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.
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.

**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.

**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.

**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.

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!
Residential Population Change, 2011-2017
(48226 Zip Code)

- 2011: 5,002
- 2012: 5,232
- 2013: 5,370
- 2014: 5,522
- 2015: 6,027
- 2016: 6,406
- 2017: 6,537

31% population increase


Downtown Population Change by Age, 2011-2017
(48226 Zip Code)

- 0-19: +70.5%
- 20-34: -6%
- 35-54: -24%
- 55-74: -15.3%
- 75+: +30.7%
- Total: +70.5%

Downtown’s Largest Employers

- Rock Ventures: 17,819
- City of Detroit*: 9,565
- U.S. Govt.*: 6,279
- General Motors Co.*: 5,932
- Ilitch Companies: 5,630
- Blue Cross Blue Shield of Michigan: 5,420
- DTE Energy Co.: 4,504
- MGM Grand Detroit LLC: 2,420
- Wayne County: 2,111
- Ally Financial Inc.: 1,346

7.2% increase in Downtown workers between 2010-2015

Downtown Residential Units

- Estimated Existing Units: 3,352
- 2018 New Units (by end of year): 606
- Increase in residential units: 18.1%
- Average Residential Vacancy in 2018: 6%

Downtown Apartment Rental Characteristics

- Monthly Rent: 2016 = $1,348, 2018 = $1,450
- Price Per Square Foot: 2016 = $1.68, 2018 = $1.81

New Residential Building Developments (Number of Units)

- 139 Cadillac Square: 45 units
- David Stott Building: 107 units
- Gabriel Houze: 107 units
- Louis Kamper and Stevens Buildings: 165 units
- Philip Houze: 100 units
- The Farwell Building: 82 units

New Restaurants

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

BIZ Total Assessed Value

- 2014: $827M
- 2015: $883M
- 2016: $946M
- 2017: $969M

DDP INITIATIVES

Downtown Detroit Business Improvement Zone

556 properties in the BIZ

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

BIZ Service Areas
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.
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.
Parks and Public Spaces

50,000 visitors for the Detroit Tree Lighting and Light Up Beacon Park events

2.5M visitors to Downtown Detroit Parks in 2018
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.
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 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.
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.

Lessons learned in 2018 will drive a DDP-wide public spaces recycling strategy in 2019.

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.

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.
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

$100,000 in revenue in less than a year of activity for the City Institute

600 tours led in 2018

22 DDP 2018 ANNUAL REPORT
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
45,000+ customers served on over 237,000 rides since May 2017
142,000+ daily passes sold
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.
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.
Events

2,200+ annual attendees to DDP’s quarterly gatherings

30 students attended the Summer Stakeholder Meeting
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

105,000 people visited Belle Isle during Detroit’s Grand Prix weekend

$13.5M in improvements made on Belle Isle since 2007
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
Apparatus Solutions, Inc.
Belle Isle Conservancy
Bassett & Bassett
Blue Cross Blue Shield of Michigan
Brome Modern Eatery
City Living Detroit
City of Detroit
Clark Hill PLC
Comcast Corporation
Comerica Bank
Community Foundation for Southeast Michigan
Crain Communications Inc
Deloitte LLP
Detroit Athletic Club
Detroit Economic Club
Detroit Economic Growth Corporation
Detroit Lions
Detroit Metro Convention & Visitors Bureau
Detroit Pistons
Detroit Police Department
Detroit Renewable Energy Front
Detroit Riverfront Conservancy, Inc.
Detroit-Windsor Tunnel
DTE Energy
Dykema Gossett PLLC
Ferlito Group
Fifth Third Bank
Ford Motor Company
Ford Motor Land Development
The Fullkerson Group
General Motors Company
Genesis Automotive Group, Inc.
Gensler
Ghafari
Grand Trunk Restaurant Group
Great Lakes Segway
Greektown Casino-Hotel
Henry Ford Health System
HKS Architects
Honigman LLP
Hudson-Webber Foundation
The Huntington National Bank
Ilitch Holdings, Inc.
Infinite-Park, LLC.
ITC, A Fortis Company
JACK Entertainment LLC
John S. and James L. Knight Foundation
JPMorgan Chase & Co.
KPMG LLP
The Kresge Foundation
Lake Trust Credit Union
Lambert & Co.
Lear Corporation
Level One Bank
LLP Construction Services
MGM Grand Detroit
NTH Consultants
Olympia Development
Penske Corporation, Inc.
Pierce, Monroe & Associates
The Platform LLC
Premier Group Associates
Prime Parking, LLC
PVS Chemicals, Inc.
PricewaterhouseCoopers, LLP
Quicken Loans, Inc.
Ralph C. Wilson, Jr. Foundation
REDICO
Rock Ventures LLC
The Roxbury Group
Rush Group
The Sargent Consulting Group, LLC
Second Ebenezer Church
SEIU Local 1
SmithGroup
Soave Enterprises LLC
Strategic Staffing Solutions
State of Michigan
Sterling Group
Stokas Bieri Real Estate
The Stroh Companies, Inc.
The Taubman Company LLC
Testing Engineers & Consultants, Inc.
Turner Construction Company
UYH LLP
Warner Norcross & Judd
Wayne County
Wayne State University

Our Funders

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
Absopure
Allied Global Marketing
Ally
Autoliv
Bank of America
Barton Malow Company
Bedrock Detroit
Blue Cross Blue Shield of Michigan
Blumz
Broadway in Detroit
Children’s Hospital of Michigan Foundation
Comcast
Community Foundation for Southeast Michigan
Compuware Corporation
Detroit Theatre District Business Association
Detroit Free Press
Detroit Economic Growth Corporation
Detroit Metro Convention & Visitors Bureau
Detroit Sports Commission
Downtown Development Authority
DTE Energy Beacon Park Foundation
DTE Energy Foundation
The Fred A. and Barbara M. Erb Family Foundation
Eastown Distributors Company
Edward C. Levy Co. EY
Fabiano Brothers
Faygo
Fifth Third Bank
Edsel B Ford II Fund
The Ford Foundation
The Ford Motor Company Fund
General Motors Company
HAP
Henry Ford II Fund
Henry Ford Health System
Honigman LLP
Hudson-Webber Foundation
Ideal Group
iHeartMedia
Invest Detroit
John S. and James L. Knight Foundation
JR Turnbull Communications
Knight Foundation Fund
Kresge Foundation
Lear Corporation
Luxe Linen
Lyft
Richard and Jane Manoogian Foundation
McDonalds
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MetroPCS
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michigan.com
Michigan Department of Transportation
Michigan Economic Development Corporation (MEDC)
Michigan State Housing Development Association (MSHDA)
New Economy Initiative
OneMagnify
Plante Moran Cresa
PNC Bank
Quicken Loans Community Investment Fund
Ralph C. Wilson, Jr. Foundation
Rattlesnake
The Roxbury Group
Skillman Foundation
Southwest Airlines Foundation
Sterling Group
Strategic Staffing Solutions
U.S. Figure Skating
The Villages Detroit
Wayne State University
West Village Association
The Westin Book Cadillac
William Davidson Foundation
W.K. Kellogg Foundation
WXYZ
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.

AIA
Ask Jennyfer
Bedrock Detroit
Belle Isle Conservancy
Block by Block
Boy Scouts
Business Leaders for Michigan Committee
Challenge Detroit
City of Detroit
Cody Rouge Community Action Alliance
Cody Rouge Neighborhood Partners
College for Creative Studies
Come Play Detroit
Corktown Business Association
Corktown Community Association
Corktown Economic Development Corporation
CultureSource
Design Core Detroit
Detroit City FC
Detroit Free Press
Detroit Institute of Arts
Detroit Jazz Festival
Detroit Police Department
Detroit Regional Chamber
Detroit Skating Club
Detroit Volleyball Coaches Association
Detroit-Wayne Joint Building Authority
Detroit Young Professionals
DukeEngage
Elia Group
Ferchill Group
Figure Skate Detroit
FOX Sports Detroit
Friends of Rouge Park
Global Detroit
Goodwill Industries of Greater Detroit
Heritage Optical
Hosey Development LLC
Iconic Collection
Invest Detroit
Jefferson East, Inc.
Lumen
M-1 RAIL
Magic Ice USA
Mexicantown Community Development Corporation
Mexicantown Hubbard
Communities Main
Street Program
Michigan Christmas Tree Association
Michigan Department of Transportation
Michigan Economic Development Corporation
Michigan Humane Society
Midtown Detroit, Inc.
Mindfield
Motor City Street Dance Academy
National Business League
National Kidney Foundation of Michigan
NKSK Events
Nordin Brothers
PawStroll
Paxahau
PBSC Urban Solutions
Penske Corporation, Inc.
People Mover
Pewabic Pottery
Phifer, Phillips & White, PC
Pierce, Monroe & Associates LLC
Programs to Educate All Cyclists (PEAC)
Project for Public Spaces
Public Lighting Authority
Pulse Fitness
Quicken Loans
Scott Hamilton CARES Foundation
Shift Transit
Southeast Michigan Council of Governments
Southwest Detroit Business Association
Southwest Solutions
Urban Land Institute of Michigan
U.S. Department of Homeland Security
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President, Detroit Lions, Inc.
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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  Chief Community Impact Officer
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- Adriel Thornton  
  Marketing & Community Outreach Manager

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- Jeanette Pierce  
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- Reianna Steward  
  Program Manager
- Paul Talpos  
  Program Analyst

**LIVE DETROIT**
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  Program Manager

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