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

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

- BIZ properties’ market value tops $2 Billion ($1B in assessed value)
- Ambassadors doubled patron assists
- Increase in Ambassador visibility resulted in a 375% increase in positive feedback
- BIZ assessment payments are over 99% on-time
- Completed planning, design and community engagement for Adams Avenue Streetscape
- Capitol Park renovation plan complete and moving toward implementation
- Winter Lighting – due to overwhelming popularity – expanded again in 2019
- 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.
- Richard Miller honored as Ambassador of the Year for the 3rd year straight and nominated for Rose Award
- Collaboration with Block by Block and Goodwill Industries providing jobs for people experiencing employment barriers
- 3D Interactive Development Visualization Application featured in international trade publication
- Launched refreshed BIZ website: www.downtowndetroit.com/biz
- Security team rebranded as Safety Ambassadors, reinforcing BIZ value of a welcoming Downtown
- BIZ Ambassadors collaborate with DPD’s Downtown team daily

Successes

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

or Ambassador Hotline:
313.963-2225
BIZ by the Numbers

Downtown Apartment Rental Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Price Per Square Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$1.68</td>
</tr>
<tr>
<td>2019 Q3</td>
<td>$1.84</td>
</tr>
</tbody>
</table>

Commercial Rental Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Office Per Sq. Ft.</th>
<th>Retail Per Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$19.74</td>
<td>$19.70</td>
</tr>
<tr>
<td>3Q 2019 Office Per Sq. Ft.</td>
<td>$21.86</td>
<td>$23.46</td>
</tr>
</tbody>
</table>

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

BIZ Impact

$1,207
The median assessment

Over 90% of Ambassadors are Detroiter.

30% of the Ambassador workforce represent youth, seniors, veterans and people with disabilities, criminal backgrounds, and other specialized needs.

22
Active development projects this year

687
New or renovated residential units delivered this year (projected)

Eliminated 2,914 instances of graffiti

Removed 806 tons of trash

Helped 53,069 motorists and pedestrians

Total: 119,491
Hours worked
BIZ: 86,507
Fee for services: 32,984
February 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

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

2017
For the second consecutive year, BIZ-activity near doubled

2016
Launched BIZ Connect, a sidewalk level business network

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

Gina Cavaliere, Chief Community Impact Officer and BIZ Director

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.”
Investment

$42,056,676
estimated invested in the BIZ by assessed property owners in form of BIZ assessment over 10 years

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassadors</td>
<td>45%</td>
</tr>
<tr>
<td>Streets and Landscaping</td>
<td>9%</td>
</tr>
<tr>
<td>Downtown Lighting</td>
<td>4%</td>
</tr>
<tr>
<td>Parks and Common Areas</td>
<td>15%</td>
</tr>
<tr>
<td>Infrastructure and Planning</td>
<td>5%</td>
</tr>
<tr>
<td>Communications, Marketing, Engagement and Data</td>
<td>3%</td>
</tr>
<tr>
<td>Safety and Security</td>
<td>1%</td>
</tr>
</tbody>
</table>

TOTAL EXPENDED 2018-2019 $4.25 M

Value of Assessed Property

In millions

<table>
<thead>
<tr>
<th>Year</th>
<th>In Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$838</td>
</tr>
<tr>
<td>2015</td>
<td>$825</td>
</tr>
<tr>
<td>2016</td>
<td>$888</td>
</tr>
<tr>
<td>2017</td>
<td>$946</td>
</tr>
<tr>
<td>2018</td>
<td>$969</td>
</tr>
<tr>
<td>2019</td>
<td>$1,137</td>
</tr>
</tbody>
</table>

Total BIZ Assessment

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total BIZ Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$4,002,576</td>
</tr>
<tr>
<td>2015</td>
<td>$4,008,309</td>
</tr>
<tr>
<td>2016</td>
<td>$4,012,355</td>
</tr>
<tr>
<td>2017</td>
<td>$4,077,192</td>
</tr>
<tr>
<td>2018</td>
<td>$4,165,972</td>
</tr>
<tr>
<td>2019</td>
<td>$4,453,888</td>
</tr>
</tbody>
</table>

Best Practice

82% of funding directly to programs

18% administrative expenses
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