



East Bay Beach District

In 2024, East Bay Township undertook an intensive 9-month public visioning effort focused on the U.S. 31 N corridor in East Bay Township. Over 700 community members were engaged through online surveys, an intensive week-long design charrette, stakeholder interviews, focus groups, public open houses, and pop-up events along the corridor. In May 2025, the Planning Commission and Township Board unanimously adopted an ambitious and detailed action plan for public improvements along the corridor. To implement this vision, the Township is exploring establishing a Corridor Improvement Authority (CIA).

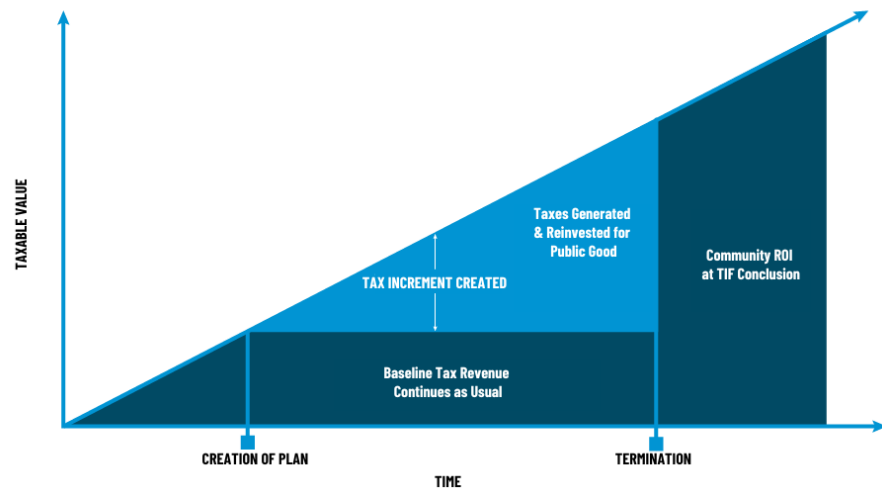
What is a Corridor Improvement Authority (CIA)?

A Corridor Improvement Authority (CIA) is set up by the Township to help improve and invest in an established commercial district within the Township. The CIA's primary goals are to enhance public spaces, make the district more appealing for businesses, residents, and visitors, and attract private investment. One tool to assist with financing projects within the CIA district is Tax Increment Financing (TIF).

What is Tax Increment Financing (TIF)?

Tax Increment Financing (TIF) is a funding tool that enables multiple taxing jurisdictions to share the costs of improvement to a commercial corridor. The plan sets a base year amount and as property values increase, tax revenues increase. Instead of using this extra tax money for traditional governmental expenses, it is reinvested back into the commercial corridor to help pay for things like lighting, landscaping, pedestrian facilities, and public park improvements. TIF is the only municipal revenue-sharing tool available that uses funds from regional taxing jurisdictions to fund and maintain public infrastructure that supports a regional corridor.

BASICS OF A TAX INCREMENT FINANCING PLAN



Will my taxes increase?

No, implementing TIF does not increase property tax rates within the CIA district or within the Township. TIF captures property tax revenue only on the incremental increases of assessed property values within the TIF district (the Beach District). The taxes paid by property owners throughout the Township (Beach District or otherwise) is not impacted by TIF.

Planned Projects

The adopted Beach District Plan identifies community priorities for public infrastructure investments, including:

1. Install safe pedestrian crossings every ¼ mile along the U.S. 31 N corridor.
2. Maintain sidewalks year-round, including winter plowing.
3. Complete the sidewalk network along both sides of U.S. 31 N and up Three Mile and Four Mile.
4. Develop a pedestrian pier to enhance public access to the water.
5. Add planters, seating, landscaping, and lighting along the corridor.

Opportunities for Engagement

- East Bay Township is hosting a Public Open House on **Wednesday, July 30th** from 4:00 PM – 6:00 PM at the East Bay Township Hall, 1965 N. Three Mile Road. The Open House will continue from 6:30 PM – 8:00 PM at Hopscotch Brick Oven & Taproom, 2032 U.S. 31 N.
- A Public Hearing for the proposed Beach District CIA is scheduled for **August 11th** at 6:30 PM at the East Bay Township Hall.

Visit eastbaytwp.org under the East Bay Beach District tab to learn more about this community initiative.