

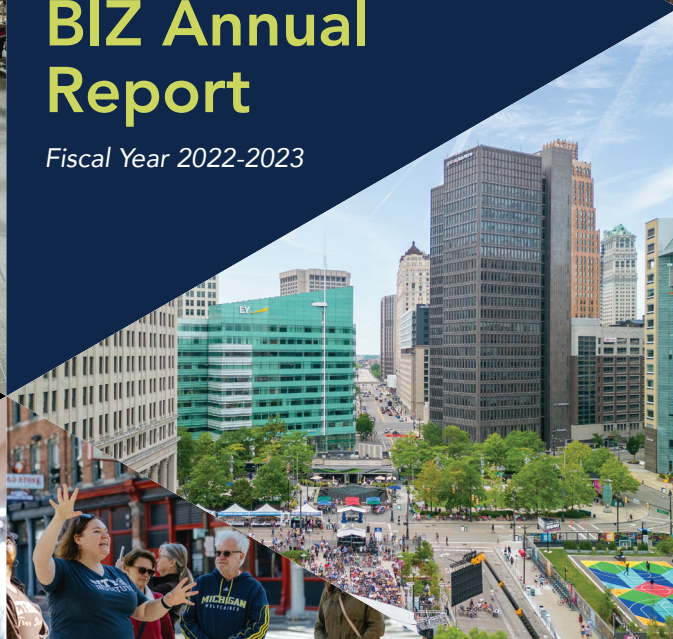


**BUSINESS
IMPROVEMENT
ZONE**



Downtown Detroit BIZ Annual Report

Fiscal Year 2022-2023



Value Of The Downtown Detroit BIZ

Highlights & Successes

General



BIZ LEGISLATIVE ACT

Worked with local and state leaders and legislators to amend BIZ state legislation to align with Detroit needs.

PARTNERSHIPS WITH LOCAL ORGANIZATIONS



Connect the Dots, Center for Employment Opportunities, Kelly Services, Forge Industrial Staffing

Goals: Strengthen Ambassador Pipeline; Special Projects; Employ Detroit's Youth and Returning Citizens

BIZ Ambassadors

EMPLOYED NEARLY
100 ESSENTIAL WORKERS
NEARLY 90% ARE
DETROITERS



BIZ AMBASSADORS CLOCKED
87,107 HOURS
TO KEEP DOWNTOWN CLEAN,
SAFE AND WELCOMING

14,500+ SCOOTERS REMOVED
FROM RIGHT OF WAY



Infrastructure and Planning

DOWNTOWN PEDESTRIAN WAYFINDING PLAN



The BIZ led a group of stakeholders to design a new **Downtown wayfinding system** in collaboration with the Detroit Downtown Authority and City of Detroit with a goal to install ahead of the 2024 NFL Draft.

Lighting

SUPPLEMENTAL LIGHTING THROUGHOUT THE YEAR



including the holiday and newly installed aesthetic lighting on Broadway Street.

Community and Business Engagement



MADE DIRECT ENGAGEMENT AND CONNECTION WITH
400+ SMALL BUSINESSES

BIZ JOB FAIRS



Hosted three BIZ Job Fairs in partnership with DDP and Bedrock that connected **781 job seekers with 88 employers** across Downtown.



HOSTED WELL-ATTENDED
BIZ CONNECT EVENTS

- ▶ Holiday BIZ Connect: Celebration at Atheneum Suite Hotel Greektown
- ▶ March BIZ Connect: Preparing for Major Events Downtown at GM Wintergarden

THE SPIRIT CARD



Citywide gift card that can be redeemed at participating merchants, topped **125 Detroit restaurants and retailers**.

PARTNERED WITH THE DETROIT GRAND PRIX



to support the **Small Business Straightaway** in Cadillac Square.

Data



ASSESSMENT TOTAL:
\$5.67 MILLION

DOWNTOWN DETROIT DATASCAPE TRENDS



DASHBOARD GROWTH AND EXPANSION



LAUNCHED DOWNTOWN BIZ DIRECTORY

Features the impressive collection of **270+ restaurants and retailers** in Downtown Detroit.



Scan to visit the
Downtown BIZ Directory

Marketing and Communications

THE BIZ INSIDER



An exclusive newsletter for stakeholders of the Downtown Detroit BIZ, had an open rate of nearly **40 percent**.



Scan and sign up for
the **BIZ newsletter**

Park and Street Landscaping



22 ACRES

OF PUBLIC SPACES MAINTAINED
THROUGHOUT DOWNTOWN

Safety

PROJECT LIGHTHOUSE



Downtown Detroit's
Neighborhood Watch

Project Lighthouse rebranded, including strategy to expand locations

downtowndetroit.org/safety

DAILY COLLABORATION WITH PUBLIC AND PRIVATE SAFETY PROFESSIONALS

in partnership with the Detroit Police Department and the DDP:



- ▶ Analyze crime data
- ▶ Share information and best practices
- ▶ Strategize resource deployment

BIZ SAFETY OUTREACH AMBASSADORS

Connected with

313

Downtown community members



and interacted with each of them

1,600

times



"The BIZ is a key element to creating a vibrant community Downtown. When residents, visitors, and workers see BIZ Ambassadors proudly maintaining and beautifying Downtown, this inspires everyone to do the same."

ERIC B. LARSON
Chief Executive Officer
Downtown Detroit Partnership

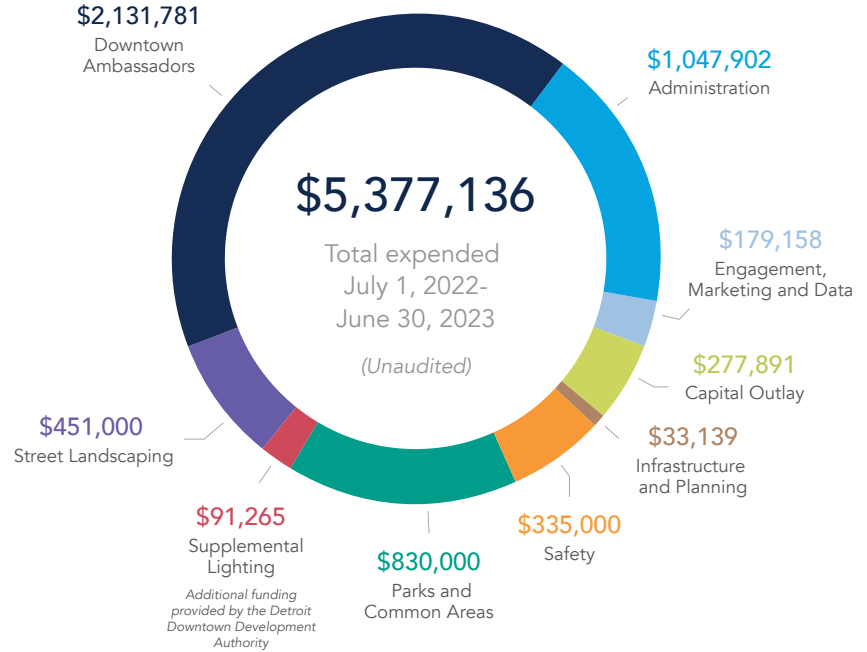


"The BIZ has the agility to meet the ever-changing needs of Downtown Detroit, as it was formed to deliver an exceptional public realm through continuous beautification. For nearly ten years, the BIZ has delivered on its mission to enhance Detroit's Downtown core with a focus on clean, safe, and welcoming. The work has been proudly accomplished with transparency, fiscal responsibility, and the highest degree of professionalism for the benefit of all Downtown patrons."

GINA CAVALIERE
Chief Community Impact Officer
and BIZ Director

BIZ Financials

2022-2023 Expenses



100%
Clean Annual Audits

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



81%
Programs
19%
Administration

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



Committed to Transparency
Scan to see official records of the BIZ



Ambassador Impact and Kudos

“Richard always paints a positive picture of the area where he is working and offers to assist us in whatever way we need. And, as with all the ambassadors, he is always on task cleaning, keeping the area as nice as possible. He truly lives up to the definition of the word ambassador. Thank you for the ambassador arrangement and for staffing it with people like Richard.”

- JIM KRUMPELMAN



907 TONS
OF TRASH COLLECTED

87,107
HOURS WORKED



79,256

**DOWNTOWN
PEDESTRIANS
ASSISTED**

“I had the pleasure of meeting Rod Winters this morning at Valade Park. He was very friendly and helpful. He keeps the park in excellent condition. We are lucky to have an ambassador like Mr. Winters at Valade Park.”

- MARK MILLER

4,526

**GRAFFITI
MARKINGS
REMOVED**

“We’re from Madison, WI in town visiting family. We heard about the riverwalk and found ourselves at Valade Park. Not sure what we were looking for, we approached Rod and his partner. Rod provided a full description of what the riverwalk is and how far we could explore. Very welcoming and informative. At the end of our conversation, Rod handed us a ticket for a free lemonade drink at the Cafe. We’ll be back.”

- KEVIN AND TERESITA TORRENCE

NEARLY 90%
OF AMBASSADORS ARE
DETROIT RESIDENTS

“I am writing to let you know what a great employee you have in Richard Miller. I was visiting Detroit for the first time this week. As I was walking in Greektown, I tripped on the sidewalk and fell. I am 60 years old and have bad knees, thus making it difficult to get up. Richard came running over to help me up. He was so kind and caring. I can’t tell you how much I appreciate his kindness. Please let him know what it meant to me.”

- KATHY MCGEE



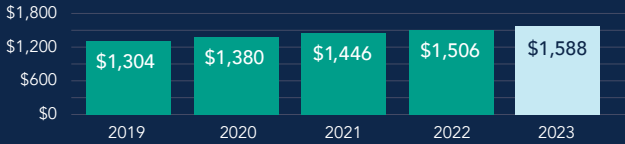
Scan to watch
**BIZ Ambassador
highlights**

Downtown Detroit Datascape

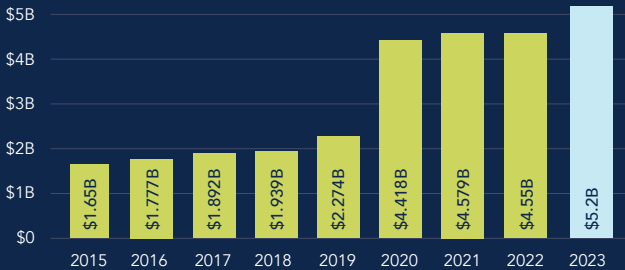


BIZ ASSESSMENT

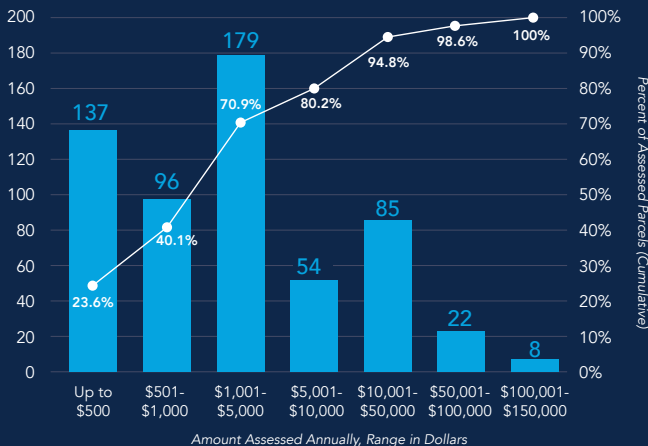
Median BIZ Assessment



Estimated Market Value of BIZ Assessed Parcels



Number of Parcels By BIZ Assessment

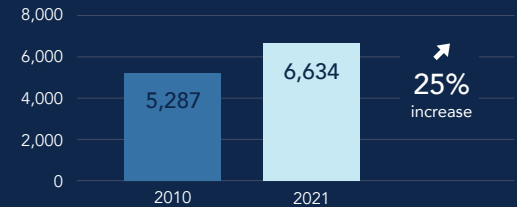


FREQUENCY — **CUMULATIVE %**

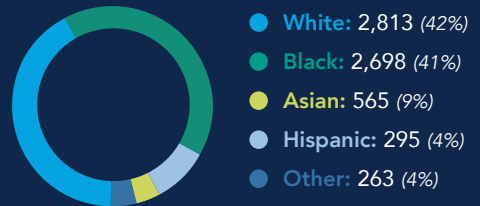


POPULATION

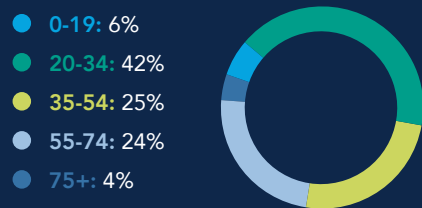
Total Downtown Population (2010-2021)



Downtown Population by Race/Ethnicity



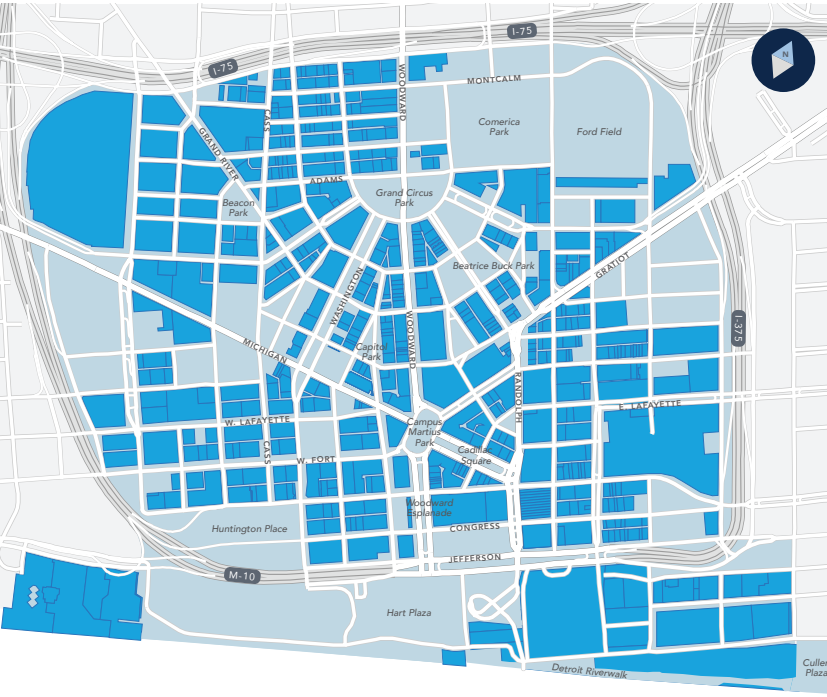
Downtown Population By Age



Scan to explore the
**Downtown Detroit
Datascape**

downtowndetroit.org/datascape

BIZ Geographic Scope



Non-Assessable
Parcels

Assessable
Parcels

About The 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.

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



"The BIZ is critical to the continued growth and success of Downtown Detroit. The steadfast commitment of property owners and the businesses, residents, and visitors to the Downtown BIZ only makes it better and more vibrant. What an honor it is to see the fruit of our labor day in and day out."

STEVE OGDEN

*BIZ Board Chair
Senior Vice President of Government Affairs, Rocket Companies*

BIZ Governance

The Downtown Detroit Business Improvement Zone (BIZ) 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, Rocket Companies



VICE CHAIR

Debra Homic Hoge*

Global Director of Real Estate, General Motors Company



SECRETARY

Mike McLaughlan*

Vice President of Government Relations, Iltich Companies



TREASURER

Richard J. Hosey III*

Owner, Hosey Development LLC and 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 and BIZ Resident



Linda D. Forte

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



Regina Gaines

Owner and Founder, House of Pure Vin



Rainy Hamilton

President, Hamilton Anderson Associates



Ken Hayward*

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



Christos Moisides

Executive Member, 400 Monroe Associates



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 of Electric Sales & Marketing, DTE Energy





BUSINESS IMPROVEMENT ZONE

▶ OFFICE PHONE NUMBER

313.566.8250

▶ OFFICE ADDRESS

1000 Woodward Ave
Suite 380
Detroit, MI 48226

▶ AMBASSADOR HOTLINE

313.963.2225

For More Information About the BIZ

▶ LEARN MORE AT

downtowndetroit.org/BIZ

▶ EMAIL US

biz@downtowndetroit.org

▶ FOLLOW US ON SOCIAL



@DowntownDet

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.



Core BIZ Staff



Eric B. Larson

Chief Executive Officer
Downtown Detroit Partnership



Gina Cavaliere

Chief Community Impact Officer
and BIZ Director



KaTaya Beverly

BIZ Project Manager



Mike Bruggeman

Chief Safety and
Security Officer



Ryan Epstein

Strategic Advisor



Elise Fields

Director of Urban Innovation
and Operations



Krissy Johnson

Senior Accountant



Joshua Long

Data Program Director



Anjana Schroeder

Director of Marketing



DeShawn Singleton

BIZ Project Manager



Jessica Tate

BIZ Executive Assistant



Sarah Walsh

Senior Manager of Events



Kitty Whitfield

Small Business
Engagement Manager