BOARD OF DIRECTORS MEETING
November 11, 2019
Immediately Following the Informational Meeting at 5:30 p.m.

Auburn Hills City Hall, Administrative Conference Room ● 1827 N. Squirrel Road, Auburn Hills, MI 48326
Minutes of the DDA Board Meeting will be on file in the City Clerk’s Office ● 248-370-9402

MEETING CALLED TO ORDER

1) ROLL CALL

2) PERSONS WISHING TO BE HEARD

3) APPROVAL OF MINUTES
   a) Informational Meeting Minutes – August 19, 2019
   b) Regular Meeting Minutes – August 19, 2019

4) FINANCIAL REPORT
   a) FY 2019 Adopted Budget and YTD Summary – October 31, 2019

5) OLD BUSINESS
   a) None

6) NEW BUSINESS
   a) Adoption of 2020 Meeting Schedule

7) CORRESPONDENCE & PRESENTATIONS
   a) SeptemBEERfest Recap
   b) Main Street Oakland County Resource Team Report

8) BOARD MEMBER COMMENTS

9) DIRECTOR UPDATES

10) ADJOURNMENT
LOCATION: Auburn Hills City Hall, Administrative Conference Room, 1827 N. Squirrel Road, Auburn Hills, MI 48326

CALL TO ORDER: Chairman Young called the meeting to order at 5:30 PM.

ROLL CALL
Present: McDaniel, Travnikar, Young, Gliniecki, Volk (Arrived at 5:36 p.m.)
Absent: Rasmussen, Jernigan, Wise, Spurlin
Also Present: Brandon Skopek, Director of Authorities
Guests: None

Mr. Skopek noted that a quorum is not necessary for the informational meeting per Public Act 57 of 2018 and the meeting may proceed.

PERSONS WISHING TO BE HEARD
None.

REVIEW OF PROJECTS COMPLETED OVER THE LAST YEAR

Mr. Skopek reviewed for the Board that Public Act 57 of 2018 requires tax increment financing authorities to hold two informational meetings per calendar year. Informational meetings are for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. The informational meetings are not for the purpose of voting on policy, budgets, or other operational matters.

Mr. Skopek stated that the Board has participated in multiple projects and initiatives throughout 2019 including the sponsorship of the Friday Night Summer Concert Series, conducting a resource team visit with Main Street Oakland County to further the Board’s Main Street initiative, sponsoring the City’s first annual SeptemBEERfest, participating in a development incentive for Robertson Brothers’ Riverside Townes, partnering with the Tax Increment Finance Authority for downtown marketing, and funding irrigation along Parkways Boulevard.

FISCAL YEAR 2020 PLANS

Mr. Skopek stated that at this time, 2020 will closely mirror 2019 with the addition of creating and establishing DDA committees to assist with promotions and event planning for downtown and additional downtown events. Another proposed addition for 2020 is applying for Associate Level status with Main Street Oakland County.

Mr. Gliniecki stated he would like to defer future planning until November when more Board members could be in attendance. He would like a full Board to be present to discuss the Board’s vision for 2020. Further, he asked what events were planned for 2020.

Mr. Skopek stated that staff will be holding an internal meeting in mid-September to discuss and brainstorm events for 2020. He recommended discussing specifics during the regular meeting as the informational meeting is not for discussing policy.

Mr. Volk arrived at 5:36 p.m.
Chairman Young inquired about the timeline for budget approval.

Mr. Skopek stated he will be presenting the proposed 2020 budget during the regular DDA meeting and has recommended approval of the budget this evening. He further stated that City Council will be reviewing the proposed 2020 budget at their workshop meeting on August 26.

Chairman Young stated that he would like to see more Board members attend meetings in order to have discussions about the future direction of the authority and downtown.

Mr. Skopek stated that it is his hope that creating DDA committees will increase engagement. Further, he would like to meet more frequently as an entire Board in 2020 rather than meeting quarterly.

Mr. Volk stated he would like to meet monthly.

**ANNOUNCEMENT OF NEXT MEETING**

The next Downtown Development Authority Informational Meeting will be Monday, November 11, 2019, at 5:30 PM at City Hall in the Administrative Conference Room.

**ADJOURNMENT**

Chairman Young adjourned the informational meeting at 5:40 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director
CALL TO ORDER: Chairman Young called the meeting to order at 5:41 PM.

ROLL CALL
Present: McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen (Arrived at 5:43 p.m.)
Absent: Wise, Jernigan, Spurlin
Also Present: Brandon Skopek, Director of Authorities
Guests: None

PERSONS WISHING TO BE HEARD
None.

APPROVAL OF MINUTES

Mr. Rasmussen arrived at 5:43 p.m.

A. Regular Meeting Minutes – April 15, 2019

Mayor McDaniel noted that he was absent from the April 15, 2019 meeting due to a delayed flight.

Moved by Mr. Volk to approve the DDA Minutes from April 15, 2019 as amended.
Supported by Mr. Travnikar.

Yes: McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen
No: None

B. Joint Meeting Minutes – April 15, 2019

Mr. Volk asked if there was any further discussion on the presentation given by staff at the joint meeting. He asked if the DDA and TIFA Board’s were in agreement with the information provided.

Mr. Gliniecki stated that the information presented showed downtown’s target market based on the City’s demographics. Staff also discussed the retail market analysis within a certain parameter of downtown and what markets are underserved.

Moved by Mr. Volk to approve the Joint Meeting Minutes from April 15, 2019 as presented.
Supported by Mr. Travnikar.

Yes: McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen
No: None

Motion carried
C. Special Meeting Minutes – July 10, 2019

Moved by Mr. Volk to approve the Special Meeting Minutes from July 10, 2019 as presented. Supported by Mr. Travnikar.

Yes: McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen
No: None  

Motion carried

FINANCIAL REPORT

A. FY 2019 Adopted Budget and YTD Summary – July 31, 2019

Mr. Skopek reviewed the financial report for period ending July 31, 2019. He stated that the DDA has received approximately 85% of budgeted property tax revenue to date for a total of $106,788. He stated that approximately 9% of budgeted expenditures have been utilized to date, but that expenditures will increase as funds are expended for other downtown events, irrigation costs throughout the year.

Chairman Young asked if the net position is still anticipated to be positive for 2019.

Mr. Skopek stated the Board should anticipate their fund balance to increase at the end of fiscal year 2019. The largest expenditure for 2020 will be the debt service payment to the Tax Increment Finance Authority (TIFA) for the development incentive loan to Robertson Brothers.

Mr. Volk asked what the payback period was on the loan.

Mr. Skopek stated it is a four-year payback.

There was no further discussion on the financial report.

Moved by Mayor McDaniel to receive and file the financial report for period ending July 31, 2019. Supported by Mr. Travnikar.

Yes: McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen
No: None  

Motion carried

OLD BUSINESS

None.

NEW BUSINESS

None.

CORRESPONDENCE AND PRESENTATIONS

A. 2020 – 2024 Budget Presentation

Mr. Skopek presented the DDA Board with its 2020 – 2024 budgets. He reviewed that the DDA has budgeted extremely conservatively over the last several years in order to build its fund balance for future projects and downtown events. Currently, the only projected revenue for the DDA is tax increment revenue which conservatively increases each year by the rate of inflation which increases just above 2% annually over the next five years. When completing the budget process, new construction is not taken into consideration. Staff cannot accurately predict when tax increment revenue from new builds may affect the tax rolls. However, with the amount of
planned development within the DDA District in the next two years, staff anticipates that the cash position will increase more than the budget predicts.

Mr. Skopek reviewed the 2019 expenditures compared to 2020 expenditures noting that the budgeted decrease of $137,841 is mostly contributed to the development incentive grant anticipated to be paid out in 2019. Although there is a decrease in expenditures, there are additional funds budgeted for new downtown events in 2020. He added that there is a debt service payment of approximately $43,000 in 2020 to the TIFA, which will continue through 2023.

Mr. Gliniecki asked why contractual services decreased significantly over 2019 to 2020.

Mr. Skopek stated that the $160,000 grant for the Robertson Brothers development is included in the 2019 contractual services budget. Because that is a one-time expenditure, those expenses are not be reflected in future projections.

Mr. Rasmussen asked if there was a plan to update the Hyett Palma report from 2009.

Mr. Skopek stated that there is no immediate plan to update the Hyett Palma report, but he and the City Planner had been discussing the possibility of creating an updated market study to share with prospective businesses. He added that Main Street Oakland County is generating a report from the resource team visit held last month that will have action items that the Board can review and determine how to proceed.

Mr. Skopek stated that at the end of fiscal year 2019, the projected fund balance of the DDA will be approximately $364,000 and expected to increase based on the Board’s conservative spending.

Mr. Volk asked how Auburn Hills’ DDA fund balance and expenditures compare to other communities more mature DDAs.

Mr. Skopek stated that he does not have numbers from surrounding communities. He added that many DDAs fund capital projects in downtown districts whereas Auburn Hills has a TIFA that funds capital projects. Auburn Hills is unique in that we have more economic development tools than most communities.

Mr. Volk asked if having a large fund balance would put pressure on the DDA to fund larger capital projects.

Mr. Skopek stated that most of the downtown infrastructure has been updated and there is very little need for capital projects. He added that the TIFA handles the large capital projects, whereas the DDA primarily focuses on downtown promotions, marketing, and events.

Mayor McDaniel concurred that many of the capital projects have been funded and downtown can now focus on promotions. He added that a major goal of the City was to build up the downtown and make it a destination.

Chairman Young recommended more frequent meetings of the DDA and joint meetings between the DDA and TIFA to improve communication and engagement between the Boards.

Mayor McDaniel recommended meeting every other month in 2020.

Chairman Young recommended creating active committees for marketing/promotions and events and meeting every other month as a full Board to increase Board member engagement.

**Moved by Mr. Volk to approve the Downtown Development Authority 2019 Amended Budget and 2020 Proposed Budget as presented. Furthermore, recommend to the City Council the inclusion of these budgets for adoption in the City’s overall budget documents.**

**Supported by Mr. Travnikar**

Yes:  McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen

No: None

Motion carried
BOARD MEMBER COMMENTS

None.

DIRECTOR UPDATES

Mr. Skopek updated the Board that the TIFA has purchased the building located at 3346 Auburn Road in downtown Auburn Hills. The intent is to split off the surface parking lot as part of that property for redevelopment and complete an interior demolition of the existing building. Staff will work to actively recruit a destination restaurant for the space.

Mr. Skopek stated that SeptemBEERfest planning is progressing nicely. Staff is awaiting confirmation from the beer distributor on participating breweries and Bad Brad’s BBQ will serve as the food vendor for the event. Further, Michigan By The Bottle, Sprigs, and The Edge are participating in event specials at their stores and staff is assisting with promoting their specials.

Mr. Gliniecki asked if the restaurants were informed that staff would help promote their specials.

Mr. Skopek stated that all merchants were offered the opportunity to promote their specials in conjunction with SeptemBEERfest’s marketing plan.

Mr. Volk asked if there was a cost on behalf of the merchants to receive assistance with advertising their specials.

Mr. Skopek stated there was no cost on behalf of the merchants.

Mr. Volk offered to assist in reaching out to merchants and advertising for SeptemBEERfest.

Mr. Skopek will forward marketing materials to the Board for them to distribute and promote.

ANNOUNCEMENT OF NEXT MEETING

The next Downtown Development Authority Board of Directors will be Monday, November 11, 2019, immediately following the informational meeting at 5:30 PM at City Hall in the Administrative Conference Room.

ADJOURNMENT

Moved by Mayor McDaniel to adjourn the DDA Board meeting.

Supported by Mr. Travnikar.

Yes: McDaniel, Travnikar, Young, Gliniecki, Volk, Rasmussen

No: None

Motion carried

The DDA Board of Directors meeting adjourned at 6:33 p.m.

Respectfully submitted,
Brandon Skopek
Executive Director
Attached for your review are the DDA financial statements for the period ending October 31, 2019.

**DDA STATEMENT OF REVENUES AND EXPENDITURES**
- Approximately 96% of budgeted property tax revenue has been received for the DDA in 2019 for a total of $153,057.
- Approximately 86% of budgeted expenditures have been utilized to date. Major expenditures include the development incentive grant paid out to Robertson Brothers, the Friday Night Concert Series, and SeptemBEERfest. Expenses for SeptemBEERfest will be reimbursed once all invoices have been paid out.

The net position of the DDA is $293,658.

**ADDITIONAL NOTES**

The financial statements will be presented for approval at the Board meeting on Monday, November 11, 2019. You are welcome to contact myself or Finance Director Michelle Schulz prior to the meeting to discuss particular budget line items, budget capital items or any of the information mentioned in this memo.

An appropriate motion is:

**Move to receive and file the Financial Report for Period Ending October 31, 2019.**
## DDA Statement of Net Position

**For the Period Ending October 31, 2019**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>DDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>296,283</td>
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<tr>
<td>Taxes Receivable</td>
<td>-</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>296,283</strong></td>
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<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>-</td>
</tr>
<tr>
<td>Due to Trust and Agency</td>
<td>-</td>
</tr>
<tr>
<td>Due to Taxpayers</td>
<td>2,624</td>
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<tr>
<td>Deferred Revenue</td>
<td>-</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>2,624</strong></td>
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<table>
<thead>
<tr>
<th>NET POSITION</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Beginning Net Position 1/1/2019 (Audited)</td>
<td>173,998</td>
</tr>
<tr>
<td>Excess of Revenues over Expenditures as of October 31, 2019</td>
<td>(47,876)</td>
</tr>
<tr>
<td>Net investment in capital assets</td>
<td>0</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>293,658</td>
</tr>
<tr>
<td><strong>Total Net Position</strong></td>
<td><strong>293,658</strong></td>
</tr>
</tbody>
</table>
# City of Auburn Hills

**Statement of Revenues, Expenditures, and Changes in Net Position - DDA**

For the Period Ending October 31, 2019

## Fund 248-728

<table>
<thead>
<tr>
<th></th>
<th>Amended Annual Budget</th>
<th>Year-To-Date Actual</th>
<th>Fav / (Unfav) Budget</th>
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<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 402.000 Property Taxes</td>
<td>$161,712</td>
<td>$152,279</td>
<td>$(9,433)</td>
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<tr>
<td>418.00 Delinquent Personal Property</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>421.00 Tax Chargeback</td>
<td>(2,200)</td>
<td>-</td>
<td>(2,200)</td>
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<tr>
<td>422.00 MTT YE Accrual</td>
<td>(200)</td>
<td>(200)</td>
<td>(2,200)</td>
</tr>
<tr>
<td>664.00 Interest Revenue</td>
<td>-</td>
<td>977</td>
<td>(2,200)</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td>159,312</td>
<td>153,058</td>
<td>(16,031)</td>
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</tbody>
</table>

|                |                      |                     |                     |
| **EXPENDITURES** |                     |                     |                     |
| 55 729.000 Supplies | 1,500                | -                   | 1,500               |
| 817.000 Consultant Services | 1,000               | -                   | 1,000               |
| 967.100 Site Improvement Grants | 160,000           | 160,000             | -                   |
| **Other Expenses** |                     |                     |                     |
| 85 885.000 Community Relations | 48,500             | 29,294              | 19,206              |
| 85 901.000 Marketing | 5,000                | -                   | 5,000               |
| 85 958.000 Membership Dues | 575                 | 575                 | -                   |
| 85 960.001 Conferences and Workshops | -              | -                   | -                   |
| 85 998.000 Miscellaneous | -                   | -                   | -                   |
| 929.000 Irrigation Water & Maintenance | 7,000             | 5,060               | 1,941               |
| 59 927.000 Utilities | -                   | -                   | -                   |
| 73 999.004 Administrative Charges | 4,704           | 3,718               | 986                 |
| 88 999.007 Interfund Services | 4,242             | 2,288               | 1,954               |
| **Total Expenditures** | 232,521             | 200,934             | 31,587              |

**Excess of Revenues over Expenditures**
as of October 31, 2019

<table>
<thead>
<tr>
<th></th>
<th>(73,209)</th>
<th>(47,876)</th>
<th>$15,556</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning Total Net Position (1/1/2019)</strong></td>
<td>173,998</td>
<td>173,998</td>
<td></td>
</tr>
<tr>
<td><strong>Ending Total Net Position</strong></td>
<td>$100,789</td>
<td>$126,122</td>
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</table>
In preparation for the publication of the 2020 Auburn Hills calendar, the Downtown Development Authority must set its formal meeting schedule for the upcoming year.

In 2019, the DDA Board met a total of 5 times, including the November meeting.

In an effort to keep DDA meetings robust, productive and effective, staff recommends that the Board meet bi-monthly in 2020, as opposed to quarterly in years prior. Each meeting would continue to take place at 5:30 PM; however, the days have been changed to the second Monday of each month proposed with the exception of the September meeting taking place on the third Monday of the month due to a scheduling conflict with City Council.

The date, time and location may be modified from time to time to accommodate the needs of the Board and our constituents. If there is a need for a special meeting, or a workshop, the Board can elect to add meetings throughout the calendar year. Further, there will need to be two Informational Meetings conducted in 2020 per Public Act 57 of 2018. Staff will schedule these Informational Meetings at a later date. It should be noted that these meetings will take place during a regularly scheduled DDA meeting.

The following dates for the 2020 Auburn Hills Downtown Development Authority Board of Directors meetings are proposed:

- January 13
- March 9
- May 11
- July 13
- September 21* (Third Monday of the month)
- November 9

An appropriate motion is:

Move to approve the 2020 Auburn Hills Downtown Development Authority Board of Directors meeting schedule as presented.
INTRODUCTION AND HISTORY

The Downtown Development Authority held its first annual SeptemBEERfest in downtown Auburn Hills on Friday, September 13, 2019. The event ran from 5:00 p.m. to 9:00 p.m. in and around Riverside Park. This public event contained food vendors, craft beer vendors, live music, and yard games for event attendees. Furthermore, SeptemBEERfest served as a fundraiser for the Auburn Hills Community Foundation. Included in this memo are details on the event.

ATTENDANCE

As the Board may recall, our total attendance goal was 300 – we sold 308 tickets and grossed $8,900 in ticket sales. There were 268 presale tickets sold, with 50 more sold at the door the evening of the event – there was a great turnout despite the poor weather. Of those attendees, a large amount were from outside of Auburn Hills. The breakdown of attendees by percentage is as follows:

- Grand Rapids 11%
- Rochester 9%
- Lake Orion 8%
- Troy 7%
- **Auburn Hills** 6%
- Detroit 3%
- Westland 3%
- Akron (OH) 2%
- Bloomfield Hills 2%
- Sterling Heights 2%

ENTERTAINMENT

Entertainment was provided by 2 Stones Events. Two blues bands were booked for the event, which included the Lucas Rhodes Band out of metro Detroit, and the Corey Dennison band out of Chicago.

CAR SHOW

Display vehicles accompanying the event were provided by Golling Chrysler, Dodge, Jeep and Ram. EventNext assisted with the coordination between the City and the dealership.

BEER VENDOR

Our beer was provided by Fabiano Brothers. The following breweries participated in the event:
SeptemBEERfest Recap

- Perrin Brewing Co.
- Rochester Mills Brewing Co.
- Midland Brewing Co.
- ROAK Brewing Co.

FOOD/DESSERT VENDOR

BBQ food was provided by Bad Brad’s BBQ out of Shelby Township, with dessert provided by Elephant Ear Express. Bad Brad’s BBQ offered pulled pork tacos and chopped brisket tacos, with a choice of sides including pit beans, potato salad, and cornbread. Elephant Ear Express offered elephant ears and deep-fried Oreo cookies.

DOWNTOWN MERCHANT ENGAGEMENT

There were a number of merchants that participated in specials leading up to and during the SeptemBEERfest event. City staff assisted in promoting merchant specials in tandem with SeptemBEERfest promotions.

VOLUNTEERS

It goes without saying that this event could not have taken place without the assistance from our volunteers. We had 52 volunteers offer their assistance with the event, with approximately 50% of the volunteers coming from FCA. Volunteers assisted with registration check-in, beer pouring, line management, and trash management.

ATTENDEE FEEDBACK

Staff issued a survey to event attendees requesting their feedback on the event. To date, staff has received a large amount of positive feedback and anticipates this event as an annual occurrence for the City of Auburn Hills.

An appropriate motion is:

No motion is required.
TO: Chairman Young and Members of the DDA Board of Directors
FROM: Brandon Skopek, Director of Authorities, DDA Executive Director
DATE: November 4, 2019
SUBJECT: Main Street Oakland County Resource Team Report

INTRODUCTION AND HISTORY

Staff hosted a Resource Team visit in collaboration with Main Street Oakland County (MSOC) on July 8, 2019. MSOC convened a team of experts who specialize in various areas of downtown development; these experts included:

- Jill Bahm, AICP, Partner, Giffels Webster
- Dan Carmody, CEO, Eastern Market Corporation
- Robert Gibbs, AICP, ASLA, President, Gibbs Planning Group
- Tad Krear, Principal/Owner, Land Design Studio
- Cristina Sheppard-Decius, CMSM, President, POW! Strategies, Executive Director of Downtown Dearborn

Staff in attendance for the Resource Team visit included:

- Brandon Skopek, Director of Authorities
- Don Grice, Assistant City Manager
- Steve Cohen, AICP, Community Development Director
- Shawn Keenan, AICP, City Planner

The Resource Team met with staff to gain insight on the downtown’s successes and challenges, and to provide their recommendations for improvement and to assist with creating an appropriate work plan for the DDA. The full Resource Team Report was drafted by MSOC and is attached for the Board’s review.

Staff has met internally to discuss the Resource Team’s findings and have concluded that the DDA and/or TIFA has already completed, or is in the process of completing, many of the recommendations outlined in the report. However, there are a few takeaways from the report, namely the creation of committees to assist with completing tasks that are to be outlined in the DDA work plan.

Staff will be prepared to lead a discussion with the DDA Board of Directors on the findings and recommendations outlined in the Resource Team Report.

An appropriate motion is:

No motion is required.
Auburn Hills DDA/Main Street Resource Team Visit

Introduction

The Main Street Oakland County program convened a team of experts who specialize in various facets of downtown development to conduct a Resource Team visit with the Auburn Hills DDA. The goal of this exercise was to provide a brief overall assessment of the downtown and offer recommendations on how to help move the DDA into the next phase of growth. The experts brought in have extensive knowledge on the Four Points Approach of Main Street America (Design, Promotions, Economic Vitality and Organization). The following report summarizes the observations and recommendations based upon the facts and information gathered during the expedited on-site visit including follow up information provided by MSOC and Auburn Hills.

The MSOC Assessment took place in downtown Auburn Hills on July 8, 2019. The team met with the DDA and City staff to gain insight on the program’s successes and challenges. Staff provided the resource team information on DDA accomplishments, projects, current development plans, overall goals and hopes for future development. After the question and answer session staff lead a walking tour of the downtown, which included an interview with the business manager of Michigan by the Bottle. At the conclusion of the visit, team members presented their preliminary findings to the DDA and City staff.

This quick assessment was a limited view of the Auburn Hills DDA and was intended to identify the districts assets and opportunities, as well as determine an appropriate work plan outline providing a guide for DDA staff and city leadership. This outline can be used to help engage and develop specific workplans with stakeholders in Auburn Hills and provide a broad-based buy in to the process. Before you can figure out what your downtown can become, you must understand what it is.

MSOC Resource Team Members
Jill Bahm, AICP, Partner, Giffels Webster - Organization
Dan Carmody, CEO, Eastern Market Corporation - Promotions
Robert Gibbs, AICP, ASLA, President, Gibbs Planning Group - Design
Tad Krear, Principal/Owner Land Design Studio - Design
Cristina Sheppard-Decius, CMSM, President, POW! Strategies, Executive Director Downtown Dearborn - Economic Vitality

Main Street Oakland County
John Bry, CMSM, Principal Planner MSOC
Annaka Norris, Associate Planner MSOC

Auburn Hills Staff
Brandon Skopek, Director of Authorities
Don Grice, Assistant City Manager
Steve Cohen, Community Development Director
Shawn Keenan, City Planner
DDA Overview

Auburn Hills DDA History and Future Outlook
Taken from the 2018 Downtown Development Authority Annual Report

DDA History
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.

DDA 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.

DDA Goals
City of Auburn Hills DDA Development Plan and TIF Plan – April 2015, page 7

The goals of the DDA were established with help and careful consideration from our Development Area Citizen’s Council, and city staff. The group consulted Auburn Hills Downtown Economic Enhancement Strategy produced in 2009 by Hyett Palma for history and knowledge of the downtown area. Members also shared his or her own vision of what the DDA should strategically focus on over the next fifteen (15) years. The following list is a compilation of ideas and discussions with the group:
1) Establish reasonable development opportunities and attract a variety of both public and private interests.

2) Accommodate mixed uses within the DDA district to continue the retail and residential component and create a continuum of activity to the east and west of the core downtown as driven by developer demand.

3) Provide a diversity of experiences and views that will appeal to all ages of the permanent community, business community, college community and visitors.

4) Link the DDA District with the river and the park systems through walkable, pedestrian friendly, and green space enhancements.

5) Encourage events within Downtown in ways that create community excitement through increasing involvement and public ownership of the events and nightlife.

6) Improve wayfinding in Downtown Auburn Hills for both foot traffic as well as automobiles. Establish Downtown as a destination through enhanced signage and branding.

7) Establish facility designs that reflect the character of Downtown and promote compatibility between new and existing developments.

8) Improve the overall business climate of the DDA District through planning, promotion and strategic coordination of activities and implementation of improvement projects.

9) Foster cooperation between the DDA, City staff and officials, residents and our partners at Oakland County, including the Main Street Oakland County downtown program.

**DDA Organizational Structure**

The Auburn Hills Downtown Development Authority (DDA) was established under the Michigan Downtown Development Authority Act 197 of 1975. Though originally created in 1983, the Auburn Hills DDA did not become operational until Summer 2015. The Auburn Hills DDA District was established to limit and prevent deterioration within the district. Captured taxes are used for the preservation, growth and maintenance of infrastructure within the district as well as creating an outstanding environment to support and attract further investment. (from DDA website)

**Board**

The DDA board is comprised of nine-members board who meet five times a year. They meet in February, April, July, August and November on the third Thursday of each month.

**Committees**

The staff are conducting the work at this point. Auburn Hills has a few volunteers, but they do not have committees set up at this point.

**Staff**
Currently 1 staff member, Position for Downtown Event Specialist will be coming.

**Planning and Implementation of Projects and Activities**

Taken from the City of Auburn Hills DDA Development Plan and TIF Plan – April 2015, page 56.

C. *Timetable of City Projects within the DDA*

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 Years</td>
<td>6-10 Years</td>
<td>11-15 Years</td>
</tr>
</tbody>
</table>

**Parkways Blvd. Expansion**
The continuation of Parkways Boulevard to make connection at Squirrel. Potential for developer cost contributions as private investment ensues. (2015-2030)

$3,500,000

**Supporting Activities**
Business development and acquisition meetings (2015-2030)

$2,000/year

**Townsquare Greenspace***
Building a Townsquare Greenspace between The Den and Ashford Commons. (2015)

$50,000

**Sidewalk Improvements**
Upgrade sidewalks throughout the DDA for ADA compliance. Transition as projects are being completed. (2020-2030)

$15,000/intersection

**Amphitheater***
Construction of Amphitheater in Riverside Park

$1,000,000

**Riverwalk***
Construction and land acquisition to connect park system along the Clinton River. (2020-2030)

$500,000

**Downtown Designation**
Additional signage designating Downtown Auburn Hills at the West and North ends

$50,000/sign

**Clinton River Trail Paving**
Paving of the Clinton River Trail within the DDA District from Adams to Squirrel Road

$80,000

**Park Improvements***
Improvements to Riverside and Riverwoods parks

$500,000.00

---

* Shared costs with TIFA A

Auburn Hills will continually search for cost savings in the form of grants, cost sharing, and contributions from private developers for infrastructure.
# Budget and Finances

Taken from the City of Auburn Hills DDA Development Plan and TIF Plan – April 2015, page 57.

## D. Projection Schedule of Anticipated Tax Increment Revenues and Projected Impact on Taxing Jurisdictions

### 2014 Base TV $20,882,550.00

<table>
<thead>
<tr>
<th></th>
<th>Inflation Rate</th>
<th>TV Increase from Redevelopments</th>
<th>Base + Inflation Rate + Redevelopment Increase</th>
<th>Increase</th>
<th>Cumulative Total Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phase 1: Years 0 - 5</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 1</td>
<td>2.4%</td>
<td>-</td>
<td>$ 21,383,731.20</td>
<td>$ 501,181.20</td>
<td>$ 501,181.20</td>
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<tr>
<td>Year 2 - b**</td>
<td>2.4%</td>
<td>$ 4,400,000.00</td>
<td>$ 26,296,940.75</td>
<td>$ 4,913,209.55</td>
<td>$ 5,414,390.75</td>
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<tr>
<td>Year 3 - a**</td>
<td>2.4%</td>
<td>$ 23,000,000.00</td>
<td>$ 49,928,067.33</td>
<td>$ 23,631,126.58</td>
<td>$ 29,045,517.33</td>
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<tr>
<td>Year 4 - c,d</td>
<td>2.4%</td>
<td>$ 12,800,000.00</td>
<td>$ 63,926,340.94</td>
<td>$ 13,998,273.62</td>
<td>$ 43,043,790.94</td>
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<td>Year 5</td>
<td>2.4%</td>
<td>-</td>
<td>$ 65,460,573.13</td>
<td>$ 1,534,232.18</td>
<td>$ 44,578,023.13</td>
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<tr>
<td><strong>Phase 2: Years 6 - 10</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$ 122,582,903.34</td>
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<tr>
<td>Year 6 - a</td>
<td>2.4%</td>
<td>$ 8,000,000.00</td>
<td>$ 79,031,626.88</td>
<td>$ 9,571,053.76</td>
<td>$ 54,149,076.88</td>
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<tr>
<td>Year 7 - b</td>
<td>2.4%</td>
<td>$ 750,000.00</td>
<td>$ 77,582,385.93</td>
<td>$ 2,550,759.05</td>
<td>$ 56,699,835.93</td>
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<tr>
<td>Year 8</td>
<td>2.4%</td>
<td>-</td>
<td>$ 79,444,363.19</td>
<td>$ 1,861,977.26</td>
<td>$ 58,561,813.19</td>
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<td>Year 9</td>
<td>2.4%</td>
<td>-</td>
<td>$ 81,351,027.90</td>
<td>$ 1,906,664.72</td>
<td>$ 60,468,477.90</td>
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<tr>
<td>Year 10</td>
<td>2.4%</td>
<td>-</td>
<td>$ 83,303,452.57</td>
<td>$ 1,952,424.67</td>
<td>$ 62,420,902.57</td>
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<tr>
<td><strong>Phase 3: Years 11 - 15</strong></td>
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<td></td>
<td></td>
<td></td>
<td>$ 292,300,106.47</td>
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<tr>
<td>Year 11 - a</td>
<td>2.4%</td>
<td>$ 250,000.00</td>
<td>$ 85,552,735.44</td>
<td>$ 2,249,282.86</td>
<td>$ 64,670,185.44</td>
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<tr>
<td>Year 12</td>
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<td>$ 87,606,001.09</td>
<td>$ 2,053,265.65</td>
<td>$ 66,723,451.09</td>
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<tr>
<td>Year 13 - b</td>
<td>2.4%</td>
<td>$ 10,000,000.00</td>
<td>$ 99,708,545.11</td>
<td>$ 2,103,544.03</td>
<td>$ 78,825,995.11</td>
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<tr>
<td>Year 14 - d,e</td>
<td>2.4%</td>
<td>$ 4,750,000.00</td>
<td>$ 106,851,550.19</td>
<td>$ 7,143,005.08</td>
<td>$ 85,969,000.19</td>
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<tr>
<td>Year 15 - c</td>
<td>2.4%</td>
<td>$ 3,500,000.00</td>
<td>$ 112,915,987.40</td>
<td>$ 6,064,437.20</td>
<td>$ 92,033,437.40</td>
</tr>
</tbody>
</table>

* Single Family Housing
* OCPTA Millage rate increase (1.00) reflected in years 1-3 (2015-2017 respectively)
  – Millage rate increase in 2014-2017 to 16.872

$ 803,105,079.04
Assessment

The assessment began with staff sharing the goals for the DDA, followed by their opinions of the current limitations for growth in the downtown. The resource team used this opportunity to ask many questions of the staff to obtain a better understanding of the relationships the DDA has with City staff, businesses and local stakeholders. There were questions regarding the current DDA program activities, levels of committee and volunteer participation, downtown promotional and marketing efforts, available incentive programs and other downtown economic information. Ahead of the visit MSOC staff sent all team members the Auburn Hills DDA 2018 annual Report, a map of the Auburn Hills DDA District and the City of Auburn Hills DDA Development Plan and TIF Plan – April 2015 for review.

Auburn Hills DDA Staff Goals

- To make the downtown a destination place.
- Open and effective communication with businesses.
- Retention of current businesses.
- Market existing businesses in the downtown to:
  - Attract students to the downtown as patrons of the businesses.
  - Locate more restaurants to the downtown to increase the foot traffic in the downtown.
  - Occupy vacant space.
  - Train the residential population in Auburn Hills to use the downtown.
- Focus on implementation of plans.
- Activate pavilion and open spaces in the downtown with programming

Limitations of downtown growth from Auburn Hills Staff perspective

- Two liquor licenses available to restaurants. (This is both a positive and a negative due to only having two available)
- A high vacancy rate due to rents and cost of buildouts ($18-22/sf leasing)
- Two separate boards (TIFFA & TIF) that do not always work together.
  - working to join boards

Positives for downtown growth from Auburn Hills Staffs perspective

- Two liquor licenses available.
- The number of parking spaces available.
- Oakland University is in Auburn Hills along with Baker College.
- There are 800+ residential units approved in and around the downtown.
- Auburn Hills TIFFA has money and is willing to fund projects in the district.
- Auburn Hills has a plan and or study for just about everything.
- The new amphitheater just opened this summer in downtown providing a venue that will bring people downtown.
Auburn Hills offers several incentives to businesses wanting to locate in the downtown.
  - Liquor License (2), reduced CAP fees, billboards on 75 available for marketing, reduced rents to bring people in (working on)

MSOC Resource Team Observations of the DDA

As stated earlier when the walking tour was complete the resource team convened with DDA and City staff to provide observations from the day. These observations are divided into the Four Points Approach of Main Street America; Design, Promotion Economic Vitality and Organization.

**Design**

- Streetscape is being repaired.
- Buildings are in good repair.
- Streets are too wide.
- Driveway curb cuts are too wide.
- Glass is dark on some of the ground floor businesses and you cannot see in making the building look vacant and or closed.
- There is only one business with outdoor seating, and the seating is not in front of the business but on the side. The seating on the side does not allow for the same level of activation of the sidewalk.
- The sidewalks are wide and will allow for additional street furniture.
- There is a sculpture in the park but there is not any other art in the downtown.
- Retail districts must offer exciting placemaking and experiences not available on the internet or in strip shopping centers. Unfortunately, the downtown lacks this edge.
- The downtown appears to have adequate amounts of parking for its status quo. Eventually, the district will require a management system to ensue convenient parking for visitors. The large vacant retail building does not have any on-street parking along its frontage, this may contribute to its vacancy.
- The downtown is ‘out of the way’ and difficult to locate. The existing street alignments compound this challenge.
- Many of the storefronts have windows with dark tinted glazing that make businesses appear to be closed or vacant. This does not entice shoppers’ interest to browse or walk the streets.

There are some facades on the sides of building that are blank and could have some murals painted on them

**Design and Promotion**

- The amphitheater is new and will provide a great place for events.
- The downtown is lacking a defined character, story and sense of place (grit or working professional), Auburn Hills downtown does not have an identity. Consider public art for some cultural enrichment that helps define the sense of place.
- There is a lack of wayfinding signage leading to and throughout the downtown, wayfinding should include direction to public parking locations.
- Business signage needs improvement at Dimitri’s, there is only signage visible when entering the downtown from the west.

**Promotion**
- Marketing materials and ads for the downtown business district are not seen or heard by most residents in the area.
- Michigan Wine by the Bottle is doing a great job of cross-promoting with other businesses. There are 15-20 merchants in the downtown, six of which are restaurants. There is a good opportunity to create more cross-promoting.
- Most promotions are event based or revolve around summer festivals.
- TIFA has money for an event specialist and supports events. This would allow the ED to focus on other areas of the downtown.

**Organization**
- With only one staff member it is difficult to run weekly events and keep up with the numerous tasks of the Director of Authorities.
- $130,000 annual budget and $400,000 in reserves makes for a healthy organization.
- DDA law requires an Advisory Board and there currently is not one.
- There are not any committees.
- TIF is scheduled to sunset in 2031.
- TIFA board does not understand what the DDA does.
- There are site improvement grants and business development grants available (Facade grants, tapping fees covered, new business grants)

**Economic Vitality**
- There were not many people walking around the downtown.
- There are several vacancies and a need for in-fill development to complete the downtown.
- The downtown is surrounded by demographics that can support several additional businesses, but potential businesses are not willing to pay the asking sub-$20 sf/year rents. The businesses district is not likely meeting its market potential. The issue is attracting people to the current businesses.
- A building inventory needs to be put together, including business names, land use type, square footage, vacancy, and parking. This would give an idea of the total square footage in the downtown.
- A traffic study is needed to count the number of vehicles driving through the downtown. This will provide a potential number of customers that businesses could be bringing in.
- Space available in the University Center can be marketed for private use.

**Recommendations & Next Steps**

The discussion then turns toward the overall observations of the downtown by the resource team and is followed up with recommendations. The recommendations are divided into the Four Points Approach of Main Street America (Design, Promotions, Economic Vitality and Organization).
Design

Supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.

**General Character Recommendations:**

- The downtown could use art as a focus to encourage people want to walk around – Murals, public art, temporary art shows.
  - Work with Oakland University to bring in student artists.
  - Implement an arts program and seek noted artists to display sculpture and art throughout the downtown area.
  - Commission artists work to display in the downtown.
- Continue working with business owners and landlords to improve the backs of the businesses.
- There are several buildings that have vacancies needing tenants.
- There are opportunities for in-fill development to complete the downtown.
- Promote awnings for businesses
- Have a window staging contest to help activate the sidewalks.
- Encourage restaurants to install garage doors and or accordion windows to open the restaurants onto the sidewalks.
- Encourage historic preservation where appropriate.
- Provide sign grants to businesses in the downtown, to help create better signage.

**Streetscape:**

- Implement creative streetscape lighting, fixtures and landscape.
  - Placemaking grants can help fund these projects.
    - AAA
    - AARP
    - Flagstar Grant through MSOC
- Implement a flower program to install flower boxes along storefronts and throughout the downtown
- Install string lighting across parks and Auburn Road (we need to see if this is possible across Auburn Road)
- As the budget affords consider replacing the artificial turf used in new plaza, replace with grass, landscaping and real materials.
  - Think outside the box when designing such as creating an artistic living room with art displays and places to sit, socialize and hang out.
- Consult with a landscape architect and install appropriate large street trees to reduce street scale.
- Explore street redesigns or enhancements to improve walkability with bike lanes, bike racks, pedestrian crossing improvements.
- Work with large businesses such as Fiat Chrysler Automobiles and Oakland University to provide transportation to the downtown during lunch or dinner hours.
- Encourage outdoor seating in front of businesses on the sidewalks.
• Encourage businesses to install more planters with seasonal plants/displays along streetscape

**Wayfinding Recommendations:**

• Expand the existing way-finding system to direct traffic into the downtown.
• Install “You are Here” signage locating existing businesses.
• Include vehicular, bicycle and pedestrian wayfinding.
• Parking wayfinding should be included in the overall wayfinding system.

**Promotion**

Positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community’s unique characteristics.

**Marketing Recommendations:**

• Consider expanding cable, social media and print media promotions of the downtown and its businesses
• Target Oakland University and surrounding employment centers with promotions and ads working to bring more people to the downtown.
  o Work on a “talent attraction opportunity” with large employers
    ▪ Housing jobs and a vibrant downtown.
• Play to the residential component of the downtown, what do they want and need.
• Create a business stakeholder group to help facilitate better business relationships and cross promoting.
• Focus marketing efforts on business retention and attraction.
• Align with other trail connected communities, both bicycle trails and the Clinton River trail.
• Reach out to schools and summer camps to utilize and activate the park space.
• Develop a home tour of the area and start in the downtown.
• Market the downtown to residents as the “gathering space”

**Economic Vitality**

Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

**General:**

• Create a trail town economy.
• Convert the Den to allow a coffee shop and/or small retail.
• Create a space for a pop-up village to provide micro retail spaces.
• Bring a coffee shop into the Bubble Tea spot.
**Storefront Recommendations:**

- Allow flexibility in zoning code standards to allow for smaller retail in the downtown area.
  - Break up big spaces allowing for smaller retail spaces.
- Prohibit tinted and reflective glazing on all first-floor businesses through a district overlay or downtown design guidelines and standards.
- Flexibility in zoning could allow for more creative store fronts.
- Implement a storefront improvement program to improve existing businesses, commission local artists to design creative storefronts.
- Develop a façade design and grant program.
- Develop a Business Incubation Grant
  - Use the MSOC Genisys Grant to add additional money.
- Seek a master retail developer or operator to master lease much of the first-floor space.
- Use City owned buildings to create a reduced rate rent structure for startup businesses.

**Market Research:**

- Conduct a market-based retail market analysis to estimate the amounts and type of additional supportable retail and restaurants.
  - Determine what type of destination restaurant will work best.
  - Grocery
  - Retail
- Conduct a market study to determine what uses will best succeed in the downtown.
- Develop a merchandising plan to target a niche market.
- Retain a qualified retail broker to recruit targeted retailers.
- Help landlords understand the average rental rates in similar areas that are struggling to fill vacancies.

*Market research data is provided in the Appendix.

**Organization**

Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

**Organizational Recommendations:**

- Use the recommendations provided in this report to help develop a work plan.
- Volunteer development
- Develop a written description of the working relationship between TIFA/DDA.
- Create committees that will complete the tasks and move the plan forward based on the Main Street Four Point Approach.
- Board members become the chair of the committees to help distribute the workload between staff and volunteers ensuring tasks get completed.
- Resident Advisory Committee is needed and can be used as a focus group for types of business needs in the downtown.
- The DDA will need to recruit volunteers to help with the plan.
  - Task Force/Committees
○ Strategy with an implementable Action Plan

Conclusion

Recommendations provided in this report are intended to help Auburn Hills become a select level community in the Main Street program. A vibrant and walkable downtown is the overall goal. Changes will not occur immediately, this is a slow and deliberate process that requires community support. Reach out to more stakeholder to join the committees and to participate in developing a work plan for the downtown. Begin to address the Four Point Approach in a more comprehensive way. The Main Street program takes a grass roots approach that works to improve the quality of life in downtowns.
Appendix
Overview

Based on the data, there are 5 types of businesses that are lacking within a 5-minute drive time of your location in downtown Auburn Hills and represent significant dollars leaving the area. They are as follows:

1. Health and Personal Care Stores
2. Clothing Stores
3. Sporting Goods/Hobby/Musical Instrument Stores
4. Other General Merchandise Stores
5. Restaurants/Other Eating Places

Health and Personal Care Stores

<table>
<thead>
<tr>
<th>Description</th>
<th>$18,816,247</th>
<th>$14,249,699</th>
<th>$4,556,548</th>
</tr>
</thead>
</table>

Description

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer’s needs.

Examples

- Convalescent supply stores
- Hearing aid stores
- Medical equipment and supplies stores
- Medical equipment and supply stores
- Personal mobility scooter dealers
- Prosthetic stores
- Sick room supply stores

Clothing Stores

Demand $9,149,695
Supply $571,733
Gap $8,577,962

Description

This industry group comprises establishments primarily engaged in retailing new clothing.

Examples

- Clothing stores, family
- Family clothing stores
- Unisex clothing stores
- Western wear stores

Sporting Goods/Hobby/Musical Instrument Stores

Demand $5,949,472
Supply $3,160,619
Gap $2,788,853

Description

Industries in the Sporting Goods, Hobby, Musical Instruments, and Book Stores subsector are engaged in retailing and providing expertise on the use of sporting equipment or other specific leisure activities, such as needlework and musical instruments. Book stores are also included in this subsector.

Examples

- Athletic equipment and supply stores (including uniforms)
- Bicycle (except motorized) shops
- Bowling equipment and supply stores
- Diving equipment stores
- Exercise equipment stores
- Fishing supply stores (e.g., bait)
- Footwear (e.g., bowling, golf, spiked), specialty sports, stores
- Golf pro shops
- Gun shops
- Outdoor sporting equipment stores
- Pro shops (e.g., golf, skiing, tennis)
- Saddlery stores
- Shoe stores, specialty sports footwear (e.g., bowling, golf, spiked)
- Sporting goods stores
- Sports gear stores (e.g., outdoors, scuba, skiing)
- Tack (e.g. harnesses, saddlery) shops
- Tackle shops (i.e., fishing)
- Uniform stores, athletic
Other General Merchandise Stores

Demand $12,624,160
Supply $5,074,984
Gap $7,549,176

Description

This U.S. industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters). These establishments retail a general line of new merchandise, such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts, with none of the lines predominating.

Examples

- Catalog showrooms, general merchandise (except catalog mail-order)
- Dollar stores
- General stores
- Home and auto supply stores
- Limited price variety stores
- Trading posts, general merchandise
- Variety stores

Restaurants/Other Eating Places

Demand $25,445,434
Supply $19,871,008
Gap $5,574,426

Description

This U.S. industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing carryout services, or presenting live nontheatrical entertainment.

Examples

- Bagel shops
- Diners
- Doughnut shops
- Family restaurants
- Fine dining restaurants
- Full service restaurants
- Pizza parlors
• Pizzerias
• Restaurants
• Steak houses
Executive Summary

3400 Auburn Rd
3400 Auburn Rd, Auburn Hills, Michigan, 48326
Drive Time: 3 minute radii

3 minutes

<table>
<thead>
<tr>
<th>Population</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Population</td>
<td>4,846</td>
</tr>
<tr>
<td>2010 Population</td>
<td>4,592</td>
</tr>
<tr>
<td>2018 Population</td>
<td>4,927</td>
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<tr>
<td>2023 Population</td>
<td>5,122</td>
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<tr>
<td>2000-2010 Annual Rate</td>
<td>-0.54%</td>
</tr>
<tr>
<td>2010-2018 Annual Rate</td>
<td>0.86%</td>
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<tr>
<td>2018-2023 Annual Rate</td>
<td>0.78%</td>
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<tr>
<td>2018 Male Population</td>
<td>48.2%</td>
</tr>
<tr>
<td>2018 Female Population</td>
<td>51.8%</td>
</tr>
<tr>
<td>2018 Median Age</td>
<td>37.7</td>
</tr>
</tbody>
</table>

In the identified area, the current year population is 4,927. In 2010, the Census count in the area was 4,592. The rate of change since 2010 was 0.86% annually. The five-year projection for the population in the area is 5,122 representing a change of 0.78% annually from 2018 to 2023. Currently, the population is 48.2% male and 51.8% female.

<table>
<thead>
<tr>
<th>Median Age</th>
<th></th>
</tr>
</thead>
</table>

The median age in this area is 37.7, compared to U.S. median age of 38.3.

<table>
<thead>
<tr>
<th>Race and Ethnicity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 White Alone</td>
<td>67.5%</td>
</tr>
<tr>
<td>2018 Black Alone</td>
<td>11.8%</td>
</tr>
<tr>
<td>2018 American Indian/Alaska Native Alone</td>
<td>0.3%</td>
</tr>
<tr>
<td>2018 Asian Alone</td>
<td>14.6%</td>
</tr>
<tr>
<td>2018 Pacific Islander Alone</td>
<td>0.0%</td>
</tr>
<tr>
<td>2018 Other Race</td>
<td>2.6%</td>
</tr>
<tr>
<td>2018 Two or More Races</td>
<td>3.1%</td>
</tr>
<tr>
<td>2018 Hispanic Origin (Any Race)</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

Persons of Hispanic origin represent 8.4% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 58.5 in the identified area, compared to 64.3 for the U.S. as a whole.

<table>
<thead>
<tr>
<th>Households</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2000 Households</td>
<td>1,955</td>
</tr>
<tr>
<td>2010 Households</td>
<td>1,903</td>
</tr>
<tr>
<td>2018 Total Households</td>
<td>2,070</td>
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<tr>
<td>2023 Total Households</td>
<td>2,164</td>
</tr>
<tr>
<td>2000-2010 Annual Rate</td>
<td>-0.27%</td>
</tr>
<tr>
<td>2010-2018 Annual Rate</td>
<td>1.02%</td>
</tr>
<tr>
<td>2018-2023 Annual Rate</td>
<td>0.89%</td>
</tr>
<tr>
<td>2018 Average Household Size</td>
<td>2.36</td>
</tr>
</tbody>
</table>

The household count in this area has changed from 1,903 in 2010 to 2,070 in the current year, a change of 1.02% annually. The five-year projection of households is 2,164, a change of 0.89% annually from the current year total. Average household size is currently 2.36, compared to 2.39 in the year 2010. The number of families in the current year is 1,300 in the specified area.

Data Note: Income is expressed in current dollars
**Executive Summary**

3400 Auburn Rd
3400 Auburn Rd, Auburn Hills, Michigan, 48326
Drive Time: 3 minute radii

---

### Median Household Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Median Household Income</th>
<th>2018-2023 Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$63,318</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>$77,347</td>
<td>4.08%</td>
</tr>
</tbody>
</table>

### Average Household Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Household Income</th>
<th>2018-2023 Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$86,923</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>$105,358</td>
<td>3.92%</td>
</tr>
</tbody>
</table>

### Per Capita Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Capita Income</th>
<th>2018-2023 Annual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$36,111</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>$43,977</td>
<td>4.02%</td>
</tr>
</tbody>
</table>

### Households by Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Housing Units</th>
<th>Owner Occupied Housing Units</th>
<th>Renter Occupied Housing Units</th>
<th>Vacant Housing Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>2,061</td>
<td>1,240</td>
<td>715</td>
<td>106</td>
</tr>
<tr>
<td>2010</td>
<td>2,152</td>
<td>1,220</td>
<td>683</td>
<td>249</td>
</tr>
<tr>
<td>2018</td>
<td>2,246</td>
<td>1,274</td>
<td>796</td>
<td>176</td>
</tr>
<tr>
<td>2023</td>
<td>2,348</td>
<td>1,354</td>
<td>811</td>
<td>184</td>
</tr>
</tbody>
</table>

Currently, 56.7% of the 2,246 housing units in the area are owner occupied; 35.4%, renter occupied; and 7.8% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 2,152 housing units in the area - 56.7% owner occupied, 31.7% renter occupied, and 11.6% vacant. The annual rate of change in housing units since 2010 is 1.92%. Median home value in the area is $142,739, compared to a median home value of $218,492 for the U.S. In five years, median value is projected to change by 3.24% annually to $167,411.

---

**Data Note:** Income is expressed in current dollars


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Page 2 of 2
## Summary Demographics

- **2018 Population**: 4,726
- **2018 Households**: 1,993
- **2018 Median Disposable Income**: $52,174
- **2018 Per Capita Income**: $3,240

### 2017 Industry Summary

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-45</td>
<td>$76,376,193</td>
<td>$62,631,768</td>
<td>$13,744,425</td>
<td>9.9</td>
<td>35</td>
</tr>
<tr>
<td>44-45</td>
<td>$68,900,784</td>
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<td>$9,840,069</td>
<td>7.7</td>
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</tr>
<tr>
<td>722</td>
<td>$7,475,409</td>
<td>$3,571,053</td>
<td>$3,904,356</td>
<td>35.3</td>
<td>7</td>
</tr>
</tbody>
</table>

### 2017 Industry Group

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>441</td>
<td>$11,786,617</td>
<td>$23,534,588</td>
<td>-$11,747,971</td>
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<tr>
<td>4412</td>
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<td>$239,413</td>
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<tr>
<td>4413</td>
<td>$7,503,953</td>
<td>$2,357,413</td>
<td>$5,146,540</td>
<td>-25.9</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>4422</td>
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<td>-$507,932</td>
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<tr>
<td>443</td>
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<tr>
<td>444</td>
<td>$4,474,958</td>
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<td>-$465,990</td>
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<td>6</td>
</tr>
<tr>
<td>4441</td>
<td>$4,106,447</td>
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<tr>
<td>4442</td>
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<tr>
<td>445</td>
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<td>$5,638,365</td>
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<tr>
<td>4451</td>
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<td>$5,166,872</td>
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<tr>
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</tr>
<tr>
<td>4481</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
<td>454</td>
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<td>$1,234,594</td>
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<tr>
<td>4541</td>
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<td>$1,019,418</td>
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<td>0</td>
</tr>
<tr>
<td>4542</td>
<td>$74,610</td>
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<td>$74,610</td>
<td>100.0</td>
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<tr>
<td>4543</td>
<td>$140,521</td>
<td>$0</td>
<td>$140,521</td>
<td>100.0</td>
<td>0</td>
</tr>
<tr>
<td>722</td>
<td>$7,475,409</td>
<td>$3,571,053</td>
<td>$3,904,356</td>
<td>35.3</td>
<td>7</td>
</tr>
<tr>
<td>7223</td>
<td>$205,739</td>
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<td>$205,739</td>
<td>100.0</td>
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<tr>
<td>7224</td>
<td>$422,371</td>
<td>$838,372</td>
<td>-$416,001</td>
<td>-33.0</td>
<td>2</td>
</tr>
</tbody>
</table>

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.


**Source:** Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

March 21, 2019
### 2017 Leakage/Surplus Factor by Industry Subsector

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Building Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

### 2017 Leakage/Surplus Factor by Industry Group

- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Special Food Services
- Drinking Places (Alcoholic Beverages)
- Restaurants/Other Eating Places

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2017 Leakage/Surplus Factor by Industry Subsector

Motor Vehicle & Parts Dealers
Furniture & Home Furnishings Stores
Electronics & Appliance Stores
Bldg Materials, Garden Equip. & Supply Stores
Food & Beverage Stores
Health & Personal Care Stores
Gasoline Stations
Clothing and Clothing Accessories Stores
Sporting Goods, Hobby, Book, and Music Stores
General Merchandise Stores
Miscellaneous Store Retailers
Nonstore Retailers
Food Services & Drinking Places

2017 Leakage/Surplus Factor by Industry Group

Automobile Dealers
Other Motor Vehicle Dealers
Auto Parts, Accessories, and Tire Stores
Furniture Stores
Home Furnishings Stores
Electronics & Appliance Stores
Building Material and Supplies Dealers
Lawn and Garden Equipment and Supplies Stores
Grocery Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Health & Personal Care Stores
Gasoline Stations
Clothing Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Book, Periodical, and Music Stores
Department Stores (Excluding Leased Depts.)
Other General Merchandise Stores
Florists
Office Supplies, Stationery, and Gift Stores
Used Merchandise Stores
Other Miscellaneous Store Retailers
Electronic Shopping and Mail-Order Houses
Vending Machine Operators
Direct Selling Establishments
Special Food Services
Drinking Places (Alcoholic Beverages)
Restaurants/Other Eating Places

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Tapestry Segmentation