



**BUSINESS
IMPROVEMENT
ZONE**

FY 2019-2020 Annual Report

DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE





// The BIZ was integral to delivering a positive experience in Downtown Detroit this year. This year underscored the importance of BIZ services and the investment by Downtown property owners that makes them possible."

Eric Larson, Chief Executive Officer, Downtown Detroit Partnership



Mission

The Downtown Detroit Business Improvement Zone (BIZ) cultivates a clean, safe and welcoming environment for all by leveraging the collective resources of property owners, the City of Detroit and other stakeholders.

Vision

The Downtown Detroit Business Improvement Zone is a global leader that delivers a vibrant, sustainable and prosperous Downtown community built on Detroit's rich heritage.

Core Values

Inclusive
Diverse
Sustainable
Transparent
Innovative
Responsible
Collaborative
Proactive
Data-driven
Accountable

Strategic Initiatives

Community and
Business Engagement
Ambassadors
Winter Season Lighting
Infrastructure and Planning
Park and Street Landscaping
Safety
Data

BIZ Volunteer Board of Directors

Accountable

The BIZ, in collaboration with the Downtown Detroit Partnership, serves as a public organization dedicated to enhancing the attractiveness and overall appeal of the Downtown Detroit business district.

The BIZ is led by a volunteer Board of Directors, which represents the community of Downtown property owners who are committed to investing in a special assessment to advance Downtown.

Executive Committee



Chair

Tricia A. Keith
Executive Vice President,
Chief Administrative Officer,
Blue Cross Blue Shield of Michigan



Vice Chair

George P. Barnes, Jr.
Founder, Heritage Optical



Secretary

Mike McLauchlan
Vice President of Government
Relations, Ilitch Holdings, Inc.



Treasurer

Richard J. Hosey III
Hosey Development LLC



Debra Homic Hoge
Global Director of Real Estate,
General Motors Company



Nancy J. Moody
Vice President of Public Affairs,
DTE Energy



Steve Ogden
Vice President of State and Local
Government Affairs, Quicken Loans

At Large



Charles Beckham
Group Executive for Neighborhoods,
City of Detroit (Retired)



David Di Rita
Principal,
Roxbury Group



J. Christopher Ferchill
Vice President of Development,
Ferchill Group



Linda D. Forte
Senior Vice President of Business
Affairs and Chief Diversity Officer,
Comerica Bank (Retired)



Dr. Kenneth L. Harris
President and CEO,
National Business League, Inc.



Dwight W. Phillips
Member and Shareholder,
Phifer, Phillips & White, PC (Retired)



Phillip Pierce
Managing Member,
Pierce, Monroe & Associates, LLC

“ I was pleasantly greeted by a wonderful gentleman named Thomas on my visit to Beacon Park this February. Upon learning that it was our first visit, he proceeded to describe the features of the park, Lumen Restaurant, and the enclosed warming center where children were creating beautiful arts and crafts. He made us feel welcomed and appreciated. I will indeed visit the park again.

It is nice to have people who are personally dedicated to make you feel comfortable and appreciated. It is apparent that Thomas takes his job very seriously and he makes a positive difference in how people experience Detroit.”

Debora, Metro Detroit

“ I had the pleasure today of meeting Richard Miller. He made my day in Detroit with his friendly, knowledgeable manner. Thank you for having this wonderful man in the service of humankind.”

Geoffrey, Australia

“ Thanks for your efforts keeping Detroit clean. I enjoy seeing your staff at work during my walks to and from work. I recently met Mike near Monroe and Broadway hustling that nasty trash into his dustpan. He takes pride in his work and it is quite noticeable as are the results. Your work IS appreciated!”

Bryan, Ferndale

“ Hello, I am a local freelance photographer who has recently moved here from out of state. I am VERY impressed with your efforts to keep the city clean and safe! I would particularly like to say how helpful Calvin was to me. He not only provided me with very clear directions to my photo shoot location, he even mentioned where to get a nice hot cup of coffee on the way!

Brenden, Detroit

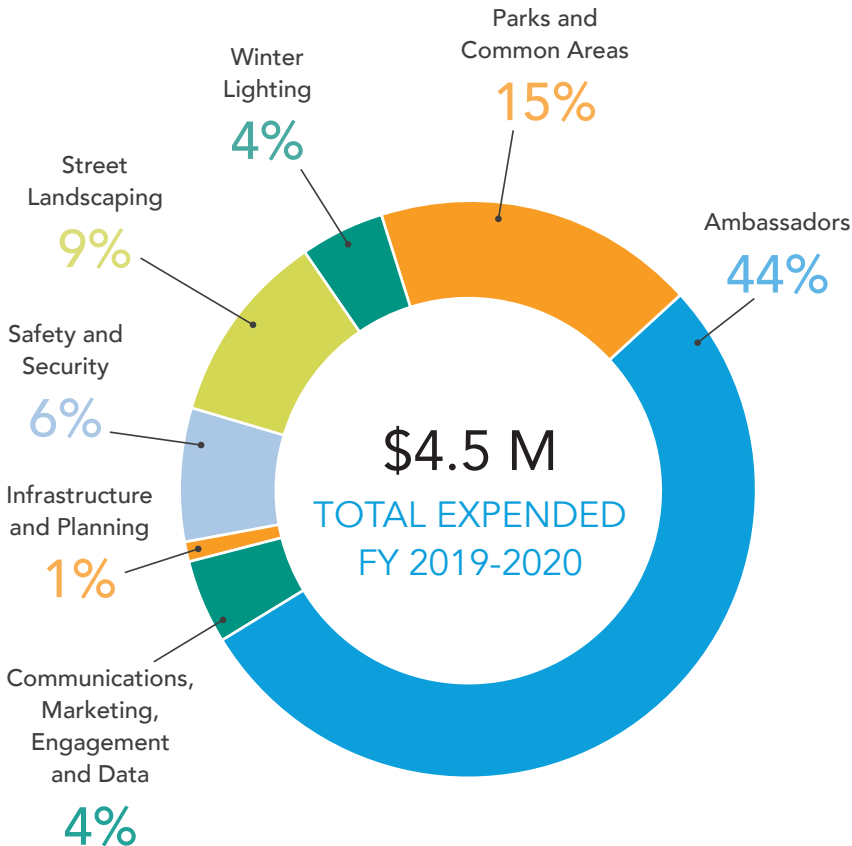
“ Thank you to Thomas - Riverfront Ambassador - for the kindness and care he showed while along the Riverfront this summer! And many thanks for the YMCA team for recognizing his efforts (with a Healthy Living & Life Skills Award)!

Detroit Riverfront Conservancy

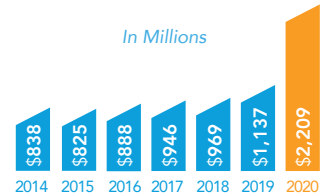
Investment

\$24.6 Million

BIZ assessment contributed by property owners since 2014

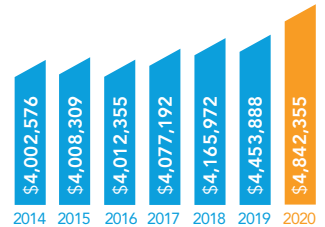


Assessed Value of BIZ Assessed Property



Total BIZ Assessment

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



83%

of expenditures directly funded programs

Best Practice

17%

administrative expenses



“The investment made by local businesses and property owners in the BIZ shines through in Downtown Detroit every day. While 2020 brought new challenges, the BIZ adapted immediately and often, maintaining operations while keeping essential employees safe and parks and public spaces open. As a result, Downtown’s residents and visitors enjoy a welcoming and clean environment and will continue to do so into the future.”

Tricia Keith, Chair, Downtown Detroit Business Improvement Zone; Executive Vice President, Chief Administrative Officer, Blue Cross Blue Shield of Michigan



Successes

COVID-19 Pandemic: BIZ Services Continue without Interruption

Services delivered by the BIZ keeping parks and public spaces clean and safe for outdoor enjoyment by the public were deemed essential. Distancing and sanitizing protocols have been deployed to keep Downtown patrons and workers healthy. Additional BIZ activities, some remotely, are being leveraged to keep the business community informed and bring people together in support of Downtown’s restart and recovery.

- 1 Prepared and adhered to a budget that aligns with BIZ Plan, BIZ Board priorities and community needs. Maintained a record of clean audits throughout the life of the BIZ
- 2 After serving over a decade in public service with the City of Detroit, Kitty Whitfield, known to many as the beloved, “Miss Kitty,” joined the BIZ as Small Business Engagement Manager
- 3 Established the BIZ as a trusted community resource, with personal outreach to more than 300 small businesses, email updates, BIZ Connect Events and the Small BIZ Holiday Shopping Experience
- 4 Convened sidewalk level business neighbors and the Detroit Police Department in West Grand Circus Park, Cadillac Square East, St. Antoine from Jefferson to Larned. Established New St. Antoine Greenlight Corridor
- 5 With support from the Detroit Downtown Development Authority, set Downtown Detroit Aglow throughout the winter season with an expanded footprint of 406 adorned light poles inspired by the Spirit of Detroit
- 6 Downtown businesses reported increased sales coinciding with deployment of the iconic illuminated Detroit sign
- 7 Welcomed Eugene Carter, Block By Block’s Detroit Operations Manager, bringing years of experience working with partner organizations in Greater Downtown to the BIZ Ambassador Program
- 8 Deployed new trash compactor truck, immediately realizing operational efficiencies
- 9 Shared best practices and loaned temporary trash cans in support of Wayne County’s “War on Trash” pilot, applying Downtown experience in Northwest Detroit
- 10 Served as DPD’s go-to resource for homeless support and right-of-way cleanup, helping keep Downtown sanitary
- 11 Hosted monthly gathering of Downtown Public and Private Safety Professionals in partnership with DPD and DDP to analyze crime data, share information and best practices and resource deployment
- 12 Completed redesign of Salesforce customer relationship management (CRM) system for improved tracking and reporting of property ownership, assessments, tenants and major BIZ initiatives
- 13 Produced Annual Downtown Detroit Development Report and web-based three dimensional interactive story map featuring upcoming developments in 3D situated into the Downtown skyline



BIZ by the Numbers

Maintain

22

acres of landscape

Empty

365

public trash cans and
sweep sidewalks throughout
Downtown Detroit

Maintain, clean and stock

24

dog waste stations and dog parks
throughout Downtown



Installed year-round
permanent decorative lighting
in six statement trees at Grand
Circus Park and in the historic
ginkgo tree at Capitol Park.
Featured 3D giant snowflakes
and spheres, a walk-through
gift box, thousands of twinkle
lights and spritzers in trees and
the instantly iconic Detroit sign



620

tons of trash
removed



48,119

motorists and
pedestrians
assisted



4,628

instances of
graffiti removed

\$1,304

Median assessment
for 2019-2020

Over

98%

timely payment rate of BIZ
assessment by property owners

Nearly

90%

of Ambassadors
are Detroiters



Total: 107,673

Hours worked

BIZ: 75,590

Fee for services: 27,294

Primary clients: Detroit Riverfront
Conservancy, Jefferson East Inc.,
Midtown Detroit Inc., Motor City Casino

BIZ 2020 Impact

BIZ Team

Jennifer Bright
(Apparatus Solutions)

Gina Cavaliere

Ryan Epstein

Julie Galvan

Krissy Johnson
(Apparatus Solutions)

Eric Larson

Joshua Long

Alana Tucker
(on staff through June 23, 2020)

Kitty Whitfield



New COVID-19 Investments

Furnished and maintain
7 handwashing stations numerous
hand sanitizing units

Acquired and quickly
deployed equipment that sanitizes
frequently touched surfaces in
parks and public spaces using
steam, protecting patrons and the
environment

Opened satellite BIZ Ambassador
location on Broadway Street
in March to support the
continuations of operations safely
during COVID-19, leveraging a grant
to DDP courtesy of the Hudson-
Webber Foundation and favorable
lease terms extended by landlord
and Downtown business,
Lambert Edwards

To learn more
about the BIZ, request
services or inquire about
background-friendly jobs:

BIZ@downtowndetroit.org



Contact

One Campus Martius
Suite 380
Detroit, MI 48826

Office: 313.566.8250
Ambassador hotline:
313.963.2225

downtowndetroit.org/BIZ



“ The BIZ’s presence
creates a stable and
inviting environment
in Downtown Detroit.
The BIZ team and
our partners have
demonstrated
unwavering dedication,
continuously delivering
on the BIZ mission
to cultivate a clean,
safe and welcoming
environment for all.”

Gina Cavaliere, Chief
Community Impact Officer
and BIZ Director

