The East Jordan Downtown Development Authority was established by ordinance in 1993. In May of 1994 a hearing was held to revise the boundaries of the DDA.

The original boundaries were revised in an effort to appease private residential owners within the district, the EJ City Council, and the Charlevoix County Commission.
Planning & Outreach

- In February of 1995 the DDA created a “Proposed Downtown Development Plan”. Elements of the plan were derived from a “Chamber of Commerce Survey” conducted by Rod Benson, a public Nominal Group Technique input session, and reviewing the necessary actions to establish and fund downtown development.

- In 1995 we advertised for Engineering Services and interviewed a number of Engineering Firms.
Interviewing & Selection of Engineering Firm

- The DDA contracted with Moore & Bruggink, Inc. of Grand Rapids Michigan.

- The boundaries of the DDA were determined and revised through public hearings. Please see the map for current boundaries.
A Period of Reinvestment in the East Jordan Community

- During this time period the City of East Jordan has also had many major projects initiated and completed including major water system improvements funded by the City of East Jordan.

- A new police station, new tennis courts, and the new Rotary Skate Park were all built with private funds within the EJ DDA District.

- A new Community Park was also built in the City.
City of East Jordan DDA First Infrastructure Improvement Project

- The First Phase of Improvements was the installation of a new Spring Street with the addition of:
  - Curb and gutter
  - New concrete pavement
  - Sidewalks
  - New storm sewers
  - Underground power lines
  - Better defined parking
  - General enhancement of Spring Street

  - $915,000
  - Final payment 5/1/2015
Main Street Improvements 1998

- The Main Street Improvements were installed in the fall of 1998. Major improvements took place as a result of this project, including the installation of new water main the length of Main Street, the installation of a new deep Sanitary Sewer line, new Storm Sewer lines, sidewalks, curb and gutter, flower boxes, and new Street lighting the length of Main Street.

- Esterly Street was improved from Spring to Second Street.

- The Municipal Parking lots at the City Marina and on Main Street were improved.

  - $785,000
  - Final payment 5/1/2015
Main Street
Main Street Construction
Main Street Construction
Main Street Construction
Main Street Construction
Completed Main Street
Completed Main Street
After the completion of Main Street Improvements-1999
M-66 Bike Path & M-32 Mill Streetscape & Storm Water Improvements

- In January of 1999 the EJ DDA made an Enhancement Grant Application for M-32 Mill Street Streetscape and the M-66 Pedestrian Path and Streetscape. The M-66 Path was bid and built in 2005. Payne and Dolan was the successful low bidder at approximately $175,000. The estimate was 195,000.

- The M-32 Mill Street improvements were made in 2006/7.

- Flooding Problems were addressed with the M-32 Improvements.
Main Street Center

- On December 3, 2001, the DDA approved the $1.275 million redevelopment on the site of the Dahlquist/Bernier/BC Pizza Building on Main Street. The project also referred to as “The Porter Lumber Company Building” is now known as Main Street Center.

- The development project was done by Builders Floyd and Todd Wright and Charlevoix State Bank.
Main Street Center (cont.)

- This project now houses
  - Charlevoix State Bank
  - Jordan Valley Rehab affiliate of Charlevoix Hospital
  - Korthase-Flinn Insurance
  - John Ferguson, Attorney
  - H & R Block
  - Edward Jones
  - East Jordan Family Pharmacy
  - Jordan Valley Family Dentistry
  - EJ Chamber of Commerce.

  - $210,000
  - Final payment 5/1/2018
After
After
After
Before
After
Community Wide Marketing Plan December 2002/January 2003/EJ Economic Development

- I. Industrial
  - A. Find tenants for vacant industrial space, specifically DURA
  - Find developer for the Dura Building
  - B. Undertake a marketing effort to sell additional lots in the East Jordan Industrial Park

- II. Tourism Development
  - “Discover East Jordan…One Season at a Time”
  - Analyze extensive study undertaken by Michigan State marketing students on the growth & development of the City of East Jordan
  - Development Efforts – Build a 40-60 room motel on the snowmobile trail with visitor amenities.
Community Wide Marketing Plan 2003

- III. Small Business Help Program
  - In a joint effort between the East Jordan Area Chamber of Commerce, the City of East Jordan, and the Northern Lakes Economic Alliance Small Business Assistance Center
  - Coordinated effort to assist small business grow and prosper should be undertaken.

- IV. Market Enhance Efforts
- V. Retail Development
- VI. Leadership
In 2003 the “Chain of Lakes Communities” of East Jordan, Bellaire, Central Lake, and Ellsworth formed a partnership to develop strategies to improve downtown retail and overall economic development opportunities.

UP Engineering Company was retained for the project.

This study received late in 2004 itemized the challenges and opportunities that East Jordan is faced with.

It suggested improvements such as the implementation of a Historic Walking Tour of the Town with signboard displays erected throughout the DDA District.
The report proposed better usage of the Estuary Eco-Tourism. In 2004 the DDA worked with the Friends of the Jordan to enhance the property around their facility.

The DDA agreed to help fund new fencing around the City of East Jordan Treatment facility so a walking path could be built from the parking area of Sportsman’s Park to the Friends of the Jordan Building.

The concept for the Breezeway came as a result of this community study.
City of East Jordan Civic Center Improvements funded by the EJ DDA

- The Enhancement Study also identified the Civic Center as an underutilized asset for the Downtown. The DDA employed the Architect, Richard Neumann, to design and create bid documents for the City of East Jordan Civic Center Exterior Renovation.

- The bids for this project were received in June of 2004 and the low Bidder was Petrie Construction Company with a bid of $45,600. This project includes concrete repairs, window restoration, and painting of the building. Work was completed in 2004.

TIFA Fund 2003B DDA Bonds - $75,000.00

Final Payment 5/1/08
A Scenario for a public/private partnership for the development of a motel in East Jordan.

- The first official plan was submitted in September of 2005 for a joint public/private venture between the City of East Jordan and the Jordan River Lodge to develop a 50 room hotel on the site known as 200 Mill Street in downtown East Jordan.

- The City would agree to purchase the property through the EJ DDA and make necessary public infrastructure improvements. The City would also utilize proceeds from a CBDG grant from the Michigan Economic Development Authority and DDA bonding authority.

- 2007 – TIFA FUND – Lease Purchase
  - $210,000
  - Final payment 2018
Proposed Motel in East Jordan
Proposed Motel in East Jordan
Proposed Motel in East Jordan
Proposed Motel in East Jordan

2007 – TIFA FUND – Lease Purchase
Revised Proposed Motel in East Jordan

- Due to the current economic environment, the motel plans had to be revised several times in an attempt to secure funding. The current plans are designed to peak interest to a smaller local investor while demonstrating the need for a motel through incremental development.

- While East Jordan has the natural resources to attract interest, the lack of available accommodations limits the ability for East Jordan to fully capitalize on visitors to our community.

- Two projects that were originally one project include:

- The building of a Bike Path on the east side of M-66 during the 2005 construction season. This project was completed with additional funding for the curb cut and path on the northeast side of the M-66 and M-32 intersection in 2006.

- The Final Cost for this project was $229,372. MDOT paid $104,927 with the EJ DDA contributing $90,000 from Bond sales and approximately $43,000 Cash.

- 2004 – TIFA FUND – DDA Limited Tax General Obligation
  - $90,000
  - Final payment 10/1/2014
M-32, Mill Street Improvements completed in 2006

- The M-32 improvements originally conceived in 1999 ended up being built in the summer and fall of 2006. This project included a new Storm Sewer System in the area on Mill Street near the intersection of Main Street.

- The design of this project was originally paid for by the EJ DDA to the firm of Moore and Bruggink.

- They turned over designs to MDOT. This was built as an MDOT project in 2006 as a result of negotiations related to the splitting of the projects and the DDA covering more of the M-66 project and paying for the Engineering.
M-32 Mill Street Storm Sewer Problems prior to Improvements
Memorial Park Band Shell

- A group of concerned citizens formed a “Memorial Park Band Shell” committee and raised funds for the construction of a band shell in Memorial Park.

- The value of this privately funding improvement was approximately $200,000.00.
Memorial Park Band Shell
In May of 2006 May Mark Postma and City Manager, Dave White, and the EJ DDA Board of Directors met for Strategic Long Term Planning. The meeting was facilitated by Mr. Bryan Crough, Executive Director, DDA Authority, City of Traverse City. He was assisted by Richard Lewis, City Manager, City of Traverse City.

The Goals for the meeting were:
- To Build Cohesiveness
- Get Directions
- Develop a Sense of Place with Concepts to Move Forward
- Community Planned Development
- Stir Creative Juices
- Deal with City/DDA/Planning Commission Directives – get on “same page”
EJ DDA Strategic Planning
May 2006

- A SWOT Analysis of numerous issues placed the highest emphasis on:

- Vision Development
  - Two key strategies were reached
  - Develop plans that mesh – all governmental units, major organizations & constituencies
  - Use a process that maximizes community input and creates ownership
City of East Jordan DDA commits to the Main Street Program 2008/2010

- Attend Michigan Main Street Associate Level Training
  - Main Street Basic Training
  - Organization/Promotion Training
  - Economic Restructuring/Design Training
  - Main Street in Practice
Main Street

- All about change! Getting people to work together
  - Some may not even like each other
  - But all want a better downtown!

- Main Street 4-Point Approach
  - Economic Development through Historic Preservation
    - Design
    - Economic Restructuring
    - Promotion
    - Organization
Main Street

- Philosophy
  - Comprehensive
  - Incremental
  - Self-Help
  - Public/private partnership
  - Identifying and capitalizing on existing assets
- Quality
- Change
- Action-oriented
Why Main Street Communities Succeed

- Effective and strong leadership
- Well-trained staff and volunteers
- Local empowerment
- Self-reliance
Phases of Main Street

- **Catalyst phase: 1-3 years**
  - Building volunteer and financial base
  - Achieving highly visible improvements

- **Growth phase: 4-8 years**
  - Seasoned volunteer leadership
  - Development of economic development strategies

- **Management phase: 8+ years**
  - Commercial district supports a broader range of uses
  - Experienced, but fresh, and dedicated leadership in place
Our Goals are to continue to move forward and continuously improve the City of East Jordan DDA.

We have made significant investments in the DDA Infrastructure.

We have a high level of community support and involvement.

We hope to become a Main Street Community with a Main Street Program Manager to help focus the high level of enthusiasm and dedication people have for the City of East Jordan.