



DOWNTOWN
DETROIT
PARTNERSHIP



2018 Annual Report



Changemakers of Detroit

In October, Downtown Detroit Partnership joined forces with WXYZ-Channel 7 and on-air talent Carolyn Clifford to produce the first installment of the media series called "Changemakers."

Each story in the series focuses on individuals who are making positive change in Detroit. In the first story, Racheal Allen, Operations Manager of the Detroit Business Improvement Zone (BIZ) Ambassadors Program, shared the story of her personal journey in overcoming obstacles that led to her work with the BIZ Ambassadors.



Point of Origin

A new plaza, financed by the Edsel B. Ford II Fund, was installed to showcase Detroit's point of origin and commemorate the 15th anniversary of Campus Martius Park. The plaza includes a large stone and a plaque highlighting the location and significance of the point of origin, the place where Detroit's street system originated.

In addition, a granite wall is inscribed with the names of the founding members of the Detroit 300 Conservancy. These members were tasked with the creation of Campus Martius Park. The quote from Edsel B. Ford II that appears on the wall memorializes his visionary leadership as chairman of the Conservancy.

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About DDP

DDP Affiliates


DDP Initiatives

Community



 Downtown Detroit Business Improvement Zone (BIZ) Area

 QLINE

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

 MoGo Station



Business
Improvement
Zone (BIZ)

Planning

Parks
and Public
Spaces

Safety



Detroit
Experience
Factory (DXF)

MoGo

Live
Detroit



◀ Initiatives
Affiliates ▶

Strategic Direction

Downtown Detroit Partnership (DDP) is driven by an annual strategic planning process that produces different outcomes each year. Three guiding pillars serve as a common thread, representing the core of DDP's role in Downtown and helping to ensure that as activities and projects change, the organization's mission remains constant.



Enhance
DDP's role as
**Convener
and Balanced
Voice**

PROMOTING YOUNG TALENT

DDP continued to encourage participation of young talent at DDP events. DDP welcomed interns from Detroit-area businesses to the Summer Stakeholder event and partnered with Detroit Young Professionals and Challenge Detroit to include their participants at all DDP signature events.

COMMUNITY ENGAGEMENT

In partnership with The Work Department – a women-led design-for-social-impact firm – DDP executed a months-long community engagement effort to generate feedback on Downtown public spaces and inform a community-driven planning process for continued use.

BIZ CONNECT

The BIZ hosted quarterly BIZ Connect events to provide information and resources to local businesses of all sizes through the partner network.



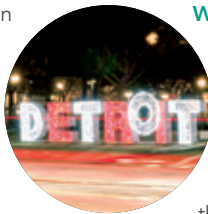
Enhance
DDP's role as
**Steward
of Place**

FIRST ROBOTICS

DDP presented brand new FIRST Robotics activations in the parks throughout Downtown to coincide with the 2018 FIRST Championship, which was held in Detroit.

RECYCLING PROGRAM

DDP implemented a recycling pilot in Cadillac Square as part of an exploration of best practices that encourage environmental awareness and sustainability. Additionally, DDP continued the Beacon Park recycling program in partnership with DTE Energy.



WINTER LIGHTING

The BIZ, with support from the Downtown Development Authority, led the design and implementation of unique winter season lighting throughout Downtown to encourage a safe and vibrant atmosphere.



Enhance
DDP's role as
**Promoter of
Equity and
Inclusion**

MENTAL HEALTH TRAINING

The BIZ – in partnership with the Detroit Police Department (DPD) and the Northeast Guidance Center – led Mental Health First Aid training and certification for Ambassadors to ensure that they are prepared to interact effectively with all Downtown patrons. The training provides a model for other cities to replicate across the nation.

DOWNTOWN DETROIT PERCEPTIONS SURVEY

DDP refined its approach to soliciting responses for the Downtown Detroit Perceptions Survey to ensure that Detroit residents had multiple ways to participate to make their voices heard. The resulting report prominently featured Detroit resident data along with broader regional data.

BIZ AMBASSADORS

The 2018 BIZ Ambassador workforce was comprised of more than 90 percent Detroit residents, and the Ambassadors benefitted from life skills training in addition to job training.

Letter from the CEO

DDP is proud to present our annual review of accomplishments and priorities. The 2018 Annual Report highlights our teams' successes – but more important, it highlights the incredible community we support in helping to build a strong and vibrant Downtown.



Eric B. Larson

*Chief Executive Officer,
Downtown Detroit
Partnership*

Downtown Detroit has experienced its longest period of economic expansion in the last 50 years, adding 5,000 jobs between 2011 to 2015 alone. Downtown has undoubtedly continued to grow since then. Downtown Detroit has the largest concentration of employment in the city and region, holding 31 percent of Detroit's jobs

with more than 73,000 employees. Continued diversification is defining the strength of this growth, and DDP is at the center of supporting the economic needs while bringing increased focus to the social issues that require the same opportunities for improvement and growth.

Today, Downtown Detroit is more vibrant than at any time since the late 1940s, and with our partners, we continue to improve public spaces, mobility, infrastructure, cleanliness and safety, enhancing the number and quality of unique Downtown experiences for everyone that visits, lives or works Downtown. These efforts continue to pay off as our city garners increasing positive recognition from around the globe and makes tangible strides in social and economic gains.

For DDP, it is ultimately about people and how we connect and move within the city. We are looking to innovative solutions by creating experiences that immerse people in one another's lives. We are working hard to increase the health of our city and region economically, educationally and physically.

Here are just a few highlights from 2018:

- DDP engaged in an ongoing process of upgrading and strengthening its own internal operations and business practices.
- DDP facilitated a record 2.5 million visitors to Downtown Detroit Parks in 2018.
- DDP and DTE celebrated the one-year anniversary of Beacon Park, where more than 260,000 visitors attended 600-plus programs throughout the year.
- DDP, in partnership with the BIZ, oversaw the installation of comprehensive supplemental lighting, including the installation of 465,660 individual LED lights.
- DDP celebrated the 15th Anniversary of Campus Martius Park.
- DDP promoted the Adaptive MoGo cycles program and saw MoGo riders log more than 237,000 rides.
- DDP collaborated with the City of Detroit Planning and Development Department on a variety of initiatives related to public spaces and economic development.

Entering 2019, we continue to demonstrate the value of public spaces and how they change the perception of a city. Public spaces enable diverse groups of people and ideas to deliver social and economic returns. DDP continues to support the evolving demands of our dynamic city.

Every day, I am proud of the commitment and dedication of our team. I am also deeply grateful to the members of the Board of Directors for their ongoing support and enthusiasm.



Letter from the Board Chair

Let me begin by extending a big “thank you” to DDP CEO Eric Larson and his incredibly talented and highly-skilled staff, and to the DDP Board of Directors and Executive Committee. Serving as Chair of the Board is an honor and deeply satisfying, largely due to each of you.

Mayor Mike Duggan and Detroit Police Chief James Craig deserve special recognition as well for their unwavering support of DDP. We know we can count on them every day and that makes a tremendous difference in what we are able to accomplish.

Although, DDP is all about growth and change, one characteristic of the organization remains constant: its sustained commitment to effectively managing public spaces for the enjoyment of all Detroiters, visitors and everyone in the business community. That commitment was evident throughout last year. Just one example was the annual Detroit Tree Lighting event, where we set a record for attendance when more than 50,000 people came to Campus Martius Park to see the tree and be part of a variety of surrounding festivities for people of all ages.

DDP can point with pride to many accomplishments in 2018, nothing speaks more clearly to our success than the fact that DDP welcomed a record 2.5 million people to Downtown parks. The physical appeal,

the welcoming atmosphere and the creative and innovative programming in our parks is making them a magnet for Detroit families as well as people from around the world who, through our parks, get a real feel for all the wonderful experiences that Downtown has to offer during every season of the year.

There is no better example of this than the DTE Energy Foundation’s Beacon Park, which celebrated its first anniversary in 2018.

Moving into 2019, DDP is eager to build on the successes of 2018 as it continues, through its work, to enhance and support a vibrant Downtown while at the same time expanding its reach and embracing approaches that are inventive and new.

An exciting year lies ahead for DDP and Downtown Detroit!

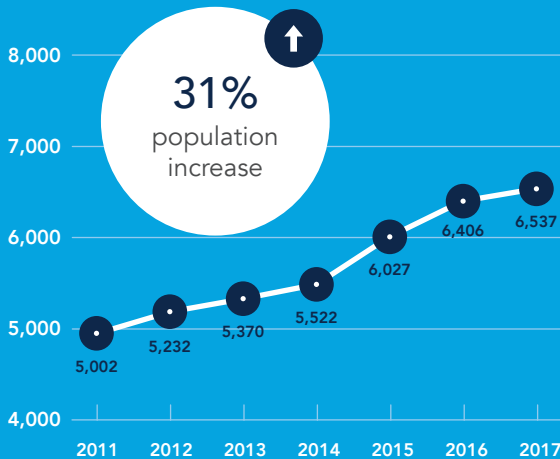


Cindy Pasky

*Chair, Downtown
Detroit Partnership
CEO and Founder,
Strategic Staffing
Solutions*

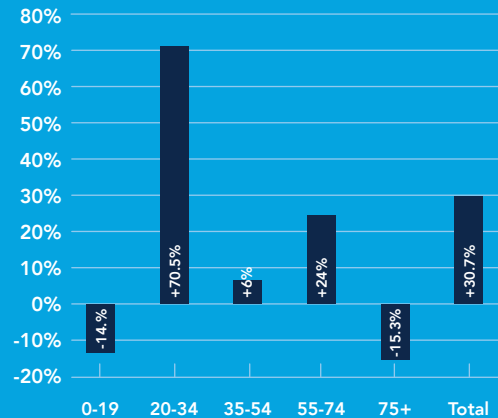
Residential Population Change, 2011-2017

(48226 Zip Code) ①



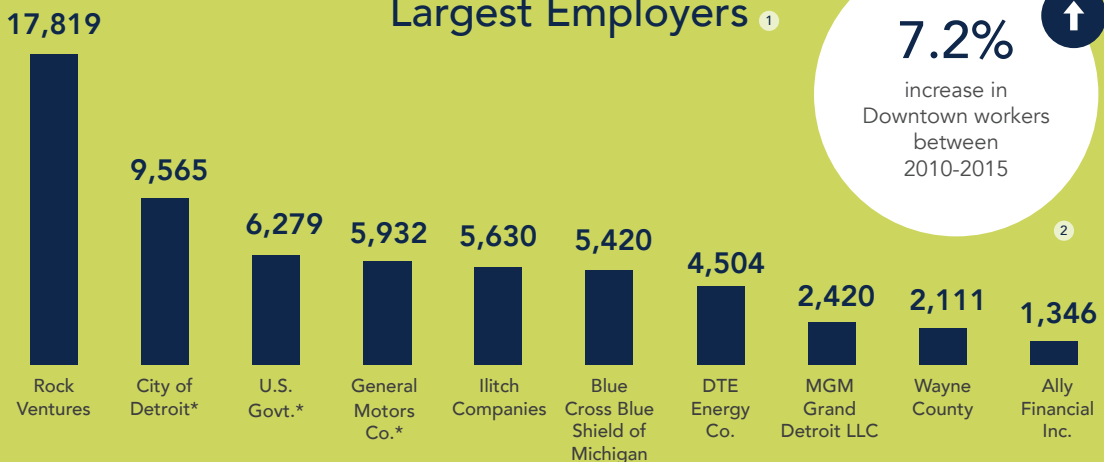
Downtown Population Change by Age, 2011-2017

(48226 Zip Code) ①



1. SOURCE: U.S. Census ACS, 2011-2017, 5-yr Avg. NOTE: Zip Code 48226 boundaries do not perfectly align with Central Business District Boundaries.

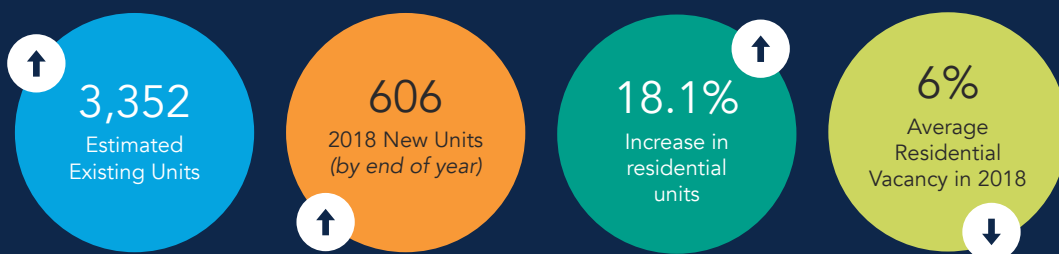
Downtown's Largest Employers ①



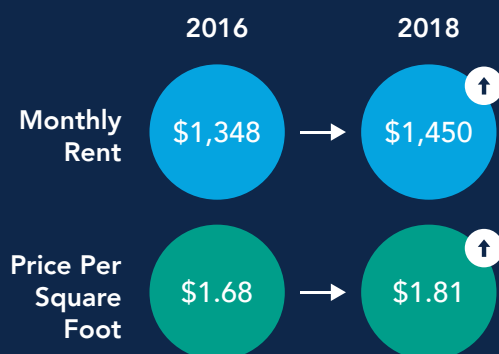
1. SOURCE: Crain's Detroit Business, 2017 List of Detroit's Largest Employers. *NOTE Substantial numbers of workers may work in Detroit outside of Downtown.

2. SOURCE: U.S. Census Longitudinal Employer-Household Dynamics, 2011 and 2015.

Downtown Residential Units ¹

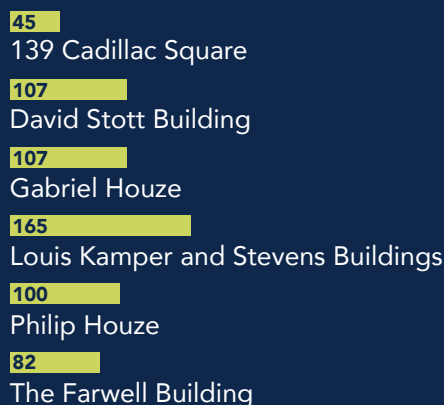


Downtown Apartment Rental Characteristics ²



New Residential Building Developments

(Number of Units) ³



1. SOURCE: CoStar Data, 2018. Downtown Detroit Partnership Analysis, 2018; CoStar Property Information. Average Annual Rent. Data pulled Jan 8, 2019

2. SOURCE: CoStar Property Information. Average Annual Rent. Data pulled Jan 8, 2019.

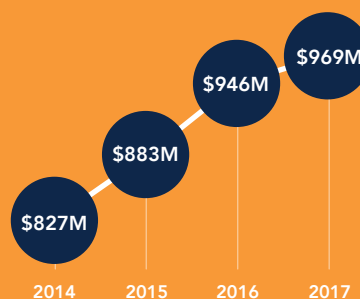
3. SOURCE: Downtown Detroit Partnership Analysis, 2018

New Restaurants ¹

- Applebee's/IHOP
- Asaysia
- Brome Modern Eatery
- Candy Bar
- Deluxx Fluxx
- The Elephant Room
- Iggy's Eggies
- Populace Coffee
- San Morello

1. SOURCE: Detroit Experience Factory list of restaurants, January 2019

BIZ Total Assessed Value



DDP INITIATIVES

Downtown Detroit Business Improvement Zone

556

properties
in the BIZ

BIZ Service Areas

1

Community
and
Business
Engagement

2

Data

3

Downtown
Ambassadors

4

Downtown
Supplemental
Lighting

5

Infrastructure
and Planning

6

Park and
Street
Landscaping

7

Safety



In its fifth year of service to Downtown Detroit, the BIZ has built and refined resources to best serve the community. Each area of the BIZ actively supports the mission of the Downtown Detroit Partnership, while delivering key services to property owners and partners.

2017-2018 Downtown Detroit Perceptions Survey

The BIZ contracted with Michigan State University Office of Survey Research to improve and expand the reach of the Downtown Detroit Perceptions Survey to include more Detroit residents.

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.

Annual BIZ Assessment

Each year, the BIZ calculates the special assessment of Downtown Detroit properties within the BIZ, and coordinates closely with the City of Detroit in doing so. In 2018, 556 parcels were assessed for a total BIZ assessment of \$4.165 million. The median assessment paid per parcel of \$1,225.78.

BIZ Connect Event Series

In its third year, the BIZ Connect events again brought over 120 businesses and community members together to network and learn about resources available through the DPD, DDP and other community partners.

Downtown Detroit Ambassador Successes

This year the Downtown Detroit Ambassadors launched the TerraCycle cigarette butt recycling pilot with 24 receptacles throughout Downtown, and upgraded the fleet of vehicles and equipment with improved branding.



45,000
PEOPLE
REACHED DURING
LOCAL BUSINESS CAMPAIGN

90%
OF PERCEPTION SURVEY
PARTICIPANTS
AGREE THE
BIZ SERVICES ARE IMPORTANT

24
NEW CIGARETTE
RECYCLING
RECEPTACLES

465,660
LED LIGHTS
INSTALLED



Infrastructure Improvements

Infrastructure improvements throughout Downtown included: 19 new dog waste receptacles and the introduction of a recycling pilot in Cadillac Square, which DDP plans to expand in the coming year.

Local Business Holiday Shopping Campaign

Supporting the Downtown Detroit businesses through the holiday season, the BIZ launched a special campaign in December. DDP reached over 45,000 people and featured 13 different businesses with promotions designed to increase visibility of the local businesses.

Mental Health First Aid Training

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

In 2019, DDP's vendor, Block by Block, will launch an iteration of the training customized for Ambassadors and pilot it in Detroit before implementing it in other Ambassador programs across the country.



New Supplemental Lighting

A comprehensive supplemental lighting program was executed based on the "Light the D" plan and Wayne State University's "dark study," both commissioned by DDP on behalf of the BIZ. Based on this information, new winter lighting was installed and featured tree wraps, 326 street light pole decorations, snowflakes, and an instantly iconic "Detroit" sign featured nearly a half-million individual LED lights. Additional lighting will be installed in spring of 2019.

Project Lighthouse Mobile Location and Program Updates

In support of Project Lighthouse, Downtown's neighborhood watch program, the BIZ established a mobile Project Lighthouse location connecting directly to other Downtown security providers, including DPD and utilizing the existing radio system to communicate in an emergency.

Small BIZ Tours

The BIZ partnered with DXF for the second year to provide Small BIZ Tours to over 60 participants and featured 15 Downtown businesses.

2018 Ambassador Statistics

WITHIN THE BIZ

The footprint for the BIZ is the Downtown Detroit Central Business District.



705

Tons of trash removed



2,350

Graffiti tags removed



68,354

Pedestrian assists



80,000+

Hours worked

EVENTS AND CONTRACTS

Partners and events contract with the BIZ to provide services outside day-to-day operations.



408

Tons of trash removed



327

Graffiti tags removed



41,801

Pedestrian assists



33,000+

Hours worked



DDP INITIATIVES

Parks and Public Spaces

2.5M

visitors to
Downtown Detroit
Parks in 2018

50,000

visitors for the
Detroit Tree Lighting
and Light Up
Beacon Park
events



In partnership with the City of Detroit and with the financial support of private and philanthropic sponsors, DDP saw tremendous growth in the Downtown parks and public spaces.

DDP celebrated a number of award-winning milestones in 2018. Campus Martius Park's flagship restaurant Parc was named Hour Detroit's 2018 Restaurant of the Year. The FIRST Championship, a world robotics competition, took place in Detroit, which presented DDP with a unique opportunity to activate all Downtown public spaces for the week-long competition in April. The Championship will be held in Detroit for three more years.

In 2018, Beacon Park saw over 250,000 visitors at more than 600 programs at the park, including a Free Summer Concert Series, the One-Year Anniversary Weekend and dozens of Family Fun Days. For the second year in a row, Light Up Beacon Park illuminated the city alongside the annual Tree Lighting Ceremony that hit a record-breaking 50,000 attendees combined. It was a busy year as DDP continued to stay at the forefront of Detroit's transformation through public space development and innovative programming.

FIRST Championship

With sponsorship from the DTE Energy Foundation, Quicken Loans, Ally Bank, Strategic Staffing Solutions and LEAR Corporation, DDP programmed and operated dozens of free STEM-themed activations in all Downtown Detroit parks and public spaces for more than 40,000 FIRST Championship students, coaches, mentors and family members.

There was a variety of unique programming to unwind and refuel between competitions, including a retro arcade, life-sized foosball and a variety of food trucks along the teams' walking or commuting routes.



40,000
park visitors
for FIRST
Championship





Beacon Park

In 2018, Beacon Park was a premiere destination for everyone, from children and families to young people and retirees. Lumen restaurant opened its doors in April and served more than 50,000 customers by the end of the year. The wildly popular Family Fun Days attracted more than 37,000 children and families, and another nearly 30,000 visitors filled the 1.5-acre park over three weekends for free summer concerts that featured JR JR, Saint Motel and Quinn XCII. As the seasons turned, Beacon Park, along with most of Downtown Detroit, transformed into a holiday lighting spectacular. Beacon Park featured six unique interactive displays from internationally renowned lighting designers Artistic Holiday Design and Leblanc Illuminations.

Campus Martius Park and Cadillac Square

Thanks to a \$125,000 grant from Southwest Airlines Foundation and its Heart of the Community program, DDP enhanced the Beach at Campus Martius Park with new furniture, toys and games, such as shuffleboard and ping-pong, lighting, landscaping and new programs.

Parc's Executive Chef Jordan Hoffman created and launched The Fountain Detroit's beach-side barbeque.

The 2018 Annual Tree Lighting Ceremony attracted crowds from across metro Detroit in the heart of Downtown to watch the 60-foot, Plymouth-grown Norway Spruce light up the season. The Rink welcomed more than 50,000 skaters throughout the winter.

Capitol Park

Capitol Park had a 2018 transformation, thanks to Michigan State Housing Development Authority (MSHDA) that included the installation of a new lawn, upgraded seating, a new restaurant, "Clementina" and several new programs including Dog Yoga and other fitness classes.

The Quicken Loans summer and winter markets returned, along with dozens of Detroit-based entrepreneurs and small business owners.





Grand Circus Park

Grand Circus Park saw an increased attendance at Summer Street Eats + Sounds, a summer music series that showcased Detroit jazz, classical, swing and pop entertainers. Concert goers were able to patronize unique food trucks and a newly designed seasonal bourbon garden. Grand Circus Park upgraded its seating and guest areas, gardens, dog park and two beautiful historic fountains. Many of these improvements are thanks to DDP's partners, including the Detroit Theatre District Business Association.

Woodward Esplanade and Spirit Plaza

The Woodward Esplanade continued to be the connector between Campus Martius Park and the Detroit Riverfront. The median-turned-esplanade sported a variety of things to see throughout the seasons, from flying birds to beautiful grapevines to twinkling lights. Detroiters and visitors took the QLINE to the Congress Street Station to visit the Esplanade and Spirit Plaza – a 20,000-square foot public space on Woodward Avenue between Jefferson and Larned Avenues. Spirit Plaza transformed into a space for civic engagement over the summer and brought hundreds of visitors and residents into the plaza.



1,600+
EVENTS
IN DOWNTOWN
DETROIT PARKS IN 2018

260,000
VISITORS
ATTENDED EVENTS
AT BEACON PARK IN 2018

\$125,000
GRANT TO ENHANCE
THE BEACH
AT CAMPUS MARTIUS PARK



DDP INITIATIVES

Planning

DDP is a leader in the planning efforts for Downtown Detroit. As the City of Detroit Planning and Development Department continues to expand, the DDP and the BIZ support the City in planning efforts related to public spaces, mobility, sustainability, housing, economic development and more.

DDP will continue to work towards meeting the needs and interests of Downtown's stakeholders, including property owners, business owners, residents and visitors. DDP participated in several planning initiatives in 2018:



Capitol Park Renovation

DDP continued to lead a design and community engagement process for a world-class renovation of the historic Capitol Park.

Downtown Detroit Transportation Study

The study was developed for the City of Detroit with support from Michigan Department of Transportation and the Southeast Michigan Council of Governments. DDP convened stakeholders, and provided data and counsel to develop the study recommendations.



East Jefferson Improvement Study

DDP serves on an Advisory Committee to bring future streetscape enhancements to East Jefferson Avenue in the coming years.

City of Detroit Non-Motorized Facilities Task Force

This Task Force, comprised of representatives from public and nonprofit sector organizations, supports projects for cyclists and pedestrians in Detroit.

Detroit Sustainability Action Agenda Transportation Working Group

DDP represented Downtown stakeholders in the City's efforts to develop a future-oriented transportation network that enhances equity and sustainability.

Spirit Plaza Programming and Evaluation

DDP supported the City of Detroit in programming and the maintenance of Spirit Plaza throughout the spring and summer. DDP also convened stakeholders through a monthly working group, email communications and surveys for employees, residents, visitors and businesses.

Detroit Sign Ordinance

DDP hosted Downtown stakeholder meetings to provide thoughts and feedback on the City of Detroit's development of an updated sign ordinance.

Key Milestones

Implemented new lighting program for the Business Improvement Zone



- 1 The program is funded by the BIZ and the Downtown Development Authority.
- 2 The program is intended to provide supplemental lighting in Downtown Detroit.
- 3 The focus areas for lighting include vehicular and pedestrian gateways and parks and public spaces. Gateways with bike lanes were added as a focus area in 2018.
- 4 The pole décor was custom-made in France and designed to emulate the orb in the left hand of the Spirit of Detroit.
- 5 Other lighting elements include a giant gift box in Campus Martius Park, a 40-foot "DETROIT" sign in Grand Circus Park, and sparkling snowflakes in medians on Jefferson, Beaubien and Woodward Avenues.

Began a recycling pilot program for the Downtown Street Eats Program



- 1 Two wooden kiosks were designed and fabricated by the local wood repurposing company, Mutual Adoration. The kiosks collected recyclable, organic and waste material from July-September.
- 2 Lessons learned in 2018 will drive a DDP-wide public spaces recycling strategy in 2019.

DDP INITIATIVES

Safety



8%

decrease in
robbery





Safety coordination was one of DDP's key focuses in 2018. The Hudson-Webber Foundation extended its safety grant to DDP to continue the Safety and Security Committee and CompStat for the Central Business District.

Public and private security professionals in the committee, representing all areas of Downtown and include data experts from Wayne State University's Center for Urban Studies. This group of safety professionals meets monthly to review and analyze crime trends to coordinate responses in an ongoing commitment to keep Downtown Detroit safe.

This year, DDP updated and tested emergency response plans for the Downtown Detroit parks. DDP also collaborated with numerous public and private agencies, such as DPD, the Detroit Fire Department, the Detroit Transit Police and the Department of Homeland Security.

↓
18%
DECREASE
IN AUTO THEFT

↓
44%
DECREASE
IN AUTO ACCIDENTS

DDP AFFILIATE

Detroit Experience Factory

600

tours led
in 2018

\$100,000

in revenue in less than
a year of activity for
the City Institute

Detroit Experience Factory (DXF) had a busy year in 2018. DXF expanded its tour and resource offerings, continuing to prove that it is one of Detroit's leaders in sharing knowledge about Downtown and the city's neighborhoods.

In September, Paul Mack joined DXF's ranks as executive director, as founder Jeanette Pierce transitioned to launch and lead the City Institute, a new initiative within DXF that aims to inspire individuals, organizations, and cities to learn from Detroit and innovate for a better future for all. Bringing in more than \$100,000 in revenue in less than a year of activity, the City Institute has served clients like Harvard Loeb Fellows, the State of Oregon and Salesforce's Executive Leadership Team.

DXF had its biggest year ever in 2018, leading more than 600 tours for clients from around the state, country and world. It also launched an entirely new service – the Concierge Program – that provides pop-up and on-demand visitor information from DXF experts at events and venues throughout the city. The Concierge Program is now the sole provider of services at the Cobo Center information desk, and at many key events, including Quicken Loans City Hub and the Michelin Media Center.

DXF also significantly grew its private tour business. Over 1,000 individuals were on-boarded through tours for clients, including Quicken Loans, Wayne State University and Little Caesar's Enterprises.



DDP AFFILIATE

MoGo

142,000+
daily passes sold

45,000+

customers served on
over 237,000 rides
since May 2017



2018 was a year of growth and partnerships for MoGo. Since its launch in May 2017, MoGo has served more than 45,000 customers over 237,000 rides taken.

It also made strides toward a long-term goal of encouraging more people to get out of their cars and replace shorter distance trips with bike share. Nearly 70 percent of MoGo members surveyed said they reduced the amount of time they drove a personal vehicle, and more than half of those reported a reduction of 1-10 miles driven per week.

MoGo partnered with Programs to Educate All Cyclists and Wheelhouse Detroit to add 13 handcycles, tricycles, tandem bikes and recumbent bikes to the MoGo fleet to serve people with varying physical and cognitive abilities. Known as Adaptive MoGo, Detroit is among the first in the nation to provide an adaptive bike share option to its riders. MoGo also teamed up with DDOT to offer a free DDOTxMoGo monthly pass to anyone who purchased a weekly, bi-weekly or monthly DDOT pass. More than 5,500 rides were taken by DDOTxMoGo pass holders, for an average of 22 trips per pass activated.

MoGo continued its commitment to serving a wide range of people by growing participation in its Access pass, a \$5 annual pass option for people who receive state benefits. In 2018, MoGo sold 562 Access passes, which comprised 19 percent of all memberships sold.

100

PEOPLE EDUCATED THROUGH
**MOGO'S FREE
STREET SKILLS
CLASSES**

4,650

MEMBERSHIPS SOLD

174

**TRIPS TAKEN
ON ADAPTIVE MOGO CYCLES**



DDP AFFILIATE

Live Detroit



Live Detroit exists to help people find their home in Detroit. As interest in the city continues to grow, so does the need for a resource that can help people explore all that Detroit has to offer its residents.

Working with a variety of partners involved in residential real estate and resources, DDP further developed program structure and messaging in 2018, while also responding to the day-to-day inquiries from people looking for assistance. Offering honest, unbiased and up-to-date information about what is available and where, DDP aims to help connect people with existing residents and valuable resources to help them navigate the home selection process through Live Detroit.

MORE THAN
530
INQUIRIES
REGARDING LIVING IN,
MOVING TO, OR RELOCATING
WITHIN THE CITY OF
DETROIT

Events

30

students attended the
Summer Stakeholder
Meeting

2,200+

annual attendees
to DDP's quarterly
gatherings



DDP events and convenings continue to provide relevant and timely information, and dynamic networking throughout the year. Reaching more than 2,200 people annually, the quarterly gatherings attract business executives, thoughtleaders, change makers and government officials from across Detroit and the region.

Annual Meeting

Held at the BELFOR Training Center at Little Caesars Arena, the 2018 DDP Annual Meeting attracted nearly 900 attendees and took a behind-the-scenes look into the organization through the experiences of the DDP team. Facilitating and moderating, storyteller Shannon Cason helped uncover how DDP and the collective team strengthens and connects to the community.

Detroit Aglow

For 35 years, Detroit Aglow has celebrated the Downtown Detroit Partnership and the City of Detroit while bringing people together to take part in one of the season's most cherished traditions – carving turkey with new and old friends. This year's event brought close to 700 community members together. DDP also partnered with the social enterprise Mend on the Move to provide a handmade favor for each guest.

Stakeholder Meetings

Over 650 people attended this year's meetings. The summer meeting featured Mayor Mike Duggan, who discussed a variety of important issues affecting the city in a candid conversation with DDP CEO Eric Larson. Over 30 students had the opportunity to attend the summer meeting and engage with members of the business community. The fall meeting featured Detroit Economic Growth Corporation President and CEO Kevin Johnson. During the meeting, the annual Downtown Development Update report was released with a new online three-dimensional development tracking tool.

Partnerships

\$13.5M

in improvements
made on Belle Isle
since 2007

105,000

people visited
Belle Isle during
Detroit's Grand
Prix weekend



19

business
expansions and
relocations
resulting from
Homecoming

DDP serves as a strategic partner and fiduciary to many key events that help move Downtown and the city forward.

Detroit Grand Prix

The Chevrolet Detroit Grand Prix presented by Lear showcases Detroit and its people during an action-packed weekend of racing and family fun on Belle Isle. DDP supports the event by serving as its fiduciary and working with the Grand Prix to staff the island with Downtown Detroit Ambassadors. The Grand Prix annually generates over \$55 million in total spending, and in 2018 the event attracted approximately 105,000 people to Belle Isle during race weekend. The Grand Prix also continues to give back to Belle Isle with over \$13.5 million in improvements made on the island since 2007. DDP hosted its board of directors and partners, enabling them to experience the heart-pounding races up close in a trackside chalet.

Open Streets Detroit

This year's Open Streets had a strong turnout with thousands of Detroiters and people throughout the region taking to Michigan Avenue and West Vernor Highway in Southwest Detroit. The streets were packed with people who enjoyed a wide range of programming, from ultimate frisbee and street hockey, to Painting with a Twist and break dancing. Looking to the future, DDP, city officials and other community stakeholders will explore how to ensure that the vision for vibrant, welcoming streets for all continues in the years to come.

Homecoming V

Detroit Homecoming aims to reconnect and reacquaint Detroit expatriates with the city today, introduce them to community leadership and inspire their participation in the work of breathing new life into this city.

Since 2014, Detroit Homecoming has attracted 600 expats to come home, rediscover the city and reinvest in major Detroit initiatives such as business expansion, real estate development, new retail stores, individual donations to philanthropic organizations and Angel Fund investment for early-stage neighborhood businesses. Detroit Homecoming imports ideas, talent and capital from Detroit's amazing expatriate network. To date, Detroit Homecoming has spurred more than \$300 million of investments for the city, with a real estate pipeline that could produce at least an additional \$500 million in investment. One of the most significant results from Homecoming includes Ford Motor Company's investment in Corktown, primarily through its purchase of the Michigan Central Train Station in 2018. Chairman Bill Ford has acknowledged that the idea for this purchase came in part from the attention paid to the station, particularly the lighting of the building, during Detroit Homecoming IV in 2017.

DDP Members

DDP's members include business, philanthropic and community partners. Membership allows organizations to become informed, develop connections and have a voice in our diverse and growing city. We thank the following entities for their engagement and support.

AAA - The Auto Club Group	Detroit-Windsor Tunnel	JACK Entertainment LLC	Rush Group
Apparatus Solutions, Inc.	DTE Energy	John S. and James L. Knight Foundation	The Sargent Consulting Group, LLC
Belle Isle Conservancy	Dykema Gossett PLLC	JPMorgan Chase & Co.	Second Ebenezer Church
Bassett & Bassett	Ferlito Group	KPMG LLP	SEIU Local 1
Blue Cross Blue Shield of Michigan	Fifth Third Bank	The Kresge Foundation	SmithGroup
Brome Modern Eatery	Ford Motor Company	Lake Trust Credit Union	Soave Enterprises LLC
City Living Detroit	Ford Motor Land Development	Lambert & Co.	Strategic Staffing Solutions
City of Detroit	The Fulkerson Group	Lear Corporation	State of Michigan
Clark Hill PLC	General Motors Company	Level One Bank	Sterling Group
Comcast Corporation	Genesis Automotive Group, Inc.	LLP Construction Services	Stokas Bieri Real Estate
Comerica Bank	Gensler	MGM Grand Detroit	The Stroh Companies, Inc.
Community Foundation for Southeast Michigan	Ghafari	NTH Consultants	The Taubman Company LLC
Crain Communications Inc	Grand Trunk Restaurant Group	Olympia Development	Testing Engineers & Consultants, Inc.
Deloitte LLP	Great Lakes Segway	Penske Corporation, Inc.	Turner Construction Company
Detroit Athletic Club	Greektown Casino-Hotel	Pierce, Monroe & Associates	UHY LLP
Detroit Economic Club	Henry Ford Health System	The Platform LLC	Warner Norcross & Judd
Detroit Economic Growth Corporation	HKS Architects	Premier Group Associates	Wayne County
Detroit Lions	Honigman LLP	Prime Parking, LLC	Wayne State University
Detroit Metro Convention & Visitors Bureau	Hudson-Webber Foundation	PVS Chemicals, Inc.	
Detroit Pistons	The Huntington National Bank	PricewaterhouseCoopers, LLP	
Detroit Police Department	Ilitch Holdings, Inc.	Quicken Loans, Inc.	
Detroit Renewable Energy	Infinity-Park, LLC.	Ralph C. Wilson, Jr. Foundation	
Detroit RiverFront Conservancy, Inc.	ITC, A Fortis Company	REDICO	
		Rock Ventures LLC	
		The Roxbury Group	

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Thank you to the following organizations and strategic partners who support DDP and affiliate programs, events and special projects through sponsorship, donated services and grants.

400 Monroe Associates	Downtown Development Authority	Invest Detroit	Plante Moran Cresa
Absopure	DTE Energy Beacon Park Foundation	John S. and James L. Knight Foundation	PNC Bank
Allied Global Marketing	DTE Energy Foundation	JR Turnbull Communications	Quicken Loans Community Investment Fund
Ally	The Fred A. and Barbara M. Erb Family Foundation	Knight Foundation Fund	Ralph C. Wilson, Jr. Foundation
Autoliv	Eastown Distributors Company	Kresge Foundation	Rattlesnake
Bank of America	Edward C. Levy Co.	Lear Corporation	The Roxbury Group
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Bedrock Detroit	Fabiano Brothers	Lyft	Southwest Airlines Foundation
Blue Cross Blue Shield of Michigan	Faygo	Richard and Jane Manooogian Foundation	Sterling Group
Blumz	Fifth Third Bank	McDonalds	Strategic Staffing Solutions
Broadway in Detroit	Edsel B Ford II Fund	Meijer	U.S. Figure Skating
Children's Hospital of Michigan Foundation	The Ford Foundation	MetroPCS	The Villages Detroit
Comcast	The Ford Motor Company Fund	MGM Grand Detroit	Wayne State University
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Detroit Theatre District Business Association	Henry Ford Health System	Michigan Economic Development Corporation (MEDC)	William Davidson Foundation
Detroit Free Press	Honigman LLP	Michigan State Housing Development Association (MSHDA)	W.K. Kellogg Foundation
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Strategic and Program Partners

DDP regularly works with philanthropic, business, community and municipal partners in its efforts to serve the Downtown. We thank the following entities for their continued engagement.

AlA	Mexicantown Hubbard
Ask Jennyfer	Communities Main
Bedrock Detroit	Street Program
Belle Isle Conservancy	Michigan Christmas Tree
Block by Block	Association
Boy Scouts	Michigan Department of
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Michigan Committee	Michigan Economic
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City of Detroit	Michigan Humane Society
Cody Rouge Community	Midtown Detroit, Inc.
Action Alliance	Mindfield
Cody Rouge Neighborhood	Motor City Street Dance Academy
Partners	National Business League
College for Creative Studies	National Kidney Foundation
Come Play Detroit	of Michigan
Corktown Business Association	NKSK Events
Corktown Community Association	Nordin Brothers
Corktown Economic	PawStroll
Development Corporation	Paxahau
CultureSource	PBSC Urban Solutions
Design Core Detroit	Penske Corporation, Inc.
Detroit City FC	People Mover
Detroit Free Press	Pewabic Pottery
Detroit Institute of Arts	Phifer, Phillips & White, PC
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Detroit Police Department	Programs to Educate All Cyclists
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Detroit Skating Club	Project for Public Spaces
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Ferchill Group	Southwest Detroit Business
Figure Skate Detroit	Association
FOX Sports Detroit	Southwest Solutions
Friends of Rouge Park	Urban Land Institute of Michigan
Global Detroit	U.S. Department of
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Greater Detroit	U.S. Figure Skating
Heritage Optical	Wayne County
Hosey Development LLC	Wayne State University
Iconic Collection	We Are Culture Creators
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DDP Financials

The 2018 revenue for DDP comes from a broad range of stakeholders and supporters, categorized as:



15%

Earned Income/
Interest

20%

Foundation
Support

35%

Corporate
Sponsorship
and Support

30%

Downtown Detroit
Business Improvement
Zone



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