

Meet the Highland DDA



Presenter: Melissa Dashevich “Missy”

Executive Director

WHAT WE ARE GOING TO DISCUSS TONIGHT

What is a DDA

Purpose of the DDA

What is a TIF

How this affects our community

MSOC & MSA

Highland DDA the Organization

Celebrations - What we have Accomplished



What is a DDA



Downtown Development Authority (DDA)

- DDAs comprehensively manage downtowns to maximize the local economy.
- DDAs are downtown management organizations that rely on TIF dollars for their operation
- A governmental arm of the municipality (Township)
- DDA – A Public Body Corporate-possesses all the powers necessary to carry out the purpose of its incorporation.
- To promote economic growth, increase property value and prevent or reverse property deterioration in downtowns

What is a DDA

The DDA is responsible for and represents

- Downtown District (as defined by ordinance)
- Its Businesses,Property Owners, and Residents

The DDA Benefits

- Community-What happens in Downtown affects ALL
- Township-DDA provides focused resources & insights



PURPOSE OF A DDA

- A DDA manages downtowns to maximize the local economy. Create a place where people and business want to live, work and play.
- In the 70's the malls and strip malls popped up and pulled shoppers away from our traditional downtowns. Some downtowns tried to adapt and cover the historical buildings to compete with the malls by becoming more modern but many downtowns were empty.
- DDA'S were formed to stop the deterioration of the Downtowns.

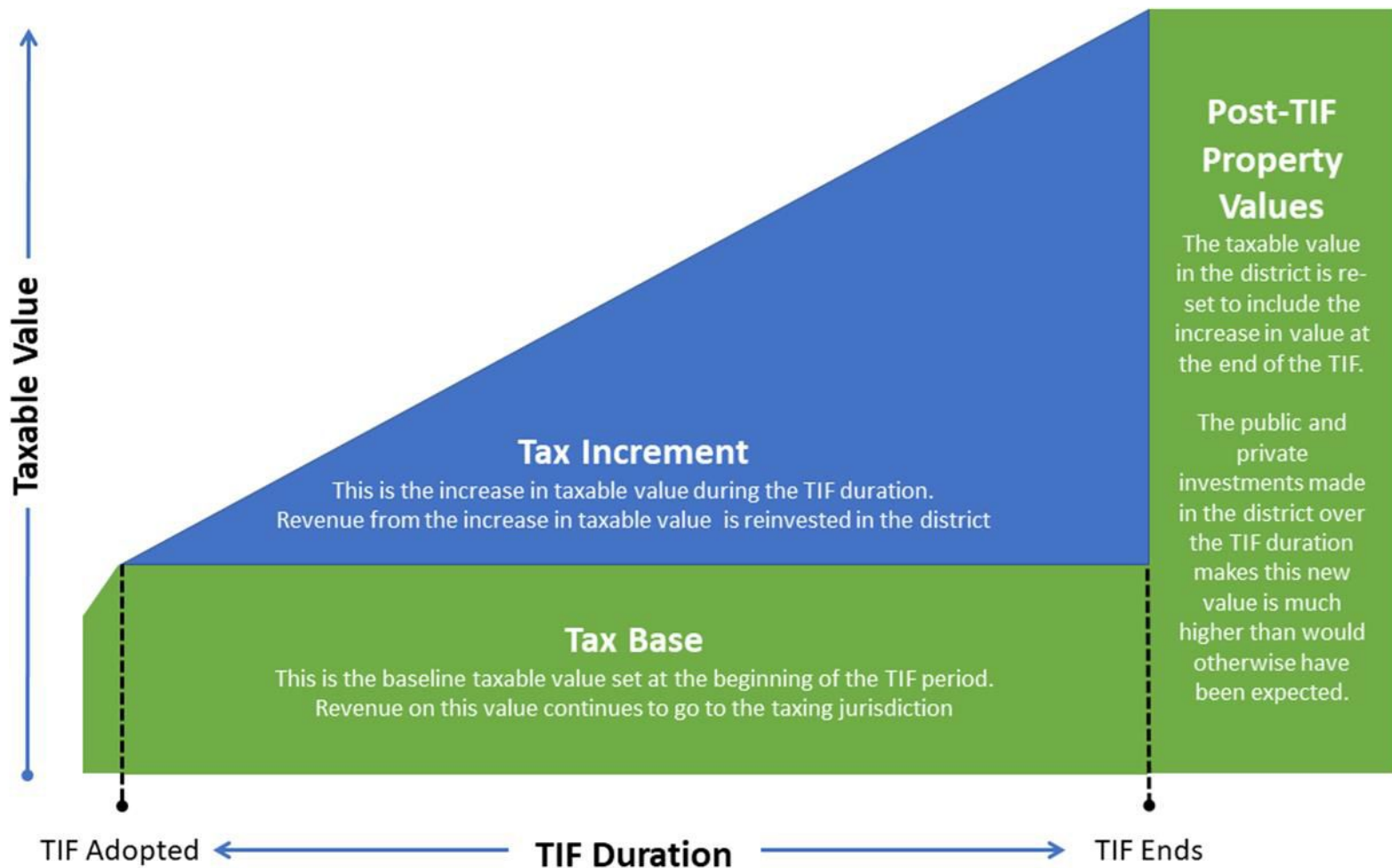


TIF Explained

Tax Increment Financing (TIF)

DOES NOT INCREASE PROPERTY OWNER'S TAXES

- It is a tool that allows municipalities to capture the additional, incremental taxes from property owners, as it increases in value in a designated area.
- This means those property owners in the designated area, “the district” pay taxes as usual. **THERE IS NO INCREASE** in taxes to the property owners. It simply means the increase in property value at the point Highland Township adopted the resolution for a TIF (2004), stays in the DDA district rather than going to Oakland County and other taxing authorities. The diverted taxes captured are used to improve infrastructure and support the efforts of the DDA to obtain the goal of a strong vibrant community.
- Allows community to direct funds to engage in specific, critical economic development activities without raising local property taxes.
- Stimulates Economic growth and is self-sustaining; As property values increase, the DDA captures more funding through TIF and is able to do more projects.



Highland DDA Established

In October 2000, the Charter Township of Highland adopted Ordinance No. 418 which established the Highland Downtown Development Authority (HDDA), pursuant to Act 197 of Public Acts of 1975 of the State of Michigan. The Ordinance grants the HDDA the power and responsibilities prescribed under the state enabling legislation, and establishes the boundaries of the Downtown Development District.



MSOC COMMUNITY

Highland was named a Main Street Oakland County (MSOC) community on September 21, 2005. MSOC is an economic development program, specifically targeted to provide downtown management training and technical assistance to traditional downtowns in the County. Their mission is "to maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic commercial districts by encouraging and facilitating the use of the Main Street Four Point Approach which emphasizes economic development within the context of historic preservation.

WHAT IS MSOC - A MAIN STREET PROGRAM

- A Main Street Program and a Downtown Development Authority are both tools used for downtown revitalization and economic development, but they have distinct structures, goals, and methods.
- A DDA is created through state legislation and is funded through Tax Increment Financing (TIF).
- A DDA is a governmental agency with a structure and regulations defined through the State. In Michigan, typically the DDA Board as appointed by the local legislative body (Township Board), will double as the Main Street Board.

IN A NUTSHELL

- The Highland DDA is a Main Street Oakland County Community (MSOC)
- Main Street America Accredited for 14 Consecutive years.
- Main Street America is a subsidiary of the National Trust for Historic Preservation.



MEMBERSHIPS



Main Street America Network

- Is the leading voice for preservation-based economic development and community revitalization across the country with over 1,600 designated programs nationwide.
- Believes that everyone deserves access to a vibrant neighborhood – a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong.
- Empowers communities to set their own destinies.
- Offers a road-map for locally-owned, locally-driven prosperity.



Four Appoint Approach



Four Committees

- Design - Create an inviting atmosphere for all, create people centered spaces and celebrate historic charm.
- Economic Vitality- Provide resources, education to our businesses and strive to create a strong economic base.
- Organization - Build Leadership and strong organizational capacity, encourage community engagement and relationships with other organizations
- Promotions- Market district's assets and unique features. (Create a place)

PARTNERSHIPS

- Highland Township
- Highland Township Public Library
- Highland Township Fire Department
- Highland White Lake Business Association
- Huron Valley Arts
- Huron Valley Chamber of Commerce
- Oakland County Sheriff's Department
- Oakland County Thrive
- West Oakland Transportation Authority (WOTA)



HDDA's - MISSION & VISION STATEMENT

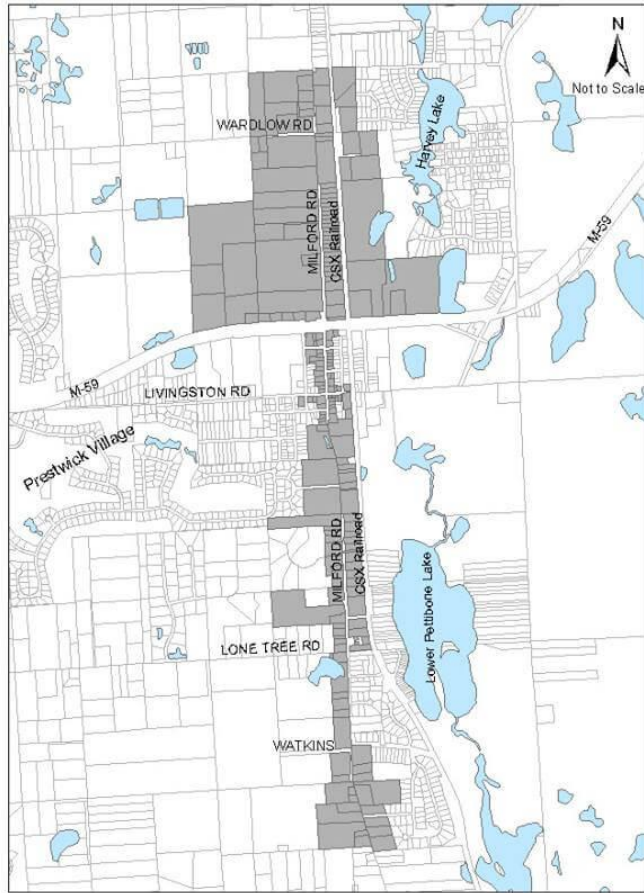
Mission Statement

Who we are & what we do: The Highland Downtown Development Authority (HDDA) is dedicated to the promotion of economic growth and historic preservation in Highland Station and the surrounding business district.

Vision Statement

What we see for the future: Our vision for the Highland Station district is to return Highland Station to its place as the center of our community and a destination within the region. One where attractive historical homes, vibrant small businesses, and healthy lifestyle amenities appeal to people of all ages.





The DDA District Boundaries

Milford Road

On east and west sides from Wardlow Road on the north end to Row Road to the south..

East-West along the (M-59) Corridor

From the Highland Township Public Library area on the east end to Sav-A-Lot (Highland Commons) on the west.

The district reaches north to encompass The Lift Restaurant and the adjacent STS Gym, including all commercial and industrial parcels situated directly behind the Lift and STS.

District Boundaries Con't

Livingston Road

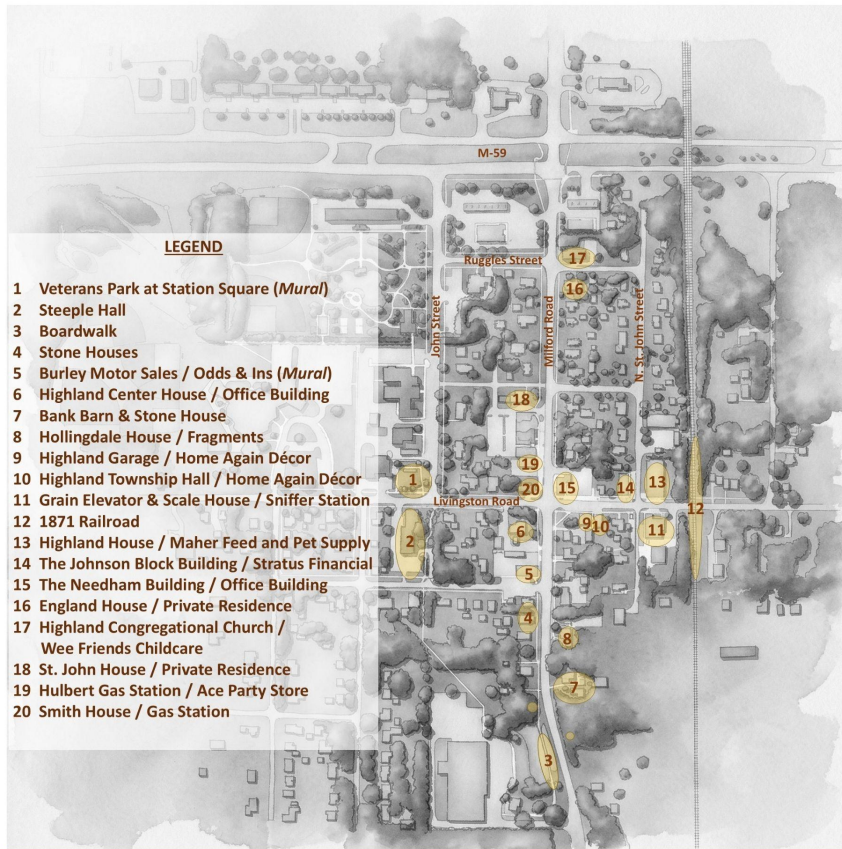
Running east-west along Livingston Road, the boundary starts after the Highland Elementary School and heads directly west, terminating at the CSX railroad track crossing.

The Historic Downtown Core Highland Station

From M-59 down to Colasanti's Market along Milford Road.

Livingston Road, stretching approximately from Highland Elementary School eastward to the railroad tracks.

Total of 605 Parcels within the district.



Places of Interest at Highland Station

How the HDDA Functions

A Dedicated Focus Area

Targeted Boundaries: Concentrates specifically on properties along Milford Road and the M-59 corridor and Livingston Road.

Main Street Partnership: Leverages the Main Street Oakland County model to implement proven, structured economic progress.

Heritage First: Focuses on balancing new business development with preservation of our historic township identity.

Strategic Reinvestment

Local Governance: Guided by a committed, volunteer-led board consisting of local business owners, residents, and civic leaders.

Action-Oriented: Designs and deploys targeted beautification projects and assistance resources to our businesses- Work Plans

Keeping Dollars Local: Directly converts captured tax revenue back into real, tangible neighborhood upgrades.

Volunteers



THE HIGHLAND DDA BOARD- ALL VOLUNTEERS

Roscoe Smith - Chair, Property Owner-DDA Resident

Andy West - Vice Chair, DDA Property Owner-Business Owner (Vandrey Self Storage), Resident of Highland

Christina Hamill - Treasurer and DDA Business Owner (Christina R. Hamill, CPA) and Resident of Highland

Rick Hamill - Township Supervisor, Resident of Highland

Cassie Blascyk - Property Owner-DDA-Resident

Taylor De Haan - Property Owner-DDA Resident, Business Owner (Sniffer Station), Recording Secretary

Dale Feigley - Resident of Highland

Jennifer Frederick - Township Treasurer and Resident of Highland

Dan Walker - Resident of Highland

Christina Welsh - Resident of Highland, DDA Property Owner-Business Owner (The Lift @STS)

Melissa “Missy” Dashevich, Executive Director, Resident of Highland - Paid Staff

BOARD MEETINGS

**The Highland DDA Regular
Board Meetings are held
On the Second Wednesday of Every Month
At 6:15 pm
In the Historic Steeple Hall
205 West Livingston
Highland, MI 48357**



Award Winning Program



Economic Vitality

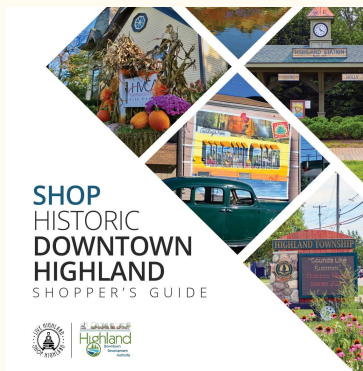


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ONLINE TRAINING SERIES WITH EXPERT STACY KILDAL

***NOTE* THESE SESSIONS COVER QUICKBOOKS ONLINE**

SALES WORKFLOW | SEPT 20TH 11:30AM-12:30PM
Participants will learn about the sales workflow: Estimates, invoices, sales receipts and using undeposited funds

PURCHASE WORKFLOW | SEPT 27TH 11:30AM-12:30PM
Participants will learn about the purchase workflow: Purchase orders, vendor bills expenses vs checks and bill payments

OFFICE HOURS | SEPT 25TH & OCT 2ND - 11:30AM-12:00PM
Ask follow up questions from training or questions about any new topics

YOU MUST REGISTER AT WWW.HWLBA.COM
YOU WILL BE SENT A LINK TO THE VIRTUAL TRAINING AFTER REGISTRATION

Brought To You By:   

In Conjunction With: 



2025 Statistics

Main Street Oakland County

- Public Investment
\$14,654,959
- Private Investment
\$102,300,464
- Net Gain of Businesses 165
- Net Gain of Jobs (FT & PT) 776
- # of Volunteer Hours
24,193

Highland DDA

- Public Investment
\$1,107,210
- Private Investment
\$594,554
- Net Gain of Businesses 5
- Net Gain of Jobs (FT & PT) 22
- # of Volunteer Hours
667

Promotions



SQUARE DANCE & ICE CREAM SOCIAL
HIGHLAND DOWNTOWN DEVELOPMENT AUTHORITY FUNDRAISER

May 21, 2016
Ice Cream & Dinner 5:30pm - 7:00pm
Square Dance 7:00pm - 9:00pm

209 N. John Street HIGHLAND, MICHIGAN
SILENT AUCTION
FREE EVENT

HIGHLAND CREDIT UNION



Promotions Continued



IT'S
FINALLY
HERE!

DOWNTOWN HIGHLAND

SOUNDS LIKE SUMMER 2026

CONCERT SERIES

Tuesdays 7pm-8pm Veterans Park
Corner of N. John Street and West Livingston Road
In case of rain, concerts will be rescheduled for the 2027 season.

JUL 7	Itchycoo Park Woodstock Era
JUL 14	Atomic Radio Top 40 Favorites
JUL 21	Gary Sacco Sinatra Hits
JUL 28	Larry Lee & Back in the DAY Old School Funk
AUGUST 4	Randy Brock Group Classic Rock
AUGUST 11	Karen Flynn David Classic Rock & Country

PRESENTING SPONSORS







Festival & Parade Theme:
Highland's
Pickle History



JOIN THE PARADE



Organization



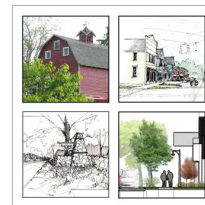
Highland DDA Development Plan

Highland Township, Michigan

April 2026



HISTORIC HIGHLAND STATION DESIGN GUIDELINES



September 2008

Prepared for
Highland Downtown Development Authority
Highland Township, Michigan

HISTORIC HIGHLAND STATION MASTER PLAN OF 2008



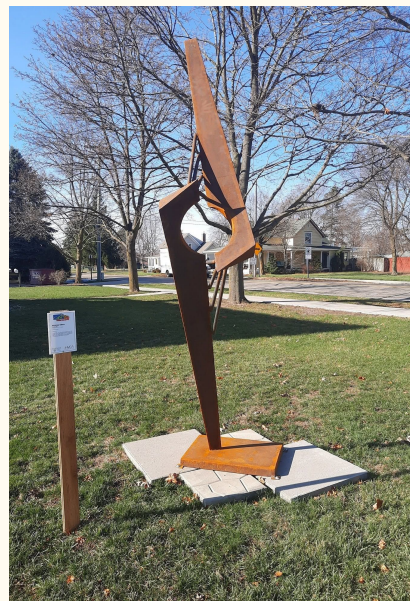
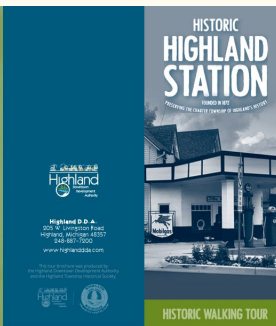
March, 2008

Prepared for
Highland Downtown Development Authority
Highland Township, Michigan

Design



WE ARE EXCITED
TO SHARE OUR
NEWEST PROJECT:
**WAYFINDING
SIGNAGE
INSTALLATION**

[illegible]

Future Projects



- **Highland Township DDA: \$34,554 for Preliminary Planning and Engineering for Safety Path Extension Project along Milford Road** - The Highland Township DDA will develop planning concepts for a safety path extension project along Milford Road. These concepts will support project implementation and will close a major sidewalk gap along a busy roadway, providing a safe, continuous non-motorized connection between neighborhoods, local businesses, and the Milford High School Campus. Development of this plan will center on safety, community input, and creating a stronger multimodal connection along S. Milford Road.
 - "The Highland Downtown Development Authority Board is honored to receive SEMCOG's Planning Assistance Program Award," said Rick Hamill, Township Supervisor, Highland Township. "This project is an important step toward creating a safer, more connected community by addressing critical sidewalk gaps along the South Milford Road corridor. Completing these connections will improve safety and accessibility for students, families, seniors, and visitors while linking neighborhoods to schools, parks, and local businesses. We appreciate SEMCOG's investment in Highland's future and look forward to developing a plan that advances a more walkable, accessible, and economically vibrant community."

Questions ?

