



# CITY OF ELKO

## Planning Department

Website: [www.elkocitynv.gov](http://www.elkocitynv.gov)  
Email: [planning@elkocitynv.gov](mailto:planning@elkocitynv.gov)

1751 College Avenue • Elko, Nevada 89801 • (775) 777-7160 • Fax (775) 777-7219

### PUBLIC MEETING NOTICE

The City of Elko Redevelopment Agency will meet in a regular session on Tuesday, February 27, 2018 in the Council Chambers at Elko City Hall, 1751 College Avenue, Elko, Nevada, beginning at 3:00 P.M., P.S.T.

Attached with this notice is the agenda for said meeting of the Redevelopment Agency. In accordance with NRS 241.020, the public notice and agenda were posted on the City of Elko Website at <http://www.elkocitynv.gov/>, the State of Nevada's Public Notice Website at <https://notice.nv.gov>, and in the following locations:

ELKO COUNTY COURTHOUSE– 571 Idaho Street, Street, Elko, NV 89801

Date/Time Posted: February 21, 2018 4:10 p.m.

ELKO COUNTY LIBRARY – 720 Court Street, Elko, NV 89801

Date/Time Posted: February 21, 2018 4:05 p.m.

ELKO POLICE DEPARTMENT– 1448 Silver Street, Elko NV 89801

Date/Time Posted: February 21, 2018 4:20 p.m.

ELKO CITY HALL – 1751 College Avenue, Elko, NV 89801

Date/Time Posted: February 21, 2018 4:00 p.m.

Posted by: Shelby Archuleta, Planning Technician  
Name Title

Shelby Archuleta  
Signature

The public may contact Shelby Archuleta by phone at (775) 777-7160 or by email at [sarchuleta@elkocitynv.gov](mailto:sarchuleta@elkocitynv.gov) to request supporting material for the meeting described herein. The agenda and supporting material is also available at Elko City Hall, 1751 College Avenue, Elko, NV, or on the City website at <http://www.elkocitynv.gov/>.

Dated this 21<sup>st</sup> day of February 2018.

### NOTICE TO PERSONS WITH DISABILITIES

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the City of Elko Planning Department, 1751 College Avenue, Elko, Nevada, 89801 or by calling (775) 777-7160.

Scott Wilkinson  
Scott Wilkinson, Assistant City Manager

**CITY OF ELKO**  
**REDEVELOPMENT AGENCY**  
**REGULAR MEETING AGENDA**  
**3:00 P.M., P.S.T., TUESDAY, FEBRUARY 27, 2018**  
**ELKO CITY HALL, COUNCIL CHAMBERS,**  
**1751 COLLEGE AVENUE, ELKO, NEVADA**

**CALL TO ORDER**

The agenda for this meeting of the City of Elko Redevelopment Agency (RDA) has been properly posted for this date and time in accordance with NRS requirements.

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**COMMENTS BY THE GENERAL PUBLIC**

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. **ACTION WILL NOT BE TAKEN**

**APPROVAL OF MINUTES**

January 9, 2018 – Regular meeting **FOR POSSIBLE ACTION**

**I. NEW BUSINESS**

- A. Review, consideration, and possible action to accept the 2017 Redevelopment Agency Annual Report, and matters related thereto. **FOR POSSIBLE ACTION**

Pursuant to the provisions of NRS 279.586, the agency shall submit to the Director of the Legislative Counsel Bureau, for transmittal to the Legislature, and to the legislative body an annual report on a form prescribed by the Committee on Local Government Finance.

- B. Review consideration, and possible action to amend the adopted 2017-2018 RDA budget to reallocate funds from the line item 'Balance Towards Savings' to increase storefront improvement grant funding by \$50,000 and fund project #2 of Phase 1 of the downtown corridor project for \$250,000, and matters related thereto. **FOR POSSIBLE ACTION**

**II. REPORTS**

- A. **Budget**  
B. **Other**

## COMMENTS BY THE GENERAL PUBLIC

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. **ACTION WILL NOT BE TAKEN**

**NOTE:** The Chairman or Vice Chairman reserves the right to change the order of the agenda and if the agenda is not completed, to recess the meeting and continue on another specified date and time. Additionally, the Redevelopment Agency reserves the right to combine two or more agenda items, and/or remove an item from the agenda, or delay discussion relating to an item on the agenda at any time.

## ADJOURNMENT

Respectfully submitted,



Scott Wilkinson  
Assistant City Manager

**CITY OF ELKO**  
**REDEVELOPMENT AGENCY**  
**REGULAR MEETING MINUTES**  
**3:30 P.M., P.S.T., TUESDAY, JANUARY 9, 2018**  
**ELKO CITY HALL, COUNCIL CHAMBERS,**  
**1751 COLLEGE AVENUE, ELKO, NEVADA**

**CALL TO ORDER**

The meeting was called to order by Chris Johnson, Chairman of the City of Elko Redevelopment Agency (RDA).

**ROLL CALL**

**Present:** Councilman John Rice  
Councilman Reece Keener  
Councilman Robert Schmidlein  
Mayor Chris Johnson  
Councilwoman Mandy Simons (*arrived at 3:33 p.m.*)

**City Staff:** Curtis Calder, City Manager  
Scott Wilkinson, Assistant City Manager  
Cathy Laughlin, City Planner  
Jeremy Draper, Development Manager  
Bob Thibault, Civil Engineer  
Dennis Strickland, Public Works Director  
Shelby Archuleta, Planning Technician

**PLEDGE OF ALLEGIANCE**

**COMMENTS BY THE GENERAL PUBLIC**

*There were no public comments made at this time.*

**APPROVAL OF MINUTES**

November 14, 2017 – Regular meeting **FOR POSSIBLE ACTION**

**The minutes were approved by general consent.**

**I. NEW BUSINESS**

- A. Review, consideration, and possible approval to pay for a portion of the cost associated with Change Order #3 for the Centennial Park Electrical Improvements, and matters related thereto. **FOR POSSIBLE ACTION**

NV Energy required trenching width was approximately 40" and the plan called



for 24", which resulted in additional labor and equipment for excavation and compaction. In addition, seventeen unknown utility crossings were encountered during the project. The additional utility crossings required considerable handwork for excavation, fill and compaction.

Cathy Laughlin, City Planner, explained that the change order was originally submitted in the amount of \$36,759.78. Mr. Wilkinson and Mr. Thibault negotiated the price down to \$31,035.89, which is broken down in the change order memo as far as the NV Energy trenching, as well as the additional unknown utility crossings. The agenda item is not for approval of the change order, as that has already been approved by City Manager Staff. This is just looking at it as a cost sharing with the RDA and the City of Elko General Fund.

Councilman Robert Schmidtlein stated that he never saw backup documentation on the item. He assumed the drawings must have had 24" trench excavation for the detail. He asked if Nevada Energy required them to do 40" trench excavation.

Bob Thibault, Civil Engineer, said that was correct. It was a difference between NV Energy's details and what was called out on Mr. Thibault's drawing.

Councilman Schmidtlein said they should be paying for the difference of the extra width of the excavation. As far as utilities go, underground, he understood that there were only seven utilities shown on the drawings. Any time you dig in an old City you are going to come across unknown utilities frequently. He was on the fence of indicating he didn't know why it became the City's fault, but if the City has a responsibility to locate their utilities and they can't locate it and the line is broken, it would potentially justify a reimbursement. He wanted to point those things out.

Councilman Reece Keener pointed out that a Change Order was already signed.

Scott Wilkinson, Assistant City Manager added that he took a look at the contract and there is some level of responsibility for a contractor to understand the work and the circumstances, but he didn't know if it placed the responsibility on a contractor when there were three times the utility crossings that were shown on the plans. He felt the contract language wasn't sufficient to address the matter. They had lengthy discussion on the matter with the contractor. He felt it was warranted based on that information.

Mayor Chris Johnson asked what the proposed amount was for the RDA to pay.

Councilman Keener said it was \$15,517.95.

**\*\*\* A motion was made by Councilman Reece Keener, seconded by Councilwoman Mandy Simons, that Change Order #3 in the total amount of \$31,035.89, of which half of that or \$15,517.95 be assigned as a payable by the Redevelopment Agency.**

***\*Motion passed. (4-1 Councilman Robert Schmidtlein voted no)***

Councilman Schmidtlein explained that he realized this was a cost sharing event and that it had already been approved, but he felt the contractor should be held liable.

## II. REPORTS

### A. Budget

*Ms. Laughlin explained that there was a few modifications made to the budget report from what was included in the agenda packet. The budget to the beginning fund balance difference was added in, \$94,225. The property tax revenue to date have been \$156,000, and the interest was \$28,026. We are moving along as projected with the revenues to date. So far in expenditures we have had \$1,320 in legal fees, \$5,853 in the Centennial Tower, the rest of the Tower is on the City Council meeting tonight. \$303 was spent on the Downtown Idea Exchange. Only one of the Storefront Applicants had applied for reimbursement, which was \$5,776. The alley work that was done in the 400 Block has come to \$24,451, we do have more that will come out of that for the solar light. On the Centennial Park Expansion there is \$195,600.*

*Mayor Johnson asked when dollars would come available, or be expended, out of the Public Private Partnership.*

*Ms. Laughlin said that was for the Demolition Program.*

*Mayor Johnson asked if there were any applicants for that program.*

*Ms. Laughlin said no. She added that applications are being accepting for the next session of Storefront Grants. It opened January 1<sup>st</sup> and will be open until March 30<sup>th</sup>.*

*Councilman John Rice asked if they entered into an agreement for a demolition reimbursement for the property on Idaho Street.*

*Ms. Laughlin explained that the agreement was never completed. It is still on hold. First the Demolition Program had to be created and then we asked them to apply for the program when they get closer to the start of construction.*

*Councilman Rice asked if there was a sunset period on that.*

*Ms. Laughlin explained that there was never an approval for it.*

*Councilman Keener recalled that the idea of the program was that it would be reimbursed upon Certificate of Occupancy. He asked how the anticipated property tax revenue of \$277,650 compared with the previous fiscal year.*

*Ms. Laughlin explained that the previous fiscal year was \$250,000.*

*Mayor Johnson asked if they would see this again when they got into the budget process.*

*Ms. Laughlin said she would bring an updated budget every meeting, and then when they get into the budget sessions in March she would bring what they would like for the 18/19 cycle.*

*Mayor Johnson said it looked like if the RDA wanted to continue increasing the ending fund balance that wouldn't be a bad idea, or start some projects.*

*Ms. Laughlin explained what they don't spend will go back into the balance towards savings.*

*Mayor Johnson suggested they get the RAC involved once it was an action item.*

#### **B. Other**

*Ms. Laughlin reported that the Downtown Idea Exchange, this month, featured the City of Elko Alley Project.*

#### **COMMENTS BY THE GENERAL PUBLIC**

*There were no public comments made at this time.*

#### **ADJOURNMENT**

*There being no further business, the meeting was adjourned.*

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Mayor Chris J. Johnson, Chairman  
Redevelopment Agency



**City of Elko Redevelopment Agency  
Agenda Action Sheet**

1. Title: **Review, consideration, and possible action to accept the 2017 Redevelopment Agency Annual Report, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **February 27, 2018**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **10 minutes**
5. Background Information: **Pursuant to the provisions of NRS 279.586, the agency shall submit to the Director of the Legislative Counsel Bureau, for transmittal to the Legislature, and to the legislative body an annual report on a form prescribed by the Committee on Local Government Finance. CL**
6. Budget Information:  
    Appropriation Required: **N/A**  
    Budget amount available: **N/A**  
    Fund name: **N/A**
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information: **2017 Redevelopment Agency Annual Report**
9. Recommended Motion: **Accept the 2017 Redevelopment Agency Annual Report**
10. Prepared By: **Cathy Laughlin, City Planner**
11. Committee/Other Agency Review:
12. Agency Action:
13. Agenda Distribution:





City of Elko  
1751 College Avenue  
Elko, NV 89801  
(775) 777-7100 (775) 777-7106 Fax

February 20, 2018

Rick Combs, Director  
Legislative Counsel Bureau  
401 South Carson Street  
Carson City, NV 89701-4747

**RE: Redevelopment Agency Annual Report per NRS 279-6025**

Dear Mr. Combs;

Pursuant to NRS 279-6025, the City of Elko Redevelopment Agency "shall submit to the Director of the Legislative Counsel Bureau, for transmittal to the Legislature, and to the legislative body a report on a form prescribed by the Committee on Local Government Finance that includes, without limitation, the following information for the redevelopment area for the previous fiscal year".

Please find enclosed the City of Elko Redevelopment Agency Annual Report for 2017.

If you have any questions or concerns, please contact Cathy Laughlin, City Planner, at (775)777-7160.

Sincerely,

Chris Johnson, Chairman  
City of Elko Redevelopment Agency

# Redevelopment Agency Annual Report

For Redevelopment Areas Established Before 7/1/2011

PURSUANT TO NRS 279.6025

Agency Name: City of Elko Redevelopment Agency

Project Area Name: Redevelopment Area

Tax District Number(s) 115

Please Provide the Following Information:

Fiscal Year covered by this report: 2017

1. Property tax revenue received from any tax increment area, as defined in NRS 278C.130: \$322,484.25 <sup>a</sup>

2. Combined overlapping tax rate of the redevelopment area: 3.4823 <sup>b</sup>

3. Effective property tax rate of the redevelopment area: 2.7168 <sup>c</sup> (overlapping rate minus carve-out rate)

4. Total sum of the assessed value of the taxable property in the redevelopment area: 47,82,999 <sup>d</sup>

5. Is the amount in #4 (above) less than the total sum of the assessed value of the taxable property in the redevelopment area for any other previous fiscal year?

☐ Yes

☒ No

If Yes, please explain the reason for the difference (attach additional pages if necessary): <sup>e</sup> \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Attach a copy of any memoranda of understanding (MOU) into which the agency enters.

Detailed MOU attached: ☐ Yes

☒ No

7. Attach a detailed amortization schedule for any debt incurred for the redevelopment area and the reason for incurring the debt.

Detailed amortization schedule attached: ☐ Yes

☒ No

8. Has there been any change to the boundary of the redevelopment area?

☐ Yes

☒ No

If Yes, please explain the reason for the change (attach additional pages if necessary): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This report prepared by:

Catalina Laughlin

Name (please print)

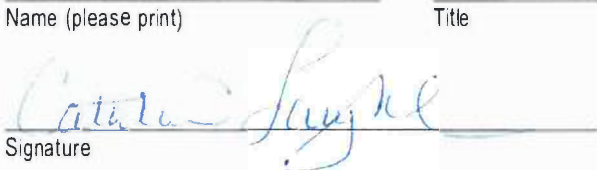
City Planner/Redevelopment Mgr.

Title

2/20/2018

Date

Signature



<sup>a</sup> Source:

<sup>b</sup> Source:

<sup>c</sup> Source:

<sup>d</sup> Source:

<sup>e</sup> Source:

# Redevelopment Agency Annual Report

For Redevelopment Areas Established Before 7/1/2011

PURSUANT TO NRS 279.6025

Agency Name: City of Elko Redevelopment Agency

Project Area Name: Redevelopment Area

Tax District Number(s) 115

Please Provide the Following Information:

Fiscal Year covered by this report: 2017

1. Property tax revenue received from any tax increment area, as defined in NRS 278C.130: \$322484.25
2. Combined overlapping tax rate of the redevelopment area: 3.4823<sup>b</sup>
3. Effective property tax rate of the redevelopment area: 2.7168<sup>c</sup> (overlapping rate minus carve-out rate)
4. Total sum of the assessed value of the taxable property in the redevelopment area: 47,132,999<sup>d</sup>
5. Is the amount in #4 (above) less than the total sum of the assessed value of the taxable property in the redevelopment area for any other previous fiscal year?  
☐ Yes ☒ No  
If Yes, please explain the reason for the difference (attach additional pages if necessary):<sup>e</sup>  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Attach a copy of any memoranda of understanding (MOU) into which the agency enters.

Detailed MOU attached: ☐ Yes ☒ No

7. Attach a detailed amortization schedule for any debt incurred for the redevelopment area and the reason for incurring the debt.

Detailed amortization schedule attached: ☐ Yes ☒ No

8. Has there been any change to the boundary of the redevelopment area?

☐ Yes ☒ No

If Yes, please explain the reason for the change (attach additional pages if necessary):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This report prepared by:

Catalina Laughlin  
Name (please print)

City Planner/Redevelopment Mgr.  
Title

2/20/2018  
Date

\_\_\_\_\_  
Signature

a Source:

b Source:

c Source:

d Source:

e Source:



**City of Elko Redevelopment Agency  
Agenda Action Sheet**

1. Title: **Review consideration, and possible action to amend the adopted 2017-2018 RDA budget to reallocate funds from the line item 'Balance Towards Savings' to increase storefront improvement grant funding by \$50,000 and fund project #2 of Phase 1 of the downtown corridor project for \$250,000, and matters related thereto. FOR POSSIBLE ACTION**
2. Meeting Date: **February 27, 2018**
3. Agenda Category: **NEW BUSINESS**
4. Time Required: **10 minutes**
5. Background Information: **The Redevelopment Advisory Council at their January 25, 2018 meeting, recommended that the RDA increase the storefront project funding from \$50,000 to \$100,000 for this fiscal year. The Redevelopment Advisory Council also reconsider the prior funding approval for the Park expansion into 7<sup>th</sup> Street connecting the Chilton Centennial Tower to the existing park area, project #2 of the Phase 1 Corridor Project. The RAC is recommending the funding be increased to \$250,000 versus the current budget amount of \$138,000 approved by the RDA on 2/14/2017. Staff believes the proposed funding recommendation of \$250,000 is more representative of the costs due to additional infrastructure, street closure, irrigation and landscaping not initially consider with the prior funding recommendation of \$138,000.**
6. Budget Information:  

**Appropriation Required: \$300,000**  
**Budget amount available: \$827.199**  
**Fund name: Redevelopment Agency**
7. Business Impact Statement: **Not Required**
8. Supplemental Agenda Information: **Amended 2017-2018 RDA budget**
9. Recommended Motion: **Adopt the amended 2017-18 Redevelopment Agency fiscal budget**
10. Prepared By: **Cathy Laughlin, City Planner**
11. Committee/Other Agency Review:
12. Agency Action:

## Redevelopment Agency 2017/2018 Budget

July 1, 2017 to June 30, 2018

Revenues		
	Approved Budget	As of 2/20/2018
Beginning Fund Balance	<b>\$837,089</b>	
Budget to beginning fund balance dif.	<b>\$94,225</b>	
Property Tax Revenues (anticipated)	\$277,650	\$181,971
Interest Revenues (anticipated)	\$4,000	\$4,048
Transfer:in from General Fund		\$50,000
Contributions from Public and DBA		\$85,020
Total Revenues	\$1,212,964	\$321,039

Balance to date	\$827,199
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Expenditures		
	Approved Budget	As of 2/20/2018
Legal	\$25,000	\$1,386
Public Improvements		
Centennial Tower (pledged)	\$50,000	\$185,731
Misc. items	\$1,000	\$303
Storefront Program (pledged)	\$50,000	\$5,776
Alley work	\$40,000	\$24,451
Public-Private Partnerships	\$75,000	
7th St. Relocation of utilities+ C.O.	\$211,518	\$207,507
Balance towards savings	\$760,346	
Revolving Fund	\$100	
Total Expenses	\$1,212,964	\$425,155

PROPOSED CHANGES TO THE  
Redevelopment Agency 2017/2018 Budget  
July 1, 2017 to June 30, 2018

Revenues		
	Approved Budget	As of 2/20/2018
Beginning Fund Balance	<b>\$837,089</b>	
Budget to beginning fund balance dif.	<b>\$94,225</b>	
Property Tax Revenues (anticipated)	\$277,650	\$181,971
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Transfer:in from General Fund		\$50,000
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Total Revenues	\$1,212,964	\$321,039

Balance to date	\$827,199
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Expenditures		
	Approved Budget	As of 2/20/2018
Legal	\$25,000	\$1,386
Public Improvements		
Centennial Tower (pledged)	\$50,000	\$185,731
Misc. items	\$1,000	\$303
Storefront Program (pledged)	<b>\$100,000</b>	\$5,776
Alley work	\$40,000	\$24,451
Public-Private Partnerships	\$75,000	
7th St. Relocation of utilities+ C.O.	\$211,518	\$207,507
Expn. of Centennial Park 7th Street	<b>\$250,000</b>	
Balance towards savings	<b>\$460,346</b>	
Revolving Fund	\$100	
Total Expenses	\$1,212,964	\$425,155



## Corridor Project Phasing

**APPROVED BY RDA 2-14-2017**

Project#		
1	7th Street Overhead Lines	\$200,000.00
2	Centennial Park - West block end	\$138,000.00
3	Block Ends - 4th, 5th and 6th St.	\$415,000.00
4	Sidewalks- 400 & 500 blocks	\$515,000.00
5	Complete Blocks 800 -1000	\$1,000,000.00
6	Centennial Park - Expansion to East	\$900,000.00
<b>Phase 1 total</b>		<b>\$3,168,000.00</b>
7	Reconstruct 600 block	\$1,530,000.00
8	Reconstruct 500 block	\$1,600,000.00
9	Reconstruct 400 block	\$1,090,000.00
10	Reconstruct 300 block	\$1,470,000.00
<b>Phase 2 total</b>		<b>\$5,690,000.00</b>

**Staff  
Recommended  
Cost**

\$200,000.00
\$250,000.00
\$415,000.00
\$515,000.00
\$2,330,000.00
\$900,000.00
<b>\$4,610,000.00</b>
\$1,530,000.00
\$1,600,000.00
\$1,090,000.00
\$1,470,000.00
<b>\$5,690,000.00</b>

**Phases 1 & 2 Total**

**\$8,858,000.00**

**\$10,300,000.00**

RDA Revenue Projections ~ 2%			
Growth 0.02	Revenue	Cumulative	
2009	1	88,812.03	88,812.03
2010	2	95,417.64	184,229.67
2011	3	114,822.28	299,051.95
2012	4	155,026.85	454,078.80
2013	5	153,272.21	607,351.01
2014	6	176,496.18	783,847.19
2015	7	226,426.84	1,010,274.03
2016	8	252,423.13	1,262,697.16
2017	9	327,200.59	1,589,897.75
2018	10	333,744.60	1,923,642.35
2019	11	340,419.49	2,264,061.85
2020	12	347,227.88	2,611,289.73
2021	13	354,172.44	2,965,462.17
2022	14	361,255.89	3,326,718.06
2023	15	368,481.01	3,695,199.07
2024	16	375,850.63	4,071,049.70
2025	17	383,367.64	4,454,417.34
2026	18	391,034.99	4,845,452.33
2027	19	398,855.69	5,244,308.02
2028	20	406,832.81	5,651,140.83
2029	21	414,969.46	6,066,110.30
2030	22	423,268.85	6,489,379.15
2031	23	431,734.23	6,921,113.38
2032	24	440,368.91	7,361,482.29
2033	25	449,176.29	7,810,658.59
2034	26	458,159.82	8,268,818.40
2035	27	467,323.01	8,736,141.42
2036	28	476,669.48	9,212,810.89
2037	29	486,202.86	9,699,013.76
2038	30	495,926.92	10,194,940.68
Expenses to date			
633,822.93			
Phase 1 Corridor Project			
5,000,000.00			
Storefront Program			
250,000.00			
Alley between 4th and 5th			
20,000.00			
Centennial Tower			
50,000.00			
Total Expenses			
5,953,822.93			
Remaining Balance			
4,241,117.75			

If not actual

90,588.27  
92,400.04  
94,248.04  
96,133.00  
98,055.66  
100,016.77  
102,017.11  
104,057.45  
214% higher

RDA Revenue Projections~ 3%			
Growth 0.03	Revenue	Cumulative	
2009	1	88,812.03	88,812.03
2010	2	95,417.64	184,229.67
2011	3	114,822.28	299,051.95
2012	4	155,026.85	454,078.80
2013	5	153,272.21	607,351.01
2014	6	176,496.18	783,847.19
2015	7	226,426.84	1,010,274.03
2016	8	252,423.13	1,262,697.16
2017	9	327,200.59	1,589,897.75
2018	10	337,016.61	1,926,914.36
2019	11	347,127.11	2,274,041.46
2020	12	357,540.92	2,631,582.38
2021	13	368,267.15	2,999,849.53
2022	14	379,315.16	3,379,164.69
2023	15	390,694.62	3,769,859.31
2024	16	402,415.45	4,172,274.76
2025	17	414,487.92	4,586,762.68
2026	18	426,922.56	5,013,685.23
2027	19	439,730.23	5,453,415.47
2028	20	452,922.14	5,906,337.61
2029	21	466,509.80	6,372,847.41
2030	22	480,505.10	6,853,352.51
2031	23	494,920.25	7,348,272.76
2032	24	509,767.86	7,858,040.61
2033	25	525,060.89	8,383,101.51
2034	26	540,812.72	8,923,914.23
2035	27	557,037.10	9,480,951.33
2036	28	573,748.22	10,054,699.55
2037	29	590,960.66	10,645,660.21
2038	30	608,689.48	11,254,349.69
Expenses to date			
633,822.93			
Phase 1 Corridor Project			
5,000,000.00			
Storefront Program			
250,000.00			
Alley between 4th and 5th			
20,000.00			
Centennial Tower			
50,000.00			
Total Expenses			
5,953,822.93			
Remaining Balance			
5,300,526.76			

If not actual

\$91,476.39  
\$94,220.68  
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\$99,958.72  
\$102,957.48  
\$106,046.21  
\$109,227.59  
\$112,504.42  
190% higher









# Downtown Idea Exchange

Improving physical, social, and economic conditions downtown

Vol. 65, No. 2  
February 2018

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## ECONOMIC DEVELOPMENT

### Planning, investment, and incentives help fill housing gap

The city of Wausau, WI (est. pop. 39,106), is developing about 16 acres of waterfront after a lengthy public input and planning process, investment in amenities, and creation of attractive incentives for developers. The Riverlife Commerce and Village Center project will help address the city's "Missing Middle" housing options.

Missing Middle refers to a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban

living, according to the Congress for the New Urbanism. These building types provide diverse housing options along a spectrum of affordability, and offer options somewhere in the middle between center-city apartment buildings and single-family suburban homes.

"The Riverlife project really began about a decade ago when the city started acquiring some former industrial brownfield sites along the Wisconsin River," says Christian Schock, the city's director of

*(Continued on page 3)*

## COMMUNICATION

### Seven ways to use digital and social media effectively

Downtown leaders are finding new and creative ways to use digital and social media to increase their online following, build up libraries of free content for future marketing efforts, and highlight all that the city center has to offer.

Here are seven successful ways to use social media to meet your marketing and public outreach goals:

- **Facebook contests.** Facebook contests such as the Downtown DC

BID's Facebook Summer Give-away promotion offer an interactive way to get the public involved and build a larger following that will subsequently see other posts about downtown events and initiatives. Each month throughout the summer, a new contest was offered, such as the Your Best Downtown Experience contest, for which participants had to like the BID's Facebook page, and

*(Continued on page 8)*

## Distilleries drive tourism and renovation in unlikely locations

Tasting rooms and events featuring local wineries and craft breweries have proved popular with downtown visitors. Now many cities are working to attract distilleries to the city center. Distilleries are well-suited for repurposing former industrial buildings, and can serve as popular destinations for locals and tourists alike.

That's been the case in St. Augustine, FL (est. pop. 12,975), where the St. Augustine Distillery is housed on the first floor of what was, in 1907, Florida's first power and ice complex. The building, which contributes to the Lincolnville Neighborhood's listing on the National

Register of Historic Places, was the first to make commercial block ice in Florida over 100 years ago.

***A distillery is credited with bringing a mostly abandoned main street back to life.***

Now, thanks to the unique 28-member business collaborative that purchased and renovated the ice plant, the building houses barrels of the state's first bourbon whiskey, along with vodka, gin, and rum. The unique partnership includes different owners for the upstairs space, and for the gift shop area downstairs, which is leased to the distillery.

Free tours of an ice plant museum within the distillery, as well as the production and bottling areas and a tasting room, make the facility a popular destination. Tours are offered every 30 minutes, seven days a week, during business hours, and are usually well attended. The farm-to-table Ice Plant restaurant on the second floor is also a draw.

Using locally sourced products is important throughout the building. Early in the planning process, the business collaborative's members met with local farmers to learn what they could grow that could be utilized in the production of spirits, and to forge partnerships that support the quality and sustainability goals of the distillery as well as the economic sustainability of local farms.

Sometimes, attracting a new distillery can be as simple as asking, according to Christian

Schock, director of planning, community and economic development in Wausau, WI (est. pop. 39,106). Schock approached the owner of a local brewery, and a proposal for the Central Time Distillery is now in the works. The owners have gotten approval to move ahead on a commercial development loan to pay for exterior and parking lot improvements at the former train depot built in 1901. Permitting is underway for plans to renovate the building while preserving its historic value. When complete, the distillery's tasting room plans to serve not only cocktails, but local brewery and winery products, as well.

### Hope for struggling downtowns

In Richland, GA (est. pop. 1,411), the opening of a distillery is credited with bringing a mostly abandoned main street back to life. In 2007, with no municipal funds to offer tax credits or cash incentives, the mayor instead urged a local hobbyist to move his rum-distilling operation off the farm and into the downtown, says *Revitalization News*.

The Richland Distilling Company opened in 2011 after the owners bought and renovated a turn-of-the-century building downtown. Its first rum was released in 2012. Five years later, over 1,000 people tour the facility each month, and the distillery has expanded into seven downtown buildings, many of which were boarded up for two decades prior to the distillery expansion.

Now, Richland Rum plans to help revitalize the historic coastal town of Brunswick, GA (est. pop. 15,383), by opening a second distillery in a boarded-up building in that downtown.

"This is going to be a great step in furthering the revitalization we have underway," Mathew Hill, executive director of the Brunswick Downtown Development Authority, tells *Revitalization News*. In fact, the announcement of the distillery's plans boosted investor confidence, and helped attract a microbrewery downtown, as well, he says.



Meanwhile, the city of Newport, TN (est. pop. 6,945), is hoping to boost tourism by cashing in on its reputation as a notorious hotspot for moonshine. City leaders have given the okay for a moonshine distillery, according to ABC affiliate WATE.

City leaders are also hoping the move will boost revenue and create much-needed jobs. The company, which plans to invest \$1.6 million, could also bring 51 jobs to the area.

"They're wanting to model their business as an attraction," Cocke County Partnership President Lucas Graham tells WATE. "So they're investing a lot of money in billboards

and marketing that will direct a lot of people to our downtown."

To attract Hatfield and McCoy Moonshine, the city granted the chamber \$100,000 to renovate an empty warehouse. "The roof is in jeopardy of collapsing and once that happens it's not long until the whole building is gone," City Administrator James Finchum tells WATE.

"Many believe it is an investment worth every penny because their goal is downtown revitalization. "That's been a high priority of ours for a couple of years and we're hoping maybe this will be the thing that could come in and jumpstart that. Success breeds success," Finchum says. **DIX**

## Planning, investment, and incentives help fill housing gap — *Continued from page 1*

planning, community and economic development. The city partnered with planning students and faculty from the University of Wisconsin to create some initial renderings and visioning, and to facilitate a charrette process with the community to help test out ideas, he says.

"It was really helpful to have that initial kind of take. It was preliminary, but was a great primer, for any community looking at that. There are lots of planning schools across the country that have the mission to serve their communities," says Schock.

The city then hired an engineering consultant to lead environmental remediation of the sites with funding from the EPA Brownfields program and grants from the state's Department of Natural Resources. A master plan for the sites was developed, taking into account the community's desire for more residential options.

"Our economic development strategy focuses on the diversification of housing typology," says Schock. An array of choices allows greater workforce attraction and retention opportunities. "Young professionals may choose to buy a home later in life, so are looking for housing choices that fit their current

lifestyle. Those don't exist here, and it limits our ability — we view it as an economic development and workforce challenge."

### Attracting developers and new residents

With the visioning, planning, site analysis, and market study in hand, the city issued a nationwide RFP to locate a developer. "The city started by hiring an architect before the RFP and having them design a row house model prototype," says Schock. "We included that in the RFP and said, 'We are expecting you to build something like this.'" Not only does the Riverlife project feature this type of housing, but, "another developer came forward with a project a couple of blocks away," he says.

A project web page and brochure were developed to help inform and attract developers and residents to the waterfront area. And the Riverlife ownership group partnered with the city, the county, multiple architectural and property management firms, a local construction contractor, and the chamber of commerce to bring the mixed-use development to life and tie it in with public amenities the city is building to highlight its waterfront.

"It's important to have all of these amenities to attract residents," says Schock. Upgrades



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For more information about the East Riverfront Redevelopment Area and the Live It Up Wausau program, visit our website and click on Web Extras.

include a park, a trail system, and a lighted wharf which aim to provide the quality of life that potential tenants will be expecting.

One challenge to adding this type of housing to the downtown mix was the difficulty in demonstrating demand. Because these types of housing have not been an option for buyers, a market study would not prove there would be demand, Schock says. "But it is self-fulfilling. This is a sleeping market. When you look nationally, there is demand for more diverse housing choices for young professionals and empty nesters who want to stay in the community but no longer want to own a big house.

Who knows what the real rental capacity is, when we haven't given people the opportunity to speak through those choices."

The city is helping developers by providing construction loans, "to help the developer and the bank be comfortable," says Schock. "The role of the city is to identify a good plan and make sure the developer reaches it." Grant money for foundational work for the

developer, along with TIF-funded construction financing, is making the project less risky from their perspective, he says.

"A lot of times, the community looks at TIF and thinks we should use it for manufacturing or industrial, and we do that, as well," Schock says. "But I think it is really important to call it out and say we are willing to use TIF resources for housing even though that may be less splashy than attracting a big, corporate user. When you are adding a diversity of housing, you are adding sustainability to the neighborhood and its stakeholders. The diversity of those new residents allows a neighborhood to be more resilient in the future."

While Riverlife will not offer affordable housing, the city purchased a former manufacturing building nearby and issued an RFP simultaneously for that facility to be developed into workforce housing with support from historic tax credits and low-income credits. "Obviously, we need both [types of housing]," Schock says. "We have the middle but don't have the choices on the extremes of the rental scale. There are not a lot of choices at the high or low end for residential."

Addressing both gaps simultaneously has helped garner more public support, as well. "Our elected officials are able to see the holistic picture, and that both are being built, so when constituents call, they can balance that," says Schock.

And to attract new residents, "what we did was create a homesteading program, Live it Up Wausau." The city partners with the Wausau Region Chamber of Commerce, the Community Foundation of North Central Wisconsin, and local businesses to provide home purchase down payment assistance to employees.

Purchases are not restricted to the Riverlife area. "Another high-end project is percolating, kind of like brownstones, right near the Riverlife project, and those are for sale, so this down payment assistance program helps employees buy those units," Schock says. Interest-free loans of up to \$10,000 (\$15,000 for historic proper-

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#### CITY OF WAUSAU Our Investment and Commitment



**A Active Public Green Space**  
More of our public green space, including a new park, is being developed to provide a place for recreation and relaxation.



**B Commercial Redevelopment**  
Expanding entertainment and commercial uses, growing the downtown area, and a retail trade area of over 200,000.



**C Mixed-Use Redevelopment**  
A new development project, including a mix of residential, commercial, and retail uses, with 250 businesses, welcoming private investment.

Web pages, brochures, and more help promote the area to developers and prospective new residents.



ties) are available to employees that meet the program guidelines and work for companies which make a tax-deductible donation to the Live It Up Fund.

The first project to open on the River-life campus was Wausau on Water, a family entertainment center that is also providing the area's first waterfront dining option. "Entertainment uses are really key to making the

area popular for prospective tenant users," says Schock. "And we recently purchased a train shed that will be renovated into a distillery, which is another first in Wausau. The craft economy as a whole is a strategic element so we worked to get them into the project."

Contact: Christian Schock, City of Wausau, (715) 261-6683, [Christian.schock@ci.wausau.wi.us](mailto:Christian.schock@ci.wausau.wi.us). **DIX**

## ECONOMIC GROWTH

### Federal funds help downtowns get "Cool & Connected"

Last fall, downtown Tullahoma, TN (est. pop. 18,655), announced that visitors could enjoy complimentary Wi-Fi in the city center. The city, with the help of the local Utilities Authority, launched its new wireless network as part of a larger strategic plan developed through participation in the Cool & Connected federal planning assistance program. Tullahoma was one of five cities nationwide chosen to participate in the pilot phase of the federal program. Another seven communities were accepted into the program in the fall of 2016.

Sponsored by the U.S. Department of Agriculture Rural Utilities Service, the U.S. Environmental Protection Agency's Office of Sustainable Communities, and the Appalachian Regional Commission, Cool & Connected is a planning assistance program that helps community members develop strategies and an action plan for using broadband to create walkable, connected, economically vibrant main streets and downtown neighborhoods. The goal is to combine broadband services with other local assets such as cultural and recreational amenities in ways that diversify local economies while also attracting investment, and young people.

Tullahoma received \$41,020 in federal grant funds in 2017 to cover the cost of acquiring and installing the networking hardware, with the work completed by the local Utilities Authority. The cost of delivering broadband service in the projects first year to four down-

town access points was also covered, according to the *Tullahoma News*. The free Wi-Fi zone covers roughly the same footprint as the city's 2015 revitalization project, highlighting recent investment in the city center.

This year, remaining grant funds will be used to establish intern positions in partnership with the Tennessee College of Applied Technology in Shelbyville. Interns will host scheduled seminars and visit downtown business owners, training them to improve their digital marketing operations using the new broadband asset, says the *News*.

To help protect less Internet-savvy residents and visitors, the welcome splash screen reminds people using the free Wi-Fi that information shared on an unsecured network can easily be viewed by others using the same network who seek to steal private information. Once users confirm that they understand this warning, they may log onto the free network for an unlimited amount of time. However, a security feature of the system will disconnect devices that remain inactive for more than 10 minutes, the *News* says.

Creating a free Wi-Fi zone is just the first part of a multifaceted strategic plan developed via the Cool & Connected program. Community Coordinator Winston Brooks tells the *News*. New pedestrian networks, including expanding greenways and new sidewalks, are part of the plan, as is a new focus on mixed-use

development downtown. "Ultimately, city leaders hope that new amenities like these will help promote smart, sustainable community development," says the *News*. The free Wi-Fi zone positions the city as a tech community in an effort to attract high-paying jobs and increase the potential for workers to complete those jobs remotely, as well.

"A number of our [pilot] community partners have followed up on the ideas that emerged from community workshops, and there are a number of cases where progress has been made," says Ed Fendley, the Cool &

Connected project manager. Unfortunately, "at this time, we do not have the resources to have a new round of applications. If and when we do have agency funding to do that, we will announce a new round of community partnerships."

Fendley advises interested downtown leaders to sign up on the listserv at [www.epa.gov/smartgrowth/cool-connected](http://www.epa.gov/smartgrowth/cool-connected) in order to see announcements about any new application period.

Contact: Ed Findley, U.S. Environmental Protection Agency, (202) 566-9555. **DIX**

## ECONOMIC GROWTH

# Welcoming seniors and encore businesses downtown

"Mix a slow economy and a shortage of jobs with a large number of aging baby boomers looking for meaning and purpose in their work. The result is a growing number of 'encore entrepreneurs' seeking to launch income-generating ventures that make a positive difference in their communities," says a recent report from Encore.org, an organization working to tap the skills and experience of those in midlife and beyond to improve communities.

For downtown leaders, the opportunity to attract these second time entrepreneurs to start or expand their businesses in the city center brings with it the promise of enhanced economic vitality.

To quantify this emerging trend and provide guidance to the public and private sector, the Urban Land Institute Central Florida undertook a multi-part study to better understand what makes a city center welcoming to encore entrepreneurs. The results focus on both the physical space and the information needs for this group.

Workspace needs for encore entrepreneurs vary, but one predominant theme to

emerge is that this demographic prefers some type of private, dedicated workspace over the co-working spaces popular with younger entrepreneurs. While older entrepreneurs want their own home office or private cubicle, areas for collaboration are also recognized as important, including common meeting areas and conference rooms where interaction can be facilitated.

Asked what resources were priorities, 64 percent of respondents cited technical or computer support. Other needs include:

- Information and strategies for dealing with tax consequences, 55 percent.
- A place to work, 45 percent.
- A network of people who are in the same life stage and are also pursuing a new endeavor, 45 percent.
- Financial assistance, 45 percent.
- Training/education/classes, 36 percent.
- Information on coping with regulations, 36 percent.
- Access to credit, 27 percent. **DIX**



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To read the *Encore Entrepreneurship and the Built Environment's Executive Summary*, visit our website and click on Web Extras.



## New app drives multi-destination trips downtown

A dedicated downtown app for Apple and Android smartphones is helping consumers find new destinations and parking in Millburn, NJ (est. pop. 20,149), and allowing merchants to attract new customers. Users can browse by category, such as "Fine Dining," or search by keywords to find products, services, and special offers.

"Our main goal was to expand our digital footprint, and although we do have Facebook, Instagram, and a website, another way to compete digitally is for the downtown to have its own app," says Gillian Moritz, executive director of the Downtown Millburn Development Alliance.

The DMDA opted to go with the Close.By app because, "it's different than regular social media," says Moritz. "Close.By has beacon technology, kind of like GPS, that actually gave store owners the ability to cross-promote with each other." If users have their notifications turned on, they might walk into the downtown liquor store and receive a message about how well after-dinner chocolates would go with their wine, and an invitation to visit a nearby chocolatier for 10-percent savings, for example.

"That was appealing to us because we wanted our businesses to be able to cross-promote with each other," Moritz says. "We are somewhat of a destination town. Now, when people are here visiting their regular shops, they can be informed of others that they might not know about."

Knowing that downtown merchants were already busy running businesses and often keeping up with social media platforms, the DMDA became very proactive to ensure the app's success. "It would be hard to put one more thing on them," says Moritz. "We took responsibility for paying for the app and inputting all of the information for our merchants. But this is a very user-friendly management system, so merchants can do their own updates. Initially, we did everything, and we continue to try and to search for special offers."

The new Close.By/Millburn app was promoted at a downtown event hosted by an

educational foundation, as well as at several smaller events. "We also did giveaways, social media advertising, train station ads, press releases, window clings, and we had table tents for each merchant so that each had something at their point of sales so they could talk to customers about the app," Moritz says.

Getting merchants to talk about the app with customers was the biggest challenge, she admits. "That's why we provided the window clings and table tents."

The DMDA had been approached often with various technology opportunities and ways to market, but it was Close.By's beacon technology that made them stand out. "And, within the app, they are able to quantify parking," says Moritz. "It's a struggle to get people to understand that they don't need to park in front of the shop and that we have parking lots less than one minute's walk away. The app quantifies that for consumers. It tells them where the best place to park is and how long of a walk it is, which most times is under two minutes. Getting that message over to consumers is invaluable to us."

When choosing a tech partner for a downtown app, it is important that they be willing to tweak things along the way. "We continue to grow and learn. We are constantly surveying people about what they like about the app and what do they not like and how to make it better. Close.By has the flexibility to address those needs. It's not just a template."

Recent adaptations include push notices encouraging users to try the downtown's mPay2Park system, which allows drivers to pay digitally, and promotion of a downtown discount program the local high school is offering and managing.

"Those merchants that engage with the app on a regular basis have gotten their messages out and been able to obtain new consumers from it," Moritz says. "That was



Window clings and table tents helped merchants have conversations with customers about the new downtown app.

what we were hoping for and it has proven out. We hope to grow that.”

Moritz cautions that the program does take, “lots of time and dedication. Having every merchant listed is key, as is a great relationship with the owners of the app. I’m working with them every week.”

The up-front costs were around \$30,000. “There’s technology out there for more and for less, but the dedication put in by Close.By has been worth the investment we made with them,” says Moritz.

Contact: Gillian Moritz, Downtown Millburn Development Alliance, (973) 687-4878. **PIX**

## Seven ways to use digital and social media effectively — Continued from page 1

then submit a photo and brief description to be entered into a drawing for a \$100 gift certificate to a downtown restaurant. The contest generated buzz, while posted photographs highlighted all that downtown has to offer. Meanwhile, the Best of DTO Photo Contest in Orlando, FL, has become an annual event that engages the public with online voting while also providing the Downtown Development Board with low-cost photos for use in future promotional efforts.

- **Encourage photo sharing.** By providing and identifying free downtown Wi-Fi hotspots, as well as sites and experiences worth tweeting, posting, and sharing, city centers are recruiting the general public as an army of downtown marketing volunteers. Providing unique photo opportunities, and selfie frames in areas with free Wi-Fi generates a higher number of shares across social media platforms. In Stockton, CA, giant murals resembling postcards serve as a backdrop for selfies. Other communities use unique gateway signage, or something whimsical, such as giant Adirondack chairs,

to encourage photo shares.

- **Virtual quizzes.** Another way to highlight downtown assets, history and culture is a virtual quiz. The online Ithaca Quiz was designed for mobile use but is also suitable for desktop computers. There were more than

170 questions in the quiz at launch time. Once 10 correct answers were provided, players had the option to continue playing, and also to provide their name and email address for monthly prize drawings. Players can also opt to provide new questions for the quiz by filling out a digital form with the question, the correct answer, a citation of the answer source, the author’s email address, and any additional comments desired.

- **Social media ambassadors.** The #SeizeDesMoines Share Des Moines program allows the Greater Des Moines Partnership to recruit social ambassadors to help share the latest news in economic development, workforce, education, downtown, events and quality of life via their own circle of friends across social media platforms. Ambassadors sign up at the organization’s website. The Partnership sends out email alerts, along with suggested posts and photographs to share. Ambassadors are also encouraged to show support by using the hashtag when sharing their own news and photographs.

- **Scavenger hunts.** The Picture Louisville Vintage Photo Scavenger Hunt drew history buffs and downtown lovers alike. Participants received 10 vintage photos of downtown, and then raced to find where each photo was taken. Contestants took their own photo, showing both the vintage image and the current location, posting each to Instagram with the hashtag #PicLou. Each team or individual to find all of the locations received a prize.

- **Profile downtown “faces.”** The Love the Local campaign in Boulder, CO, puts a face to the many businesses in the city center. Each online merchant Spotlight includes a photo and



Providing fun photo opportunities near free Wi-Fi downtown encourages social media shares highlighting what the city center has to offer.

a series of lighthearted questions that help customers feel more connected. Questions include: what's the story behind the business name; what's your favorite place to eat downtown; if you could have any super power, what would it be and why; what's the secret to a happy life; and other silly and semi-informative queries.

• **Create a downtown bucket list.** In Raleigh, NC, the Downtown Raleigh Bucket List Contest offered participants a list of 16

activities to complete to earn prize entries. Participants had to complete each activity at the specified destination, snap and upload a photograph to Twitter and/or Instagram, and use the contest tag @DTRBucketList and the #DTRBucketList hashtag. Activities included everything from eating a cupcake to taking a yoga class, and also highlighted downtown performance venues, museums, shops, restaurants, and events. **DIX**

## HISTORIC PRESERVATION

# Historic districts boost local economies

Across North America, there is strong support for historic preservation as an essential facet of downtown revitalization. Among the many benefits cited are real estate appreciation, small business and startup attraction, and historic and cultural tourism.

While building owners sometimes scoff at strict regulations, "it's precisely those rules that make local historic districts across the U.S. economically outperform other areas within the same city," says Adina Solomon in a recent USNews.com article. Benefits, she notes, arise from both placement on the National Register of Historic Places and from local and state designations.

While placement on the National Register may shield a district from highway and other projects undertaken by the federal government, local designations offer more protection, Solomon says. "Different cities and municipalities have their own designations for local historic districts. Each locality's definition and regulations are different, but the rules are usually stricter than that of the National Register," she says.

Local historic districts can focus on minute details, requiring building owners to get approval for an addition or even a paint color. In San Antonio, which Solomon cites as a good example of how history pays, a design commission reviews 2,400 cases a year in the city's historic districts, which include about 10,000 properties. Cases include new construction,

demolition, and exterior modifications.

With only National Register protection, "tear down the house tomorrow and nobody can do anything about it," Donovan Rypkema, principal of PlaceEconomics, tells Solomon. "The only protection comes from those local districts."

An area doesn't need to be on the National Register to qualify locally, or vice versa. Local standards are often built upon the national ones, but what constitutes a local historic designation depends on the place, the architectural achievements, cultural significance, and other criteria.

Protecting the character of a neighborhood can have economic benefits. No matter the region of the U.S. or the wealth within a neighborhood, rates of real estate appreciation in local historic districts outpaces comparable neighborhoods and the city as a whole, says Rypkema. Local districts' property appreciation even outperforms those on the National Register.

"It's almost counterintuitive, but it's really because of the protections that a local district provides that the National Register does not provide," he tells Solomon. "The first response is, 'Well, you're going to have more regulations, ergo that's going to hurt property values.' In fact, in at least this instance, the opposite has been true. The reason is not that people pay a premium for the right to go and appear before some goofy preservation commission. It's

*Protecting the character of a neighborhood can have economic benefits.*

they're paying the premium with the confidence that the lunatic across the street can't do something to his property that has an adverse effect on my property," Rypkema says.

San Antonio is a model of these benefits. In 2013, the average price per square foot for a single family home outside of the city's historic districts was up about 68 percent from 15 years prior, reports Solomon. Meanwhile, homes in historic districts had increased 139 percent.

The downside to rising property values is that it may price out residents, so some cities turn to property tax relief for a designated historic property, and community land trusts to help properties stay affordable, according to Tom Mayes, vice president and senior counsel at the nonprofit National Trust for Historic Preservation. Greenville, SC, uses a commu-

nity land trust, for example, while California has a tax abatement program for the restoration and preservation of historic buildings by private property owners. And to combat large real estate price increases in San Antonio's historic districts, local tax incentives are offered for substantial rehabilitation.

### **Historic preservation also boosts business**

The creative economy, especially independent businesses and startups, tends to flock to historic districts, Mayes tells Solomon.

"Whenever you drive into a city, the cool place where a lot of people want to go is almost always a historic district where there's a mix of businesses," Mayes says.

Rypkema adds that many small companies want their buildings to reflect the character of their businesses. Historic districts make sure those buildings aren't torn down.

"There's this kind of qualitative character attraction of historic buildings that will attract the startup business, the new business," he says. "That's where the real kind of economic growth and employment growth is. It's the little guys, not the giants. And if we can have a local economy that is fostering startup businesses and new businesses and small business expansion, that's a real swing for that local economy. Often, it's those older and historic buildings that are the magnet for those kinds of businesses."

Local historic districts also lead to more money from tourists, says Solomon. Heritage tourists tend to stay longer, visit more places, and spend more per day than tourists in general.

And local historic districts also improve quality of life for residents and visitors alike, since they tend to be more walkable, leading to less traffic, notes San Antonio's Historic Preservation Officer Shanon Shea Miller.

"It is hard to define what makes up the character of a neighborhood, but residents, businesses, and tourists alike often find it preserved in a local historic district — even if they aren't aware of the designation," says Solomon.

Very few people seek out a suburban mall to go on vacation, adds Miller. "We seek out the authentic, local experience and what makes places unique. A historic designation is a great tool for accomplishing that," she says. **DIX**

## **Certified Local Government benefits are worth exploring**

Downtowns have a preservation resource in the Certified Local Government program. Local governments with historically significant downtown areas can strengthen their downtown historic preservation efforts by achieving Certified Local Government (CLG) status from the National Park Service (NPS).

NPS and state governments, through their State Historic Preservation Offices (SHPOs), provide valuable technical assistance and small matching grants to hundreds of diverse communities whose local governments are endeavoring to keep for future generations what is significant from their community's past.

Another incentive for participating in the CLG program is the pool of matching grant funds SHPOs set aside to fund CLG historic preservation subgrant projects — at least 10 percent of a state's annual Historic Preservation Fund (HPF) grant allocation. Grant funds are distributed through the HPF grant program, administered by NPS and SHPOs.

Using grants awarded by SHPOs, CLGs may produce historic themes or context studies, cultural resource inventories, and assessments of properties to determine their eligibility for local and National Register of Historic Places designations. They can also commission building reuse and feasibility studies, design guidelines and conservation ordinances, and publications to educate the public about the benefits of downtown's historic preservation.

*To learn more visit [www.nps.gov/clg](http://www.nps.gov/clg).*



# Idea

## Re-imagining difficult spaces, alleys

When the city of Fargo approved its downtown master plan in December, it called for a greenway running along the railroad tracks, a car-share service, and tree-lined streets.

Additionally, the plan tackles how to best utilize older, deep-but-narrow buildings in the city center. The solution may be to allow subdivision of spaces that back onto alleyways. The report explains:

"Many of these older buildings also 'front' on alleyways. Downtown's building stock and street network offer the potential to create alleyway frontage by increasing the attractiveness of these corridors to allow for the subdivision of interior space and the provision of some lower-cost space for emerging businesses. To fully implement this idea, the city may need to reconsider the assessment and tax valuation process of the first floor for these historic buildings."

## Tax breaks for development on vacant lots

In an effort to encourage in-fill development and to clean up blight, Lynchburg, VA, is considering tax incentives for new development in select areas of the city, including downtown.

The plan would allow, "real estate tax exemptions up to 50-percent of new con-

struction costs, on anything from new homes to new businesses," reports ABC affiliate WSET. The exemptions would last up to 10 years, after which there would be a phase-in to full tax over the course of three years.



To see the full Incentive Plan for In-Fill Development, visit [DowntownDevelopment.com](http://DowntownDevelopment.com) and click on Web Extras.

## Welcome to Jackson

Drivers exiting 96A from I-55 in Jackson, MS, are now greeted with a giant sign welcoming them to the city center. The mural was sponsored by the Greater Jackson Arts Council and Downtown Jackson Partners. A call to artists sought creative concepts for the 84-foot by 34-foot space on the side of a commercial building and offered a commission, as well as a stipend for equipment and supplies, says the community website Find it in Fondren.

Within weeks of completion the mural had already drawn attention with people, including newlyweds, using it a backdrop for photos.



Courtesy of Jacob Bennett Photography.

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# Idea

## Senior-friendly open spaces

Despite growing interest in creating inclusive public spaces, the needs of seniors are often an afterthought. A report from UCLA's Luskin School of Public Affairs finds that many seniors want a safe and appealing space to engage in healthy physical activity and recommends guidelines for senior-friendly open spaces. The report won a National Planning Achievement Award from the American Planning Association in 2017.



To read the full report, visit [DowntownDevelopment.com](http://DowntownDevelopment.com) and click on Web Extras.

## Linking downtown's parks

The city of Bentonville, AK, is re-imagining its downtown open spaces to create a "Quilt of Parks," each with a slightly different purpose. The quilt will expand and connect the open spaces in and around the downtown square.

"All of these spaces are envisioned to be connected with shared or festival-style streets that can provide seamless pedestrian connectivity in a park-like setting," according to the Bentonville Parks and Recreation's 10-year *Play Bentonville* report.

The project will move ahead with a grant from the Walton Foundation's Northwest Arkansas Design Excellence Program.



To read the report, visit [DowntownDevelopment.com](http://DowntownDevelopment.com) and click on Web Extras.

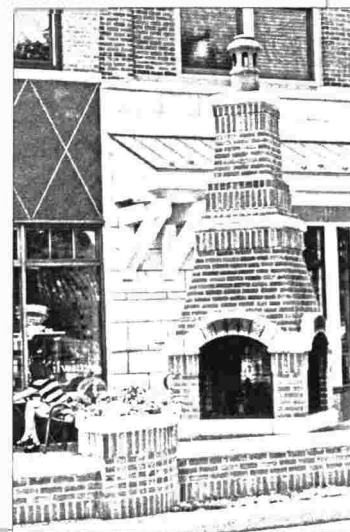
## Fire pits add warm glow, gathering space

Two fire pits with moveable seating, six permanent checker/chess tables, and 12 permanent benches will complete the downtown streetscape program in Midland, MI.

The *Midland Daily News* reports that the funds for these amenities, totaling \$200,000, were provided entirely through private donations and a matching grant from the Michigan Economic Development Corp.

Midland is following the lead of Holland, MI, and other cold-weather downtowns in including a fireplace in its streetscape plans. The Downtown Fireplace in Holland promises to, "Keep the chills away in this unique downtown gathering place. With heated seats it's a warm and inviting outdoor space."

Dana Kollwehr, director of the Holland Downtown Development Authority, tells the *Holland Sentinel* that, "The fireplace is a popular spot in downtown and it isn't often that you don't find someone enjoying that area of downtown throughout the year."



## Public market slated for downtown

The Downtown Barrie Business Improvement Association in Barrie, ON, Canada is taking the lead in transforming the downtown transit terminal into a permanent public market which will feature a food hall, farmers market, innovation hub, and event space.

The BIA says that it is, "harnessing the power of food to build culture and community in the heart of Downtown Barrie."

The main floor will house the food hall and farmers market with space for market stalls, seasonal outdoor stalls, live entertainment space, and a large restaurant. The

innovation hub will be located on the second floor.

To learn more, visit the website at [barriepublicmarket.ca](http://barriepublicmarket.ca).

## Downtown district commits to public art

The Iowa City Downtown District has hired its first Director of Public Art. Betsy Potter, director of operations for the ICDD, tells *The Gazette* that the focus on public art became a priority for the district during its strategic planning last year. The new director will take inventory of all potential locations for art downtown and work with businesses, the city, and local artists to identify and organize new public art opportunities. **DIX**