

INCENTIVES

DOWNTOWN MARANA REINVESTMENT FUND (DMRF)



Established by Marana Resolution 2012-087 (effective Jan. 1, 2013)

GOAL

The goal of the Downtown Marana Reinvestment Fund (DMRF) is to stimulate development of the Downtown District/Activity Center as identified in the Marana Economic Development Strategic Plan. The program is designed to encourage new business attraction as well as current business retention/expansion through public infrastructure projects.

ADMINISTRATION

The DMRF program reallocates 50% of construction sales tax revenues received from a new construction or renovation project, and 50% of general sales tax revenues collected by the Town from new and existing businesses within the Downtown District to the Reinvestment Fund. The Town used the initial revenues to develop a Master Plan for the Downtown Activity Center. This Master Plan identifies and prioritizes public infrastructure projects desirable and necessary for the development of the Downtown Activity Center. Ongoing revenues will then be allocated to these public infrastructure projects as identified in the Downtown District Master Plan.

DMRF funds may also be used to pay for public infrastructure incentives associated with Downtown Marana mixed-use development pursuant to a Council-approved development agreement pertaining to adoption of form-based zoning code guidelines as outlined in the Downtown Marana Overlay Zone established by Marana Ordinance No. 2018.010.

EMPLOYER QUALIFICATIONS

The Town of Marana may spend the funds deposited into the Downtown Marana Reinvestment Fund identified in the master Plan on items including, but not limited to:

1. **Public Roads**
2. **Public Water and Wastewater Projects**
3. **Public Drainage and Floodplain**
4. **Public Beautification Projects:** Including landscaping/hardscaping, and parking areas with landscaping.
5. **Public Infrastructure Incentives:** Projects associated with mixed-use development related to the Downtown Marana Overlay Zone form-based zoning code guidelines.

PROGRAM CONTACT

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