Downtown Detroit
Business Improvement Zone (BIZ)
Annual Meeting of Owners of Assessable Property
ABOUT THE BIZ

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.
**BIZ VISION**

The Downtown Detroit BIZ is a global leader that builds upon Detroit’s rich heritage to create a vibrant, sustainable and prosperous Downtown.

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**BIZ MISSION**

The BIZ works to cultivate a clean, safe and welcoming environment for all by leveraging the collective resources of property owners, the City of Detroit and other stakeholders.
CORE VALUES

- Inclusive
- Diverse
- Sustainable
- Transparent
- Innovative
- Responsible
- Collaborative
- Proactive
- Data-driven
- Accountable
STRATEGIC INITIATIVES / SERVICES FOR DOWNTOWN

- Ambassadors (hospitality, clean, safe)
- Community and Business Engagement
- Infrastructure and Planning
- Landscaping (park and street)
- Marketing and Communications
- Lighting
- Safety
- Data
BIZ GEOGRAPHIC SCOPE

- **Non-Assessable Parcels**
- **Assessable Parcels**
- **Parks + Public Spaces (Not Assessed)**
Michael McLauchlan
BIZ Secretary, Olympia Development

David Di Rita
The Roxbury Group/Resident

Rainy Hamilton
President, Hamilton Anderson Associates

Richard Hosey
BIZ Treasurer, Hosey Development/Resident

Regina Gaines
Owner and Founder, House of Pure Vin

Dwight Phillips
1274 Library Street
Retired

Christos Moisides
Executive Member, 400 Monroe Associates

Tony Tomczak
DTE Energy

Linda Forte
Retired

George Barnes, Jr.
Heritage Optical

Athina Papas
Atheneum Suite Hotel / Greektown Neighborhood Partnership

Debra Homic Hoge
BIZ Vice Chair, General Motors

Ken Hayward
Blue Cross Blue Shield of Michigan

BIZ BOARD OF DIRECTORS

Area-wide representation:

Charles Beckham
City of Detroit, Retired

Steve Ogden
BIZ Chair, Rocket Companies

* Executive Committee Member
BIZ STRUCTURE
CORE BIZ STAFF

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.

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

- **Gina Cavaliere**  
  BIZ Director and  
  Chief Community Impact Officer

- **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**  
  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
BIZ INVESTMENT

$42,056,676
Total amount anticipated over 10 years
BIZ INVESTMENT

$39,853,767.77
Contributed since 2014
BIZ ASSESSMENT CALCULATION

$0.003 per dollar of assessed value

$0.058 per square foot of floor area

Annual BIZ Assessment

ASSessment

For example, a BIZ assessment for a property with an assessed value of $100,000 and a floor area of 8,000 square feet is calculated as follows:

Assessed Value Rate: ($100,000) x ($0.003) = $300

Floor Area Rate: (8,000) x ($0.058) = $464

Total BIZ Assessment: $300 + $464 = $764
TOTAL ASSESSMENT AND PROPERTY VALUE (2014-2022)

$4.6 Billion
2022 Approximate Market Value of Assessable Parcels

Source: City of Detroit 2022 Property Assessment
NUMBER OF PARCELS BY BIZ ASSESSMENT

Amount Assessed Annually, Range in Dollars

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $500</td>
<td>140</td>
<td>24.2%</td>
</tr>
<tr>
<td>$501-$1,000</td>
<td>99</td>
<td>41.3%</td>
</tr>
<tr>
<td>$1,001-$5,000</td>
<td>177</td>
<td>72%</td>
</tr>
<tr>
<td>$5,001-$10,000</td>
<td>53</td>
<td>81.1%</td>
</tr>
<tr>
<td>$10,001-$50,000</td>
<td>84</td>
<td>95.7%</td>
</tr>
<tr>
<td>$50,001-$100,000</td>
<td>18</td>
<td>98.8%</td>
</tr>
<tr>
<td>$100,001-$150,000</td>
<td>7</td>
<td>100%</td>
</tr>
</tbody>
</table>

Total Assessable Parcels: 578
MEDIAN BIZ ASSESSMENT

$1,506
1. Bedrock - 25%
2. General Motors – 12.6%
3. VICI Properties – 10.4%
4. Olympia – 6.2%
5. Blue Cross Blue Shield of Michigan – 3.7%
6. DTE Energy – 3.6%
7. Redico – 3.3%
8. MGM – 3.0%
9. Sterling Group – 2.9%
10. TEG RF Owner LLC – 2.4%
11. City Club Apartments – 2.4%
12. Triple Properties – 1.8%
13. Roxbury Group – 1.7%
14. Zaid Elia – 1.6%
15. Foster Financial – 1.2%

82.3% of the Total BIZ Assessment comes from the top 15 Property Owners

Reflects some ownership assumptions based on information available publicly
BIZ FINANCIALS
FY 2021-2022

Total expended
July 1, 2021-
June 30, 2022

$4,943,633

$2,278,261
Downtown
Ambassadors 46.1%

$423,935
Street Landscaping
8.6%

$13,484
Supplemental Lighting
0.3%

$790,464
Parks and
Common Areas
16.0%

$263,741
Safety
5.3%

$32,373
Infrastructure
and Planning
0.7%

$917,473
Administration
18.6%

$198,902
Engagement,
Marketing and Data
4.0%

$25,000
Capital Outlay
(Broadway BIZ Space)
0.5%

Additional funding provided by the
Detroit Downtown Development Authority
Statement of Activities Compared with Budget for the 12 Months Ending June 30, 2022 (Unaudited)

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Year to Date Total</th>
<th>% Budget Actual</th>
<th>2021-2022 Budget</th>
<th>Year to Date Variance Over/(Under)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax Revenues</td>
<td>$4,974,966.89</td>
<td>100.71%</td>
<td>$4,940,000.00</td>
<td>$34,966.89</td>
</tr>
<tr>
<td>Delinquent Tax Revenue</td>
<td>118,232.75</td>
<td>89.43%</td>
<td>147,000.00</td>
<td>(28,767.25)</td>
</tr>
<tr>
<td>BIZ Supplemental Revenue</td>
<td>92,293.58</td>
<td>184.59%</td>
<td>50,000.00</td>
<td>42,293.58</td>
</tr>
<tr>
<td>Property Tax Interest/Penalty</td>
<td>4,174.42</td>
<td>0.00%</td>
<td>0.00</td>
<td>4,174.42</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>5,189,667.64</strong></td>
<td><strong>101.03%</strong></td>
<td><strong>5,137,000.00</strong></td>
<td><strong>52,667.64</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Landscaping</td>
<td>423,935.04</td>
<td>96.13%</td>
<td>441,000.00</td>
<td>(17,064.96)</td>
</tr>
<tr>
<td>Winter Season Lighting</td>
<td>13,483.81</td>
<td>7.71%</td>
<td>175,000.00</td>
<td>(161,516.19)</td>
</tr>
<tr>
<td>Parks &amp; Common Areas</td>
<td>790,463.91</td>
<td>97.59%</td>
<td>810,000.00</td>
<td>(19,536.09)</td>
</tr>
<tr>
<td>Downtown Ambassadors</td>
<td>2,278,260.93</td>
<td>96.95%</td>
<td>2,350,000.00</td>
<td>(71,739.07)</td>
</tr>
<tr>
<td>Comm. Mktg. &amp; Outreach</td>
<td>198,901.83</td>
<td>99.45%</td>
<td>200,000.00</td>
<td>(1,098.17)</td>
</tr>
<tr>
<td>Infrastructure &amp; Planning</td>
<td>32,373.27</td>
<td>46.25%</td>
<td>70,000.00</td>
<td>(37,626.73)</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>263,741.06</td>
<td>87.91%</td>
<td>300,000.00</td>
<td>(36,258.94)</td>
</tr>
<tr>
<td>Contingency</td>
<td>0.00</td>
<td>0.00%</td>
<td>25,000.00</td>
<td>(25,000.00)</td>
</tr>
<tr>
<td>Memberships &amp; Prof. Dev.</td>
<td>3,227.29</td>
<td>21.52%</td>
<td>15,000.00</td>
<td>(11,772.71)</td>
</tr>
<tr>
<td>Legal Fees</td>
<td>30,000.00</td>
<td>100.00%</td>
<td>30,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Audit Fees</td>
<td>5,670.00</td>
<td>94.50%</td>
<td>6,000.00</td>
<td>(330.00)</td>
</tr>
<tr>
<td>Bank/Credit Card Fees</td>
<td>478.05</td>
<td>0.00%</td>
<td>0.00</td>
<td>478.05</td>
</tr>
<tr>
<td>Admin Insurance</td>
<td>6,510.00</td>
<td>65.10%</td>
<td>10,000.00</td>
<td>(3,490.00)</td>
</tr>
<tr>
<td>Meeting Expense</td>
<td>6,027.06</td>
<td>75.34%</td>
<td>8,000.00</td>
<td>(1,972.94)</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>25,000.00</td>
<td>100.00%</td>
<td>25,000.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Project Mgmt/Admin</td>
<td>765,159.78</td>
<td>83.26%</td>
<td>919,000.00</td>
<td>(153,840.22)</td>
</tr>
<tr>
<td>Office/Tel/Info Tech Expense</td>
<td>100,400.86</td>
<td>91.27%</td>
<td>110,000.00</td>
<td>(9,599.14)</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>4,943,632.89</strong></td>
<td><strong>89.98%</strong></td>
<td><strong>5,494,000.00</strong></td>
<td><strong>(550,367.11)</strong></td>
</tr>
</tbody>
</table>

| Net Surplus / (Deficit)         | $246,034.75        | (68.92)%        | ($357,000.00)    | 603,034.75                       |

**BIZ FINANCIALS FY 2021-2022**
At least 80% of funding goes directly to programs, with not more than 20% in administrative expenses, a best practice.
Clean Annual Audits
100%
WELCOME
NEW TEAM MEMBERS
• Elise Fields, Director of Urban Innovation and Operations
• Christine Szabo, Outreach Specialist
• Jessica Tate, Executive Assistant

BIZ AMBASSADORS ARE ESSENTIAL WORKERS AND SERVED IN THE BIZ EVERY DAY

22 ACRES OF PUBLIC SPACES MAINTAINED THROUGHOUT DOWNTOWN (EQUIVALENT OF 22 FOOTBALL FIELDS)

DIRECTLY ENGAGED WITH 400+ SMALL BUSINESSES

ILLUMINATED STREETS AND PUBLIC SPACES THROUGHOUT THE WINTER SEASON

ENHANCED DOWNTOWN DETROIT DATASCAPE
Explore downtowndetroit.org/datascape

EMPLOYED NEARLY 100 ESSENTIAL WORKERS: 94% ARE DETROITERS

BIZ JOB FAIRS
Four BIZ Job Fairs connected more than 100 potential employees with employers across Downtown

ASSESSMENT TOTAL: $5.2 MILLION

DOWNTOWN PEDESTRIAN WAYFINDING PLAN

WORKED MORE THAN 100,000 HOURS KEEPING DOWNTOWN CLEAN, SAFE AND WELCOMING
HIGHLIGHTS AND SUCCESSES

THE BIZ INSIDER
An exclusive newsletter for stakeholders of the Downtown Detroit BIZ, boasts an above-standard open rate of nearly 35%

HOSTED WELL-ATTENDED QUARTERLY BIZ CONNECT EVENTS

HEALTH AND SAFETY
All frontline workers are trained in hospitality, safety, and mental health awareness
Two team members earned CPR and AED Instructor Certification

AMBASSADOR AND COMMUNITY SPACE
AT 1420 BROADWAY IMPROVEMENTS COMPLETED
- Efficient BIZ Ambassador deployment
- Accessible and visible gathering space for BIZ board meetings and community engagement

LAUNCHED SAFETY OUTREACH AMBASSADOR PROJECT
Hired 8 Ambassadors and an Outreach Specialist, a licensed social worker, who have connected with over 300 unhoused Downtown patrons resulting in the utilization of available social services
(funding support provided by the Hudson-Webber Foundation)

PROJECT LIGHTHOUSE
Downtown’s Neighborhood Watch Partnership of public and private safety professionals
- Consistent communication: radios, emails, monthly meetings
- Analyze crime data
- Share information and best practices
- Strategize resource deployment
- Facilitate training and emergency preparedness
- Look for the Project Lighthouse logo around the BIZ indicating a safe haven (available 24/7/365)

FISCAL RESPONSIBILITY AND TRANSPARENCY
The BiZ’s commitment to fiscal responsibility and transparency is evidenced by its record of 100% clean independent annual audits since inception

11,000 SCOOTERS REMOVED FROM RIGHT OF WAY

PARTNERSHIPS WITH TWO LOCAL NONPROFITS
Connect the Dots and Center for Employment Opportunities
Goals: Strengthen BIZ Ambassador pipeline, support special projects, employ Detroit’s youth and returning citizens
AMBASSADOR IMPACT

94% of Ambassadors are Detroit residents
AMBASSADOR IMPACT

26,551 pedestrians assisted

83,432 hours worked

702 tons of trash removed

3,804 instances of graffiti removed
“My partner and I had an 8-day trip in Detroit from July 4 to 12. We had a great experience interacting with Richard Miller. Mr. Miller was warm and welcoming. He checked on us kindly and answered our questions about Detroit and introduced highlights of Detroit to us. Mr. Miller made us feel Detroit is a very welcoming city. Thank you, Richard!”

- Xia W. & Benjamin C.
“Just a quick thank you to ambassadors Jerome and Delvon for their outstanding service on behalf of us on St Antoine and Larned corridor! The efforts of these outstanding public service employees directly contribute to the World Class status of our great City! Give them both a shout out and two thumbs up!!!”

- Ponce C.
“I had the pleasure of witnessing one of the best work ethics I’ve seen in a long time. While leaving Ford Field for an offsite meeting I noticed one of your Ambassadors sweeping up the debris on St. Antoine north of Madison. Not only was he collecting all debris on the sidewalk and curb line, he also swept the cigarette butts and trash out of the planters that serve as protective barriers (used to prevent vehicle incursion during mass gatherings at Ford Field). I’m sure this is not required, but this individual had no issue ensuring the area’s curtilage was appealing to those exiting I-75 via the Madison ramp.

I stopped to thank the individual for his efforts and got a chance to meet the most engaging fellow. His name is Richard Miller, a humble, very respectful and hard working gentleman; a true Ambassador for the city of Detroit. We’re living in perilous times but this encounter restored my faith in caring, citizenship, pride, work ethic, manners and love for our city. Mr. Miller made my day, and I thought I’d share this encounter/observation with others. I pray others are blessed to meet this Ambassador of the Year!”

– Darren Johnson, Ford Field Director of Security

*Richard Miller has been the Ambassador of the Year so often that the BIZ created the “Richard Miller Award”
2021 BIZ AMBASSADOR OF THE YEAR
SAFETY OUTREACH PROGRAM
SAFETY OUTREACH PROGRAM

188 Engagements with Unhoused Individuals

Increased Small Business Safety Support

151 documented Unhoused and Traveling Individuals, Mentally ill/Substance Abusers
Over $3 Billion
in total investment
in current projects
HOTELS UNDER CONSTRUCTION

ROOST Book Tower Hotel
118 units

Cambria Hotel Detroit
154 units

The Godfrey Hotel
227 units

Hudson’s Edition Hotel
227 units

726 total units
DOWNTOWN DETROIT AVERAGE DAILY VISITORS

Source: Placer.ai, compiled by the Downtown Detroit Partnership
Note: Number of daily visits do not include visits from people who work Downtown or live Downtown.
HOSPITALITY TRENDS

Average Daily Occupancy Rate, Downtown Hotels (Month of July)

Revenue Per Available Room (Month of July)

DOWNTOWN DETROIT AVERAGE DAILY WORKERS (M-F)

Source: Placer.ai, compiled by the Downtown Detroit Partnership
Note: Number of workers does not include Downtown residents who work from home.
TOTAL DOWNTOWN POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>5,287</td>
</tr>
<tr>
<td>2020</td>
<td>7,237</td>
</tr>
</tbody>
</table>

37% increase
PERCEPTIONS SURVEY

69% of Detroiters and 70% of the Tally believe that sidewalks are clean and free from litter and debris.

64% of Detroiters and 75% of the Tally say they were very likely or somewhat likely to utilize BIZ Ambassadors in the future.

88% of Detroiters and 95% of the Tally thought that the services the BIZ provides are important.

74% of Detroiters and 81% of the Tally say they feel welcome when visiting or working Downtown.
LOOKING AHEAD

• Downtown recovery
• Downtown safety
• BIZ assessment renewal
• Small BIZ engagement and support
• Fostering strategic partnerships
• Data-driven deployment of resources
• Delivering value that aligns with priorities of the Downtown community