



BUSINESS IMPROVEMENT ZONE

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

BIZ MISSION

The BLZ 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)





BIZ BOARD OF DIRECTORS

Area-wide representation:

Charles Beckham
City of Detroit, Retired

Steve Ogden*
BIZ Chair, Rocket Companies

* Executive Committee Member



BIZ STRUCTURE



**BIZ ASSESSED
PROPERTY OWNERS**



**BUSINESS
IMPROVEMENT
ZONE**



**DOWNTOWN
DETROIT
PARTNERSHIP**



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: $(\$100,000) \times (\$0.003) = \$300$



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






Total BIZ Assessment: $\$300 + \$464 = \$764$



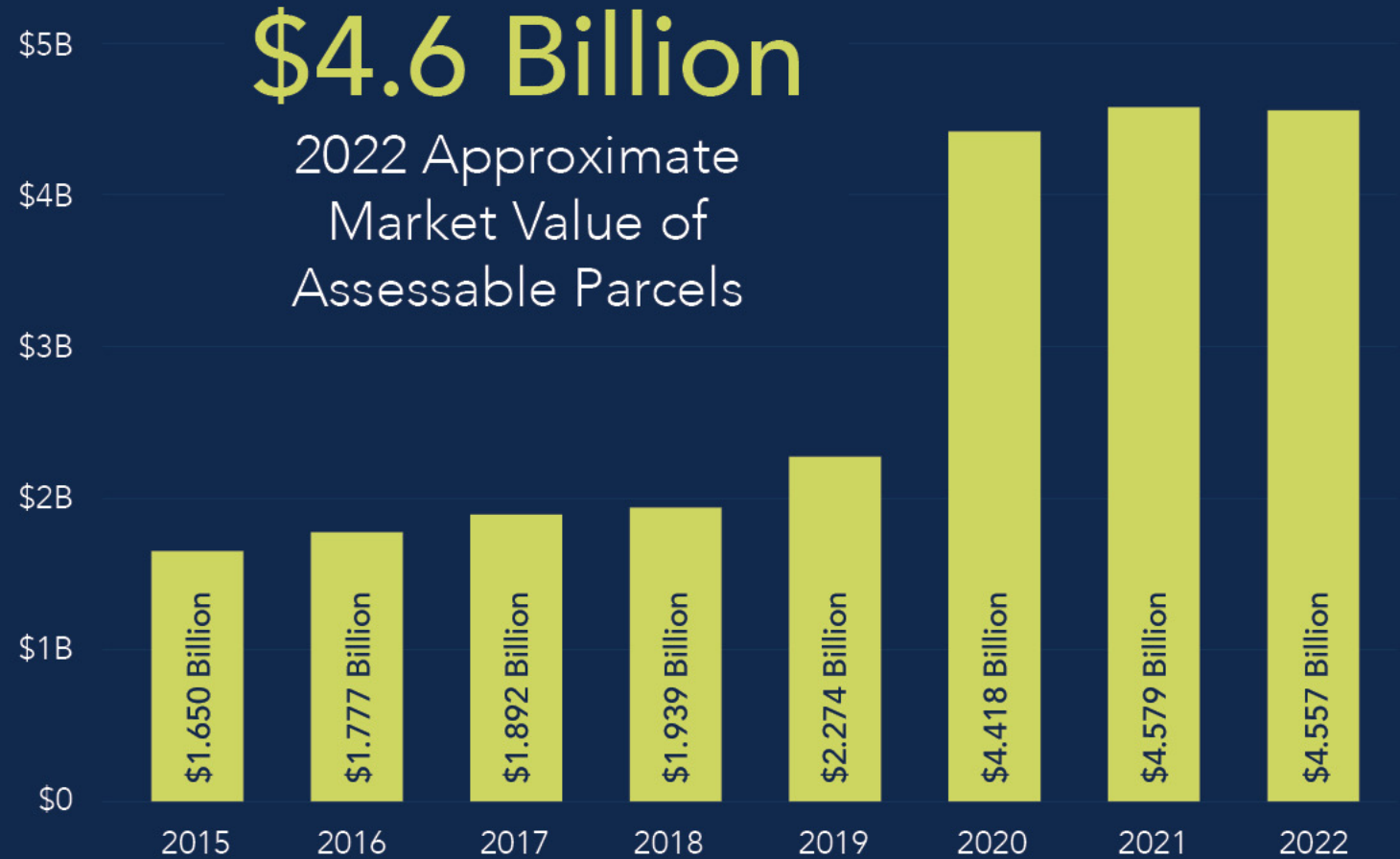


BIZ ASSESSMENT MAP

-  Non-Assessable Parcels
-  Assessable Parcels
-  Parks + Public Spaces (Not Assessed)



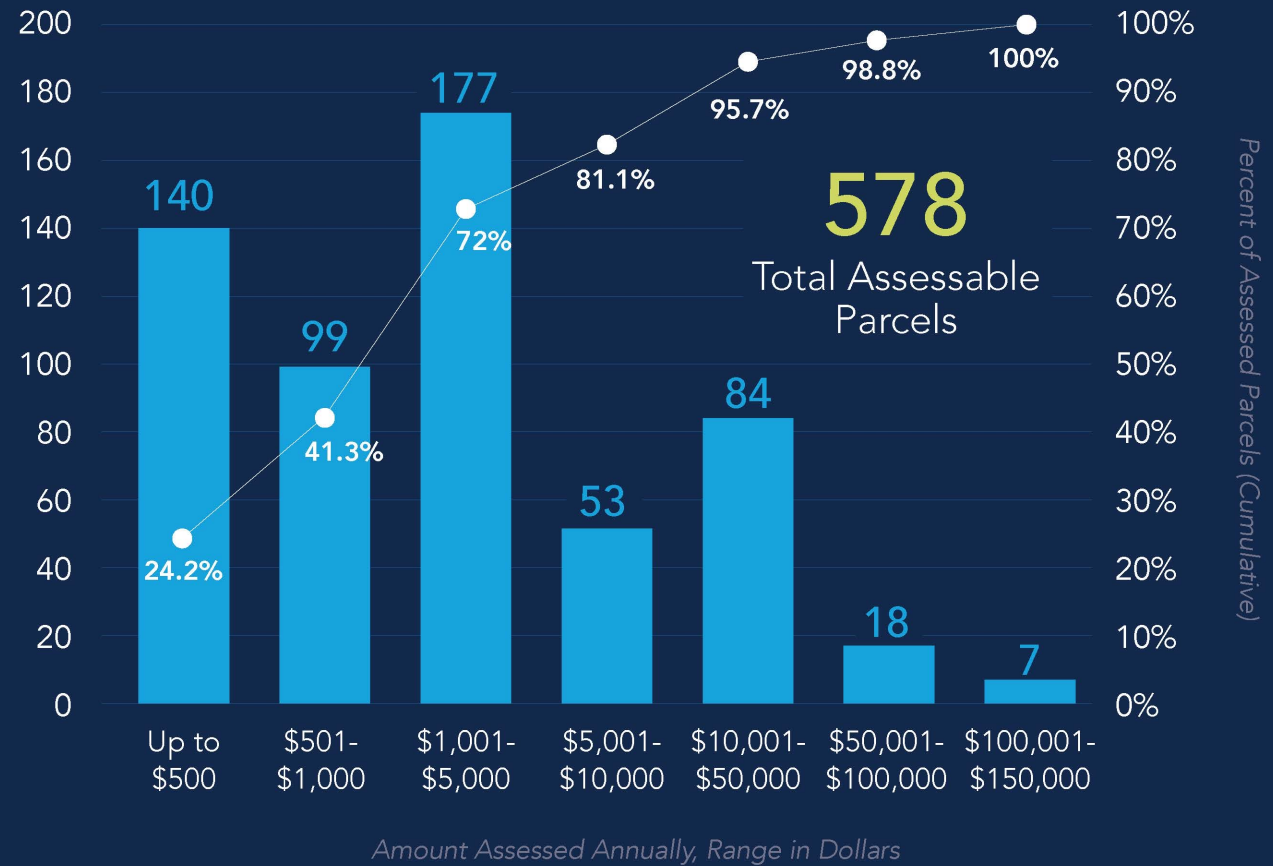
TOTAL ASSESSMENT AND PROPERTY VALUE (2014-2022)



Source: City of Detroit 2022 Property Assessment



NUMBER OF PARCELS BY BIZ ASSESSMENT



 FREQUENCY  CUMULATIVE %



MEDIAN BIZ ASSESSMENT

\$1,506





BIZ TOP 15 PROPERTY OWNERS

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



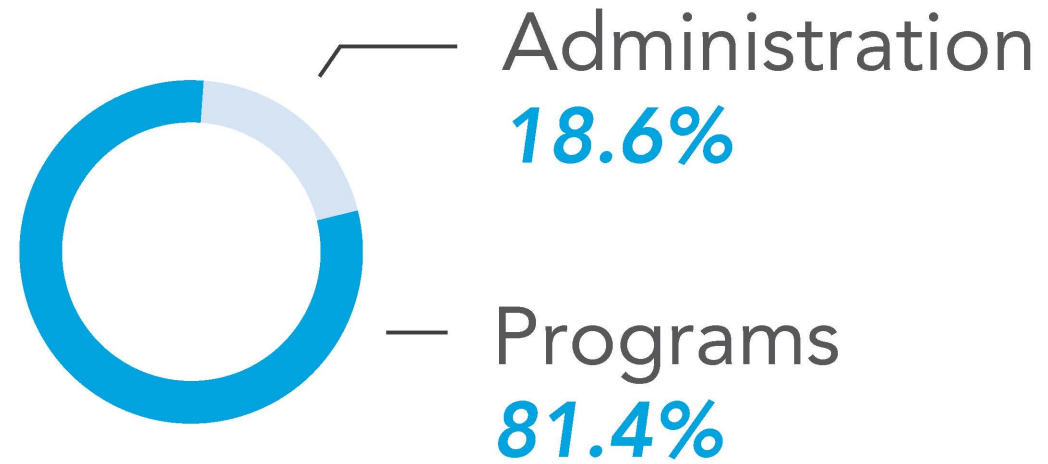
BIZ FINANCIALS FY 2021-2022

Statement of Activities Compared with Budget for the 12 Months Ending June 30, 2022 (Unaudited)

	Year to Date Total	% Budget Actual	2021-2022 Budget	Year to Date Variance Over/(Under)
Revenues				
Property Tax Revenues	\$4,974,966.89	100.71	\$ 4,940,000.00	34,966.89
Delinquent Tax Revenue	118,232.75	80.43	147,000.00	(28,767.25)
BIZ Supplemental Revenue	92,293.58	184.59	50,000.00	42,293.58
Property Tax Interest/Penalty	4,174.42	0.00	0.00	4,174.42
Total Revenues	<u>5,189,667.64</u>	101.03	<u>5,137,000.00</u>	<u>52,667.64</u>
Expenses				
Street Landscaping	423,935.04	96.13	441,000.00	(17,064.96)
Winter Season Lighting	13,483.81	7.71	175,000.00	(161,516.19)
Parks & Common Areas	790,463.91	97.59	810,000.00	(19,536.09)
Downtown Ambassadors	2,278,260.93	96.95	2,350,000.00	(71,739.07)
Comm. Mktg. & Outreach	198,901.83	99.45	200,000.00	(1,098.17)
Infrastructure & Planning	32,373.27	46.25	70,000.00	(37,626.73)
Safety & Security	263,741.06	87.91	300,000.00	(36,258.94)
Contingency	0.00	0.00	25,000.00	(25,000.00)
Memberships& Prof. Dev.	3,227.29	21.52	15,000.00	(11,772.71)
Legal Fees	30,000.00	100.00	30,000.00	0.00
Audit Fees	5,670.00	94.50	6,000.00	(330.00)
Bank/Credit Card Fees	478.05	0.00	0.00	478.05
Admin Insurance	6,510.00	65.10	10,000.00	(3,490.00)
Meeting Expense	6,027.06	75.34	8,000.00	(1,972.94)
Capital Outlay	25,000.00	100.00	25,000.00	0.00
Project Mgmt/Admin	765,159.78	83.26	919,000.00	(153,840.22)
Office/Tel/Info Tech Expense	100,400.86	91.27	110,000.00	(9,599.14)
Total Expenses	<u>4,943,632.89</u>	89.98	<u>5,494,000.00</u>	<u>(550,367.11)</u>
Net Surplus / (Deficit)	<u>\$ 246,034.75</u>	(68.92)	<u>(\$ 357,000.00)</u>	<u>603,034.75</u>



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.



**BIZ FINANCIALS
FY 2021-2022**



Clean Annual
Audits
100%



HIGHLIGHTS AND SUCCESSES



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



DOWNTOWN DETROIT PERCEPTIONS SURVEY REPORT

ENHANCED DOWNTOWN DETROIT DATASCAPE

Explore downtowndetroit.org/datascape



ASSESSMENT TOTAL: \$5.2 MILLION

DOWNTOWN PEDESTRIAN WAYFINDING PLAN



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

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



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



[illegible]

AMBASSADOR IMPACT



702
tons of trash
removed



3,804 instances
of graffiti
removed



26,551
pedestrians
assisted



83,432
hours
worked



AMBASSADOR KUDOS

“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.



AMBASSADOR KUDOS

“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.



AMBASSADOR KUDOS

"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

Increased Small
Business Safety Support

151 documented
Unhoused and
Traveling Individuals,
Mentally ill/Substance
Abusers

188 Engagements
with Unhoused
Individuals



[illegible]



 **Downtown Detroit Dashboard**

 **MoDD**
Metrics on Downtown Detroit

 **Perceptions Survey**
Stakeholder Insights

 **3D Interactive Map**
Downtown Development Update

 **Reports Library**
Downtown Detroit Partnership



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

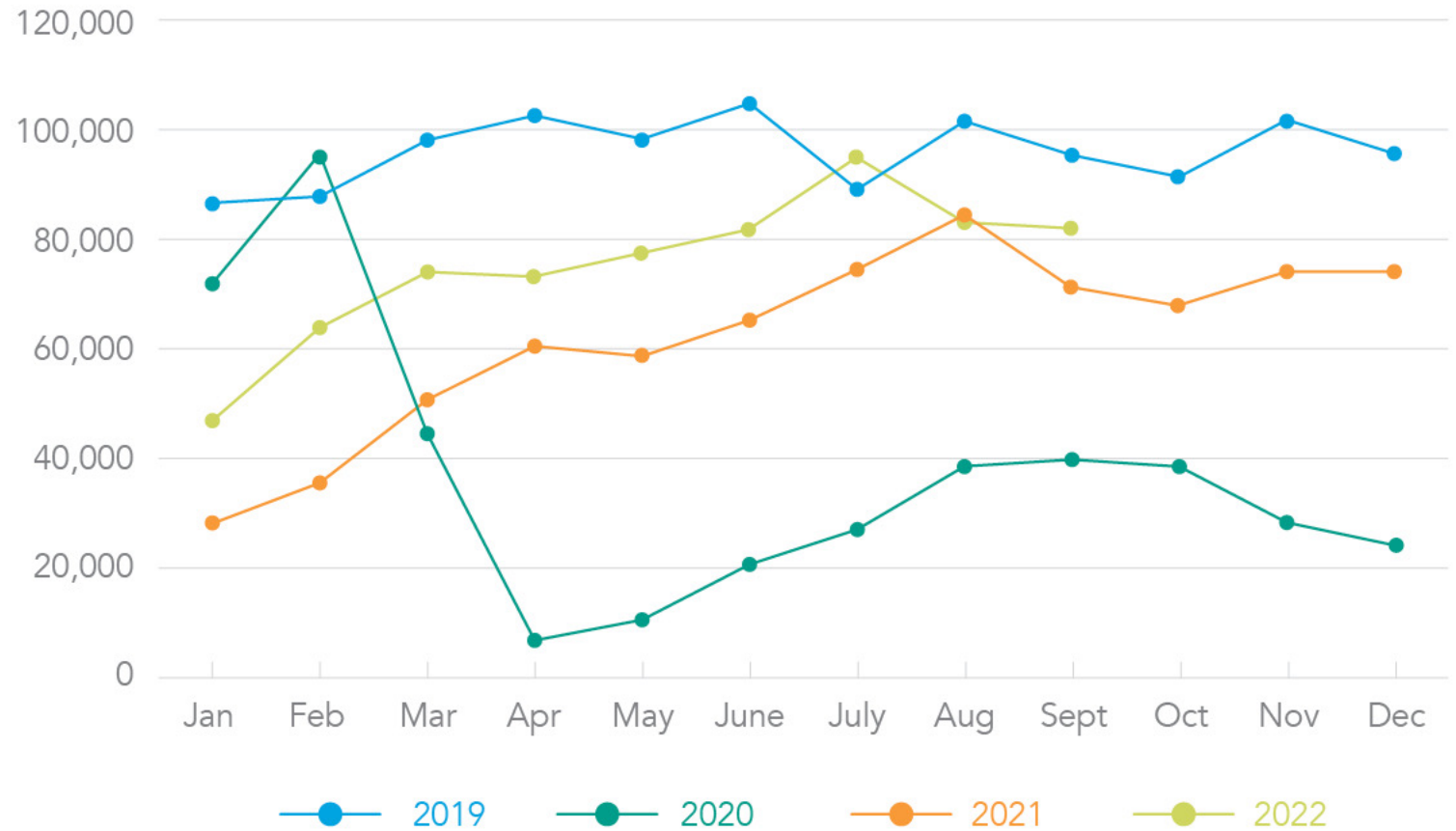


Hudson's Edition Hotel
227 units

726
total units



DOWNTOWN DETROIT AVERAGE DAILY VISITORS



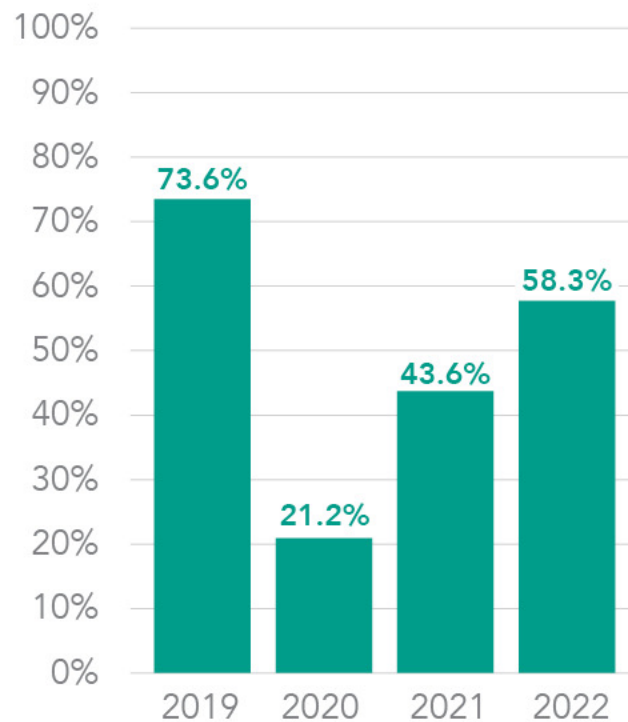
Source: Placer.ai, compiled by the Downtown Detroit Partnership

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)



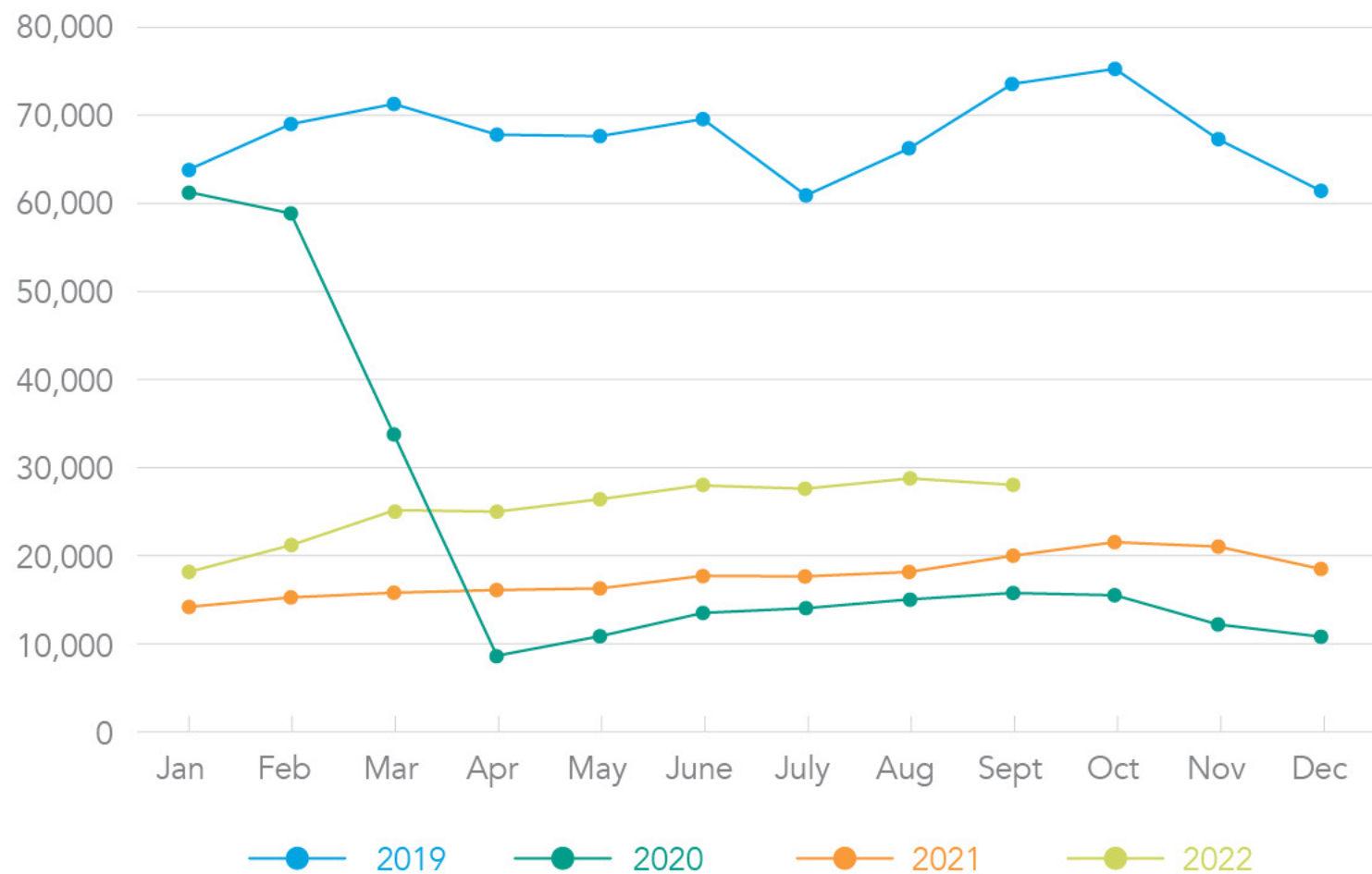
Revenue Per Available Room
(Month of July)



Source: Source: STR, inc, a CoStar company. Compiled by the Downtown Detroit Partnership.



DOWNTOWN DETROIT AVERAGE DAILY WORKERS (M-F)

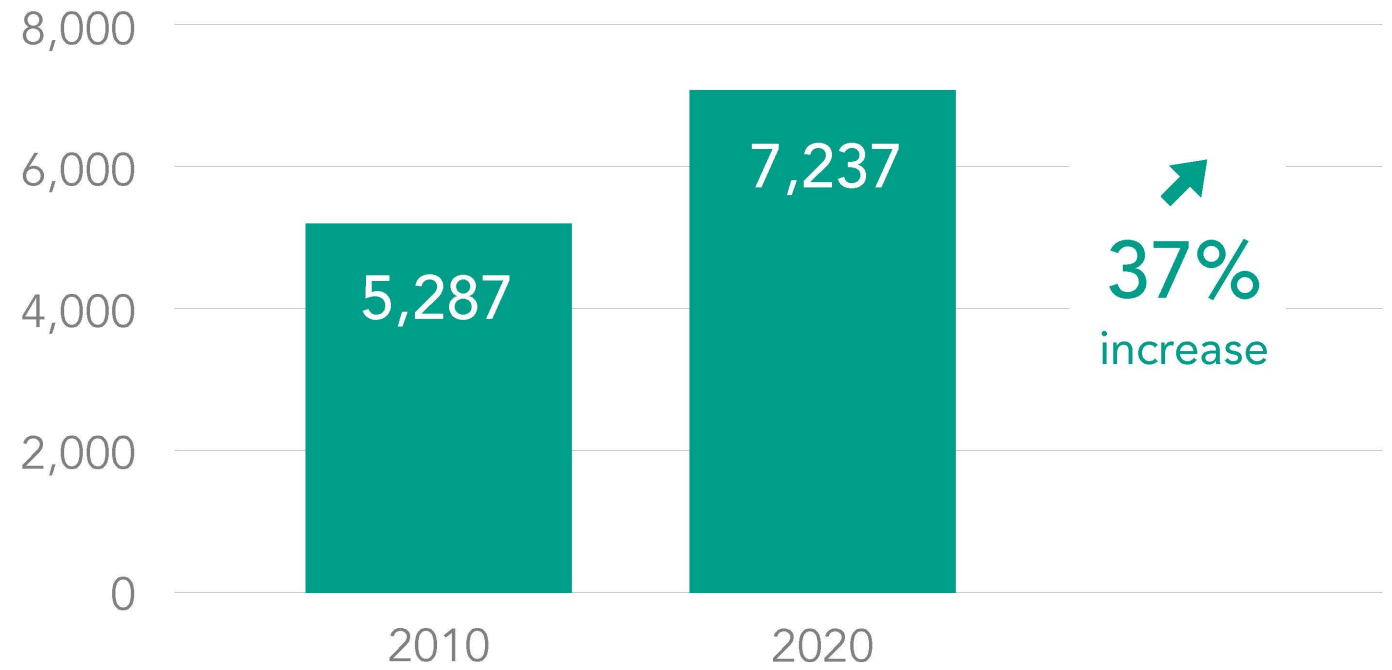


Source: Placer.ai, compiled by the Downtown Detroit Partnership

Note: Number of workers does not include Downtown residents who work from home.



TOTAL DOWNTOWN POPULATION





**DOWNTOWN
DETROIT
PARTNERSHIP**

DATASCAPE



downtowndetroit.org/downtown-detroit-datascape



PERCEPTIONS SURVEY



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



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

SHARE
YOUR
VOICE

Take the
Downtown Detroit
Survey



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





**BUSINESS
IMPROVEMENT
ZONE**

OFFICE PHONE NUMBER

313.566.8250

AMBASSADOR HOTLINE

313.963.2225



**BUSINESS
IMPROVEMENT
ZONE**

VISIT US

downtowndetroit.org/BIZ

EMAIL US

biz@downtowndetroit.org

FOLLOW US ON SOCIAL MEDIA



[@DowntownDet](https://www.instagram.com/DowntownDet)