



**BUSINESS
IMPROVEMENT
ZONE**



2018-2019 Annual Report

DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE





// The success of the BIZ motivates our team to set a higher bar year after year. Our purpose is to provide value through rewarding experiences for residents, visitors, businesses and investors."

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
Lighting
Infrastructure and Planning
Park and Street Landscaping
Safety
Data



“BIZ Ambassadors are the spirit of Downtown. Their work creates a positive environment and instills a strong sense of pride for all Detroiters.”

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



Successes

- 1 BIZ properties' market value tops \$2 Billion (\$1B in assessed value)
- 2 Ambassadors doubled patron assists
- 3 Increase in Ambassador visibility resulted in a 375% increase in positive feedback
- 4 BIZ assessment payments are over 99% on-time
- 5 Completed planning, design and community engagement for Adams Avenue Streetscape
- 6 Capitol Park renovation plan complete and moving toward implementation
- 7 Winter Lighting - due to overwhelming popularity - expanded again in 2019
- 8 All Downtown Detroit Ambassadors are trained in hospitality and mental health awareness. Working with our vendor, mental health awareness training developed and piloted in Detroit is being used in over 100 cities throughout the country.
- 9 Richard Miller honored as Ambassador of the Year for the 3rd year straight and nominated for Rose Award
- 10 Collaboration with Block by Block and Goodwill Industries providing jobs for people experiencing employment barriers
- 11 3D Interactive Development Visualization Application featured in international trade publication
- 12 Launched refreshed BIZ website: www.downtowndetroit.com/biz
- 13 Security team rebranded as Safety Ambassadors, reinforcing BIZ value of a welcoming Downtown
- 14 BIZ Ambassadors collaborate with DPD's Downtown team daily

Inquire about
background-friendly jobs
or request services:
BIZ@downtowndetroit.org

or Ambassador Hotline:

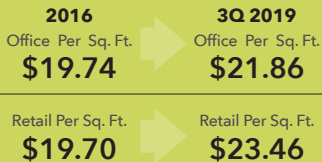
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BIZ by the Numbers

Downtown Apartment Rental Rates



Commercial Rental Rates



Source: CoStar Property Information.
Dated Oct 8, 2019.

Notes: Not all property owners share rent prices. Averages are calculated among those properties where data are available.

22

Active development projects this year

687

New or renovated residential units delivered this year (projected)



Removed

806

tons of trash



Helped

53,069

motorists and pedestrians



Eliminated

2,914

instances of graffiti

BIZ Impact

\$1,207

The median assessment

Over

90%

of Ambassadors are Detroiters

30%

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



Total: 119,491

Hours worked

BIZ: 86,507

Fee for services: 32,984

BIZ Milestones

2006-2019

2019

May

BIZ celebrates 5-year Anniversary. City Council honors the BIZ Board of Directors with the Spirit of Detroit Award

2018

September

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

2017

For the second consecutive year, BIZ-activity near doubled

November

Ambassador program received the Spirit of Detroit Award from Detroit City Council

2016

Launched BIZ Connect, a sidewalk level business network

Activity in the BIZ near-doubled from 2016-2017

October

Racheal Allen, Operations Manager for the Downtown Detroit Ambassador program, received the Block By Block Rookie of the Year Award.

2015

June

The Downtown Detroit Ambassador program was launched, adding hospitality component to well-established Clean Downtown program

December

First BIZ Annual Meeting of Assessed Property Owners

August

First meeting of the Downtown Detroit BIZ Board of Directors

April

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

2013

October

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

2014

February-March

Detroit City Council held public hearing to establish Downtown Detroit Business Improvement Zone and approved it with the proposed Zone Plan

2006

February

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

April 2024

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

BIZ Impact

Ambassadors - Downtown's concierges, stewarding Downtown's public spaces by cleaning, power washing, removing graffiti and welcoming all Downtown patrons.

Landscaping, Planning and Infrastructure- Working collaboratively with the City of Detroit and other governmental partners, the BIZ coordinates plans for important infrastructure and special projects Downtown. These projects aim to improve Downtown in areas such as non-motorized transit, parking, public spaces, community outreach, environmental stewardship and more.

Lighting - Each winter, the BIZ, with support from the Downtown Development Authority, illuminates Downtown with seasonal lighting on light poles and trees to enhance the physical characteristics of the Downtown parks and streets to make dark winter traveling brighter and safer.

Community and Business Engagement - the BIZ connects Downtown stakeholders with opportunities to support their success, Downtown information and one another.

Data - The BIZ provides information and education to Downtown stakeholders and the public about the growth and context of Downtown with consistent, quantifiable data and tools.

Safety - The BIZ provides valuable resources and supports collaboration amongst Downtown's network of public and private safety professionals. "Safety Ambassadors" reinforce a welcoming Downtown. Project Lighthouse, the neighborhood watch within the BIZ, adds an additional level of safety awareness.

Contact

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Detroit, MI 48826

Office: 313.556.8250

downtowndetroit.org/BIZ
BIZ@downtowndetroit.org



“The impact of BIZ core activities inspire visitors, residents and businesses to appreciate the importance of having a thriving city and make their own contributions for Downtown's long-term success.”

*Gina Cavaliere, Chief
Community Impact Officer
and BIZ Director*

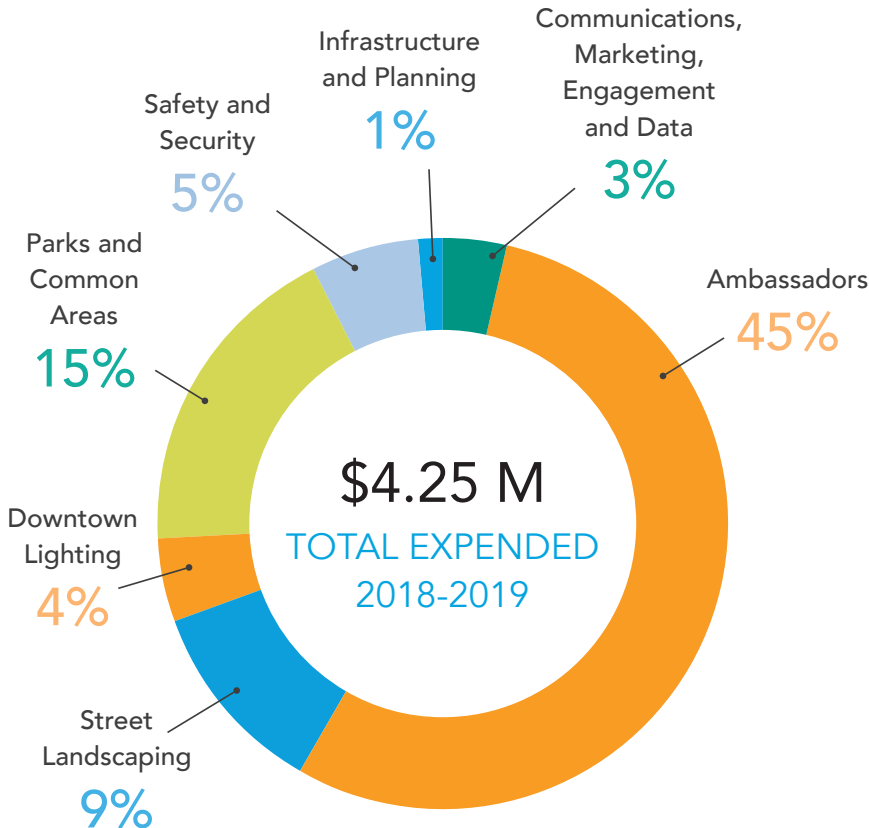


SILVERADO

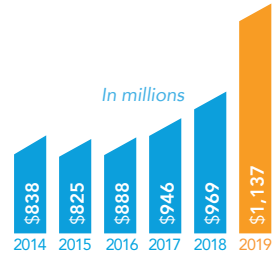
Investment

\$42,056,676

estimated invested in the BIZ by assessed property owners in form of BIZ assessment over 10 years

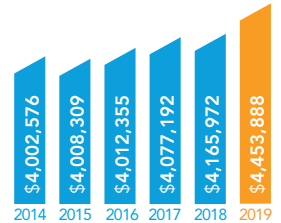


Value of Assessed Property



Total BIZ Assessment

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



BIZ Volunteer Board of Directors

Accountable

The BIZ, in collaboration with 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 committed to invest in a special assessment to advance Downtown.

Executive Committee



Chair

Tricia A. Keith
Executive Vice President
Chief of Staff and Corporate Secretary,
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)



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



Michael Neubecker
President and Chief Operating Officer,
MGM Grand Detroit



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



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