



CENTER OF THE CITY



A BUSINESS PLAN FOR
ACTIVATION



Business Plan spanning 10 years of activation and development of the Center of the City Project.

Financial Assumptions Workbooks for Council of the Commons review and collaboration.

Proximity Principal Assumptions

PROSPECTUS PREPARED Q3 2022 BY THE INITIATING COMMITTEE IN
SUPPORT OF THE COUNCIL OF THE COMMONS

ABOUT US

The Initiating Committee acts as a citizen advisory board created to support and develop planning strategies to assist with the facilitation of The Center of the City project in Ann Arbor, Michigan. The Initiating Committee works to support the efforts of The Council of The Commons.



PLANS FOR
ACTIVATION

BUSINESS PLAN

A 10 – year management plan regarding virtual and physical activation of the Center of the City project situated in Ann Arbor, Michigan

PARTNERS IN ACTIVATION

The purpose to generate awareness and educate property owners within proximity to the Center of the City the benefits to supporting the activation and future development of the space. Create a “Stay in Contact” plan that invites and encourages Block Partners to utilize the space, take advantage of future marketing opportunities the space will offer, and encouraging the incorporation of the space into their own value propositions.

A2 IN COMMON

Highlight the benefit of inclusivity and collaboration with immediately adjacent block partners, the City of Ann Arbor re: Liberty Plaza, The Downtown Development Authority and PCI Parking Services, The A2 District Library and the not –for- profit volunteer organizations collaborating to provide stewardship and beautification efforts currently within the block. This vision seeks to work with adjacent partners to the collaboration of beautification efforts within the boundaries of the block.

OPERATIONS PLAN

An operations outline including Staffing and Stewardship plans, Annual Programming plan, Simplified Permitting and Insurance process, Social Media Strategy, Beautification Plans, and Occupancy and Booking Strategies.

FINANCIAL REPORTS

These reports include 10 -year financial income and expense assumptions. 10 -year operations budget, with growth potential to expand into a more developed vision over time. These financial worksheets provide insight to a projects overall fiscal viability and allows the supporting organizations to generate a master funding plan and both short-and long-term fundraising goals.

ACTIVATION TIMELINE

A 5 -year timeline for activation commencing with a branding and social media campaign and strategy that all involved can approve and support, organizing a “Stay in Contact” database and fundraising goals and efforts, procuring funds and securing necessary activation inventory, determining programming goals and occupancy (bookings) goals. Create a fundraising plan to assist with funding the RFP Process, and redetermining activities going beyond to assist with development.



PHASE 1 - ORGANIZATION

OPERATIONAL ORGANIZATION

Plans for creating long term project management systems that encourage and allow for accessibility for all planners and partners to access digital information libraries, contact databases, project history, and presentations. A communications system that allows the Initiating Plans for the proper organizational procedures to manage a secure a tax-deductible fundraising organizational flow. (a 501c3 existing or to be developed, possibly Library Green?) The implementation of organizational platform that will allow for the assignment of tasks, offer detailed reporting and follow up tools, allow for productivity and project accountability. Trello deck and Google are ideal and very cost effective.

OPERATIONS MODEL

Implementing and presenting a feasible operations plan/model with the understanding that this project is a “special project” organizationally. This will entail the creation of a proposed operations plan / model by conducting interviews and presenting analysis of “like kind” special projects operational techniques, budgeting and accounting and fundraising practices, volunteer management, training and procurement of volunteers, etc.

STRUCTURED COMMUNICATIONS

Creating a cohesive communications system that allows the Initiating Committee to present a single point of contact such as a communications manager role going forward. The committee will create a communications that requires approval of all partners for all public media comments and local and National public media releases.

BRANDING STRATEGY

The initiating committee will work to create a universally approved branding strategy that will align the Mission and Vision of The Center of the City project. This branding strategy can be widely spread through both digital and grass roots activities that will provide project awareness to the community. This may include project progress updates, marketing, volunteer recruitment efforts, project partner endorsements. Activation branding has been used in past projects to gain necessary community support, facilitate funding sources, such as stat3ewide and federal grants that will enhance fundraising efforts, and provide lucrative future media and advertising opportunities for all partners.

PHASE 2- ORGANIZATION

VOLUNTEER PROGRAM

Launch wide net branding campaigns
Create content slant sheets in Google Docs – Encourage all to contribute.
Facilitate and Market website launch.
Present Signage Plans and order signs.
Launch Campaigns geared to SEO and gaining followers and volunteer recruitment.
Enroll Media volunteer to manage video and content library.
Heavily promote reserving the space alongside Liberty Plaza through the City of Ann Arbor.

CONNECTING IN COMMON

Block Partnership
Inclusivity

PROGRAMMING

Purchase the required inventory (See financial worksheets marked Activation Inventory included in the Financial Section of this business plan.) as needed to facilitate operations including items like tables and chairs, a temporary field office (could act as storage when not in use), sun -shades that attach to upper structural elements of the space not to damage the surface of the parking structure. First Aid Kits as required, Modest Sound system for programming performances, volunteer shirts and ID badges. Etc.

FUNDING DEVELOPMENT

Execute funding and development plan and gain letters of endorsement and support through project partners, block partners and the community at large.
Host quarterly Block Party events to celebrate the efforts and update followers on the progress and milestones.
Obtain letters of support for the project.
Generate a Grant Application Calendar 2022-2023-2024
Create a Grant Link Library

OPERATIONS PLAN

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PHASE 3 – AWARENESS AND ACTION

BRANDING STRATEGY

Design, approval and implementation of a Branding Strategy inclusive of ;
Generating all standard social media accounts.
Web development and enhancement.
A project contact database/digital phonebook in CSV format for easy import into stay in contact engines and web tools.
Development of approved content for Blogs and Local and National media outlets to improve SEO for the easy project search results.
Generating approved bi partisan project content void of political reference for National and Local media outlets.

OPERATIONS MODEL

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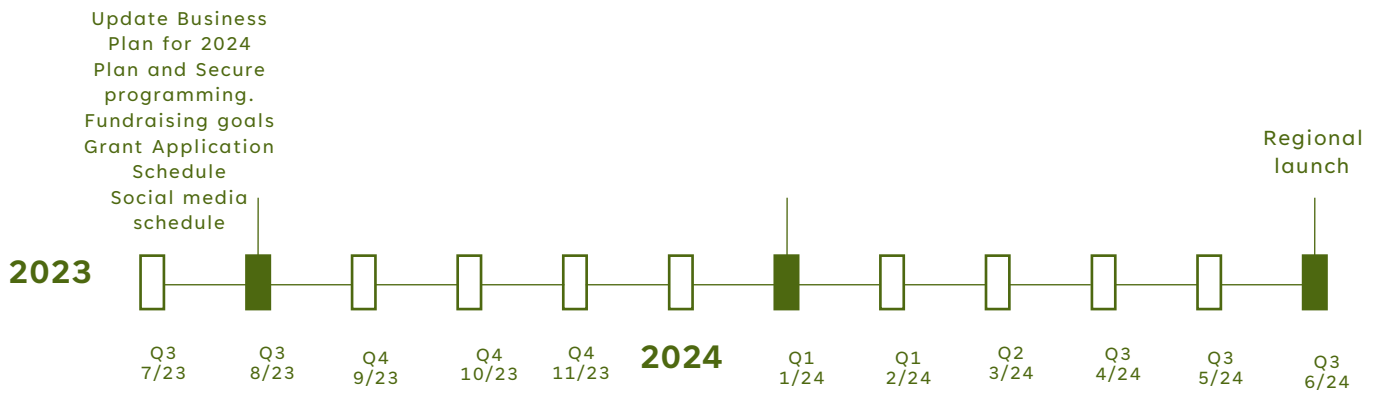
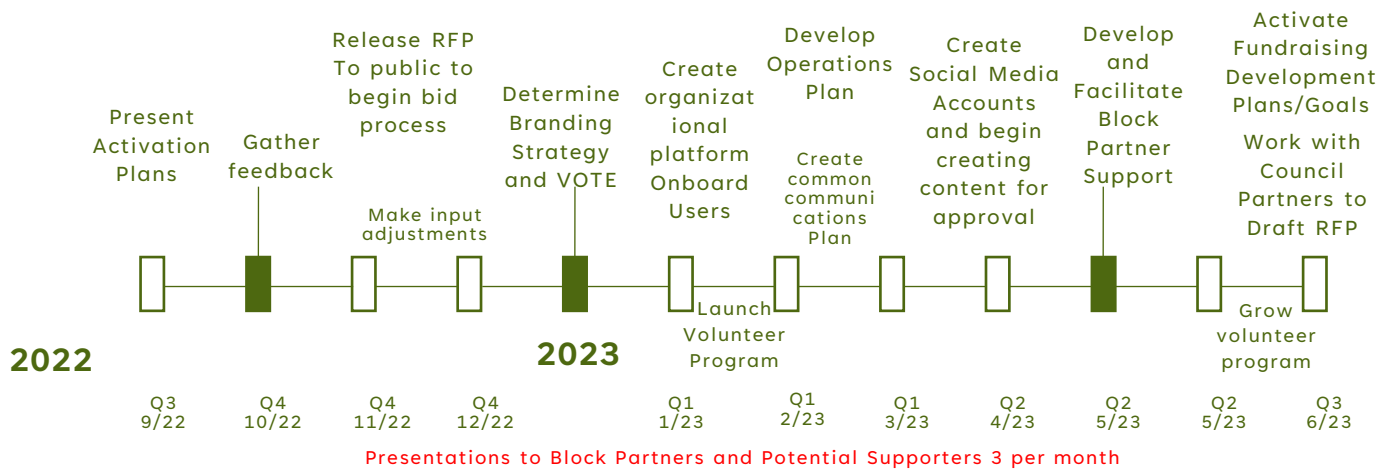
PARTNER PARTICIPATION

Collaborating with the DDA to facilitate the removal of the parking atop the Library Lane Parking Structure in perpetuity to allow for light activation and future development of the space. Obtaining permissions from near by public restroom operators to access public restroom facilities and Generating a map of near-by public facilities to be accessed by park users and providing hours of accessibility. Grant permission to install a drinking fountain/filling station.

PROCUREMENT OF INVENTORY

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3-YEAR ACTIVATION PLAN



GROWTH STRATEGY

How we'll scale in the future

REVENUE CALCULATIONS BASED ON
COMPARABLE PROJECT RESEARCH

**Activation revenue increases
calculated at 26% per year**

THESE CALCULATIONS FACTOR IN A
CONSERVATIVE 70 % BOOKING
OCCUPANCY RATE

**Comparable projects project occupancy
booking rates above 90 percent 10 years
post activation**

COMPARABLE PROJECTS REPORTS A
MODEST 18% INCREASE IN
OPERATIONAL EXPENSES PER
DECADE TO LANDLOCKED URBAN
PARKS PROJECTS

Gather feedback from the
agriculture and farming
community to expand
availability of the product



THE PROXIMITY PRINCIPAL

POINTS OF THE PRINCIPLE

There is convincing evidence that the public costs associated with residential development exceed the public revenues that accrue from it by; on average 15% . Thus, if the annual tax yield was 1 million, the median cost to serve it likely to be 1.5 million. In this case, if the operation and maintenance costs associated with using the land as a park or open space were less than 150K - Then it would be a more effective use of the land for the community than for residential development.

Continued property tax accrual enhancing a long-term net gain for the City of Ann Arbor

Lasting positive effects to the competitive advantage of a community will be substantially enhanced

DETERMINING THE POSITIVELY AFFECTED PROXIMITY ZONE

Northern Boundary- Depot>Fuller >Fletcher

Southern Boundary- Hill> Packard Rd to Main

Eastern Boundary- Washtenaw>Huron> Hill

Western Boundary>Main St. Stadium to Depot

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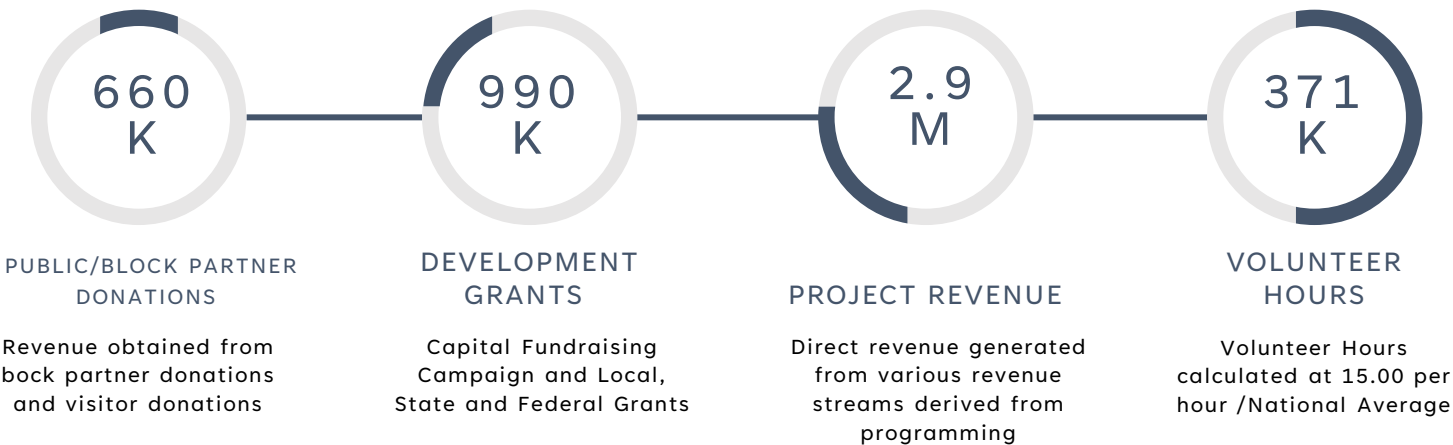
THE DATA – 1043 PARCELS – REMOVAL OF PARCELS WITH TAX EXEMPT STATUS AND NOTING THOSE WITH HISTORICAL DESIGNATION STATUS

PROXIMITY PRINCIPAL ASSUMPTIONS

ASSUMES 100% INCREASE OVER 10 YEARS	2032	2042	2052
	1043 Neighboring Parcels Taxable value 2022	240,119,921	480,239,842
Tax Revenue Generated	15,127,555	30,255,110	60,510,220
Anticipated Additional Future Units Proposed in Zone			
Assumed Cost of Development 3 Comps	15,000,000	10,000,000	1,000,000
Operating Expense Assumptions (10Yrs) 18%	3,172,440	4,864,792	4,952,358
GROSS REVENUE 2.6% P/YR X 10 YRS	2,900,840	7,542,184	19,609,678
EBITA 10 yrs	271,600	2,677,392	14,657,320
	15,271,600	5,135,208	13,657,320



FUNDING- THE FIRST 10 YEARS



SUMMARY

The initiating committee would like to thank the members of the Council of the Commons for your services and dedication to the development of the Center of the City. We look forward to acting as a valuable resource to serve the efforts of project development, fundraising, building a social following, and so much more.