



Strategic Plan

Imlay City DDA

Economic Development

The Mission of the Imlay City Downtown Development Authority is to create an atmosphere conducive to business prosperity and consumer satisfaction. The Imlay City Downtown Development Authority wishes to maximize employment by improving our business environment and encouraging business development.

Objective: Identify and facilitate opportunities for clean up and redevelopment of commercial industrial sites.

- Use the provisions of the Brownfield Redevelopment Authority to assist specific businesses or sites.
- Prepare and provide for the operation of a significant marketing plan for the current vacant parcels in the Imlay City Industrial Park.

Objective: Provide the infrastructure to support development and redevelopment.

- Ensure that infrastructure improvements include support for business and manufacturing needs.
- Complete construction of downtown Gateway Project and Third Street Infrastructure Improvements as proposed by the DDA Steering Committee.
- Coordinate with the Michigan Department of Transportation for the development of future improvements along M-21 and M-53 in Imlay City.
- Support the development of pedestrian friendly initiatives throughout the Imlay City community (including the development of the Polly Ann Trail in Imlay City and a multi-use path throughout the city).
- Support and encourage the progressive use and creation of greenspace, including the creation of pocket parks.
- Propose and provide for necessary improvements to city owned downtown parking areas.

Objective: Promote advantages of downtown as a location for commercial business and residential development.

- Provide individual assistance to developers and potential investors of district properties.
- Continue promotion of the Imlay City Façade Loan Program.
- Develop new programs including site assistance grant programs.

- Continue implementation of downtown marketing plan including print material and web site development.
- Continue progressive relationship with other local organizations including the Imlay City Chamber of Commerce, the Imlay City Eagles Club, and the Imlay City Community Schools.
- Develop and implement a number of special events to draw people into the community.

Objective: Promote the advantage of Imlay City as a business location and assist businesses with staying, expanding or locating in the City.

- Use the Lapeer Development Corporation and their expertise on economic development projects and programs.
- Meet with existing businesses on a regular basis to encourage business retention and expansion within the City.
- Provide incentives to local business owner's including the offering of business service seminars and other special services
- Continue to make use of an support the following programs and development tools:

Brownfield Redevelopment Authority
Tax Increment Financing Authority
Downtown Development Authority
Imlay City Façade Corporation
Imlay City Friends of the Polly Ann Trail Group
Lapeer Development Corporation
Industrial Facilities Exemption Certifications
Tax Exempt Industrial Development Revenue Bonds