



TIFA 2020 Progress/Accomplishments

The City of Tax Increment Finance Authority (TIFA) continued making progress on the goals and objectives laid out in the currently adopted development plan throughout 2020. The City Centre Redevelopment project continues to be a top priority of the authority, located in the heart of Westland's "Shop and Dine" District and providing the opportunity for the City to create a "downtown mainstreet" along Central City Parkway, expanding on past significant investment to the thoroughfare. In light of the pandemic and associated financial implications, it is more important now than ever to have a solid strategy for the investment of TIFA resources so that we can best serve the tax payers within the TIFA district. The development of an Economic Development Strategic Plan is a requirement to achieve the MEDC's Redevelopment Ready Communities Certification. Obtaining this accreditation will provide the City of Westland with additional opportunity to showcase and market priority redevelopment sites with the support of the Michigan Economic Development Corporation. The City hopes to obtain certification by the end of 2021. This past year the Board approved funding for an intern to assist with completing the remaining RRC requirements.

In September, the TIFA approved a proposal for a 1-yr agreement with Buxton to utilize their SCOUT analytics platform. This software will allow the Economic Development Department to engage in a more proactive and efficient approach to retail recruitment and marketing of high-profile vacancies within the City of Westland. The COVID-19 pandemic has caused additional strain on brick and mortar retail and now it is more important than ever to be actively promoting availability within the city while considering market/demographic feasibility to ensure TIFA resources are allocated wisely. This software allows the TIFA to identify potential retail matches and utilize the data to engage in a strategic pitch to recruit those matches to the community. Highly visible and high profile vacancies can lead to a decline in surrounding property values as well as an increase in tax appeals from property owners. This purchase will help ensure the TIFA is working to maintain its revenue stream in order to continue to improve and revitalize the district.

2020 Projects

- RCC Intern Agreement
- Approval of the proposal from Buxton for a 1-yr agreement
- Approval of City Center Plan
- Beautification of Shop and Dine District – ongoing
- Approval of Buxton Software Proposal 1 year agreement

Events/Promotional Campaigns

- Shop and Dine Shop Local Campaign