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
Financials

**Fiscal Year Expenses**
2017-2018

- **Ambassadors**: 42.67%
- **Street Landscaping**: 8.80%
- **Downtown Supplemental Lighting**: 3.85%
- **Parks and Common Areas**: 14.68%
- **Infrastructure and Planning**: 2.20%
- **Safety and Security**: 5.50%
- **Admin**: 19.54%
- **Communications, Marketing, Engagement and Data**: 3.63%

- Over 80% of funding goes directly to programs, with less than 20% in administrative expenses
- Annually, the BIZ budget continues to be balanced

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**BIZ Milestones 2006-2024**

- **February 2006**: 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 2006**: Acknowledging the importance of the Clean Downtown program, Downtown Detroit Partnership continues to manage the program
- **October 2013**: 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 Detroiter

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

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

2015

August
First meeting of the Downtown Detroit BIZ Board of Directors

December
First BIZ Annual Meeting of Assessed Property Owners convened

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

**Downtown Statistics**

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<th>21</th>
<th>New development projects</th>
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<td>1,041</td>
<td>119%</td>
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<tr>
<td>Total new residential units</td>
<td>Increase of residential units</td>
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| 73,305 | 7.3% |
| Workers Downtown | Change since 2011 |

| $20.58 | $20.07 |
| Office rental rate | Service rental rate |

**Population Growth**

48226 & 48201 ZIP codes

- 33% Population increase from 2011-2016

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<td>17,118</td>
<td>17,987</td>
<td>19,076</td>
<td>20,451</td>
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"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

"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 Detroiter, featuring 15 Downtown businesses.

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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

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

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2024

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