

# City of Ithaca DDA Goals & Insight

Revised June 13, 2022

## DDA Goals

- Land use- Zoning considerations in progress
- No vacancies- currently there are 4 store fronts & 3 spaces in the Village Shoppes are vacant
- Advertising/signage for downtown businesses
- Variety in retail business- retail, restaurant, entertainment, service
- More merchant involvement
- Parking – ample parking for new apartments
- Utilize grant opportunities – MEDC/seek college students
- Attract lodging – hotel/bed & breakfast/conference center
- Keep district attractive – encourage & send letters to downtown businesses
- Light canopy- work with IPC towards implementation & completion

## Threats

- Loss of opportunity – non participation from merchants (ex. facade grants)
- Non participation from merchants
- No TIF capture – City General fund contribution
- Population loss
- Lack of housing
- Downtown parking
- Vacant store fronts
- Sales Market

## Strengths

- Courthouse/County seat
- New business opportunity- vacant store front available
- Public transportation- Alma transit
- School systems- new turf football field also available to other neighboring schools
- Fair grounds at McNabb Park- host to Gratiot Ag Society fair
- Snow hill- only one in Gratiot County
- Bike trails (Jail House Trail)
- Local grocery store/pharmacy
- Vibrant – considering economy - industrial/higher income
- Community “Unity” pride
- Only bowling alley in the county
- Ice cream shop/food
- Hearthstone Oven/Apple Barrel
- Restaurants – A variety of eateries
- Car dealership

- Vacant buildings being utilized- Jerky Man's Shack, Dick Studio store front
- Gaining new businesses – retail shopping/antique store/coffee shop
- Self-Serve Lumber – open 7 days /TSC/Ellens Equipment/ZFS
- Downtown apartments- all are rented
- Newsletters – communication through constant contact, website, facebook etc.
- Collaborate for promotional events with IPC, Chamber and neighboring communities
- Nearing completion of new sidewalks through community
- US-127 Bike path
- Soccer field/Parks – partner with local campgrounds
- Snow/leaf removal
- Pickleball courts

### **Opportunities**

- New revenue – PEV - wired for electric cars (long term)
- Registered as an Historical District/beautiful architectural buildings
- Fine dining- Vacant Grub-A-Dubs: micro-brewery/pub
- ZFS Inc – 2 more phases, increase in people
- Vacant retail space/apartments- still more opportunity for downtown apartments
- Low-cost website advertising
- Rehab/Repurpose Elementary Schools (if closed) – childcare, juvenile facility etc.
- Year-round events
- Social media to promote downtown & businesses

### **Weaknesses**

- Limited land opportunity to attract lodging – hotel/bed & breakfast
- Tough economy – retailers not willing to match grant dollars
- More merchant involvement
- Funds/Small funding source, limited funds
- Evening activities/Fine dining
- Lodging accommodations/conference center
- Lack of volunteers with today's busy environment
- Identity/Branding – “Hometown” who are we?
- No camping
- Stamped concrete maintenance – City absorbs cost