



**DOWNTOWN
DETROIT
PARTNERSHIP**



2019 **ANNUAL REPORT**



A RECORD
3 MILLION
VISITORS TO
DOWNTOWN
DETROIT
PARKS





THE BIZ
CELEBRATES
ITS **5-YEAR**
ANNIVERSARY

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 Parks and Public Spaces

 Entertainment, Theatres and Arenas

 Municipal Buildings and Transportation

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

 Office Buildings

 Downtown Detroit Business Improvement Zone (BIZ) Area

 MoGo Bike Station

 QLINE

 People Mover



LETTER FROM THE CEO

As we enter a new decade, this milestone offers an opportunity to reflect on our history and shape DDP's growth as an organization in 2020 and beyond.

Between the years 2011-2018, there was a nearly 110% increase of people between the ages of 20-39 living in the Downtown area of Detroit. During the same period, residential rents have increased 29%. Approximately 700 new and renovated residential units came online in 2019. Downtown Detroit's top-12 largest employers now provide a combined total of 62,408 jobs.

As Downtown Detroit continues to evolve, the Downtown Detroit Partnership is playing an important role in supporting the city's economic development, as well as tackling a number of important social issues. In 2019, Downtown Detroit BIZ Ambassadors, with support from the DDP, participated in "Mental Health First Aid USA" training, which teaches strategies and risk factors for recognizing mental illness and addiction and ways to assist individuals in both crisis and non-crisis situations. DDP also supported an economic strategy that saw property market values top \$2 billion.

The Downtown Detroit Partnership, along with the City of Detroit and many other partners, is continuing its efforts to enhance the character of Downtown's public spaces and increase awareness of the unique and engaging Downtown experiences available to everyone. From ice skating in the heart of the city on the same rink where U.S. Figure Skating Champions skate, to enjoying fitness classes in DDP-programmed parks, there are nearly 2,000 fun and free events available year-round to visitors and residents.

Our signature events also continue to grow, as represented by Detroit's Annual Tree Lighting and Light Up Beacon Park, which together attracted 100,000 visitors Downtown this year on one night!

For the first time, DDP used crowdfunding as the springboard for a capital campaign to redesign the Capitol Park Dog Park. Launched in 2019 in partnership with the Michigan Economic Development Corporation (MEDC), the Patronicity campaign raised in excess of \$150,000 with more than 90 individual contributors. This is just one example of how DDP is broadening its funding and community engagement.

When I think about the successes of the past year and the opportunities in the year to come, I recognize DDP's immense responsibility to support the city as a whole, from longtime Detroiters who have weathered challenging times in the past, to the new Detroiters who have varied perspectives and expectations. Detroit and DDP's success has been supported by dedicated corporate and philanthropic organizations. What is encouraging is the renewal of the entrepreneurial spirit and many small business owners who are once again making an indelible mark on the city's future.

A sincere thanks to all who support our mission. Here's to an exciting new decade – one that is full of countless possibilities.



A stylized handwritten signature in black ink.

Eric B. Larson
Chief Executive Officer,
Downtown Detroit Partnership



LETTER FROM THE BOARD CHAIR

In considering the ending of one year and the beginning of the next, we must each make promises—not resolutions—to move the positive work of Detroit forward.

As we prepare to embrace a new decade and all the excitement 2020 brings, many of us will first reflect on how far Detroit has come in reinventing itself and how much we accomplished together in 2019.

One core focus has been our work, which will continue, toward addressing the problem of the homeless population in our city – and in conjunction with DDP – finding real solutions that will both address individual needs and provide an overall framework for improving opportunities for people who are disenfranchised city-wide. As Mahatma Gandhi once said: “The true measure of any society can be found in how it treats its most vulnerable members.”

Support of the Detroit Police Department and all of our city’s safety and security officers and first responders is paramount to Detroit’s ability to thrive and to maintain its safe and welcoming demeanor.

The Detroit Public Safety Foundation and the Detroit Mounted Police Unit deserve recognition for their tireless service and dedication to our community.

Downtown Detroit employers, including the DDP and the Downtown Detroit BIZ, are focused on creating jobs, with competitive wages and opportunities for growth and development, along with progressive and quality work environments. Detroiters are some of the hardest workers in the country, and we want to remove any barriers that impede access to their professional success.

Ultimately, Detroit’s success is dependent on the success of its residents. Thank you to every DDP board member, DDP team member, business and community leader, resident and visitor who has contributed to making Detroit a thriving, vibrant, inclusive and welcoming city.



Cindy Pasky

Chair, Downtown
Detroit Partnership

CEO and Founder,
Strategic Staffing Solutions



20DDP20
STRATEGIC PLANNING



STRATEGIC PLANNING

Identify organizational priorities



Develop SMART goals and objectives



Perform S.W.O.T analysis (BIZ, Corporate and Parks)



Define what each business unit lead will achieve



1ST DIBS ON RFPs

OPPORTUNITY FOR

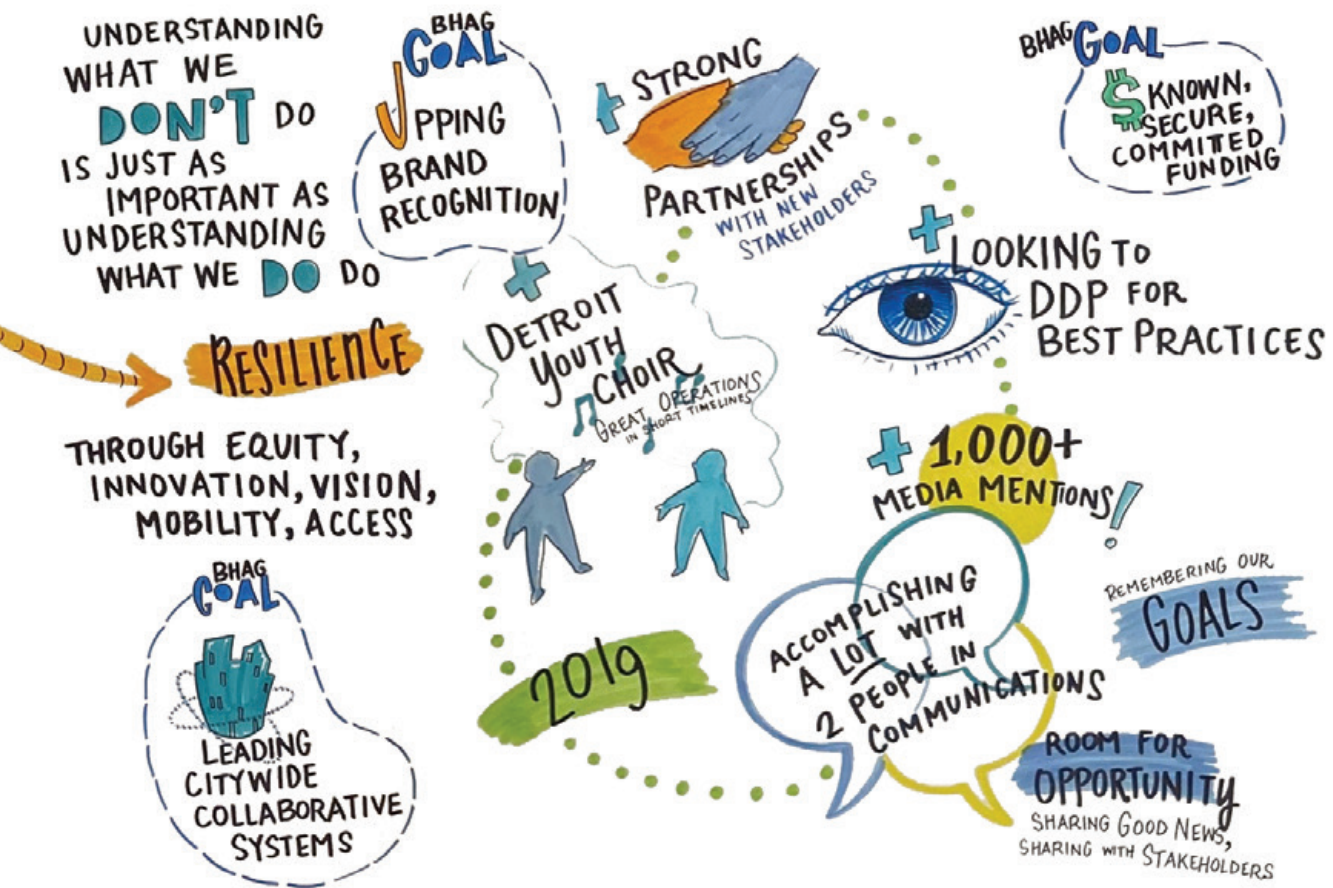


WHAT ACTIONABLE TASKS WILL COME OUT OF THIS? AND WHO IS RESPONSIBLE FOR TASKS?

DELIBERATE **Economic** IMPACT



HOW DOES BUSINESS AFFECT NEIGHBORHOODS AND ITS GROUPS?



AND FUTURE DIRECTION

Determine who is accountable and the timeframe for completion

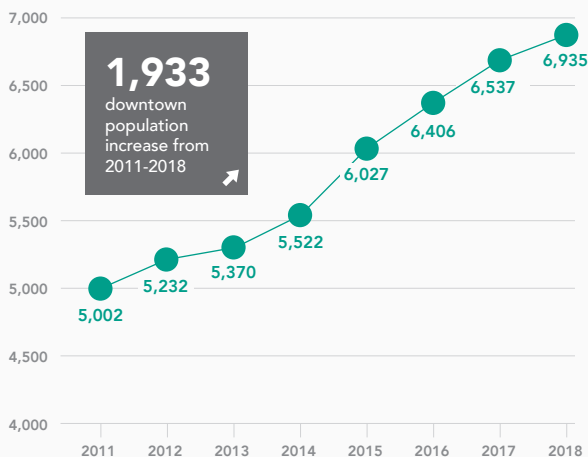
Communicate and engage with DDP Team, DDP/BIZ Boards, Stakeholders, Sponsors, Media

Execute strategic planning framework and evaluate results

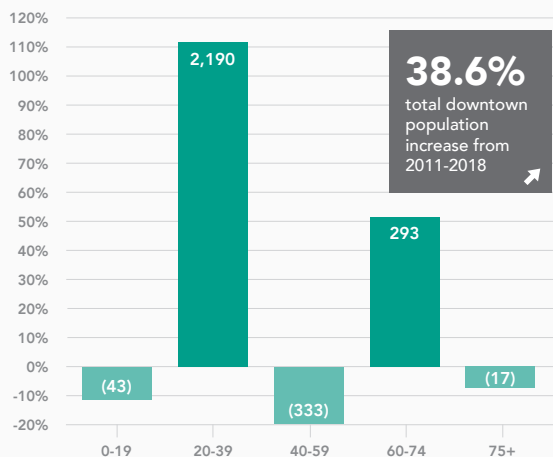


DOWNTOWN DATA

POPULATION CHANGE (48226 ZIP Code)



POPULATION CHANGE BY AGE (48226 ZIP Code)



Note: 2011 and 2017 5-year average | Source: U.S. Census, American Community Survey, 2011, 2017 5-year average ZIP Code 48226

RESIDENTIAL UNITS

3,611

Current Total Residential
Unit Inventory ¹

687

New/Renovated
Units in 2019 ²

6.8%

Vacancy Rate ¹

¹ Source: Costar Property Information. Data from Jan 2020 ² Source: Downtown Detroit Partnership Analysis, 2019

MONTHLY RESIDENTIAL RENT ¹

2018 (Q4)

2019 (Q4)

\$1,398

\$1,480

¹ Source: Costar Property Information. Data from Jan 2020

UPCOMING RESIDENTIAL DEVELOPMENTS

Harvard Centre Square	Monroe Blocks A2 Residential Tower
Monroe Block Residential Developments	Park Avenue Building
Hastings Place	Gateway Center Building
Leland House	Redevelopment, Lollipop
United Artists Theater Building (150 Bagley)	Brewster-Douglas Site
1320-64 Broadway St	Housing Development

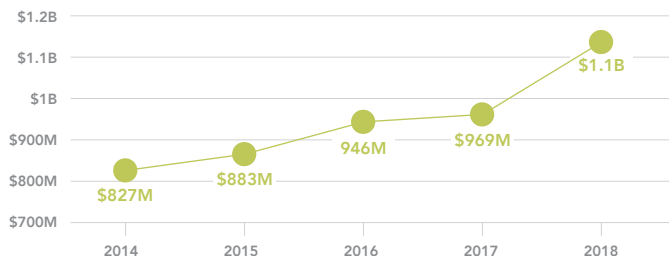
RECENTLY COMPLETED RESIDENTIAL DEVELOPMENTS

City Club Apartments - CBD Detroit
Louis Kamper and Stevens Buildings
139 Cadillac Square
The Farwell Building
Gabriel Houze

NEW RESTAURANTS

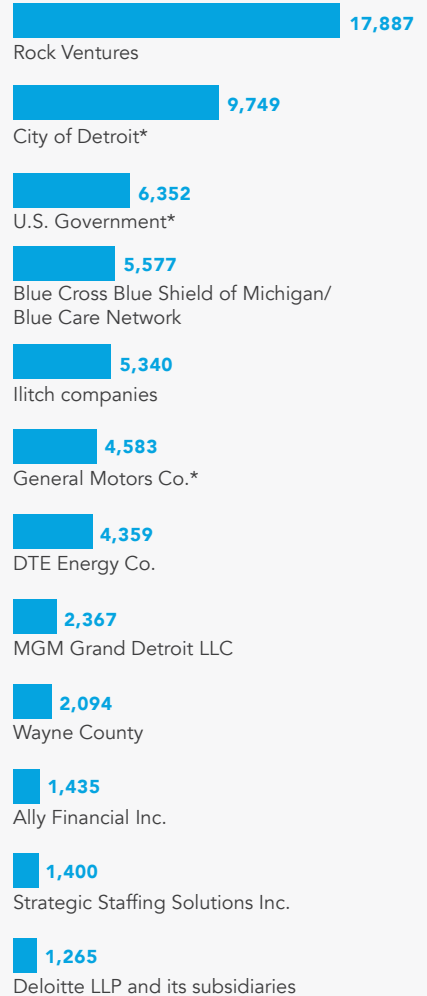
313 Burger Bar	Evening Bar (Shinola Hotel)	Isla	Mootz Pizzeria + Bar
Albena	Fort Street Galley	Karl's	PAO
Balance	Frita Batidos	Kwench	Penny Red's
Buddy's Pizza	Hearth 71	Leila	The Brakeman
Canelle	Highlands	Lucky's Noble BBQ	The Library
Detroit Sports Bar & Grill		Madcap Coffee Company	The XO Room

BIZ TOTAL ASSESSED VALUE



*Assessed value of properties that are assessable by the Downtown Business Improvement Zone. Assessed Value is approximately 1/2 of market value.

DOWNTOWN'S LARGEST EMPLOYERS



Source: Crain's Detroit Business, 2019 Book of Lists. Data from July 2019.

* Substantial number of employees may work in Detroit outside of Downtown.

OFFICE RENT

\$23.15

per square foot



DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE (BIZ)

The Downtown Detroit Business Improvement Zone (BIZ) creates a clean, safe and vibrant Downtown through the services it provides to property owners, businesses, residents and employees. The BIZ, in collaboration with 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. The strategic vision is to deliver a vibrant, sustainable and prosperous Downtown community built on Detroit's rich heritage.

BIZ 5-YEAR ANNIVERSARY

In May 2019, the BIZ celebrated its 5-year anniversary in Campus Martius Park. Detroit City Council President Brenda Jones honored the BIZ Board of Directors with the Spirit of Detroit Award. BIZ Board Member Charlie Beckham administered the "Downtown Ambassador Oath" to BIZ Ambassadors and encouraged everyone in attendance at the event to commit to promoting

Downtown Detroit as clean, safe and welcoming to all. The BIZ maintains six Downtown parks and public spaces, plus 39 miles of sidewalks, which is equal in length to 15 football fields! Public, private and philanthropic partnerships propel the BIZ forward and leverage the collective effort of the community to work together towards the common good.

BIZ SERVICE AREAS

- 1 Community and Business Engagement
- 2 Ambassadors
- 3 Lighting
- 4 Infrastructure and Planning
- 5 Park and Street Landscaping
- 6 Safety
- 7 Data



2019 AMBASSADOR STATISTICS

BIZ FOOTPRINT

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



CONTRACTS

Partners and others contract with the BIZ to provide services outside the BIZ footprint.

Tons of Trash Removed

BIZ FOOTPRINT
800

CONTRACTS
292

Graffiti Removed

BIZ FOOTPRINT
5,633

CONTRACTS
513

Pedestrian Assists

BIZ FOOTPRINT
55,274

CONTRACTS
13,580

Hours Worked

BIZ FOOTPRINT
81,693

CONTRACTS
36,362

271 AMBASSADOR KUDOS EMAILS RECEIVED

575% increase over 2018



BIZ AMBASSADORS

Downtown Detroit BIZ Ambassadors remove an incredible 800 tons of trash throughout the city's core on an annual basis. Since the inception of the BIZ, nearly 3,000 graffiti tags have been removed, nearly 5,000 motorists and more than 55,000 pedestrians have been assisted. BIZ Ambassadors help keep Downtown clean and beautiful and assist patrons who need directions, restaurant recommendations and more. The majority (90%) of BIZ Ambassadors are Detroit residents, 33% of which represent youth, seniors, veterans, people with disabilities and those with criminal backgrounds. The hard work of BIZ Ambassadors does not go unnoticed. Nearly 300 Ambassador testimonials from Downtown visitors were received in 2019, which reflects a nearly 600% increase from 2018.



ANNUAL BIZ ASSESSMENT

Each year, the BIZ calculates the special assessment of Downtown Detroit properties in coordination with the City of Detroit. In 2019, 568 individual parcels were assessed for a total BIZ assessment of \$4.45 million. This is a 6.92% increase over 2018. More than 99% of the assessment is collected in a timely manner, which is a testament to the support of the BIZ from Downtown property owners. The total market value of all BIZ properties tops \$2 billion, a 17.3% increase from 2018.



DOWNTOWN DETROIT SAFETY AMBASSADORS

The BIZ contributes to Detroit's workforce development efforts, employing a team of Ambassadors, including Safety Ambassadors who are easily recognizable by their distinctive new uniforms and welcoming presence. DDP's vendor, Block by Block launched a customized "Mental Health First Aid USA" training for Ambassadors and piloted the program in Detroit. The goal is to replicate this same Ambassador training in cities across the country.

EXPANDED BIZ WINTER LIGHTING PROGRAM

The BIZ added more than 100 new ornaments and lighting installations in DDP-managed parks and public spaces, as well as several streets in Downtown Detroit. The new investment involved collaboration with key stakeholders such as the Greektown Neighborhood Partnership, the City of Detroit and MDOT. By enhancing the marketing and social media strategy around Downtown lighting, thousands of people viewed signature lighting



elements all season long. The DETROIT sign, located at the newly-installed Randolph Plaza, drew new and increased foot traffic to the surrounding restaurants and bars in the area. Placemaking efforts can support local businesses and economic development efforts, as evidenced by the success of Randolph Plaza. In addition to winter lighting, the BIZ also installed permanent supplemental lighting in six trees in Grand Circus Park and in two ginkgo trees in Capitol Park.





PARKS AND PUBLIC SPACES





DDP celebrated a number of award-winning milestones this year. Detroit was chosen to be 2019's hockey destination and NBC Sports' celebration, "Hockey Day in America," was hosted at the Rink at Campus Martius Park. This signature event, along with the U.S. Figure Skating Championship and Sk8 to Eliminate Cancer with Scott Hamilton, showcased Downtown Detroit and its parks to a broad national audience.

For the second year, Detroit welcomed the FIRST Championship. It is the world's largest celebration of STEM that brings tens of thousands of students from around the world to compete in a series of robotics competitions. In conjunction with the Championship, DDP produced more than 100 activities for 47,000 visitors across seven public spaces.

DDP hosted the Homecoming Celebration for the Detroit Youth Choir in Campus Martius Park after the choir placed second on the NBC television show "America's Got Talent."



In 2019, Beacon Park attracted more than 290,000 program attendees to a wide variety of events. Among them: free Summer Headline Concerts, Family Fun Days, Cider in the City and Silent Discos.

Detroit's Annual Tree Lighting Ceremony and Light Up Beacon Park welcomed a record-breaking 100,000 combined attendees throughout Downtown. The Detroit Children's Tree made its debut in Beacon Park and was decorated by students from several Detroit Public Schools and community groups. DTE executives, along with Santa, the children and their families, flipped the switch and lit the tree together.

DDP continued to stay at the forefront of Detroit's transformation through public space development and innovative programming with support from its lead sponsors: the DTE Foundation, Rocket Mortgage by Quicken Loans, the DTE Beacon Park Foundation, and - new in 2019 - the Frankenmuth Visitors and Convention Bureau.

Campus Martius Park Named as One of the Ten Best Public Spaces in America

Beacon Park Recognized as 2019 Merit Award Recipient

Announced in May of 2019, The Congress for the New Urbanism (CNU) named Campus Martius Park a Top Ten Public Square, highlighting its initial design as a central square in 1805 and the redesign that brought this public space back to Detroit in 2004. CNU also presented a prestigious award to DTE's Beacon Park. According to CNU, "Beacon Park's energy is transforming the surrounding neighborhood, revitalizing a long-languishing part of downtown, and creating a welcoming entrance to the city's core."





BEACON PARK

In 2019, Beacon Park welcomed more than 1 million visitors with a full schedule of free year-round activities. As a destination in West Central Downtown, Beacon Park featured various interactive art installations throughout the year, including: Los Trompos, Design Core Detroit Month of Design Competition Winners and spectacular holiday lighting displays. Free Summer Headline Concerts at Beacon Park attracted more than 30,000 attendees with top talent to celebrate the NAACP's 110th National Convention in Detroit and the 60th Anniversary of the Motown Label. Light Up Beacon Park and Detroit's Annual Tree Lighting kicked-off the winter holiday season and featured the Detroit Children's Tree, with ornaments decorated by local schools and community organizations.



CAMPUS MARTIUS PARK AND CADILLAC SQUARE

Award-winning Campus Martius Park and nearby Cadillac Square, two of Detroit's signature public spaces located in the heart of Downtown Detroit, offer families, young professionals and visitors a number of unique and creative experiences.

Movie Nights in the D, Beach Parties and Downtown Street Eats continued to be mainstay summer events, along with new activities like Pickleball in Cadillac Square and Bocce Ball in Campus Martius Park.

The spectacular winter season brought record-setting attendance at Detroit's Annual Tree Lighting, and a record number of ice skaters throughout the season on the Frankenmuth Rink at Campus Martius.

**A RECORD
3 MILLION
VISITORS**

to Downtown
Detroit Parks
in 2019

1,900+ EVENTS
in Downtown Detroit Parks

1 MILLION VISITORS
to Beacon Park programs
and events in 2019

**100,000
VISITORS**

throughout downtown
for the 16th Annual
Detroit Tree Lighting
and Light Up
Beacon Park

CAPITOL PARK

In 2019, Capitol Park offered free fitness classes and a new dining experience at the Eatori cafe. The Quicken Loans summer markets returned, along with dozens of Detroit-based entrepreneurs and small business owners. DDP also led community efforts to envision a new off-leash dog park and successfully raised \$150,000 through a crowdfunding campaign to build the project in Spring 2020.

GRAND CIRCUS PARK

Grand Circus Park is a beautiful space at the entrance of Downtown with gardens, two historic fountains, seating and a dog park. Summer Street Eats + Sounds returned with Detroit jazz, classical, swing and pop entertainers, as well as the Michigan Opera Summer Serenade. The YMCA again provided free yoga classes for the community and Downtown's premier off-leash dog park at Grand Circus Park was busier than ever with monthly events through the summer and fall.



WOODWARD ESPLANADE AND SPIRIT PLAZA

The Woodward Esplanade is the connector between Campus Martius Park and the Detroit Riverfront. The median-turned esplanade offered visitors a variety of things to see throughout the seasons, from flying birds to beautiful grapevines and twinkling lights to stunning skies. This space offers seating for visitors, residents and employees who seek out a wide variety of food trucks.



MILESTONES



The **Capitol Park Dog Park Patronicity Campaign**, in partnership with the Michigan Economic Development Corporation (MEDC), raised \$150,000+ with over 90 contributors to build a new off-leash dog park in the Spring of 2020.



The **16th Annual Tree Lighting Ceremony and 3rd Annual Light Up Beacon Park** drew more than 100,000 visitors across Downtown.



Enhanced downtown winter lighting and custom-made street pole decor, with more than a dozen installations within walking distance of each other.



New in 2019, DDP created **Cider in the City** at Beacon Park, a five-week series that attracted nearly 27,000 attendees.



PLANNING

DDP'S TOP PLANNING INITIATIVES FOR 2020

- 1 Evaluating and documenting the state of infrastructure in DDP Parks and Public Spaces.
- 2 Identifying priority locations for recycling in DDP Parks and Public Spaces.
- 3 Working on key mobility initiatives with the City of Detroit, including fast charging stations for electric vehicles in public spaces, improving pedestrian interface and representing DDP stakeholders on the City of Detroit Non-Motorized Facilities Task Force.
- 4 Collaborating with the City of Detroit to evaluate shared street and curbside management alternatives, plans and policies surrounding DDP-managed public spaces.
- 5 Convening Cadillac Square stakeholders to imagine a long-term vision, plans and programs for the currently under-utilized space between Bates and Randolph to support business development and enhanced connection to Campus Martius Park.



installations to DDP-managed parks and public spaces. Thousands of people posted photos to social media with iconic lighting landmarks, including the DETROIT sign at Randolph Plaza and the gift box at Campus Martius Park.

FINALIST FOR FORD CITY: ONE MICHIGAN CENTRAL STATION CHALLENGE WITH DTE AND TWO LOCAL ARTISTS

The interdisciplinary team made a pitch for up to \$250,000 in funding for a placemaking project named “Bridging Histories, Building Futures.” If funded, sidewalk paint, murals, banners and other street furniture will be installed on the Michigan Avenue bridge over M-10, a key gateway to Southwest Detroit, Corktown and Downtown Detroit.



FORT STREET AND CAMPUS MARTIUS PARK INTERSECTION REDESIGN

This key recommendation from the Downtown Detroit Transportation Study will be implemented in 2020. A new sidewalk and crosswalk at the intersection of Fort Street and Woodward Avenue at Campus Martius Park will improve pedestrian circulation and safety. The DDP received funding from the Downtown Development Authority to hire a consultant to redesign this intersection.

The Downtown Detroit Partnership (DDP) plays a key leadership role in the planning efforts for Downtown Detroit. The DDP and the Downtown Detroit Business Improvement Zone (BIZ) support City of Detroit initiatives related to public spaces, mobility, sustainability, housing, economic development and more.

DDP planning staff works to meet the needs and interests of Downtown Detroit stakeholders, including property owners, business owners, workers, residents and visitors, to promote sustained development and the urban vitality of Downtown.

DDP’s top planning accomplishments of 2019 included:

CAPITOL PARK DOG PARK PLANNING AND FUNDRAISING

In response to stakeholder feedback, the Capitol Park renovation design was updated to include a new off-leash dog park. The DDP raised \$150,000 to build the dog park in Spring 2020 through private donations and a public crowdfunding campaign. This is the first phase of several in the park’s planned renovation. In 2019, the organization also reconvened the Capitol Park Steering Committee and applied for more than \$1 million in grants to support the long-term renovation plan.

ADAMS AVENUE STREETSCAPE IMPROVEMENT PROJECT

The DDP received a grant from DTE and completed the design work for the Adams Avenue Streetscape Project. The plan includes a two-way cycle track bike lane, streetscape enhancements and green infrastructure. Construction will be completed in mid-2020.

EXPANDED WINTER LIGHTING PROGRAM

After a wildly successful 2018-2019 winter lighting program, the BIZ added more than 100 new ornaments and lighting



SAFETY



The Project Lighthouse logo signifies that help is available. More than 30 Project Lighthouse locations welcome anyone in need of a telephone, a restroom or emergency assistance 24/7. Look for banners, street grips and window clings with the Project Lighthouse logo pictured above.

PROJECT LIGHTHOUSE

Project Lighthouse is the neighborhood watch program for Detroit's Central Business District. Shelter, aid and assistance is available for Downtown patrons, along with enhanced communications throughout the Downtown safety network.

LEVERAGING TECHNOLOGY

Safety professionals throughout Downtown are connected on Project Lighthouse radios and to an email group, enabling information to be shared quickly and often. The BIZ Ambassador team monitors the Project Lighthouse radio channel and conducts radio checks.

ANALYZING DATA AND STRATEGIZING TO DRIVE RESULTS

The DDP, in partnership with the Detroit Police Department, convenes members of Project Lighthouse. Public and private safety professionals responsible for keeping Downtown safe gather monthly to collaborate by reviewing crime statistics and trends, discussing plans for public events and exploring new safety products and technologies and strategizing about effective crime-deterrence measures.

A full-page photograph of two women riding MoGo bicycles on a paved path in a park. The woman on the left is wearing a mustard-colored jacket and blue jeans, while the woman on the right is wearing a bright yellow jacket. Both are smiling and looking towards the camera. The bicycles are black with blue accents and have 'MoGo' branding. In the background, there is a park pavilion, trees, and other people sitting on benches. The scene is bright and sunny.

MoGo



2019 was a banner year for MoGo. Since launching in May 2017, more than 350,000 trips have been taken by bike share riders.

MoGo continued its partnership with Henry Ford Health System and Health Alliance Plan (HAP) as the exclusive title sponsors of the system. This support allows MoGo to continue efforts such as its free Street Skills classes. These classes educate riders on safe and confident biking skills. To date, more than 30 classes have been taught to 150 riders. MoGo launched Boost e-bikes this year as well, which have seen 2-3 times higher ridership than the standard bike share bikes.

Through its fleet of adaptive cycles such as handcycles, tricycles, and recumbent bikes, MoGo served people with varying physical and cognitive abilities. In 2019, Adaptive MoGo

saw a 45% ridership increase and has been recognized nationally for providing an adaptive bike share option to its riders.

MoGo's commitment to serve a wide range of people and needs continued with a 4% year-over-year increase in annual passes sold, 21% of which are Access passes (for individuals who receive state benefits).

In partnership with DDP, MoGo developed a special bike installation in DTE's Beacon Park that encouraged riders to explore light, energy and motion, which reflects the parks mission.



**60 MILLION
CALORIES
BURNED**

since launch

**900,000
POUNDS
OF CARBON
OFFSET**

since launch which
is equivalent to 87
passenger vehicles
driven in one year

**LAUNCHED
MOGO BOOST
E-BIKES**

which have gotten
2-3 times higher
ridership than
standard bikes



LIVE DETROIT



Live Detroit is an online resource to help people find a home in Detroit and help them navigate the home selection process.

A new electronic newsletter was launched this past year to offer a comprehensive look at unbiased and up-to-date information about housing in Detroit. While preparations are underway to launch a new and improved website in 2020, Live Detroit's social media pages (Facebook and Twitter) are the best way to stay connected. Live Detroit continues to focus on connecting with existing residents and individuals interested in moving to the city in order to help navigate the home selection process.

4,500+
FACEBOOK
FOLLOWERS

@ LiveDetroitNow

5,000+
TWITTER
FOLLOWERS

@ TheLiveDetroit



150
SUBSCRIBERS

in less than one month
for newly launched
e-newsletter

EVENTS





The Downtown Detroit Partnership convenes over 2,200 business executives, thought leaders, change makers and government officials annually at our impact-oriented events and meetings.

ANNUAL MEETING

DDP's 2019 Annual Meeting, held at the newly-renamed TCF Center, attracted nearly 1,000 attendees, business and community leaders. The Downtown Detroit Partnership's Board Chair, Cindy Pasky, and CEO Eric Larson, welcomed Governor Gretchen Whitmer, who delivered the keynote address. WXYZ-TV Channel 7 anchor and on-air talent Carolyn Clifford ...emceed the event and moderated a dynamic discussion with Eric Larson. The 2018 Annual Report was distributed to all attendees.



DETROIT AGLOW

For the 36th year, Detroit Aglow attracted more than 600 attendees to kick-off the festive holiday season and raised more

than \$172,000 to provide critical funding for DDP's substantive programming. Joining us at this year's fundraiser was IndyCar champion and Team Penske driver Josef Newgarden, who participated in the event's infamous tradition of tableside turkey-carving.

SUMMER AND FALL STAKEHOLDER MEETINGS

The 2019 Summer and Fall Stakeholder Meetings together attracted 650 attendees. In the summer, DDP Board Member and Deputy Mayor of Detroit, Police Chief James Craig, and DDP CEO Eric Larson engaged in a fireside chat about Detroit's progress. In what is becoming an annual tradition, the DDP Board invited more than 30 interns and summer associates to attend and network with board-affiliated companies and other Downtown stakeholders at the Gem and Century Theatres. In the fall, hundreds gathered to hear from a dynamic panel of real estate experts discuss the

Detroit development landscape. The panel was led by DDP Board Member and Founder, Chairwoman, President and CEO of the Rush Group, Andra Rush. Audience members received a copy of the 2019 Downtown Detroit Development Update.



ONGOING INITIATIVES

- The DDP Traffic and Parking Committee convened public and private sector partners to identify and discuss traffic and parking issues.
- DDP continued to strengthen its collaboration and partnership with the City of Detroit and other key stakeholders.

PARTNERSHIPS





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

DETROIT GRAND PRIX

The Chevrolet Detroit Grand Prix, presented by Lear, showcases Detroit 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 BIZ Ambassadors. The Grand Prix annually generates more than \$55 million in estimated total spending for the region, and in 2019 the event attracted approximately 95,000 people to Belle Isle over the course of the May 31-June 2 weekend.

The Grand Prix continues to give back to Belle Isle with over \$13.5 million in improvements made on the island since the event returned in 2007. In addition, the Grand Prix hosts the Grand Prix Charity Gala on race weekend, which has raised over \$5 million for the Belle Isle Conservancy since 2014. DDP hosted its board of directors and other partners at the Grand Prix, thrilling guests with an up-close experience that included world-class racing, entertainment and networking opportunities in its trackside chalet.

DETROIT HOMECOMING VI

Since 2014, Detroit Homecoming has reconnected and reacquainted Detroit expatriates (expats) with the city and inspired their participation ...to become involved in its ongoing



revitalization.” and “...to showcase results as it prepares to enter its seventh year in 2020. Detroit Homecoming has developed into a successful model for the reinvestment of financial, human and social capital, and the program has been replicated in Baltimore, Buffalo and Flint. To date, the economic impact from initiatives led or invested in by Detroit Homecoming alumni has reached \$605 million, including the new \$89 million Henry Ford Health System partnership with the Detroit Pistons.

During September 2019, Detroit Homecoming VI brought 218 expats home, featured 68 speakers on a variety of timely Detroit-centric topics, hosted 10 house parties in 10 neighborhoods, offered seven tracks of programming in 21 locations and, once again, convinced the crowd that there is no place like home.



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 Pistons	The Huntington National Bank	PwC
Apparatus Solutions, Inc.	Detroit Police Department	Ilitch Holdings, Inc.	Quicken Loans Inc.
Bedrock Detroit LLC	Detroit Renewable Energy	Infinity-Park, LLC.	Ralph C. Wilson, Jr. Foundation
Belle Isle Conservancy	Detroit Riverfront	ITC, A Fortis Company	REDICO
Bassett & Bassett	Conservancy, Inc.	JACK Entertainment LLC	Rock Ventures LLC
Blue Cross Blue Shield of Michigan	Detroit-Windsor Tunnel	JLL	The Roxbury Group
Brome Modern Eatery	Dickinson Wright	Knight Foundation	Rush Group
City Living Detroit	DTE Energy	JPMorgan Chase & Co.	The Sargent Consulting Group, LLC
City of Detroit	DuMouchelle Art Galleries	KPMG LLP	Second Ebenezer Church
Clark Hill PLC	Dykema Gossett PLLC	The Kresge Foundation	SEIU Local 1
Comcast NBCUniversal	Ferlito Group	Lake Trust Credit Union	SmithGroup
Comerica Bank	Fifth Third Bank	Lambert & Co.	Soave Enterprises LLC
Community Foundation for Southeast Michigan	Ford Motor Company	LLP Construction Services	Strategic Staffing Solutions
Connect Detroit	Ford Motor Land Development	MGM Grand Detroit	State of Michigan
Deloitte LLP	The Fulkerson Group	Means Group	Sterling Group
Detroit Athletic Club	General Motors	Methodist Children's Home Society	Stokas Bieri Real Estate
Detroit Economic Club	Genesis Automotive Group, Inc.	NTH Consultants	The Stroh Companies, Inc.
Detroit Economic Growth Corporation	Gensler	Olympia Development	The Taubman Company LLC
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13%
Earned Interest/
Income

18%
Foundation
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38%
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and Support

31%
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