



**BUSINESS
IMPROVEMENT
ZONE**



DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE

2017-2018 Annual Report

About the BIZ

The Downtown Detroit Business Improvement Zone (BIZ) creates a clean, safe and vibrant Downtown through services provided to property owners, businesses, residents and employees. The BIZ, in collaboration with Downtown Detroit Partnership (DDP), is dedicated to enhancing the attractiveness and overall appeal of the Downtown Detroit Central Business District.

The BIZ is led by a volunteer Board of Directors, which represents the community of Downtown property owners who decided to invest in a special assessment to supplement city services and advance Downtown.

Services provided through the BIZ

- Community and Business Engagement
- Data
- Downtown Ambassadors
- Downtown Supplemental Lighting
- Infrastructure and Planning
- Park and Street Landscaping
- Safety



\$42,056,676

projected investment
by the BIZ over
10 years
(2014-2024)

15

members of board
of directors

“

Residents and visitors see the success of BIZ programs and services, such as the graffiti-free buildings, clean and safe streets and efficient recycling and trash collection.


In the future, we not only want to maintain the high level of service, but look to innovative approaches to keep pace with a rapidly expanding Downtown.”

*Eric Larson
Chief Executive Officer
Downtown Detroit Partnership*



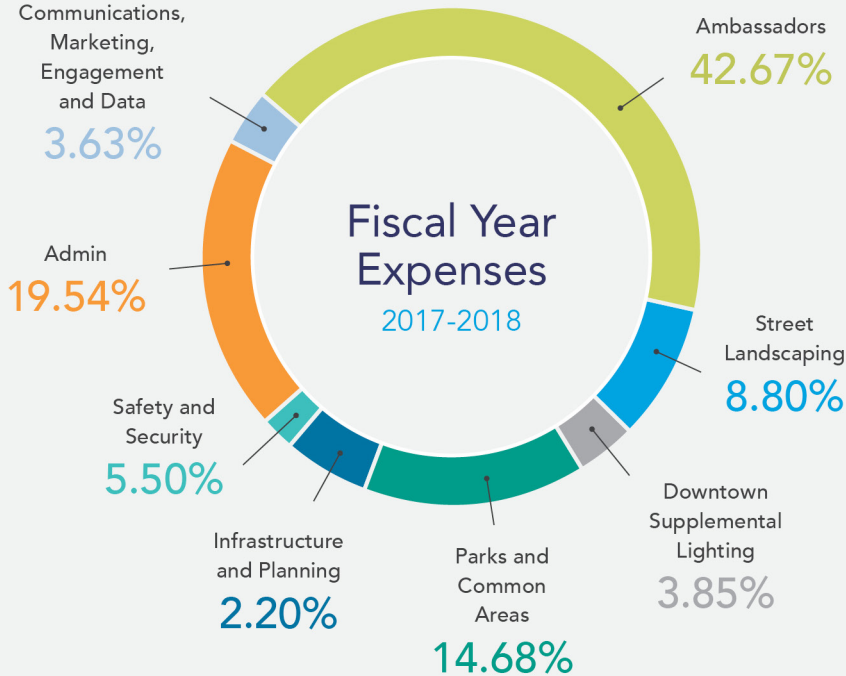
 Downtown Detroit Business Improvement Zone (BIZ) Area

 QLINE

 Public spaces programmed, managed, maintained and/or supported by DDP

 MoGo Station

Financials



Over 80% of funding goes directly to programs, with less than 20% in administrative expenses

Annually, the BIZ budget continues to be balanced

2006

February

Super Bowl XL comes to Detroit resulting in the launch of the Clean Downtown program by a group of private donors to beautify Downtown Detroit

March

Acknowledging the importance of the Clean Downtown program, Downtown Detroit Partnership continues to manage the program

BIZ Milestones
2006-2024

2013

October

Michigan Public Act 126 was signed into law to update and streamline the process for creating a Business Improvement Zone (Amended 2001 Act)

“

The BIZ offers a great value proposition to Downtown property owners – as well as for everyone who lives, works or visits Detroit. Part of enjoying a thriving and dynamic city is the ability to feel connected – and the BIZ Ambassadors do this so well by providing a warm welcome to all.”

*Tricia Keith, Chair,
Downtown Detroit Business
Improvement Zone;
Executive Vice President, Chief of
Staff and Corporate Secretary
Blue Cross Blue Shield of Michigan*



Downtown Detroit Ambassador Impact

91%

of Ambassadors
are Detroiters

From 2017 to 2018,
there was



96%

increase in tons of
trash removed



7%

increase in hours
worked

as a result of efficiencies
created in operations.

33%

of the Ambassador
workforce represent youth,
seniors, veterans and
people with disabilities,
criminal backgrounds and
other challenges



569

Tons of trash
removed



4,499

Motorists
assisted



2,914

Graffiti tags
removed



48,570

Pedestrians
assisted

2014

February-March

Detroit City Council public hearing was held to establish a Downtown Detroit Business Improvement Zone and approves establishment of BIZ with the proposed Zone plan

April

Downtown Detroit BIZ was approved by an overwhelming majority of assessed property owners

August

First meeting of the Downtown Detroit BIZ Board of Directors

December

First BIZ Annual Meeting of Assessed Property Owners convened

2015

June

Building on the success of the Clean Downtown program, the Downtown Detroit Ambassador program was launched

“ It was my first week of work in Detroit that past week. I parked at a meter and ran into Christina from your Ambassador team. She gave me a slew of advice about parking Downtown, including the website to extend metered parking, parking lots that are less expensive and possible public transportation.”

- Downtown Employee



“ I just wanted to say that Omar of your Ambassador team really takes pride in what he does. Not only was he helpful with letting us know about the changes in the food trucks, he cleaned up our area so that we would have a really good lunch hour. Keep up the good work with this kind of employee.”

- Downtown Resident

Downtown Statistics

21

New development projects

1,041

Total new residential units

119%

Increase of residential units

73,305

Workers Downtown

7.3%

Change since 2011

\$20.58

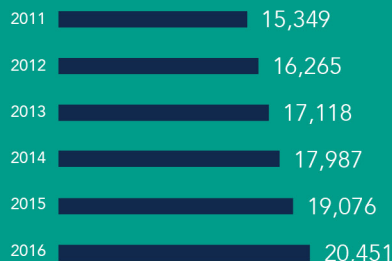
Office rental rate

\$20.07

Service rental rate

Population Growth

48226 & 48201 ZIP codes



“ Local businesses and property owners have contributed nearly \$12 million into the BIZ since 2014. This shows how imperative the ongoing support and commitment is to the future of a strong Downtown. The BIZ continues to lead by example where others cities across the country use Downtown Detroit as a model.”

Gina Cavaliere, Chief Community Impact Officer and BIZ Director

2016

Business Outreach for M-1 Streetcar Impact Mitigation transitioned to the BIZ Connect, a sidewalk level business network

2017

Continuing the refinement of BIZ services, activity in the BIZ near-doubled from 2016 to 2017

October

Racheal Allen, Operations Manager for the Downtown Detroit Ambassador program, was presented with the Block By Block Rookie of the Year Award, recognizing excellence in Operations Managers

November

Ambassador program was presented with the Spirit of Detroit Award by Detroit City Council

2017-2018 Highlights

1 3D Downtown Development Map
For the 2018 Fall Stakeholder Meeting, the existing two-dimensional map was upgraded to a three-dimensional map of Downtown's developments and pipeline projects.

2 Community Engagement - Parks and Public Spaces
An engagement strategy was developed surrounding the Downtown parks and public spaces that will be synthesized into recommendations for 2019.

3 BIZ Connect Event Series
In its third year, the BIZ Connect events again brought businesses and community members together to learn about resources available through the Detroit Police Department (DPD), DDP and other community partners.

4 2017-2018 Downtown Detroit Perception Survey
The BIZ contracted with Michigan State University Office of Survey Research to improve and expand the reach of the Downtown Detroit Perception Survey to more Detroit residents.

5 Detroit Police Department Meet and Greet - Downtown Resource Card
During a BIZ Connect meeting, the BIZ hosted DPD and community members to meet the new DPD beat officers. In conjunction, a new Downtown resource card was released with important contact information for public entities.

6 Infrastructure Improvements
Throughout Downtown new infrastructure improvements have been made including, 220 new permanent trash cans, 19 new dog waste receptacles and a recycling pilot in Cadillac Square - aiming to expand in the coming year.

7 Mental Aid First Aid Training
The BIZ and DDP leadership and Ambassador and security teams earned "Mental Health First Aid USA" certificates from the National Council for Behavioral Health.

8 New Supplemental Lighting
A comprehensive supplemental lighting program has been developed, including new winter lighting and other lighting elements to be installed in spring 2019, based on Wayne State University's dark study.

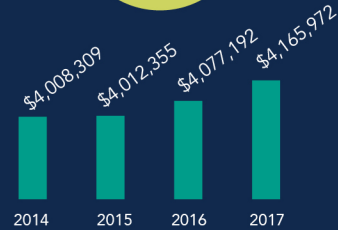
9 Personalized Business Support
The BIZ team continues to focus on one-on-one meetings with businesses to better understand their needs, allowing the team to tailor engagement that is beneficial for all types of businesses.

10 Project Lighthouse Mobile Location and Program Updates
The BIZ has established a mobile Project Lighthouse location connecting directly to other Downtown security professionals, including DPD and utilizing the existing radio system to communicate in an emergency. This supports Project Lighthouse, Downtown's neighborhood watch program.

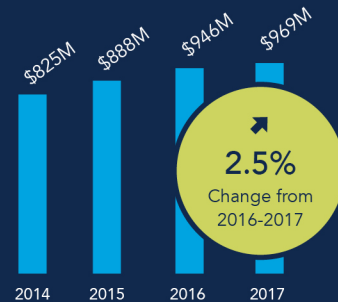
11 Small BIZ Tours
The BIZ partnered with Detroit Experience Factory for the second year to bring Small BIZ Tours to Detroiters, featuring 15 Downtown businesses.

Total BIZ Assessment

The Downtown Detroit BIZ assessment is based on each property's assessed value and floor area.



Assessed Value of Property in the BIZ



2018

For the second year, the BIZ is on track to near-double activity from 2017 to 2018

September

Racheal Allen and the Ambassador Program named a 2018 Change Maker of Detroit by WXYZ Channel 7 Action News

2024

April

Renewal by vote of assessed property owners is needed to continue the services provided by the BIZ



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