



**BUSINESS
IMPROVEMENT
ZONE**

ANNUAL REPORT

Downtown Detroit
Business Improvement Zone

FY 2020-2021



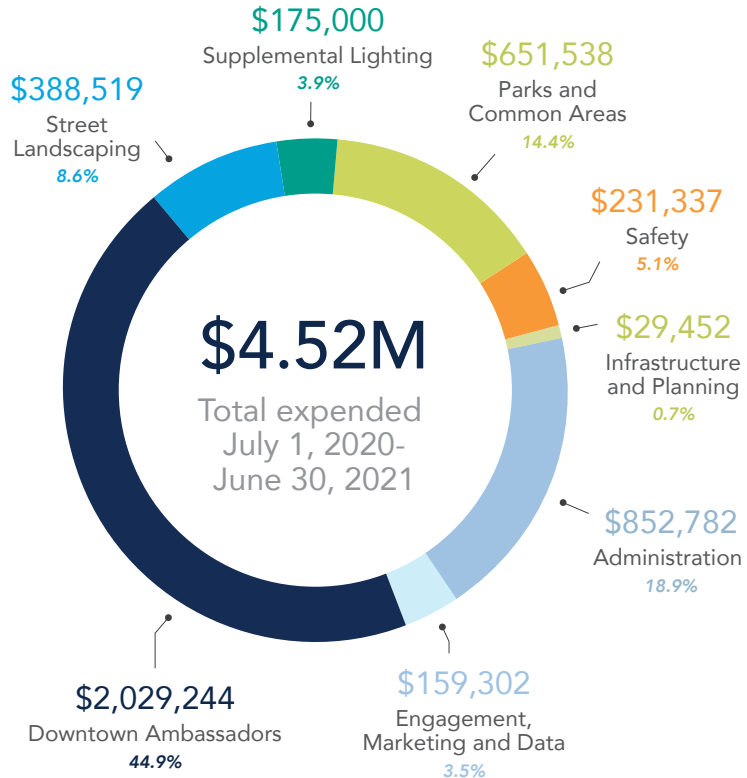
BIZ FINANCIALS FY 2020-2021



"The BIZ is an integral part of creating a positive and welcoming experience for everyone in Downtown Detroit. The DDP is proud to partner with the BIZ to continue to support the communities that we serve through best of class services."

ERIC B. LARSON

Chief Executive Officer
Downtown Detroit Partnership



**BUSINESS
IMPROVEMENT
ZONE**



**100% CLEAN
ANNUAL AUDITS**



Administration
19%
Programs
81%

At least 80% of funding goes directly to programs, with not more than 20% in administrative expenses

HIGHLIGHTS AND SUCCESSES

Team

- KaTaya Beverly and DeShawn Singleton joined the team as Project Coordinators. Both bring their unique experiences as former leaders on the Ambassador team.
- Essential workers served in the BIZ every day of the pandemic utilizing protocol that kept the team and Downtown patrons safe and public spaces open.

Fiscal Responsibility

- The BIZ's commitment to fiscal responsibility and transparency is evidenced by its record of 100% clean independent annual audits since inception.

Data

- Launched the Downtown Detroit Datascape, a collection of tools designed to give the public insight and access to critical planning data about Downtown. Explore more at DowntownDetroit.org/Datascape.
- Published the Downtown Perceptions Survey results in a new interactive format online within the Datascape.
- Obtained leading-edge data to more accurately monitor Downtown patronage, enriching data-driven decisions, community engagement and measures of success.

Small Business Engagement

- Launched BIZ Bulletin, a monthly newsletter, with BIZ businesses to share timely information like grants and COVID-19 updates.
- Launched BIZ Business Round Table series.
- Directly engaged one-on-one with over 400 small businesses and hosted successful BIZ Connect events quarterly.
- Launched The Spirit Card in support of Detroit's restaurants and retailers, a city-wide gift card that can be redeemed at all participating merchants.

Park and Street Landscaping

- Maintained 22 acres of public spaces throughout Downtown, the equivalent of over 22 football fields, and continued efforts to keep everything clean, safe and welcoming.

Supplemental Lighting

- Illuminated streets and public spaces throughout the winter season, adding a custom trellis over Monroe Street in Greektown.
- BIZ lighting success inspired DDP's new "Detroit" sign that travels through Detroit neighborhoods to support small businesses. The sign was featured in the Live6 and Jefferson-Chalmers neighborhoods.

Ambassador Program

- Employed nearly 100 essential workers - over 90% are Detroiters.
- Worked more than 100,000 hours keeping Downtown clean, safe and welcoming.

Marketing and Communications

- Launched The BIZ Insider, an exclusive newsletter for stakeholders of the Downtown Detroit BIZ.
- Developed a robust video strategy to promote the value of the BIZ and offer opportunities to highlight and spotlight key stakeholders.

Safety

- Hosted monthly gatherings of Downtown public and private safety professionals in partnership with the Detroit Police Department and DDP to analyze crime data, share information and best practices, and strategize deployment of resources.

Infrastructure and Planning

- Completed design for art installation along the Michigan Avenue bridge funded by a Ford City:One grant and delivered in partnership with DTE and local artists.
- Led Downtown pedestrian wayfinding system design, funded and delivered in partnership with the Detroit Downtown Development Authority, Rocket Community Fund, and several committed stakeholders.
- Fort Street construction project complete, promoting pedestrian safety.

Partnerships

- Initiated partnerships with two nonprofit organizations, Connect the Dots and Center for Employment Opportunities, focusing on strengthening the Ambassador pipeline and addressing special project needs while employing Detroit's youth and returning citizens.



"As we continue to navigate the recovery phase of the pandemic, BIZ services are crucial to keeping the Downtown an environment for growth and respite. Amidst challenging circumstances, Downtown has seen steady progress across the board, from small businesses and new development projects to the increase in overall population and visitors."

GINA CAVALIERE

BIZ Director and
Chief Community Impact Officer
Downtown Detroit Partnership





AMBASSADOR IMPACT



TRASH REMOVED

615 tons

BIZ

384 tons

Contract Areas and Events*



PATRONS ASSISTED

13,227

BIZ

7,431

Contract Areas and Events*



GRAFFITI REMOVED

2,022

BIZ

508

Contract Areas and Events*



HOURS WORKED

89,724

BIZ

48,670

Contract Areas*

6,321

Events*

144,715

Total Hours Worked

* The investment of the Downtown property owners in the BIZ is leveraged to economically extend services to special events and commercial districts, including East Jefferson, Midtown and Live6.

COMMUNITY FEEDBACK

"Good day. I want to give a shout out and say thank you to 'Cabbon Winston'. I was driving downtown and got turned around. He was in a funny looking vehicle with a hose. I asked him for directions and he was so helpful. Thank you, Essential Worker, not just for the job you do but also taking the time out to help me."

– **Landa B.**

"Ambassador Thomas from Downtown Detroit was so awesome. He really cares about the people and keeping the park clean."

– **Ladi S.**

"Ms. Pat. She's a great ambassador and really cares about Detroit. Thanks."

– **Debra M.**

"Hello! My name is Ronni and I'd like to seriously commend your staff employees Richard Miller, Ayeisha, and Nicole!



I'm sure that none of you hear the words 'Thank You', 'You're Appreciated' or that the public is grateful for the work that all of you do to keep the restrooms clean; the sidewalks clean; and the public safe.

I'm saying it on behalf of those of us who travel from far places to come to The Riverwalk for those very reasons!

Richard acted like a gentleman and treated me like a lady. Ayeisha made sure that the lady's room was clean and supplies were there. Nicole went out of her way to supply ponchos when it was storming and helped a family with small children.

Please take care of your employees who are going beyond the call of duty. They're worth it! With true gratitude!"

– **Ronni M.**

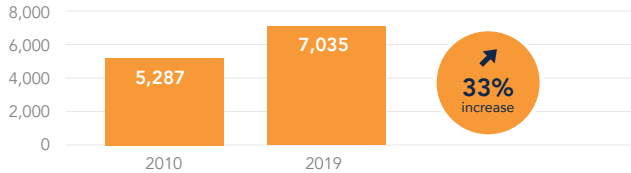


More than
90% of
Ambassadors
are Detroit
residents

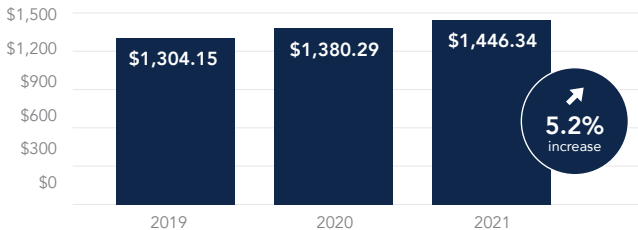


DOWNTOWN DETROIT DATASCAPE

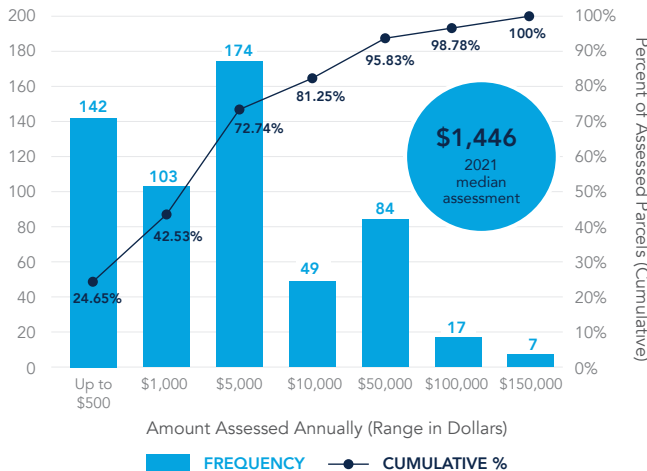
2010 - 2019 POPULATION CHANGE



MEDIAN ASSESSMENT

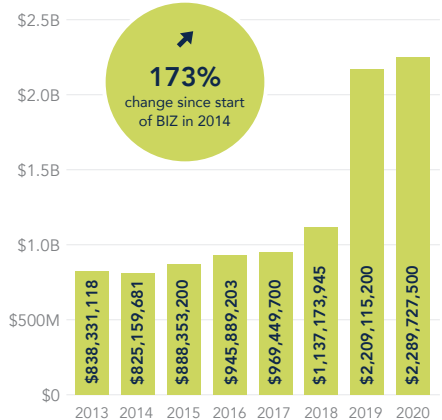


NUMBER OF PARCEL ASSESSMENTS, BY AMOUNT



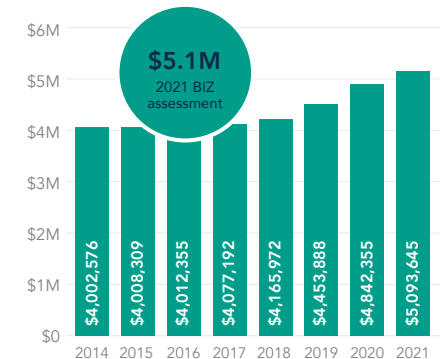
ASSESSED VALUE OF BIZ ASSESSED PROPERTY

A City-wide reappraisal was conducted by the City of Detroit in 2019.



TOTAL BIZ ASSESSMENT

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



\$29.4 million has been contributed to the BIZ by Downtown property owners since the inception of the BIZ in 2014.



"The commitment and investment made by local businesses and property owners to the BIZ is one that is invaluable to the growth of Detroit and is clearly displayed throughout the Downtown. The BIZ continues to adapt and shift as the needs of the community and the landscape of the world around us changes."

STEVE OGDEN

BIZ Board Chair
Senior Vice President
of Government
Affairs, Rock Central



MAP LEGEND



Business Improvement
Zone (BIZ)



Assessable
Parcels



Parks +
Public Spaces

BIZ GOVERNANCE

The Downtown Detroit Business Improvement Zone is a public organization dedicated to enhancing the attractiveness and overall appeal of Downtown Detroit. It is a special assessment district that was authorized by a vote of property owners in 2014.

The BIZ is led by a volunteer Board of Directors who represent the community of dedicated property owners. The BIZ Board contracts with the Downtown Detroit Partnership to manage its day to day operations.

BIZ BOARD OF DIRECTORS * Executive Committee Member



CHAIR

Steve Ogden*

Senior Vice President of
Government Affairs, Rock Central



VICE CHAIR

Debra Homic Hoge*

Global Director of Real Estate,
General Motors Company



SECRETARY

Mike McLaughlan*

Vice President of Government
Relations, Ilitch Holdings, Inc.



TREASURER

Richard J. Hosey III*

Owner, Hosey Development LLC
BIZ Resident



George P. Barnes, Jr.*

Founder, Heritage Optical



Charles Beckham

Group Executive for
Neighborhoods, City of Detroit
(Retired)



David Di Rita

Principal, Roxbury Group
BIZ Resident



J. Christopher Ferchill

Vice President of Development,
Ferchill Group



Linda D. Forte

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



Dr. Kenneth L. Harris

President and CEO,
National Business League, Inc.



Ken Hayward*

Vice President, Special Assistant
to the President for Community
Relations, Blue Cross Blue Shield
of Michigan



Athina Papas

Executive, Atheneum Suite Hotel
and Chair and President, Greektown
Neighborhood Partnership



Dwight W. Phillips

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



Tony Tomczak*

Vice President Corporate Services and
Chief Procurement Officer,
DTE Energy

Special thanks to founding member and inaugural BIZ Board Chair, Tricia Keith of Blue Cross Blue Shield of Michigan, and member Phillip Pierce of Pierce, Monroe & Associates for your years of service. Both served on the BIZ Board during FY 2020-2021 and have moved on to new endeavors.

ABOUT THE BIZ

BIZ 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.

BIZ 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.

VALUES

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

STRATEGIC INITIATIVES

- Community and Business Engagement
- Ambassadors (Hospitality, Clean, Safety)
- Lighting
- Infrastructure and Planning
- Park and Street Landscaping
- Safety
- Data
- Marketing and Communications

CORE BIZ STAFF



Eric B. Larson

Chief Executive Officer
Downtown Detroit Partnership



Gina Cavaliere

BIZ Director and
Chief Community Impact Officer



Jennifer Bright

Compliance and Diversity Officer



KaTaya Beverly

Project Coordinator



Ryan Epstein

Program Manager



Julie Galvan

Executive Assistant



Krissy Johnson

Accountant



Joshua Long

Data Program Director



Anjana Schroeder

Senior Marketing and
Communications Manager



DeShawn Singleton

Project Coordinator



Kitty Whitfield

Small Business
Engagement Manager

The BIZ Board contracts with the Downtown Detroit Partnership to manage its day-to-day operations. Thank you to the entire DDP team for supporting the BIZ.

Thank you to all of Downtown's essential workers whose unwavering dedication keeps the BIZ clean, safe and welcoming.

OFFICE PHONE NUMBER

313.566.8250

AMBASSADOR HOTLINE

313.963.2225

FOLLOW US ON SOCIAL MEDIA



@DowntownDet

OFFICE ADDRESS

One Campus Martius
Suite 380
Detroit, MI 48826

FOR MORE INFORMATION

downtowndetroit.org/BIZ
biz@downtowndetroit.org

