



DOWNTOWN  
DETROIT  
PARTNERSHIP

# 2020 Annual Report





Safety Ambassadors offered free masks to park patrons without masks, distributing nearly 4,500 at Campus Martius Park in December 2020.









DDP events were successfully reimaged for virtual audiences.



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-  Parks and Public Spaces
-  MoGo Bike Station
-  Public spaces programmed, managed, maintained and/or supported by DDP/BIZ
-  QLINE
-  Downtown Detroit Business Improvement Zone (BIZ) Area
-  People Mover





# Letter from the CEO

As I write this year end note, the ballad “Lean on Me” is playing in the background:

Sometimes in our lives

We all have pain,  
we all have sorrow

But if we are wise

We know that there’s  
always a tomorrow

How fitting and illustrative of my optimism and enthusiasm notwithstanding that our nation has just experienced one of the most challenging and divisive years in its history. Beyond all else, this pandemic year has renewed DDP’s dedication to renewing, expanding and strengthening its efforts to respond in innovative ways to the needs of our community.

To that end, one of the Downtown Detroit Partnership’s pillars is Steward of Place, and with COVID-19 our efforts have never been more critical. The pandemic touched every corner of the globe and robbed us of beloved family members and friends. Here in Detroit, members of the DDP family have been suffering the stresses of the pandemic while primarily working from home for nearly a year now. During that time, we have watched too many of our colleagues and small business partners suffer personal loss while striving to stay afloat in a perilous economy.

With pride, we saw the essential work being performed by our Downtown Detroit BIZ Ambassadors help keep our city open and safe, putting the wellbeing and health of our community first. The Parks and Public Spaces team provided a variety of outdoor activities and

venues that offered physical and mental health relief for residents and visitors alike. I strongly believe that the power of human connection is one of our greatest needs, and our public spaces have been such a connection for all.

With people confined to their homes and local communities, one of the biggest trends of 2020 was the rise of localization. In many ways, Detroiters rediscovered Downtown, and DDP has embraced the importance of building on our efforts to ensure a Downtown that both residents and visitors to our city value. We are reevaluating our programing, outreach, designs and partnerships through the lens of what is truly meaningful to the local community.

In addition, Detroit is known throughout the world as a city of resilient people, and resilience is exactly what we need as we enter the post-pandemic recovery phase. The new vaccines, which a strong scientific community developed in record time, are beginning to be available with a promise that the virus will soon be “manageable,” and we will again be interacting with one another face-to-face. Detroiters’ creative and open-minded approach to problem solving will serve us well as we recover, rebuild, and reunite, maintaining long-held traditions while at the same time establishing new traditions that reflect changing times and changing methods of business operations.

The exciting revitalization of Downtown may have been slowed temporarily by COVID-19, but it most certainly has not been stopped. That will be evident to all as we move confidently through the year 2021 continuing to build a better Detroit. The two other Downtown Detroit Partnership’s pillars are Convener and Balanced Voice and



“Detroit is known throughout the world as a city of resilient people, and resilience is exactly what we need as we enter the post-pandemic recovery phase.”

—ERIC B. LARSON

Promoter of Equity and Inclusion. Through the events of this past year and honest introspection, I realized that we have more work to truly walk the walk. It was imperative to the healing process that we create a space where every individual feels safe, is heard, and above all else, that we all feel truly included.

Today, we are all challenged to be more inspired, to take more initiative and more responsibility. We need to show mutual respect, confidence, trust, a shared understanding of the realities of the current moment and a willingness to engage in meaningful dialogue. It is a lack of respect, confidence, trust, communication and understanding that all too often frustrates our efforts to forge common ground.

An example of DDP’s commitment is the re-focusing and expansion of the Inclusion, Diversity, Equity, Accountability and Sustainability (IDEAS) Work Group led by Jennifer Bright. Jennifer and

the group have my full support and commitment and will challenge all of us to channel the aspirations of this group into action. I have a deep faith in our country, its future and the role we can all play in driving healthy growth and creating an inclusive society.

I want to thank the entire DDP team, our board and our partners for your support and assistance during 2020. Words can’t express my gratitude to every Detroiters for the work you are doing to ensure a bright future for this great city.

All my best,

**Eric B. Larson**  
Chief Executive Officer  
Downtown Detroit Partnership





# Letter from the Board Chair

When we rang in the new year in 2020, we had no idea what was in store for us. While we never do, 2020 provided a seemingly never-ending supply of bombshells. As we grappled with the COVID-19 virus, illness, business closures and the inequities of our society, we also realized how important leadership is. With Mayor Mike Duggan and DDP Board Member and Detroit Police Chief James Craig at the helm, Detroit was held up as a shining example of how cities could have – and should have – reacted on all fronts. Again, thank you Mayor Duggan and Chief Craig for your leadership.

Now that 2021 is upon us, we have renewed hope. COVID-19 vaccinations are well underway, and the Mayor is once again ensuring that our city leads the way in protecting its residents. We encourage everyone to “get jabbed.” As leaders in our community, we must set the example and demonstrate that this vital shot will save lives. The sooner we get the vaccination, the sooner our city can resume its unprecedented growth and upward trajectory.

We begin to see a light at the end of a very long and dark tunnel for our businesses. Those of us who were able to remain open for business or work from home were fortunate and shared that good fortune with other Detroiters. Thank you to all who have done what you could – ordered curbside pick-up or dined outdoors, given extra-large tips, or went out of your way to shop local. Every last bit of assistance made a difference

to these business owners and their employees. As we see Detroit businesses begin to open their doors again, we must maintain this level of support. They deserve our patronage.

And, as sure as spring follows winter, we will all profit from our diligence, fortitude, and care.

Speaking of spring, one sure sign that we’re back on course to prosperity is our perennial favorite event, the Chevrolet Detroit Grand Prix. Held over two weekends this year, the IMSA WeatherTech SportsCar Championship will return on Saturday, June 5. The following weekend, the NTT INDYCAR SERIES will host its annual doubleheader Saturday and Sunday, June 12-13. This consecutive weekend event will bring additional national exposure to our city, and we will be ready.

Thank you to every DDP board member, DDP team member, business and community leader and resident who made serious sacrifices this year. Now is the time to begin looking ahead.

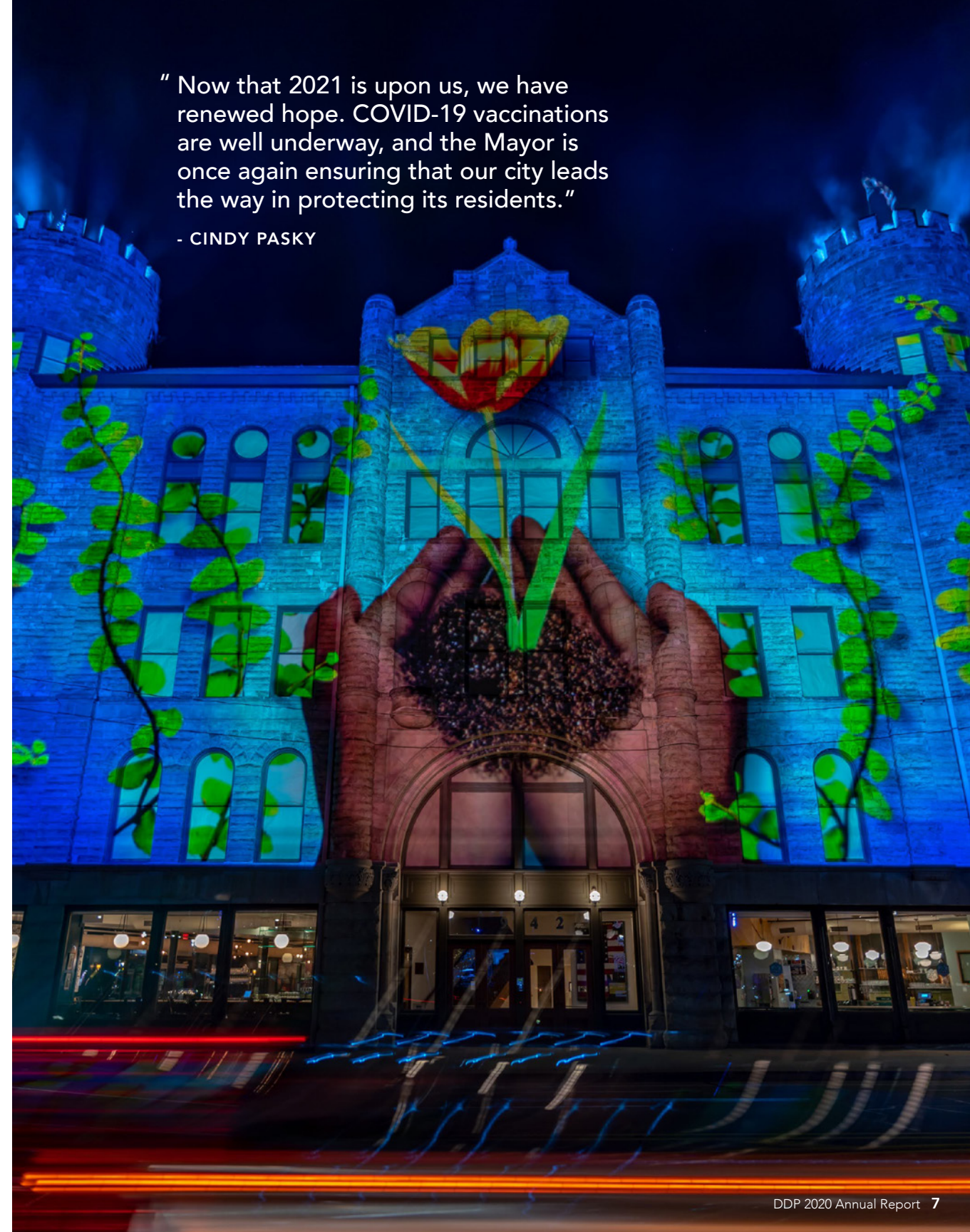
Best,

Cindy Pasky

Chair, Downtown Detroit Partnership  
CEO and Founder, Strategic Staffing Solutions

“ Now that 2021 is upon us, we have renewed hope. COVID-19 vaccinations are well underway, and the Mayor is once again ensuring that our city leads the way in protecting its residents.”

- CINDY PASKY







DOWNTOWN  
DETROIT  
PARTNERSHIP

*Detroit, we're  
still in this  
together*

"While we will still face challenges from COVID-19 in 2021, better days are ahead because access to vaccines will continue to improve."

**WRIGHT L. LASSITER III**  
President and Chief Executive Officer  
Henry Ford Health System and DDP Board Member



# Strategic Direction

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.

## DDP'S 3 STRATEGIC PILLARS

- 1 Convener and Balanced Voice
- 2 Steward of Place
- 3 Promoter of Equity and Inclusion

1

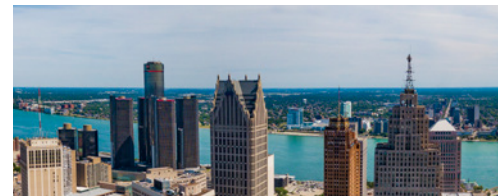
## Convener and Balanced Voice



### Detroit Tribute In Light

This community-centric video and light event that honored the courage Detroiters have shown and acknowledged the losses suffered in facing the two pandemics of COVID-19 and racial injustice.

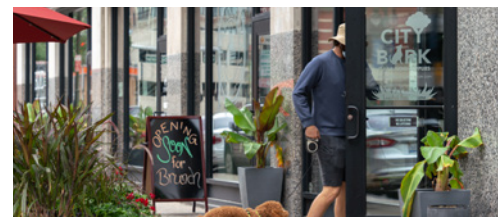
► PAGE 22



### Downtown Datascape

Newly launched online clearinghouse for all things related to Downtown data, including metrics, actionable information, and analysis for various audiences and stakeholders.

► PAGES 12-15



### Small Business Engagement

Downtown's restaurants and retailers employ thousands of frontline workers, and DDP and the BIZ continued to engage with the small business community through social media shout-outs, information sharing, direct purchases and personal visits.

► PAGE 19

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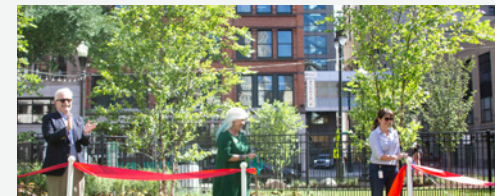
## Steward of Place



### Bridging History, Building Futures

Place making project that includes pieces from local artists that will be displayed along the Michigan Avenue bridge over M-10, a key gateway to Southwest and Corktown neighborhoods from Downtown.

► PAGE 25



### Capitol Park Dog Park

Capitol Park celebrated the opening of the new off-leash dog park with a physically distanced ribbon cutting ceremony in August. The community was invited to check out the new amenities during an opening celebration in September.

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### IDA Award

Downtown Achievement Award of Excellence in Public Space Management from the International Downtown Association (IDA), a premier organization for urban place professionals who are shaping and activating dynamic city center districts.

► PAGE 21

3

## Promoter of Equity and Inclusion



### Youth Black Lives Matter Protests

DDP aimed to offer a space for people to gather and share their voice in relation to racial and social justice. This included a Silent Youth Protest in support of the Black Lives Matter movement hosted at Campus Martius Park.

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### Winter Lighting Program Expansion

DDP expanded the Winter Lighting Program with a new DETROIT sign that is making stops in the neighborhoods outside of Downtown. The first stop was along the Avenue of Fashion.

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### Downtown Engagement Surveys

Surveys conducted in 2020 to gauge the comfort level of residents and visitors to Downtown and its small business community. Survey results informed best practices and policies related to public spaces and small businesses engagement.

► PAGE 14





The Downtown Detroit Partnership (DDP) in partnership with the Business Improvement Zone (BIZ) is committed to data-driven decisions, and in 2020 it launched a strategic initiative called the Downtown Detroit Datascape. The Downtown Datascape is an online clearinghouse for all things related to DDP data, including metrics, actionable information, and thoughtful analysis for multiple audiences. The Datascape helps stakeholders benchmark progress, make informed decisions and drive investment throughout Downtown. This curated collection includes a variety of tools that will be relevant to the community's needs and interests and updated periodically.

Explore Downtown Datascape tools on page 13 and view the full tool at [www.downtowndetroit.org/datascape](http://www.downtowndetroit.org/datascape)



Provides contextual demographic, economic, real estate, transportation, and quality of life data with comparisons to peer cities.



New tool for visualizing and interacting with the results of the Downtown Perceptions Survey.



Includes a library of analytical reports with key insights and findings, produced by the DDP or in conjunction with our strategic partners.



A fully interactive, three-dimensional visualization that includes recent, current and upcoming real estate developments in Downtown Detroit.



MoDD is DDP's first ever online Dashboard that tracks and compares metrics on Downtown Detroit. This interactive tool was created to tell the story of Detroit and quantify what makes this community unique. Data supports the strategies, policies, and projects that DDP undertakes on a day-to-day basis to make Downtown a thriving community for everyone.

REAL ESTATE AND DEVELOPMENT

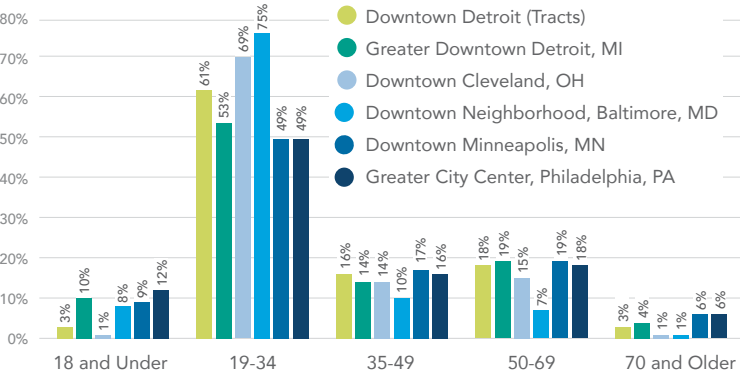
Residential Buildings: Current and Future



- BUILDING STATUS**
- Active
  - Under Construction, Under Renovation
  - Proposed

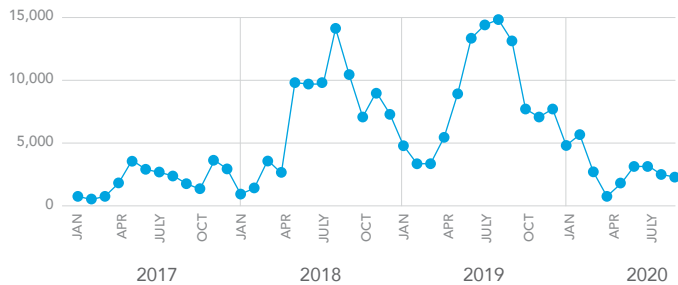
DEMOGRAPHICS

Percent of Downtown Populations, by Age, Comparison Cities



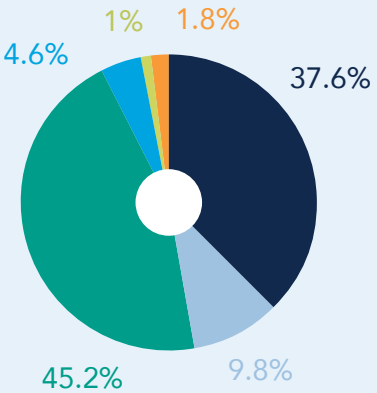
LIVABILITY

BIZ Ambassadors: Total Patron Assists



DEMOGRAPHICS

Racial Composition of Downtown



- Black
- Asian
- White
- Hispanic or Latino
- American Indian
- Two or More Races

ECONOMY

Employees and Potential Workers Downtown

**75,922**  
Downtown Employees  
Downtown Detroit  
(Tracts)

**4,520**  
Workers Living  
Downtown  
Downtown Detroit  
(Tracts)

Sources: LODS Version 7.3 2015; 2016. Includes 2015 Federal Workers



The biannual Downtown Detroit Perceptions Survey was reworked in 2018. Because of this, DDP was able to make rigorous statistical comparisons year-to-year in Detroiters’ perceptions about Downtown for the first time. In 2020, the results of this survey were packaged within the Downtown Datascape in a more convenient and interactive way in order to make the data more accessible to Downtown stakeholders.

### Detroit Profile

| KEY METRIC  | FY20  | TREND |
|---|-------|-------|
| Impression of Downtown Detroit                          | 83.7% | -1.3% |
| Opinion Downtown today                                  | 57.7% | -0.4% |
| Contributes positively to Detroit well-being            | 78.8% | +4.4% |
| Contributes positively to Southeast Michigan well-being | 78.5% | +8.6% |
| Has a good selection of stores and services             | 65.3% | +2.4% |
| Is pet friendly   | 64.9% | +4.9% |
| Is a safe place to visit                                | 77.7% | +3.4% |
| Is welcoming to all racial and ethnic groups            | 73.6% | +3.4% |
| Is welcoming to the LGBTQ community                     | 58.2% | +6%   |
| Is bike friendly  | 80.8% | -0.2% |
| Offers events and activities that are affordable        | 70.5% | +3.6% |
| Is accessible to people with disabilities               | 60.3% | -0.3% |
| Is senior citizen friendly                              | 61.9% | +6.4% |
| Has affordable parking                                  | 28.9% | -1.5% |
| Offers a wide variety of activities and events          | 84.9% | -0.4% |
| Is family friendly                                      | 82.1% | +0.3% |
| Neighborhood where you live benefits from Downtown      | 46.3% | +7.9% |

Source: Downtown Detroit Partnership 2019-2020

### Downtown Detroit Engagement Surveys

DDP conducted three surveys in 2020 to gauge the comfort levels of Downtown residents, visitors to Downtown and Detroit’s small business community. Analysis of the results helped inform best practices and policies related to public spaces and small businesses.

All survey reports can be found in the Reports Library on the website. Below is a selection of key findings:

- 1

Both residents and visitors felt a high level of comfort in outdoor spaces at all stages of the pandemic.
- 2

About 50 percent of residents and visitors felt comfortable being in indoor spaces at the height of the pandemic.
- 3

Most respondents committed to wearing masks and taking precautions for the greater good.
- 4

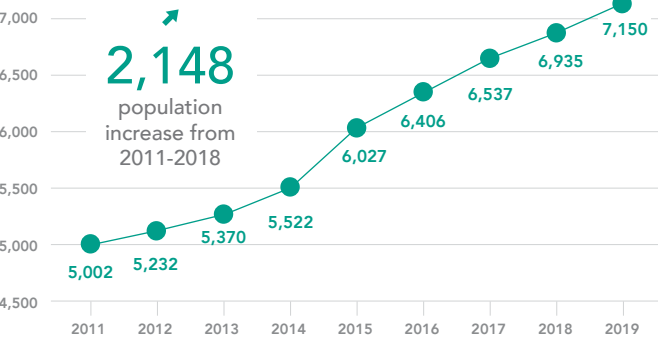
Most respondents felt positive about the 2020 summer protests for racial equity and social justice.
- 5

Most respondents felt protesters and police behaved appropriately and respectfully.
- 6

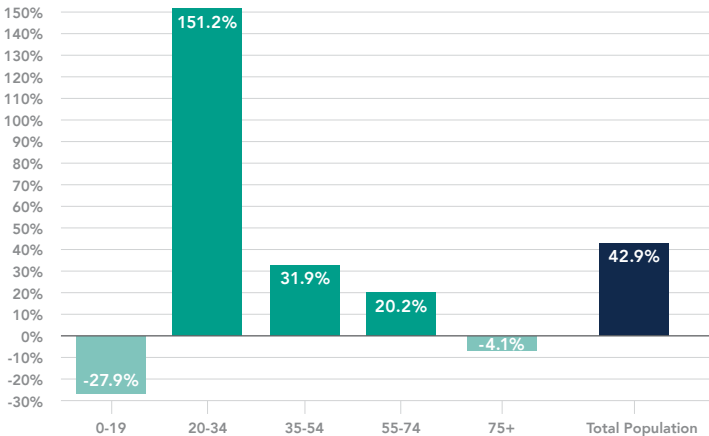
Many respondents also felt that the protests sparked an opportunity for further dialogue.



### Downtown Population Change By Year: 48226 Zip Code (2011-2019)



### Population Change By Age: 48226 Zip Code (2011-2019)



Source: U.S. Census, American Community Survey, 2011, 2017 5-yr Avg. Zip Code 48226

### Downtown Residential Units

| Total Residential Units <sup>1</sup> | Vacancy Rate <sup>1</sup> | Residential Monthly Rent (Asking) <sup>2</sup> |
|--------------------------------------|---------------------------|--|
| 4,487                                | 16.1%                     | \$1,531  |

<sup>1</sup> Source: Downtown Detroit Partnership Analysis, 2019. <sup>2</sup> Source: STR, Inc

### Estimated Market Value of Downtown’s Commercial Properties\*

\$4.4 Billion

\* The Assessed Value of properties subject to the 2020 BIZ Assessment is \$2,209,115,200. That number was doubled to estimate market value.

### Downtown’s Largest Employers

|   |        |
|---|--------|
| Rocket Companies                                      | 15,250 |
| City of Detroit                                       | 9,094  |
| U.S. government                                       | 6,352  |
| Blue Cross Blue Shield of Michigan/ Blue Care Network | 5,524  |
| Ilitch companies                                      | 5,340  |
| General Motors Co.                                    | 4,814  |
| MGM Grand Detroit LLC                                 | 2,308  |
| Wayne County  | 1,965  |
| Ally Financial Inc.                                   | 1,419  |
| Strategic Staffing Solutions Inc.                     | 1,400  |
| Deloitte LLP and its subsidiaries                     | 1,115  |

Source: Crain’s Detroit Business, 2020 Book of Lists. Data from July 2020.

Note: Some organizations have substantial numbers of employees who work in Detroit, outside of Downtown





THE BIZ MAINTAINS 22 ACRES OF LANDSCAPE about the area of Chicago's Millennium Park



# Business Improvement Zone (BIZ)

The Downtown Detroit Business Improvement Zone (BIZ) is a special assessment district that is funded by Downtown property owners and is led by a volunteer board of directors. Members of the BIZ team work to cultivate a clean, safe, and welcoming environment for everyone by leveraging resources from the property owners, the City of Detroit, and other stakeholders and strategic partners.

The BIZ Board contracts with the DDP to manage its day-to-day operations with a strategic vision to deliver a vibrant, sustainable, and prosperous Downtown environment. The BIZ works to maintain a variety of public spaces in the Downtown including Campus Martius, Grand Circus and Capitol parks, managed by DDP, and the Detroit Riverwalk. The team also maintains 39 miles of Downtown's sidewalks and landscaped areas in street medians, which is the equivalent of 15 football fields and made personal visits with over 500 sidewalk level businesses!

All of the efforts led by the BIZ would not be impossible without the public, private, and philanthropic partners that propel the team forward and the combined effort of the community to work together towards a common good.

## BIZ COVID-19 Response and Investments

The BIZ acted quickly in response to COVID-19. The team provided and continues to maintain seven handwashing stations and a number of hand sanitizing units across Downtown. The **KeyBank** sponsored handwashing stations were recognized by the national Better Business Bureau (BBB) as an example of best-in-class public space management.

The BIZ also acquired and immediately deployed steam equipment for frequent sanitation of high-touch surfaces in parks and public spaces. Steam cleaning protects both patrons and the environment. Thanks to a grant awarded to DDP from the **Hudson-Webber Foundation**

and favorable lease terms from landlord **Lambert & Co.**, a new BIZ Ambassador satellite location was opened to safely support continued operations.

## Downtown Detroit BIZ Assessment

In close coordination with the City of Detroit, the BIZ calculates the annual special assessment for Downtown Detroit properties within the BIZ. In 2020, a \$4.842 million assessment was levied for 581 parcels, which is an 8.7 percent increase over 2019.

Since BIZ property owners voted for this self-assessment in 2014, they have contributed more than \$27 million. Timely payments averaging nearly 100% show the commitment from property owners within the district.

## STRATEGIC INITIATIVES

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





BIZ AMBASSADORS  
EMPTY 365 PUBLIC  
TRASH CANS AND  
MAINTAIN, CLEAN  
AND STOCK 24 DOG  
WASTE STATIONS AND  
3 DOG PARKS DAILY



BIZ Ambassadors

Downtown Detroit BIZ Ambassadors’ work was recognized as “essential,” which required the team to work every day of the year without interruption during the COVID-19 pandemic. The team’s overall mission is to keep Downtown clean, beautiful and welcoming to all. Ambassadors assist patrons with directions, restaurant recommendations and more. Since inception of

the BIZ in 2014, 3,698 tons of trash have been collected, thousands of graffiti tags have been removed, and tens of thousands of Downtown visitors have received personal service from the BIZ Ambassadors. The team also removes stickers and power washes parks and sidewalks throughout Downtown.

About 90% of BIZ Ambassadors are Detroit residents whose hard work and pride in their community does not go unnoticed. From long-time Detroiters to visitors from around the world, people reach out to share how this team of professionals positively impacted their time in the city as well as their overall perception of Detroit.

AMBASSADOR STATISTICS

BIZ FOOTPRINT (BIZ)

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

See page 3 for a map.

CONTRACTS & EVENTS (C&E)

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

|     | 2019 | 2020 |
|-----|------|------|
| BIZ | 800  | 664  |
| C&E | 292  | 343  |

|     | 2019  | 2020  |
|-----|-------|-------|
| BIZ | 5,633 | 2,569 |
| C&E | 513   | 707   |

|     | 2019   | 2020   |
|-----|--------|--------|
| BIZ | 55,274 | 23,551 |
| C&E | 13,580 | 7,455  |

|       | 2019    | 2020    |
|-------|---------|---------|
| BIZ   | 81,693  | 71,531  |
| C&E   | 36,362  | 33,004  |
| TOTAL | 118,055 | 104,535 |

Contracts and events may be represented as “fee for services” while the total BIZ number is funded by the BIZ Assessment.

Small Business Engagement

Downtown restaurants and retailers are the heart of our ordinarily bustling Downtown, and these frontline establishments needed some extra support in 2020. Closely monitoring their needs, the BIZ/DDP team connected with hundreds of businesses directly with personal telephone calls and visits. Funding and resource information was shared frequently. Hardworking small business owners expressed gratitude knowing that support, even the occasional listening ear, was available.

The popular BIZ Connect series continued with quarterly gatherings, shifting to a virtual format. Resources and best practices were shared with the small business community. The Holiday BIZ Connect, although virtual, featured cookies and carolers, adding some merriment.



The BIZ leveraged the synergy between its Ambassadors and Downtown restaurateurs. Appreciation for our frontline workers was recognized with 2,242 lunches purchased from 20 Downtown restaurants.

Winter Lighting Program

The BIZ and DDP team, with additional financial support from the Downtown Development Authority, brighten Downtown Detroit every winter season. This year, 406 light pole ornaments with a lighting design inspired by the Spirit of Detroit were installed throughout street medians and parks Downtown.

New for 2020, the DDP and BIZ teams collaborated with the **Greektown Neighborhood Partnership** to design, fabricate, and install new trellised lighting over Monroe Street in Greektown.

The signature DETROIT Sign, a local favorite, returned to Grand Circus Park. Several festive ornaments adorned parks and street medians throughout the Downtown. Nearby restaurants and retailers anecdotally report that holiday lighting supports increased foot traffic and sales.



Safety - Downtown  
Detroit Safety Ambassadors

Safety Ambassadors ensure that Downtown is a safe and welcoming environment. They inform park patrons of the COVID-19 protocol, including the mask policy and the locations of handwashing and hand sanitizing stations. A new bike patrol was added in 2020 where Safety Ambassadors patrol the parks and Downtown areas, mainly during the warmer months.

The BIZ’s Project Lighthouse Mobile Patrol Vehicle was deployed for extended hours to serve as an eye on the street during the Governor’s “Stay Home, Stay Safe” Executive Order, and it was staffed by DDP and BIZ Safety Ambassadors.

Fiscal Responsibility and Transparency

- Best Practice: A minimum of 80% of the approved budget is spent directly on projects and services, with no more than 20% for administrative expenses.
- BIZ Board meetings are all open to the public in accordance with the Open Meetings Act.
- The BIZ received 100% clean annual audits since its inception in 2014.
- All official records are accessible at [detroitdetroit.org/biz](https://detroitdetroit.org/biz).



93% COMFORT LEVEL  
AMONG PUBLIC SPACE  
VISITORS DURING  
PANDEMIC

4,000+ survey responses  
collected from community

## Parks and Public Spaces

Throughout the pandemic, DDP supported Detroit's businesses, artists, restaurants, retailers, frontline workers, first responders, and program partners across our public spaces, which include: Campus Martius Park, Cadillac Square, Capitol Park, Beacon Park, Grand Circus Park and the Woodward Esplanade.

The DDP also took decisive and proactive measures to keep the parks and public spaces open, clean, beautiful, welcoming, and safe. This was the top priority to preserve the social, mental, and physical health of all Detroiters. DDP also convened a network of public space and health leaders to further inform management strategies and best practices.

### 2020 IDA Award

The DDP received the Downtown Achievement Award of Excellence in Public Space Management from the International Downtown Association. From more than 35 outstanding submissions, the DDP was chosen for its innovative Detroit Aglow initiative. Detroit Aglow transformed Downtown Detroit into an outdoor holiday and winter destination with lighting, supported by the BIZ, placemaking, programming and public space activations.

2.5M visitors  
in 2020

20,000 masks  
distributed

### Parks Remained Open

Despite many challenges, DDP Parks and Public Spaces remained open to the public. DDP resumed limited activity in the parks made possible by the creation of the comprehensive COVID-19 Public Space Playbook. DDP also convened a network of public space and public health thought leaders to further inform management strategies and immediate implementation of best practices. As urban parks and public spaces are vital to public health, DDP leveraged new opportunities to keep everyone safe. In partnership with **KeyBank**, DDP installed handwashing stations in every park, and safety ambassadors supplied face-coverings to visitors courtesy of the **Ford Motor Company Fund**. Operational support from the **Rocket Community Fund** was critical to supporting daily life amenities, lush gardens, flexible park furniture and iconic fountains.



### Police and First Responders

Mindful of the stresses of COVID-19 for many partners, DDP launched a new program called Food Trucks for First Responders. The program offered business relief and free meals to Detroit-based food truck vendors. In total, more than 750 meals were provided.

### The Rink at Campus Martius Park

The Rink at Campus Martius Park welcomed a record number of ice skaters in the first quarter of 2020, with a wide range of visitors including families from the City of Detroit, regional residents, Downtown employees and tourists. The DDP partnered with the **Scott Hamilton Cares Foundation** to host Sk8 2 Elim8 Cancer – a benefit for the **Karmanos Cancer Institute**, and it also produced five holiday-themed weekends on the Rink.

### Summer Programming

The DDP is at the forefront of the transformation of Downtown's public spaces through innovative programming that supports Detroit-based small business owners and entrepreneurs. The summer season kicked off on June 19 with the first Juneteenth Market Friday and the return of Downtown Street Eats. Live music at the Beach gave artists dozens of opportunities to perform safely. The Movie Nights in the D series offered families a much-needed respite. DDP also hosted the Back-to-Business marketplace in partnership with **Crain's Detroit Homecoming**.





200+  
PROGRAMMING  
PARTNERSHIPS

## Social and Racial Justice - Detroit Tribute In Light

This year public spaces served as platforms for democracy and public demonstration. In addition to community-organized protests held in the parks, Campus Martius Park hosted a Silent Youth Protest in support of the Black Lives Matter movement. At Beacon Park, in partnership with a curatorial committee assembled by the DDP, there was a special lighting projection event called Detroit Tribute in Light that captured the stories, sacrifices, and heroism of Detroiters in 2020

## Project Play

DDP collaborated with **DTE Beacon Park Foundation**, the **Rocket Community Fund**, **Community Foundation for Southeast Michigan** and local community partners to provide more than 800 "Project Play Kits," which were designed to keep kids active at home.

800 Project Play Kits distributed to Detroit families

## Parktoberfest and Cider In The City

The 6th Annual Parktoberfest returned to Campus Martius Park with three days of free activities and entertainment and an open air Biergarten Tent. DDP designed a festival experience that allowed for outdoor food and beverage service with physically-distanced seating. At Beacon Park, Cider in the City continued for a successful second year, with new pre-order and curbside options for Detroiters to safely enjoy the signature Michigan Cider Mill experience right in their own backyard.



## Tree Lighting and Home For The Holidays

Cherished holiday traditions were preserved with a reimaged pre-recorded Annual Tree Lighting ceremony that featured performances by Motown legend Smokey Robinson as well as U.S. Figure Skating Champion Karen Chen. The Rink at Campus Martius reopened with a new online ticket platform, allowing visitors to book skating sessions in advance. "Home for the Holidays," a virtual entertainment and tourism special provided Detroiters a look back at past Tree Lighting performances. The DDP also introduced new and spectacular lighting installations that transformed the city into a holiday destination.



## Restaurant and Dining Support

Throughout 2020, DDP and Parc restaurant expanded outdoor dining at Campus Martius Park. Enhanced concepts included: The Parc Garden, an open-air garden extension of Parc's award-winning menu and atmosphere; The Fountain Detroit, a casual beachside bar and grill; and the Rink Side Bar, offering winter and holiday cocktails and refreshments. Lumen Detroit also expanded its outdoor patio to adapt to the COVID-19 pandemic in both warm and cold weather, including igloos and firepits with sweeping views of the park lighting.

## Beacon Park Programs and Partnerships

During the first quarter of 2020, Beacon Park hosted the Detroit Symphony Orchestra for the Love at First; 2020-21 Season Celebration. In partnership with PLAYGROUND DETROIT, Beacon Park offered an art installation titled "The Hum

and Glow of Winter" by Detroit illustrator and muralist Michael Polakowski as a new element to enhance park visitors' experience. To adapt to the pandemic, Beacon Park hosted a variety of free fitness classes in the summer, including City Glow Yoga, Cardio Boxing, Spin and Fitness After Dark. The Night Market series throughout the summer supported local small businesses and performers.

## Capitol Park Dog Park

Capitol Park celebrated the opening of the new community-funded off-leash dog park with a physically distanced ribbon cutting ceremony in August. This project completed Phase One of the larger Capitol Park Improvement Project, which includes expanding the lawn and creating new perennial garden beds. Capitol Park saw an increase in activity throughout the year as residents used the park as a gathering place while working from home.

50+ small businesses supported with sales opportunities in the parks

750 meals provided to first responders

## Grand Circus Park

Grand Circus Park stayed a beautiful space at the entrance of Downtown with gardens, two historic fountains, seating, and a dog park. In August, the annual **Grand Circus Gala** raised critical funds for park improvements with an open-air, physically distanced celebration.

## Woodward Esplanade

The Woodward Esplanade is the connector between Campus Martius Park and the Detroit Riverfront. The median-turned esplanade offers visitors a variety of things to see and experience throughout the seasons.







# Planning

The DDP plays a key leadership role in the planning efforts within Downtown Detroit. In partnership with the BIZ, DDP supports City of Detroit initiatives related to public spaces, mobility, sustainability, housing, economic development, and more.

The DDP works to meet the needs and interests of Downtown Detroit stakeholders, including property owners, business owners, employees, residents, and visitors. The intended goal is to promote sustained development and urban vitality in Downtown Detroit.



## TOP 2020 PLANNING ACCOMPLISHMENTS

1

### Fort Street and Campus Martius Park Intersection Redesign

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 **Detroit Downtown Development Authority** to hire a consultant to redesign the intersection. This key recommendation to redesign the crosswalk comes from the Downtown Detroit Transportation Study, and construction is expected to begin in 2021 after a delay due to COVID-19 restrictions.

2

### Winter Lighting Program Expansion

Continuing to build on the success of the winter lighting program, the BIZ added Greek-inspired trellis lighting on Monroe Street in Greektown. **The Greektown Neighborhood Partnership** and DDP/BIZ teams collaborated on the design.



3

### Adams Avenue Streetscape Improvement Project

The DDP received a grant from **DTE** that allowed for the completion of the design work concept for the Adams Avenue Streetscape Project. Project elements include a two-way cycle track bike lane, streetscape enhancements, and green infrastructure. Delayed by COVID-19, construction is expected to begin in summer 2021.

4

### Winner of Ford City:One Michigan Central Station Challenge with DTE and Two Local Artists

The DDP and **DTE** were awarded \$90,000 for the placemaking project, "Bridging Histories, Building Futures." The project will include sidewalk paint, murals, banners, and street furniture along the bridge portion of Michigan Avenue over M-10. This location is a key gateway to Southwest Detroit, Corktown, and Downtown Detroit. The project will launch this spring, with expected completion by fall 2021.





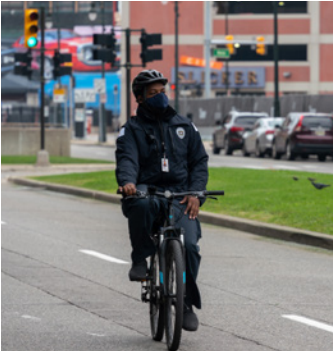


# Safety

One of the primary goals of DDP is to ensure the Downtown is safe for all to enjoy. DDP’s Safety program works to implement a comprehensive safety strategy that builds upon the strong professional relationships between public and private safety and security partners committed to Downtown Detroit.

The DDP team maintains consistent collaboration and communications with Downtown partners, participates in training exercises and engages in strategy sessions to meet common goals through the sharing of information and data, resources and best practices. It also enhances communication between security professionals and community partners to ensure safety concerns are addressed for other Downtown initiatives and projects, fostering a safe and inviting Downtown for all to enjoy.

The effective collaboration in Downtown Detroit and the commitment to excellence exhibited by the Detroit Police Department and dozens of public and private partners represents a model of best practices in public, private and philanthropic partnerships.



## Project Lighthouse

In collaboration with the BIZ and members of the DDP Safety Committee, DDP coordinates and manages Project Lighthouse, a neighborhood watch program for Detroit’s Central Business District. Project Lighthouse partners provide shelter, aid and assistance for Downtown patrons, along with enhanced communications throughout the Downtown’s safety network of public and private law enforcement professionals.



*Keep an eye out for the Project Lighthouse logo – it signifies that help is available. More than 30 Project Lighthouse locations welcome anyone who is 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.*

## Technology

The Downtown safety network strives to leverage innovative technology to better serve the community. Professionals throughout the Downtown are connected through Project Lighthouse radios and electronic messaging that allows them to communicate consistently and fluidly. The BIZ Ambassador team also has access to this form of communication and monitors and conducts periodic checks on the Project Lighthouse radio channel. DDP Safety Ambassadors are tapped into the network, and the team is ready to aid at any given moment.

## Data Analysis and Strategy

The DDP, in partnership with the **Detroit Police Department**, hosts a monthly session for members of Project Lighthouse and other public and private safety professionals. During these meetings, trends and crime statistics compiled by **Wayne State University’s Center for Urban Studies** are reviewed and analyzed to effectively plan for public events and explore new safety products, technologies, procedures, and strategies. Throughout 2020, **Detroit’s Chief Health Officer, Denise Fair**, provided the group with the latest COVID-19 updates to help everyone serve and protect the community in the safest ways possible.



## COVID-19 OVERVIEW

- 1 Added bike patrol from the BIZ
- 2 Extended Mobile Project Lighthouse unit hours
  - Extra eyes and ears during the “Stay Home, Stay Safe” Executive Order
  - Collaborated with **DPD** to provide support for wellness checks for unsheltered individuals
- 3 Monitored park capacity and provided masks to park patrons to ensure compliance with COVID-19 regulations
  - 4,500 masks were distributed in Campus Martius Park during the month of December (more than 98% of patrons did arrive with their own masks)
  - Masks were donated by DDP Board Members, **Ford Motor Fund** and **DTE**





MOGO RIDERS HAVE A GREATER THAN 99% CHANCE OF HAVING A BIKE AND/OR DOCK AVAILABLE AT A STATION THANKS TO OUR TEAM'S REBALANCING EFFORTS.

# MoGo

MoGo looked for ways to support the City of Detroit and the region in the midst of the COVID-19 pandemic. At the onset of the state lockdown, MoGo provided nearly 1,500 Free Monthly Passes as Detroiters looked for safe and socially distanced ways to get around and exercise. In June, MoGo launched its regional expansion adding 31 stations and 140 bicycles in Northwest Detroit, Ferndale, Royal Oak, Oak Park, Berkley, and Huntington Woods.



ADDED 10 NEW "RIDER PERKS" BUSINESSES.

28% of all MoGo members have an Access pass, which is the highest participation rate we have had since we launched.

The program's regional expansion coincided with an overhaul of its pass options as rider feedback and a worsening pandemic showed that riders were interested in longer, more recreational rides. In response, MoGo removed its Daily Pass and added two new passes: a Pay As You Go option that allows riders to pay \$1 to unlock a bike plus \$0.25 per minute; and an \$18 two-hour Prepaid Pass allowing riders to take longer, recreational trips. Additionally, trip times for all member pass time allowances increased from 30 minutes to one hour.

MoGo's commitment to providing an equitable and accessible service continued with its Access Pass, which saw a 28 percent increase in subscriptions compared to all MoGo memberships. MoGo's Access Pass is available to those who receive state assistance, such as food stamps, health care, or cash assistance.

The Adaptive Cycling Program returned in 2020 with the help of MoGo partners at **Programs to Educate All Cyclists (PEAC)**. Despite the pandemic, Adaptive MoGo surpassed its previous single-day ridership record and saw 20 brand new users during a shortened season.

Finally, as many of Detroit's essential workers were impacted by service cuts to public transportation, MoGo partnered with the **City of Detroit, New Urban Mobility Alliance**, and **NextEnergy** to provide electric bicycles donated by **General Motors** to roughly 60 essential employees for five months.

1,437 free monthly passes were given away in April and May.

(MoGo made its monthly pass free for the months of April and May to ensure that everyone had access to bike share in the early months of the pandemic.)

## 2020 MILESTONES

- 1 MoGo launched its expansion in northwest Detroit, Ferndale, Royal Oak, Oak Park, Berkley, and Huntington Woods in June 2020, which included 31 stations and 140 bikes.
- 2 MoGo updated its passes and pricing, adding two new options for casual riders: a Pay As You Go pass (\$1 to unlock a bike, \$0.25 per minute) and a Prepaid pass (\$18 for two hours of ride time).
- 3 MoGo partnered with the **City of Detroit** and **New Urban Mobility Alliance** on a pilot e-bike program, where electric bikes donated by **General Motors** were provided to essential workers via a long-term lease.



ALTHOUGH THE SUN HAS SET ON THE LIVE DETROIT PROGRAM, DDP REMAINS COMMITTED TO SUPPORTING RESIDENTIAL LIVING IN THE CITY OF DETROIT.



## Live Detroit

Live Detroit began in 2011 to promote living in the Downtown, in an effort to reverse the urban core's population loss. Originally named Live Downtown, the program expanded its scope to include adjacent neighborhoods and eventually the entire city. Ten years later, Live Detroit has accomplished its goals of attracting residents to the city as Detroit's home buying and occupancy rates have remained high, and the program has concluded.

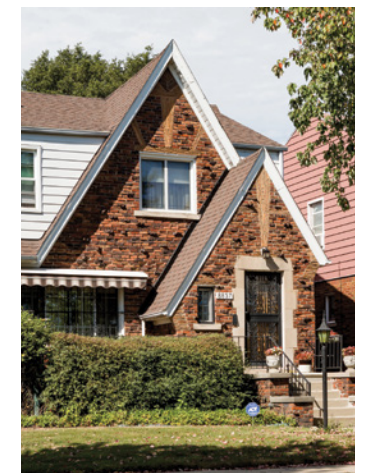


The original program had operational support from the **Quicken Loans Family of Companies**, the **Hudson-Webber Foundation** and the **Knight Foundation** to distribute corporate-funded incentives over a five-year period to individuals interested in renting apartments or owning a home Downtown. More than \$5 million in cash subsidies were distributed between 2011 and 2016 and more than 2,000 employees decided to buy or rent living spaces in areas of the city like Corktown, Eastern Market, Lafayette Park, Midtown, Woodbridge, and Downtown. Participating companies included, but were not limited to Blue Cross Blue Shield of Michigan, Compuware, DTE Energy, OneMagnify (formerly Marketing Associates), Rocket Mortgage (formerly Quicken Loans), and Strategic Staffing Solutions.

While the financial incentives ended in 2016, the goal to attract people to live in the city remained. Through the support of the **Ford Foundation** and the **Knight Foundation**, the Downtown Detroit Partnership (DDP) led the thoughtful evolution of the program. The DDP organized a cross-sector advisory team, and with input from the executive director of the Live Baltimore program developed a new Live Detroit program model, brand, and community engagement strategy.

Live Detroit promoted living in the city, connected prospective buyers to resources and helped hundreds of people find their home in Detroit.

Although the sun has set on the Live Detroit program, DDP is still committed to supporting residential living in the city of Detroit.



View a list of resources you may find helpful in navigating a home search.

Visit [downtowndetroit.org/live-here/what-is-live-detroit](https://downtowndetroit.org/live-here/what-is-live-detroit)





## Signature Events

The Downtown Detroit Partnership convenes more than 2,200 business executives, thought leaders, change makers and government officials annually at our impact-oriented events and meetings. The year started off strong with DDP's Annual Meeting before having to pivot to virtual platforms due to the pandemic. After the successful online fundraising campaign in 2019 for the Capitol Park dog park, DDP introduced an online giving platform on both the DDP and DDP Parks websites.

### Annual Meeting

DDP's Annual Meeting kicked off the year in spectacular fashion at the TCF Center. CNN host and moderator Van Jones offered his national perspective on Detroit's surging economic development and how Detroit "went from a mess to a model." Nearly 900 attendees heard Mayor Duggan, Cindy Pasky and Eric Larson share their expertise, and cover a wide range of topics, including the 2020 Census and highlights of the successes included in DDP's 2019 Annual Report. Emmy-award winning WXYZ-Channel 7 news anchor Carolyn Clifford moderated the event.

Many thanks to DDP Board Chair Cindy Pasky, DDP Executive Committee Member Bishop Edgar Vann, Mayor Mike Duggan, and all of our sponsors for making this program possible.

### Detroit Aglow

While the pandemic prevented us from gathering, DDP found a way to keep spirits merry and bright through the addition of a second Detroit lighting installation. With a grant from the **DTE Foundation**, DDP launched the Illuminating Detroit Neighborhoods pilot program, a travelling placemaking installation created to strengthen the connection among Detroit neighborhoods, leverage Detroit pride and attract more foot traffic to support local businesses by placing the installation in neighborhood commercial districts.

Building on the popular award-winning lighting program in the Downtown, DDP sought to add a new lighting feature that can more easily be utilized for neighborhood and major events throughout the year. This versatile DETROIT sign compliments the seasonal Detroit lighting installation Downtown and was developed for ease of transport and deployment to various neighborhood commercial corridors.

In collaboration with the **City of Detroit Department of Neighborhoods**, the **Live6 Alliance** and **Mike's Fresh Market**, the new Detroit light display was introduced along Livernois Avenue's commercial district on December 23. The display will rotate approximately every eight weeks to a new location. Visit our [website](#) to learn more and discover the next locations.

### Fall Stakeholder Meeting

DDP's Fall Stakeholder Meeting was held virtually via an elevated livestream experience. DDP Board Chair Cindy Pasky, DDP Board Member Betsy Meter, Mayor Mike Duggan, and Mike DiClaudio of KPMG shared with 200 participants their unique insights about the city and its future.

Following a Q&A session, the DDP team distributed to all registrants a reimaged [Downtown Community Update](#), a look at current trends, and Downtown real estate developments.



## ONGOING INITIATIVES

- 1 The DDP Traffic and Parking Committee communicated with and convened public and private sector partners to identify and discuss traffic, parking and mobility issues and initiatives.
- 2 The DDP continued to strengthen its collaboration and partnership with the **City of Detroit**, **Wayne County**, the **State of Michigan** and other key stakeholders.
- 3 The DDP, in partnership with the **Detroit Police Department**, hosts a monthly session for members of Project Lighthouse and public and private safety professionals. During these meetings, trends and crime statistics and updates from **Detroit's Chief Health Officer**, **Denise Fair**, are reviewed and analyzed to effectively plan for public events and explore new safety products, technologies, procedures and strategies.





# Partnerships

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

Since 2007, the Grand Prix and its partners have helped generate more than \$13.5 million in improvements on Belle Isle.

## Detroit Grand Prix

DDP continues to serve as a strategic partner and fiduciary for the **Chevrolet Detroit Grand Prix** presented by Lear. While the 2020 event was canceled due to the COVID-19 pandemic, the Grand Prix is scheduled to return in 2021 with a new format featuring two exciting weekends of racing on Belle Isle. The IMSA WeatherTech SportsCar Championship will compete on June 5 and the NTT INDYCAR SERIES races in the Chevrolet Dual in Detroit, June 12-13. We look forward to the continued partnership with the Grand Prix as we move toward a new normal in the new year.

Since 2007, the Grand Prix and its partners have helped generate more than \$13.5 million in improvements on Belle Isle. Additionally, the Grand Prixmiere Charity Gala held on race weekend has raised more than \$5 million for the Belle Isle Conservancy.



## Detroit Homecoming VII

Since 2014, Detroit Homecoming has reconnected and reacquainted Detroit expatriates (expats) with the city and inspired their participation in a variety of corporate, civic and philanthropic developments totaling more than \$605 million. Detroit Homecoming VII expanded its virtual content to include a successful four-part webinar series in May and June focusing on the impact of the pandemic on Detroit. This free series attracted between 400 – 800 registered attendees per webinar. The Detroit Homecoming program welcomed a smaller, more local audience this year while simultaneously offering dynamic live-webinar discussions. To date, the program has engaged over 800 expats, connecting them to people, places and projects dedicated to Detroit’s social and economic well-being and future.



Detroit Homecoming continued to foster connections through a series of webinars and a small in-person events.



# 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. [Become a member.](#)

|                                      |                                    |                                       |
|--------------------------------------|------------------------------------|---------------------------------------|
| AAA - The Auto Club Group            | Dykema Gossett PLLC                | Olympia Development                   |
| Apparatus Solutions, Inc.            | Fifth Third Bank                   | The Parade Company                    |
| Bedrock Detroit LLC                  | Ford Motor Company                 | Penske Corporation, Inc.              |
| Belle Isle Conservancy               | Ford Motor Land Development        | The Platform LLC                      |
| Blue Cross Blue Shield of Michigan   | General Motors                     | Plante Moran CRESA                    |
| Cavnue                               | Grand Trunk Hospitality Group      | Premier Group Associates              |
| Central Michigan University          | Greektown Casino-Hotel             | PVS Chemicals, Inc.                   |
| City of Detroit                      | Greektown Neighborhood Partnership | PwC                                   |
| Clark Hill PLC                       | GTB                                | Quicken Loans Inc.                    |
| Comcast NBCUniversal                 | Henry Ford Health System           | Ralph C. Wilson, Jr. Foundation       |
| Comerica Bank                        | Honigman LLP                       | REDICO                                |
| Community Foundation for             | Hudson-Webber Foundation           | Rocket Community Fund                 |
| Southeast Michigan                   | The Huntington National Bank       | Rock Ventures LLC                     |
| Connect Detroit                      | Huron Capital Partners             | Roy Public Affairs                    |
| Deloitte LLP                         | Ilitch Holdings, Inc.              | Rush Group                            |
| Detroit Athletic Club                | ITC, A Fortis Company              | Second Ebenezer Church                |
| Detroit Economic Club                | JACK Entertainment LLC             | Spin                                  |
| Detroit Economic Growth Corporation  | JLL                                | Strategic Staffing Solutions          |
| Detroit Lions                        | KeyBank                            | State of Michigan                     |
| Detroit Marriott at the              | Knight Foundation                  | Sterling Group                        |
| Renaissance Center                   | JPMorgan Chase & Co.               | The Stroh Companies, Inc.             |
| Detroit Metro Convention &           | JR Turnbull Communications         | Testing Engineers & Consultants, Inc. |
| Visitors Bureau                      | KPMG LLP                           | Turner Construction Company           |
| Detroit Pistons                      | The Kresge Foundation              | UHY LLP                               |
| Detroit Police Department            | Lambert & Co.                      | Wayne County                          |
| Detroit Riverfront Conservancy, Inc. | MGM Grand Detroit                  | Wayne State University                |
| Dickinson Wright                     | Means Group                        | YMCA of Metropolitan Detroit          |
| DTE Energy                           | Methodist Children's Home Society  |                                       |

# Our Funders

Thank you to the following organizations, strategic partners and individuals who support DDP and affiliate programs, events and special projects through sponsorship, donated services and grants.

|                                     |                             |                                 |
|-------------------------------------|-----------------------------|---------------------------------|
| Absopure                            | The Ford Foundation         | MGM Grand Detroit               |
| Autoliv                             | The Ford Motor Company Fund | michigan.com                    |
| Bedrock Detroit LLC                 | GTB                         | Michigan Realtors Association   |
| Blue Cross Blue Shield of Michigan  | Gardner-White Furniture     | OneMagnify                      |
| Comcast NBCUniversal                | General Motors              | Plante Moran Cresa              |
| Comerica Bank                       | Great Lakes Wine & Spirits  | The Platform                    |
| Community Foundation for            | HAP                         | Ralph C. Wilson, Jr. Foundation |
| Southeast Michigan                  | Henry Ford Health System    | The Rattlesnake Club            |
| Compuware Corporation               | Honigman LLP                | Rocket Community Fund           |
| Cronus Communications               | Houze Living                | Skillman Foundation             |
| Detroit Theatre District Business   | Hudson-Webber Foundation    | Strategic Staffing Solutions    |
| Association                         | Huron Capitol Partners      | TCF Bank                        |
| Detroit Free Press                  | IBEW Local 58 / NECA        | Tito's Handmade Vodka           |
| Detroit Economic Growth Corporation | KeyBank                     | The Villages Detroit            |
| Downtown Development Authority      | KeyBank Foundation          | Wayne State University          |
| DTE Beacon Park Foundation          | KPMG                        | West Village Association        |
| DTE Foundation                      | Knight Foundation Fund      | The Westin Book Cadillac        |
| Experian                            | The Kresge Foundation       | William Davidson Foundation     |
| EY                                  | Richard and Jane Manoogian  | W.K. Kellogg Foundation         |
| Fabiano Brothers - Great Lakes      | Foundation                  | WXYZ                            |
| Beverage                            | McDonald's                  |                                 |

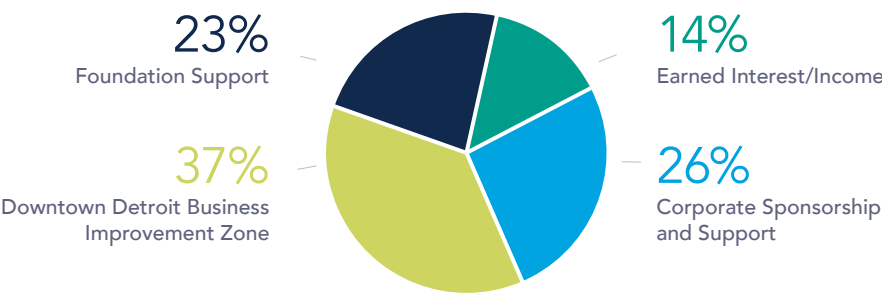
# Strategic and Program Partners

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                           | Detroit Actors               | Hosey Development LLC        | Professional Engineering         |
| Archdiocese of Detroit        | Theater Company              | Hot Sam's                    | Associates                       |
| Arts and Scraps               | Detroit Department of        | Iconic Collection            | Programs to Educate All Cyclists |
| Ask Jennyfer                  | Transportation               | Invest Detroit               | (PEAC)                           |
| Bedrock Detroit LLC           | Detroit Design Core          | Isaac Agree Downtown         | Project for Public Spaces        |
| Belle Isle Conservancy        | Detroit Free Press           | Synagogue                    | Project Play                     |
| Black Scroll Network          | Detroit Greenways Coalition  | Jefferson East, Inc.         | Public Lighting Authority        |
| Blake's Orchard & Cider Mill  | Detroit Historical Society   | Live6 Alliance               | Pulse Fitness                    |
| Block by Block                | Detroit Institute of Arts    | Lumen                        | Quicken Loans, Inc.              |
| Business Leaders for Michigan | Detroit Jazz Festival        | M-1 RAIL                     | The Salvation Army               |
| Capitol Park Stakeholder      | Detroit Lions                | Magic Ice USA                | San Juan Book Club               |
| Committee                     | Detroit Metro Convention &   | Mariners Inn                 | S&R Event Rental                 |
| Cass Tech                     | Visitors Bureau              | Menorah in the D             | Scott Hamilton CARES             |
| Central Park Conservancy      | Detroit Police Department    | Michigan Department of       | Foundation                       |
| Challenge Detroit             | Detroit Regional Chamber     | Transportation               | Shift Transit                    |
| Citizens Yoga                 | Detroit Skating Club         | Michigan Economic            | SMART                            |
| City Bark                     | Detroit Sports Commission    | Development Corporation      | Southeast Michigan Council       |
| City of Berkley               | Detroit Symphony Orchestra   | Michigan Humane Society      | of Governments                   |
| City of Berkley DDA           | Detroit-Wayne Joint Building | Midtown Detroit, Inc.        | Southwest Detroit Business       |
| City of Detroit               | Authority                    | Mindfield                    | Association                      |
| City of Ferndale              | Detroit Young Professionals  | NAACP                        | Southwest Solutions              |
| City of Huntington Woods      | Eastern Market               | National Business League     | Teach for America                |
| City of Royal Oak             | Elia Group                   | NKSK Events                  | Teen HYPE                        |
| Coach Kiwi                    | Ferchill Group               | NOAH Project                 | TLS Productions Inc              |
| College for Creative Studies  | Fitness in the D             | Open Door at Fort Street     | Urban Land Institute             |
| Corktown Business Association | Figure Skate Detroit         | Orchards Children's Services | of Michigan                      |
| Corktown Community            | First Responders for Fitness | Patronicity                  | U.S. Department of Homeland      |
| Association                   | Fort Street Presbyterian     | PattiDukes                   | Security                         |
| Corktown Economic             | Open Door                    | PBSC Urban Solutions         | Vibe Ride                        |
| Development Corporation       | FOX Sports Detroit           | PEAC                         | Wayne County                     |
| Crain Communications Inc      | Goodwill Industries of       | Penske Corporation, Inc.     | Wayne State University           |
| CTYHOP                        | Greater Detroit              | People for Palmer Park       | Wheelhouse Detroit               |
| D Cipher                      | Greektown Neighborhood       | People Mover                 | We are Cult                      |
| Design Connect                | Partnership                  | PKSA Karate                  | YMCA                             |
|                               | Heritage Works               | Playground Detroit           |                                  |

# DDP Financials

The 2020 revenue for DDP comes from a broad range of stakeholders and supporters, categorized as:





2020  
BIZ Board

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**Secretary**  
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**Treasurer**  
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**Member**  
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City of Detroit (retired)

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Phillip Pierce  
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2020 DDP Board

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Founder and Chief Executive Officer  
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President  
Community Foundation for Southeast Michigan

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Michigan Middle Market JPMorgan Chase & Co.

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Michigan Managing Principal  
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Ramesh (Ray) Telang  
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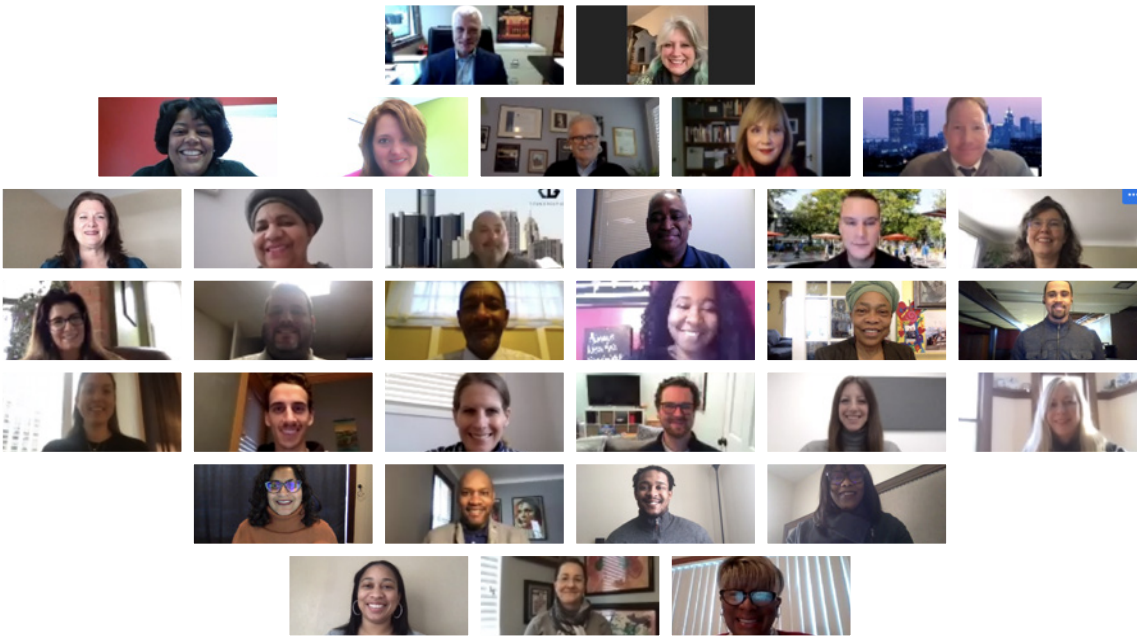
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Downtown Detroit Partnership Team

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**Jennifer Bright**  
Finance Director

**Gina Cavaliere**  
Chief Community Impact Officer

**Robert F. Gregory**  
Chief Public Spaces & Planning Officer

**Laura L. Rodwan**  
Chief Marketing Officer

**Paul Trulik**  
Chief Financial Officer

**Heather Badrak**  
Public Spaces Operations Director

**Patricia Brown**  
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**David Cowan**  
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**Sarah Walsh**  
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**Kitty Whitfield**  
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**Rory Lincoln**  
Director of Programing & Operations

**Jeremy Rosenberg**  
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**Adriel Thornton**  
Director of Marketing & Community Outreach

Thanks to former team members Whitney Griffin, Meg O'Brien and Alana Tucker.

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Detroit Grand Prix

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