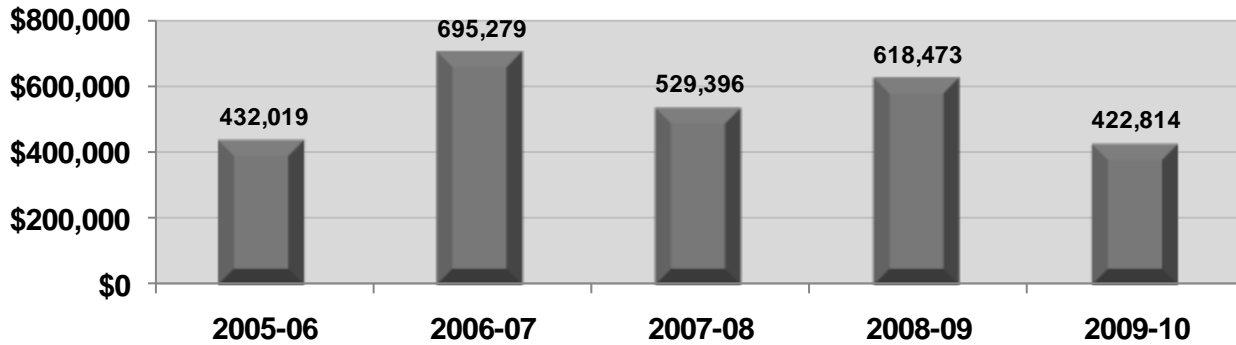
## Summary of Budget Changes

### Significant Notes – 2011-12 Budget Compared to 2010-11 Budget

In an effort to save costs and recognize efficiencies, the Downtown Development Authority office was incorporated into the office of City Clerk/Community Relations in late 2009 after the former executive director's resignation. Salary and benefit savings were recognized by consolidating this function into a pre-existing city department along with savings on office rental costs by relocating the DDA offices to Midland City Hall. A part-time administrative assistant was hired to absorb a portion of the workload as the executive director position shifted to less-than-full-time. DDA revenues continue to be challenged with an ongoing tax appeal for which the DDA is setting aside reserve costs in anticipation of payment of the full amount of the appeal.

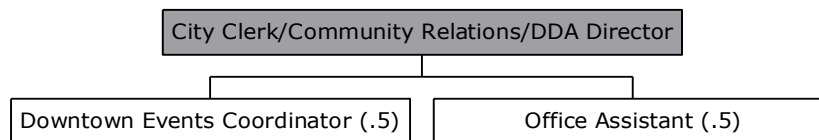
## Summary of Budget Changes (cont.)

### 5-Year Operating Budget History



Annual expenditures by the Downtown Development Authority fluctuates based upon the expenditure of accumulated working capital (fund balance) on larger scale physical improvement projects and planned retail, housing or economic development studies.

## Organizational Chart



Shaded box indicates a reporting structure to a department head that is funded outside of this budget.

<b>Staff Summary</b>	<b>Approved 2009-10</b>	<b>Approved 2010-11</b>	<b>Adopted 2011-12</b>
<u>Full-Time</u>			
Executive Director - DDA	1	0	0
<b>Total Full-Time</b>	<b>1</b>	<b>0</b>	<b>0</b>
<u>Regular Part-Time</u>			
Downtown Events Coordinator	1	1	1
Office Assistant	0	1	1
<b>Total Regular Part-Time</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>Department Total</b>	<b>2</b>	<b>2</b>	<b>2</b>

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# Downtown Development Authority

## FUND 297 - DOWNTOWN DEVELOPMENT AUTHORITY FUND DETAIL OF BUDGET APPROPRIATIONS AND REVENUES Fiscal Year Ending June 30, 2012

	2009-10	2010-11		2011-12
	Actual	Budget	Estimate	Adopted
<b>Revenues</b>				
Property taxes levied	\$ 19,404	\$ 19,332	\$ 19,000	\$ 19,332
Property taxes captured (TIF)	462,320	437,205	437,205	444,236
Investment earnings	2,003	1,874	1,500	1,500
SARA contribution	14,000	14,000	14,000	14,000
Other revenues	5,027	9,500	3,792	4,000
<b>Total revenues</b>	<b>502,754</b>	<b>481,911</b>	<b>475,497</b>	<b>483,068</b>
<b>Expenditures</b>				
Personal services	167,282	152,147	142,303	166,359
Supplies	9,722	2,800	2,940	2,300
Other charges	200,810	254,777	250,082	252,144
Reserve for contingencies	-	2,000	-	-
<b>Total expenditures</b>	<b>377,814</b>	<b>411,724</b>	<b>395,325</b>	<b>420,803</b>
Excess of Revenues Over (Under) Expenditures	124,940	70,187	80,172	62,265
<b>Other Financing Sources (Uses)</b>				
Operating transfer out - Parking Fund	(45,000)	(45,000)	(45,000)	(45,000)
<b>Total other financing sources (uses)</b>	<b>(45,000)</b>	<b>(45,000)</b>	<b>(45,000)</b>	<b>(45,000)</b>
Excess of Revenues and Other Sources Over (Under) Expenditures and Other Uses	79,940	25,187	35,172	17,265
<b>Fund Balance - beginning of year</b>	<b>508,050</b>	<b>587,990</b>	<b>587,990</b>	<b>623,162</b>
<b>Fund Balance - end of year</b>	<b>\$ 587,990</b>	<b>\$ 613,177</b>	<b>\$ 623,162</b>	<b>\$ 640,427</b>
Reserved - tax appeal contingency	\$ 156,232	\$ 328,810	\$ 328,810	\$ 481,517
Reserved - cashflows	110,238	110,238	110,238	110,238
Unreserved and undesignated	321,520	174,129	184,114	48,672
<b>Total Fund Balance</b>	<b>\$ 587,990</b>	<b>\$ 613,177</b>	<b>\$ 623,162</b>	<b>\$ 640,427</b>