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
- Winter Season Lighting
- Infrastructure and Planning
- Park and Street Landscaping
- Safety
- Data

“...The BIZ was integral to delivering a positive experience in Downtown Detroit this year. This year underscored the importance of BIZ services and the investment by Downtown property owners that makes them possible.”

Eric Larson, Chief Executive Officer, Downtown Detroit Partnership
# BIZ Volunteer Board of Directors

## Accountable

The BIZ, in collaboration with the 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 are committed to investing in a special assessment to advance Downtown.

## Executive Committee

### Chair
- Tricia A. Keith
  - Executive Vice President,
  - Chief Administrative Officer,
  - Blue Cross Blue Shield of Michigan

### Vice Chair
- George P. Barnes, Jr.
  - Founder, Heritage Optical
  - Founder, Heritage Optical

### Secretary
- Mike McLauchlan
  - Vice President of Government Relations, Ilitch Holdings, Inc.

### Treasurer
- Richard J. Hosey III
  - 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)

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

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

### Phillip Pierce
- Managing Member,
- Pierce, Monroe & Associates, LLC
I had the pleasure today of meeting Richard Miller. He made my day in Detroit with his friendly, knowledgeable manner. Thank you for having this wonderful man in the service of humankind.”

Geoffrey, Australia

Thanks for your efforts keeping Detroit clean. I enjoy seeing your staff at work during my walks to and from work. I recently met Mike near Monroe and Broadway hustling that nasty trash into his dustpan. He takes pride in his work and it is quite noticeable as are the results. Your work IS appreciated!”

Brenden, Detroit

Hello, I am a local freelance photographer who has recently moved here from out of state. I am VERY impressed with your efforts to keep the city clean and safe! I would particularly like to say how helpful Calvin was to me. He not only provided me with very clear directions to my photo shoot location, he even mentioned where to get a nice hot cup of coffee on the way!

Bryan, Ferndale

I was pleasantly greeted by a wonderful gentleman named Thomas on my visit to Beacon Park this February. Upon learning that it was our first visit, he proceeded to describe the features of the park, Lumen Restaurant, and the enclosed warming center where children were creating beautiful arts and crafts. He made us feel welcomed and appreciated. I will indeed visit the park again.

It is nice to have people who are personally dedicated to make you feel comfortable and appreciated. It is apparent that Thomas takes his job very seriously and he makes a positive difference in how people experience Detroit.”

Debora, Metro Detroit

Thank you to Thomas - Riverfront Ambassador - for the kindness and care he showed while along the Riverfront this summer! And many thanks for the YMCA team for recognizing his efforts (with a Healthy Living & Life Skills Award)!

Detroit Riverfront Conservancy
Investment

$24.6 Million
BIZ assessment contributed by property owners since 2014

<table>
<thead>
<tr>
<th>Interest Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Landscaping</td>
<td>4%</td>
</tr>
<tr>
<td>Safety and Security</td>
<td>9%</td>
</tr>
<tr>
<td>Infrastructure and Planning</td>
<td>6%</td>
</tr>
<tr>
<td>Communications, Marketing, Engagement and Data</td>
<td>1%</td>
</tr>
<tr>
<td>Winter Lighting</td>
<td>4%</td>
</tr>
<tr>
<td>Ambassadors</td>
<td>44%</td>
</tr>
<tr>
<td>Parks and Common Areas</td>
<td>15%</td>
</tr>
<tr>
<td>Infrastructure and Planning</td>
<td>1%</td>
</tr>
</tbody>
</table>

$4.5 M
TOTAL EXPENDED
FY 2019-2020

Assessed Value of BIZ Assessed Property

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$838</td>
</tr>
<tr>
<td>2015</td>
<td>$886</td>
</tr>
<tr>
<td>2016</td>
<td>$894</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>
<tr>
<td>2020</td>
<td>$2,209</td>
</tr>
</tbody>
</table>

Assessed Property Total

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$4,008,309</td>
</tr>
<tr>
<td>2015</td>
<td>$4,002,576</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>
<tr>
<td>2020</td>
<td>$4,842,355</td>
</tr>
</tbody>
</table>

83% of expenditures directly funded programs

17% administrative expenses
The investment made by local businesses and property owners in the BIZ shines through in Downtown Detroit every day. While 2020 brought new challenges, the BIZ adapted immediately and often, maintaining operations while keeping essential employees safe and parks and public spaces open. As a result, Downtown’s residents and visitors enjoy a welcoming and clean environment and will continue to do so into the future.”

Tricia Keith, Chair, Downtown Detroit Business Improvement Zone; Executive Vice President, Chief Administrative Officer, Blue Cross Blue Shield of Michigan

Successes

COVID-19 Pandemic: BIZ Services Continue without Interruption

Services delivered by the BIZ keeping parks and public spaces clean and safe for outdoor enjoyment by the public were deemed essential. Distancing and sanitizing protocols have been deployed to keep Downtown patrons and workers healthy. Additional BIZ activities, some remotely, are being leveraged to keep the business community informed and bring people together in support of Downtown’s restart and recovery.

1. Prepared and adhered to a budget that aligns with BIZ Plan, BIZ Board priorities and community needs. Maintained a record of clean audits throughout the life of the BIZ
2. After serving over a decade in public service with the City of Detroit, Kitty Whitfield, known to many as the beloved, “Miss Kitty,” joined the BIZ as Small Business Engagement Manager
3. Established the BIZ as a trusted community resource, with personal outreach to more than 300 small businesses, email updates, BIZ Connect Events and the Small BIZ Holiday Shopping Experience
4. Convened sidewalk level business neighbors and the Detroit Police Department in West Grand Circus Park, Cadillac Square East, St. Antoine from Jefferson to Larned. Established New St. Antoine Greenlight Corridor
5. With support from the Detroit Downtown Development Authority, set Downtown Detroit Aglow throughout the winter season with an expanded footprint of 406 adorned light poles inspired by the Spirit of Detroit
6. Downtown businesses reported increased sales coinciding with deployment of the iconic illuminated Detroit sign
7. Welcomed Eugene Carter, Block By Block’s Detroit Operations Manager, bringing years of experience working with partner organizations in Greater Downtown to the BIZ Ambassador Program
8. Deployed new trash compactor truck, immediately realizing operational efficiencies
9. Shared best practices and loaned temporary trash cans in support of Wayne County’s “War on Trash” pilot, applying Downtown experience in Northwest Detroit
10. Served as DPD’s go-to resource for homeless support and right-of-way cleanup, helping keep Downtown sanitary
11. Hosted monthly gathering of Downtown Public and Private Safety Professionals in partnership with DPD and DDP to analyze crime data, share information and best practices and resource deployment
12. Completed redesign of Salesforce customer relationship management (CRM) system for improved tracking and reporting of property ownership, assessments, tenants and major BIZ initiatives
13. Produced Annual Downtown Detroit Development Report and web-based three dimensional interactive story map featuring upcoming developments in 3D situated into the Downtown skyline
BIZ by the Numbers

Maintain
22
acres of landscape

Empty
365
public trash cans and sweep sidewalks throughout Downtown Detroit

Maintain, clean and stock
24
dog waste stations and dog parks throughout Downtown

Installed year-round permanent decorative lighting in six statement trees at Grand Circus Park and in the historic ginkgo tree at Capitol Park. Featured 3D giant snowflakes and spheres, a walk-through gift box, thousands of twinkle lights and spritzers in trees and the instantly iconic Detroit sign

Hours worked
Total: 107,673
BIZ: 75,590
Fee for services: 27,294
Primary clients: Detroit Riverfront Conservancy, Jefferson East Inc., Midtown Detroit Inc., Motor City Casino

$1,304
Median assessment for 2019-2020

Over
98%
timely payment rate of BIZ assessment by property owners

Nearly
90%
of Ambassadors are Detroiter
BIZ 2020 Impact

BIZ Team

Jennifer Bright (Apparatus Solutions)
Gina Cavaliere
Ryan Epstein
Julie Galvan
Krissy Johnson (Apparatus Solutions)
Eric Larson
Joshua Long
Alana Tucker (on staff through June 23, 2020)
Kitty Whitfield

New COVID-19 Investments

Furnished and maintain 7 handwashing stations numerous hand sanitizing units
Acquired and quickly deployed equipment that sanitizes frequently touched surfaces in parks and public spaces using steam, protecting patrons and the environment
Opened satellite BIZ Ambassador location on Broadway Street in March to support the continuations of operations safely during COVID-19, leveraging a grant to DDP courtesy of the Hudson-Webber Foundation and favorable lease terms extended by landlord and Downtown business, Lambert Edwards

“...The BIZ’s presence creates a stable and inviting environment in Downtown Detroit. The BIZ team and our partners have demonstrated unwavering dedication, continuously delivering on the BIZ mission to cultivate a clean, safe and welcoming environment for all.”

To learn more about the BIZ, request services or inquire about background-friendly jobs:
BIZ@downtowndetroit.org

Contact

One Campus Martius
Suite 380
Detroit, MI 48826
Office: 313.566.8250
Ambassador hotline:
313.963.2225
downtowndetroit.org/BIZ