

List of 2021 DDA accomplishments/expenditures

1. The DDA continued to support of the Mercy Health Arena in paying off debt for the facility's HVAC and roof projects. Debt was restructured with the DDA agreeing to pay \$130,000 a year for the next 10 years.
2. Continued support of the sidewalk snow removal and landscaping through the Muskegon downtown Business Improvement District (BID)
3. The DDA picked up the promotion, marketing and streetscape (decorations) responsibilities of the BID, for a total of \$47,000 in the 2021-22 budget.
4. The DDA through the management of downtown in conjunction with city staff operated one of the most successful Social Districts in the State of Michigan. The 12-block, 22-establishment district had a first year sales of 123,000 social district drinks with 62 percent of that business coming during major summer events.
5. The DDA along with the BID supported the building of the Social Sandbox at Second and Western as a public gathering space/common area for the Downtown Muskegon Social District. The two funded the materials to build out the space, splitting the \$10,000 cost.
6. The DDA became the fiduciary for the downtown Muskegon Lakeshore Art Festival and Taste of Muskegon. The DDA covered the risk of the outdoor events, while event management was handled through the City Clerk's events team. In each case, the events generated a small positive fund balance to be used for downtown special events going forward.
7. At the end of 2021, the DDA agreed to be the fiduciary for a new Michigan Makers Market, a one-day arts and crafts event in the downtown convention center in March of 2022.