

—1922

—1932

—1942

—1952

—1962

—1972

—1982

—1992

—2002

—2012

—2022



**DOWNTOWN
DETROIT
PARTNERSHIP**

2022

ANNUAL REPORT

CENTENNIAL EDITION



Nov. 26: The Rink at Campus Martius Park

The BIZ maintains 22 acres of landscape throughout Downtown Detroit, an area 15 times the size of Ford Field's playing surface.



March 3: Detroit lights up for Ukraine



Centennial Celebration Recap Video

TABLE OF CONTENTS

EXECUTIVE VISION

- 04 A Letter from the CEO
- 06 A Letter from the Board Chair
- 08 Strategic Direction

DDP'S WORK

- 10 Centennial Celebration
- 14 Downtown Detroit Datascape
- 20 Business Improvement Zone
- 26 Parks and Public Spaces
- 32 Planning and Urban Innovation
- 36 Safety
- 38 MoGo
- 40 Signature Events

COMMUNITY CONNECTION

- 44 Strategic Partnerships
- 46 DDP Team
- 48 Members
- 50 Funders and Financials
- 52 Strategic and Program Partners
- 54 DDP Board of Directors
- 55 BIZ Board of Directors

DDP Parks and Public Spaces offered 2,000+ free and accessible community programs.

Aug. 27: Skip Marley concert at Beacon Park



DDP Parks and Public Spaces
Programmed, managed, maintained
and/or supported by DDP/BIZ



Detroit Riverfront Conservancy Public Space
The BIZ Ambassadors maintain the Riverwalk



Downtown Detroit
Business Improvement Zone (BIZ) Area



MoGo Bikeshare Station



QLINE Route & Station



People Mover Route & Station



A LETTER FROM THE CEO

Dear friends of the Downtown Detroit Partnership,

In the following pages, we will highlight the successes and announcements that took place during our 2022 centennial year. For the first time in two years, the city was back in person at full throttle. Whether people were seeking entertainment, dining or outdoor activities; Downtown Detroit was ready and welcomed both residents and visitors to a safe, clean and vibrant environment.

In our centennial year, we helped to announce that the Detroit Grand Prix will return to its original home in Downtown Detroit, coming June 2023. In late summer, we hosted our centennial event, at which we celebrated 100 years of servicing Downtown Detroit through the stewardship of its parks and public spaces; convening civic, corporate, philanthropic and community leaders; and serving as a trusted leader in helping to launch and manage public-private partnerships and fiduciaries.

Among the many highlights from our centennial year, we produced more than 2,000 programs throughout the six Downtown parks maintained by DDP. In addition to providing beautification, safety and hospitality services within the Central Business District, The Business Improvement Zone (BIZ) has launched a pilot program that now

May 25: BIZ job fair in Campus Martius Park



"In 2022, Downtown Detroit visitations nearly exceeded pre-pandemic trends and developments in the Downtown area reached almost \$3 billion."



2021 and 2022 BIZ Ambassador of the Year – Calvin Hasberry



Oct. 22: Small BIZ walking tour

"A special thanks to the DDP board, staff and members for their dedication and diligence in helping to bring these initiatives to life."

July 16: Night Market at Beacon Park



19th Annual Detroit Tree Lighting Video



provides on the ground support to unhoused persons and individuals experiencing mental health emergencies. This is a result of our intentional efforts to create a Downtown where everyone feels welcome. We also ramped up our DEI efforts, additional details can be found in the report.

In 2022, Downtown Detroit visitations nearly exceeded pre-pandemic trends and developments in the Downtown area reached almost \$3 billion. As major events such as the 2024 NFL Draft and the 2027 Final Four prepare to take place in Detroit, more hotels are coming online to meet the growing demand.

I must acknowledge that we could not do this work alone, as our efforts are made possible with the collaborative help of our civic, community and corporate partners. A special thanks to the DDP board, staff and members for their dedication and diligence in helping to bring these initiatives to life.

In the following pages, I hope you enjoy the detailed recap of our centennial year and our look towards the future.

Thank you for your support of the DDP!

ERIC B. LARSON
Chief Executive Officer
Downtown Detroit Partnership



A LETTER FROM THE BOARD CHAIR

Dear Friends,

What a year 2022 has been for our Downtown Detroit Partnership! Few organizations have the privilege of celebrating 100 years, and we will wager that fewer still can say that they operate under the same mission now that they did a century ago. The DDP can say that with certainty and confidence.

Under CEO Eric Larson’s visionary leadership, our mission – to cultivate economic and social impact in Downtown Detroit by connecting public, private and philanthropic sectors, providing stewardship of public spaces, and developing programs that engage and benefit all – has never been more successfully brought to life.

Our mission was never so vibrant than at the DDP’s Centennial Garden Party at Campus Martius Park this summer. It was a beautiful evening in an even more beautiful setting to celebrate our accomplishments over 100 years. Thank you to Eric and his talented team for putting together this celebration.

“Now, we look forward to 2023 with renewed energy to continue Detroit’s rise to one of America’s best cities.”

July 14: Movie Night in the D

Oct. 15: Cider in the City at Beacon Park

June 20: Family Fun Day at Beacon Park

Aug. 24: Centennial Celebration

March 21: Digital Information Kiosk Ribbon Cutting

“An exciting year lies ahead for the DDP and our city. Let’s make the most of every opportunity!”

Now, we look forward to 2023 with renewed energy to continue Detroit’s rise to one of America’s best cities. We have the team to accomplish anything we envision: the DDP staff and our board of passionate leaders, including Vice Chair and Chair of the Executive Committee Dan Loepp; our public-sector officials, led by our amazing Mayor Mike Duggan; and our public safety team, led by Chief James White. Together we will continue to work toward strengthening our framework for equitable and sustainable growth, innovation, diversity and opportunity throughout every corner of our city.

Partnerships like these are what makes Detroit home to many and a wonderful place to visit. They are priceless. Thank you for being such devoted stewards of our Downtown.

An exciting year lies ahead for the DDP and our city. Let’s make the most of every opportunity!

CINDY PASKY
Board Chair, Downtown Detroit Partnership
CEO and Founder, Strategic Staffing Solutions

STRATEGIC DIRECTION

MISSION

The mission of the Downtown Detroit Partnership is to **cultivate economic and social impact in Downtown Detroit** by connecting public, private and philanthropic sectors, providing stewardship of public spaces and developing programs that engage and benefit all.

LONG-TERM GOALS AND OBJECTIVES

- Recognized as the preeminent private-sector leadership organization for Detroit
- Lead a city-wide collaborative system of Business Improvement Zones (BIZ)
- Secure long-term, diverse funding
- 80 percent brand recognition across Metro Detroit
- Every DDP Downtown public space is known as a world-class destination
- DDP's staff and vendors fully represent the community we serve and ensure the inclusion of diverse perspectives and voices

VISION

Detroit is a city that welcomes **everyone** to work, live, play and visit.

CORE VALUES

DDP's core values are at the heart of everything we do - from our daily activities to our long-term strategic initiatives. These values underscore our commitment to Detroit.

- Promoter of **diversity, equity and inclusion**
- **Passion for Detroit** and a steward of Downtown
- **Integrity** in everything we do and providing a balanced voice in the community
- Striving for **excellence** in our work every day

2023

LOOKING AHEAD

The team will continue to focus on DDP's core programs while improving efficiency and creating the infrastructure to support organizational growth. Innovative programs and initiatives launching in 2023 are listed below and will present new funding and revenue opportunities and require additional resources, systems and processes.

- 2024 NFL Draft
- Michigan Economic Development Corporation Revitalization and Placemaking (RAP) Grant
- Detroit Center for Innovation
- Detroit Regional CEO Group
- 2023 Chevrolet Detroit Grand Prix on the streets of Downtown
- 2027 NCAA Final Four
- Project Lighthouse
- Mental Health Resources
- I-75 Overbuild

DEFINING SUCCESS

The following are key areas of focus that will guide DDP in 2023 to maximize impact, deliver mission-driven outcomes and move the organization toward achieving its long-term goals and objectives.

The Team

- Retain, attract and develop talent
- Implement diversity, equity and inclusion strategy: internal processes and external communication



Scan to read
DDP's 2023
DEI Action Plan

Downtown Detroit Business Improvement Zone (BIZ)

- Complete Downtown Detroit BIZ reauthorization in 2023
- Continue development of safety outreach project and secure additional and long-term funding

Parks and Public Spaces

- Complete Parks and Public Spaces City Agreement renewal
- Develop strategy around space utilization, expansion and long-term funding
- Increase activation and support for key Downtown Detroit partner events

New Initiatives and Expanded Partnerships

- Michigan Economic Development Corporation Revitalization and Placemaking (RAP) Grant
- Chevrolet Detroit Grand Prix by Lear back on the streets of Downtown Detroit
- Detroit Center for Innovation (DCI)
- Detroit Regional CEO Group
- Rivertown BIZ formation with Detroit Riverfront Conservancy and Jefferson East Inc.

Research

- Increase our use of data and technology to support our programs and our members

Development and Engagement

- Achieve fundraising goals
- Expand earned revenue

Marketing and Communications

- Increase DDP brand awareness and engagement
- Support DDP's role as a recognized thought leader regionally and nationally

Finance

- Implement new accounting system, financial reports and processes
- Complete risk management and insurance review for new initiatives



NEW DDP LOGO REVEAL

The DDP team has been working hard to update its logo to reflect its longevity and overall commitment to Downtown Detroit and we're happy to share it with the community in this year's Annual Report!

Dec. 12: BIZ Ambassadors' lunch at 1420 Broadway

July 22: Fitness After Dark at Beacon Park

In 1922, 13 progressive business leaders came together at the J.L. Hudson Co. offices to establish the Business Property Association – the precursor to what is now the Downtown Detroit Partnership.



"This year only strengthened our ability to effect real change. But what meant the most was your thoughtful and constant encouragement of our entire Team."

- ERIC B. LARSON, DDP CEO

CENTENNIAL CELEBRATION

A Century of DDP Stewardship

The Downtown Detroit Partnership (DDP) marked its 100th Anniversary in 2022. The team was honored to share this celebration on August 24, 2022, with more than 500 of you who share our vision of excellence in economic development, social innovation and change. As DDP reflects on a milestone year, we also look forward to the next 100 years. In this report, we are thrilled to share more highlights from the past year and a glimpse into that future with the community that we serve.



Scan to watch a video recap from DDP's Centennial Celebration



LOOKING BACK ON 100 YEARS

- DDP MILESTONES
- DOWNTOWN DETROIT MILESTONES



1922
Oscar Webber of J.L. Hudson Company gathered 13 businessmen and established the Business Property Association to do the following: investigate the tax situation on Downtown business properties; protest the 1922 increased assessed valuations; encourage a subway system be built leading many miles out for future expansion.



1954
In partnership with the J.L. Hudson Company, the CBDA created "Downtown Detroit Days" to build a strong retail program that would attract shoppers to the central business district.



1963
Dr. Martin Luther King, Jr. led "The Walk to Freedom," a civil rights march of more than 125,000 down Woodward Avenue.

1922



1928
The Fisher Building and Penobscot Building built

1932



1929
Ambassador Bridge construction completed and Union Trust Building built

1942



1935
The United Auto Workers labor union was founded

1952



1950
Detroit's population reaches its height at 1.85 million

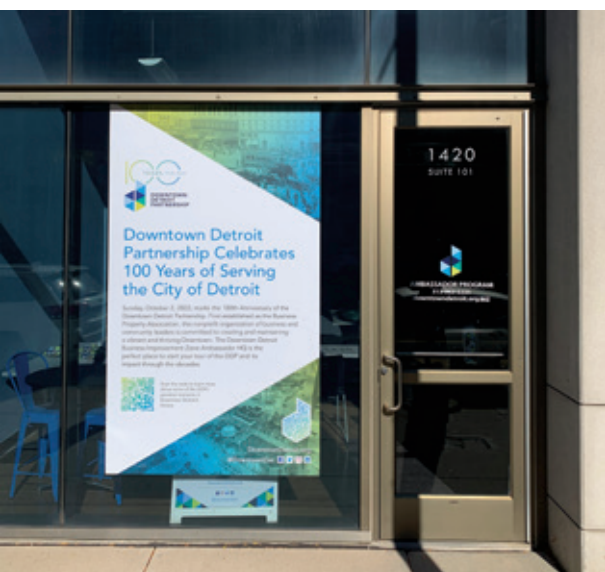
1962



1958
The Spirit of Detroit statue is dedicated



1960
Cobo Hall (now Huntington Place) opens



Window Clings

The DDP produced and installed more than a dozen window clings across the Downtown to tell DDP's centennial story. Cling locations could be found from the Renaissance Center and Guardian Building to Campus Martius Park and the Detroit Opera House. Each included a highlight of the DDP's achievements over the decades and a QR code leading to a deeper dive into how the DDP impacted Detroit throughout its tenure. The next time you are out exploring, pull up the map and take a historic tour of DDP's century of work.



Scan for DDP's historic window cling map.



Rebel Nell Partnership

DDP partnered with Rebel Nell to create a commemorative 100th Anniversary Ornament. Rebel Nell is a Detroit-based, woman-owned company dedicated to uplifting women and providing underserved women a route to self-sufficiency and equitable opportunity. Its talented design team, led by CEO Amy Peterson, created this genuinely one-of-a-kind ornament for the DDP to celebrate its centennial. The entire DDP team, partners, funders and all Detroit Aglow guests received this wonderful timeless keepsake as a thank you for your continued partnership!



This video tells the story of the ornament's creation and the DDP/Rebel Nell partnership.



News & Insights



100 is Much More Than a Number

At the DDP's Centennial Celebration, we welcomed a veritable who's who of Detroit to acknowledge the milestone.



Read this centennial perspective of what 100 really means by DDP CEO Eric Larson by scanning the code.

The Downtown Detroit Partnership strives to create partnerships and connections with key influencers in the City of Detroit, and throughout the region and state. In 2023, the goal is to keep our community and stakeholders apprised of what the team is working on and how we are advancing the communities we serve.

If you are not already receiving DDP's newsletter, scan here and subscribe for the latest news and updates.



AUG. 24: CENTENNIAL CELEBRATION

Looking Ahead

I take immense pride in the way our team came back from the pandemic with renewed purpose and focus. Never has our mission been more critical or visible as people and organizations needed to reconnect in a clean, safe and inviting community. Millions of people across our region depend on the DDP team to advocate and activate quality, resilient and consistent solutions for our Downtown. The reliability of the service we provide and the quality of the execution we deliver defines us as well as our city.



- ERIC B. LARSON, DDP CEO

Scan to read Eric's 2023 welcome and watch his video message!



LOOKING BACK ON 100 YEARS

- DDP MILESTONES
- DOWNTOWN DETROIT MILESTONES



1977
Renaissance Center built. The RenCen was home to DDP offices from 2007 to 2016



1982
The first Detroit Grand Prix



1993
One Detroit Center built



2000
Comerica Park opens



2003
Campus Martius Park opened; Compuware HQ Building completed, where DDP offices are located today



2014
Establishment of the BIZ, contracts with DDP to manage day to day operations



2022
DDP celebrates 100th anniversary; DDP awarded MEDC Revitalization and Placemaking (RAP) Grant; Detroit Center for Innovation Announced (DDP is fiduciary)



2005
The Greater Downtown Partnership merged with DDI and the organization's name was changed to Downtown Detroit Partnership.



2017
Beacon Park opens and MoGo launches



2023
Campus Martius Park celebrates 20 years



▲ OCTOBER: DETROIT LIGHTS UP PINK FOR BREAST CANCER AWARENESS MONTH

DOWNTOWN DETROIT DATASCAPE AND PERCEPTIONS SURVEY



The Downtown Detroit Datascape is the DDP's centralized repository for data specifically on the development and improvement of the Downtown. DDP is constantly updating data and tools within the Datascape to give stakeholders access to the latest and best information on Downtown. This year, we added the Downtown Detroit Dashboard and the 2022 Perceptions Survey Stakeholder Insights Report, along with new data within the Metrics on Downtown Detroit (MoDD) tool and an in-depth 2022 Downtown Detroit Community and Development Report.



Scan to read the 2022
Downtown Detroit Community
and Development Report.

Downtown Dashboard

One of the most important functions of DDP's data program is to provide its stakeholders – Downtown BIZ property owners, decision makers and others – with convenient, easy-to-use, up-to-date and relevant information on the state of the Downtown. To this end, we created a series of charts on visitation, workers, residents, development and diversity that quickly explain the status of Downtown in context of recovery from the pandemic. These data charts were published as part of the new Downtown Dashboard within the Downtown Detroit Datascape.

VISITATIONS

The rebound in Downtown visitation (non-workers), which began in 2021, accelerated in 2022. In 2019, there were just over 35 million visits to Downtown Detroit. In 2022 there were 28 million visits, which represents a 20% decline from the last full pre-pandemic year (2019), but is a 27% increase over 2021.

Total Annual Visits



Average Saturday Visits by Year

Downtown remained an important outlet for people throughout 2022. On an average Saturday, the most popular day for visiting Downtown, there were about 121,000 people visiting Downtown.



Source: Placer.ai. Compiled by Downtown Detroit Partnership, January 25, 2022

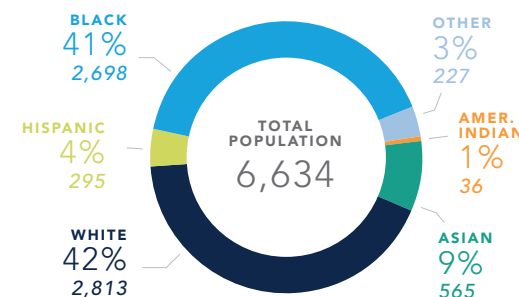
POPULATION

According to estimates from location intelligence company Placer.ai, Downtown Detroit had a maximum daily residential population of 6,380 in 2022. Since some percentage of people stay from time to time in a location away from their residence (a second residence or vacation, for instance), the number of people who consider themselves Downtown residents is likely higher. The U.S. Census American Community Survey estimates that Downtown had 6,634 residents in its 2021 5-year average.

Total Downtown Population 6,634

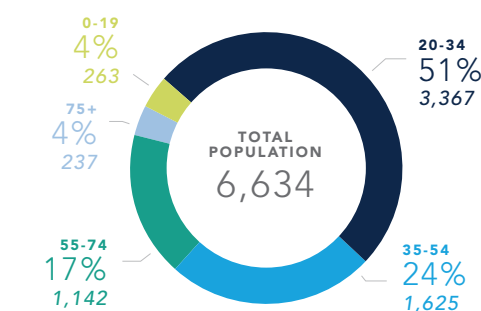
U.S. American Community Survey, 2021 5-yr avg

Downtown Population by Race/Ethnicity



Downtown Population by Age Range

Downtown Detroit has a high percentage of young adults and fewer families with school-aged children. In 2021, 51% of the population Downtown was ages 20-34.



Source: American Community Survey, 2021 5-yr avg.

Note: The boundary for the ACS and Census counts follows census tracts, which are slightly different from the boundary for the Downtown Placer.ai estimate.

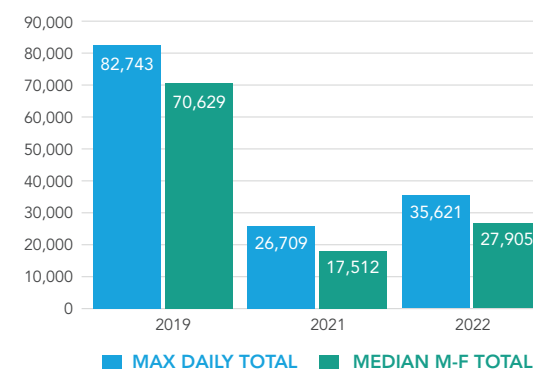


▲ OCT. 22: SMALL BIZ WALKING TOUR

WORKERS

While the number of visitors to Downtown was affected only modestly by the pandemic, the numbers of workers on any given day were drastically reduced beginning in 2020. These reduced counts of workers persisted through 2021. While there were still far fewer workers Downtown in 2022, there was an increase in both the maximum number of Monday-Friday (work day) workers Downtown as well as the median work day count of workers over the previous year.

Number of Workers by Year



Source: Placer.ai, analysis by Downtown Detroit Partnership



DATASCAPE TRENDS

Downtown Density: 1925-2020
Scan to read Downtown Detroit's population trends over the last century.

Tracked \$3 Billion in current development alone for publication in the annual Downtown Detroit Community and Development Report.

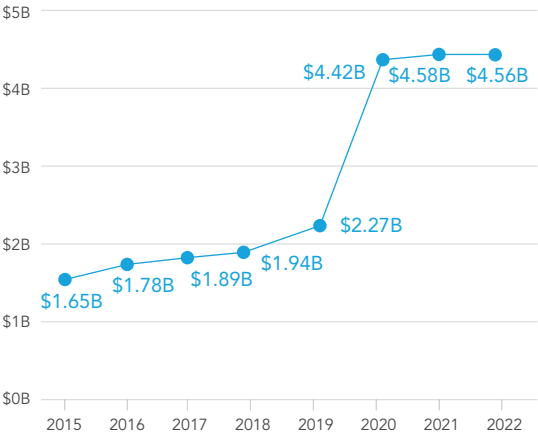


SEPT. 6: LAFAYETTE WEST CONSTRUCTION ▲

BIZ

BIZ Area Market Value of Commercial Property

The approximate market value of commercial real estate Downtown is \$4.56 million. This is down slightly from \$4.58 million in 2021.

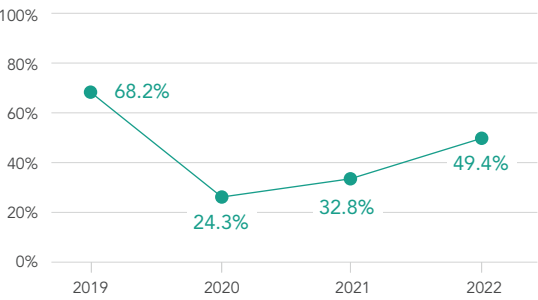


Source: City of Detroit assessor, analysis by Downtown Detroit Partnership. Market value is based on the assessed State Equalized Value per commercial parcel.

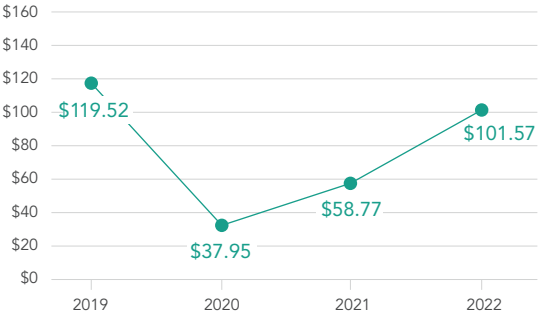
HOSPITALITY

There was a marked improvement in hotel occupancy in 2022. Occupancy levels on average for the full year were up 34% over 2021. Because of increased demand, hotels charged more per night on average resulting in revenue per available room of \$102, nearly double that of the previous year.

Downtown Detroit Hotel Occupancy



Revenue Per Room



Source: STR, LLC / CoStar Group. January, 2023.

New and Upcoming Rooms

826 UPCOMING ROOMS

- Roost Book Tower Hotel - 118 rooms
- Cambria Hotel Detroit - 154 rooms
- The Godfrey Hotel - 227 rooms
- Michigan Central Hotel - 100 rooms
- Hudson's Project Edition Hotel - 227 rooms

Source: Downtown Detroit Partnership, December, 2022.



DATASCAPE TRENDS

Number of Hotel Rooms Continues to Grow to Meet Demand
Scan to read what the latest hospitality trends means for Downtown Detroit.



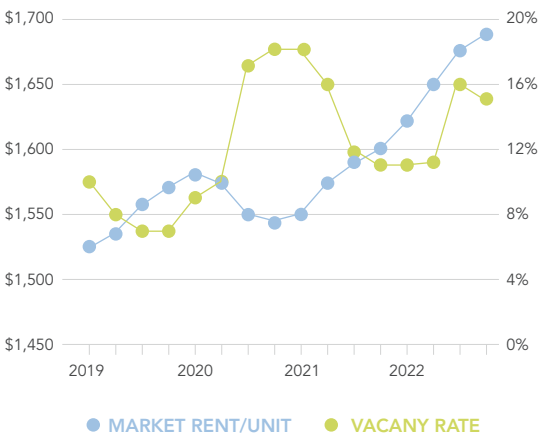
JULY 22: FITNESS AFTER DARK AT BEACON PARK ▲

RESIDENTIAL

The Downtown housing market has had consistent growth over the past 4 years, with a brief disruption from the pandemic in 2020. Vacancy rates for Downtown apartments were around 10% for the first half of 2022 and then increased some in the second half.

The rent per unit has more than recovered since the pandemic, eclipsing the pre-pandemic rent by Q3 of 2021. It continued to rise through the end of 2022 when it was nearly \$1,700.

Market Asking Rent and Vacancy Rate



Source: CoStar Group. January, 2023.



▲ JUNE 17: FRIDAY BEACH PARTY AT CAMPUS MARTIUS PARK

PARKS AND PUBLIC SPACES

Downtown Parks Were Very Popular Places To Visit In 2022

4.2 million
total visitors to Campus Martius Park, Cadillac Square, Beacon Park, Capitol Park and Grand Circus Park

Source: Downtown Detroit Partnership.

METHODOLOGY

The Downtown Detroit Datascape is populated by a variety of sources compiled by expert staff at the DDP. Some information is from primary sources which the DDP executes, such as the biennial Downtown Detroit Perceptions Survey and the annual Downtown Detroit Community and Development Report. For secondary data, DDP maintains a curated set of third-party data providers, some proprietary and some public. The DDP updates its data regularly so that stakeholders have the most relevant information to support their investments.

▼ JUNE 10: FRIDAY MARKET



Perceptions Survey

Stakeholder Insights

The 2022 biennial Downtown Detroit Perceptions Survey, a collaboration between the DDP and Downtown Detroit BIZ, was completed with the results published online as an interactive tool. The survey questions have largely remained the same since 2018, so comparisons can be made over the last three surveys. The Perceptions Survey allows DDP to empirically measure attitudes about the performance of Downtown across a number of measures. The Michigan State University Office for Survey Research was again engaged to run the survey.

About the Results

DETROITERS (2022)

DETROITERS (2020)

The “Detroit Profile” group are individuals who received an exclusive mailing asking that they complete the Downtown Detroit Perceptions Survey. The mailings were selected at random, and the results are weighted to align more accurately with the demographics of Detroit residents overall.

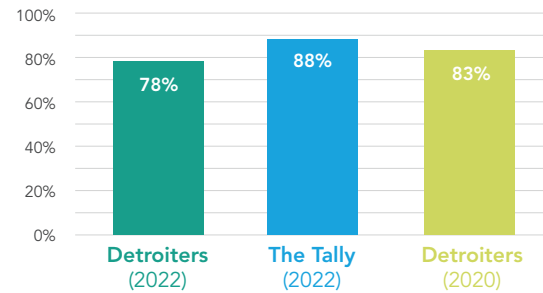
THE TALLY (2022)

Data marked as “The Tally” indicates results from a survey invitation that was available more widely from sources such as email solicitation, Facebook and radio advertisement, and accessible to both Detroit residents and non-Detroit residents. The results include all results without weighting.

JULY 16: NIGHT MARKET AT BEACON PARK ▼

OVERALL ATTITUDES

Positive Impressions of Downtown Detroit



Detroiters’ overall impression of Downtown Detroit remains favorable, with **78%** of Detroiters saying their impression of Downtown was either very or somewhat positive. This was down a bit from last survey when 84% of people had a positive impression of Downtown. The overall impression of Downtown Detroit among the Tally was very high (**88%**), and improved from 2020 (83%).

Perceptions Highlights



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



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



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



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



PERCEPTIONS SURVEY

Scan to view the full Downtown Detroit Perceptions Survey Stakeholder Insights Dashboard.

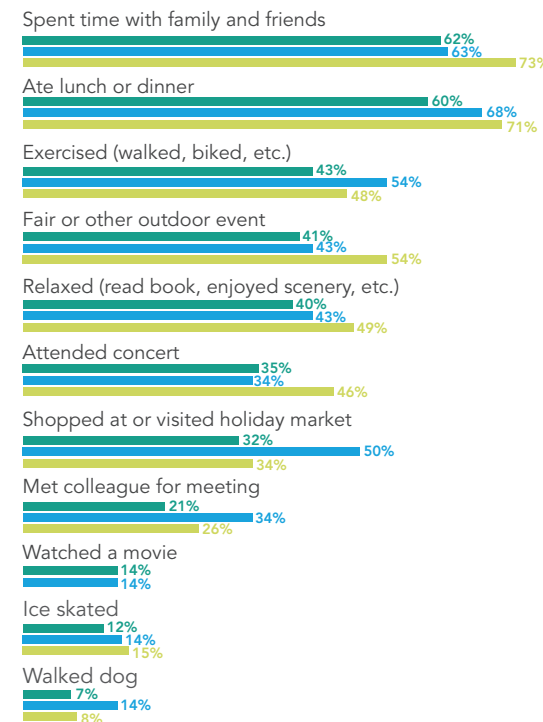


DEC. 3: SKATING AT THE RINK AT CAMPUS MARTIUS PARK ▲

VISITATION AND EVENTS

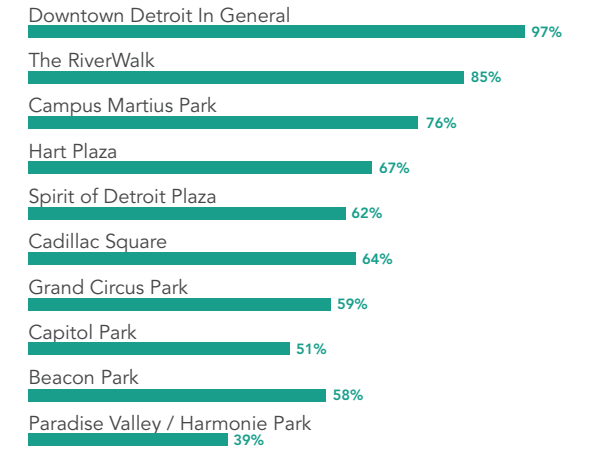
Reported Participation in Particular Activities in Parks and Public Spaces

As expected, the types and frequencies of activities reported in 2020 (pre-pandemic) were significantly different than those reported having taken place in the last year. The below is comparing specific data, see key on the left panel on page 18.



Downtown Detroit Visitors in the Past Year

The Riverwalk is the most popular of the Downtown Detroit public spaces, with **84%** of Detroiters having visited last year. Campus Martius Park is the second most popular public space Downtown with **more than 3 of 4 (76%)** Detroiters saying they had visited in the past year.



97% of Detroiters visited Downtown last year

Familiarity with Downtown Events and Programming

More than 2/3 of Detroiters (68%) said they were either “Very Familiar” or “Somewhat Familiar” with Downtown events and programming

More than 87% of the Tally was either very or somewhat familiar with Downtown events and programming

▼ OCT. 29: MSU VS U OF M VIEWING PARTY AT BEACON PARK



DOWNTOWN DETROIT DATASCAPE 19



▲ OCT. 25: BIZ ANNUAL MEETING AT THE NEW BIZ SATELLITE OFFICE AT 1420 BROADWAY

DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE

The Downtown Detroit Business Improvement Zone (BIZ) is made possible through the continued commitment and investment of Downtown property owners and businesses alike. The BIZ strives to create a clean, safe, welcoming and vibrant Downtown through a variety of services. The BIZ is governed by a volunteer board of directors that contracts with the DDP to ensure these services are maintained without interruption and to fulfill its strategic vision for Downtown Detroit. These services benefit Downtown property owners, businesses, residents, employees and visitors.

The BIZ also provides access to City of Detroit resources, networking events and timely information of importance to local businesses and property owners. The financial contributions of Downtown property owners, through a special assessment, has allowed the BIZ to serve the Downtown community on a daily basis since 2014. As we near the end of the first 10-year term of the BIZ, property owners will be asked to consider renewal. The entire DDP team optimistically looks forward to another decade of service to Downtown Detroit through the BIZ.

Strategic Initiatives

- ▶ **AMBASSADORS** (*hospitality, clean, safe, outreach*)
- ▶ **COMMUNITY AND BUSINESS ENGAGEMENT**
- ▶ **DATA**
- ▶ **INFRASTRUCTURE AND PLANNING**
- ▶ **LANDSCAPING**
- ▶ **SUPPLEMENTAL LIGHTING**
- ▶ **MARKETING AND COMMUNICATIONS**
- ▶ **SAFETY**

▼ MAY 25: BIZ JOB FAIR



BIZ AMBASSADOR HIGHLIGHT CABBON WINSTON

"I became a Downtown Detroit BIZ Ambassador because I wanted to keep my city clean and safe."

Scan to hear about Cabbon's experience as a BIZ Ambassador.



BIZ Ambassadors

The Downtown Detroit BIZ Ambassadors are the special ingredient and the largest program run by the BIZ. The Ambassador team continues to be recognized as essential and critical workers and have maintained their services, rain, snow or shine, since the start of the pandemic. The team's mission is to keep Downtown Detroit clean and beautiful, welcoming to all, and assist anyone they encounter within the Downtown with directions, restaurant recommendations and more.

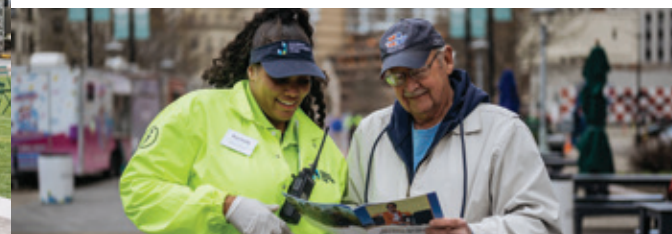
▶ CONSIDER DOWNTOWN DETROIT BIZ AMBASSADORS AS DOWNTOWN CONCIERGES!

Since the inception of the BIZ, more than 421,185 patrons have been assisted, 6,693 tons of trash picked up and nearly 27,871 instances of graffiti removed. The team also removes stickers and power washes parks and sidewalks throughout the Downtown.

Nearly 95 percent of BIZ Ambassadors are Detroit residents whose hard work and pride in their roles, do not go unnoticed. From long-time Detroiters to visitors from around the world, people often share how this team of professionals positively impacted their time in the city as well as their overall perception of Detroit.

▶ DID YOU KNOW? THE DOWNTOWN DETROIT BIZ MAINTAINS THE DETROIT RIVERFRONT FROM RIVERFRONT DRIVE TO RIVARD AS PART OF ITS BASE AMBASSADOR SERVICES.

APRIL 17: NFL DRAFT CELEBRATION ▼



▲ DEC. 12: BIZ AMBASSADOR LUNCH AT 1420 BROADWAY



MORE THAN 90% OF BIZ AMBASSADORS ARE DETROITERS



BIZ AMBASSADORS EMPTY 365 PUBLIC TRASH CANS



MAINTAIN 22 ACRES OF LANDSCAPE



CLEAN AND STOCK 24 DOG WASTE STATIONS AND THREE DOG PARKS



WHY THE BIZ IS CENTRAL TO DOWNTOWN DETROIT



Learn more about the expansive BIZ impact directly from BIZ Executive Director and DDP Chief Community Impact Officer Gina Cavaliere.



BIZ AMBASSADOR HIGHLIGHT

JEROME ROBERTSON AND DELVON CARTER

"I like working at DDP because I like to keep my Downtown clean and on top of that we like to see people that we usually see, and it's a good environment."

Scan to hear about Jerome
and Delvon's experience as
BIZ Ambassadors.



▲ AUG. 24: CENTENNIAL CELEBRATION

BIZ Ambassadors

In the BIZ (funded by the BIZ assessment)

	2019	2020	2021	2022
Total Trash In Tons	800	664	625	672
Graffiti Removed	5,633	2,569	2,716	4,078
Patron Assists	55,274	23,551	17,321	62,575
Hours Worked	81,693	71,531	77,797	94,110
Scooter Removal from Walkways	-	-	8,213	17,560
Dog Park (# of times cleaned)	-	-	1,513	4,075

Contract services through DDP (fee for services; not funded by the BIZ)

Total Trash In Tons	292	343	542	904
Graffiti Removed	513	707	701	214
Patron Assists	13,580	7,455	9,305	24,161
Hours Worked (Contracts)	81,693	71,531	77,797	44,985
Hours Worked (Events)	9,070	1,167	6,717	6,532
Scooter Removal from Walkways	-	-	1,187	1,243

Total (BIZ + Contracts + Events)

Hours Worked	118,055	104,535	139,088	145,627
---------------------	---------	---------	---------	---------



BIZ AMBASSADOR HIGHLIGHT

PATRICIA MCCULLOUGH

"The most enjoyable part of my job is when people call and say how well I do down at the park. That really means a lot to me that I'm making a difference."



Scan to hear about Patricia's
experience as a BIZ Ambassador.

Strategic Partnerships

In an effort to strengthen the Ambassador employment pipeline, the BIZ continued to build partnerships with two local nonprofit organizations, Connect the Dots and Center for Employment Opportunities, and is working to add others. The goal continues to be to meet the demand for Ambassador services while employing Detroit youth, seniors and returning citizens – or anyone willing to work hard while enthusiastically championing Downtown Detroit.

2022 HIGHLIGHTS

- The BIZ's partnership with the Center for Employment Opportunities has produced transitional work for more than 100 returning citizens, working more than 7,000 hours.
- The BIZ welcomed three Youth Ambassadors, young men and women who are interested in working on the BIZ Ambassador team when they're not in school. This added to the original four who joined in 2021. The group continued a special project, taking inventory of assets (i.e. light poles, trash cans, etc.) in Downtown Detroit using a geocoding software. 3,700+ assets were identified across the city's core so far, which will not only help allocate dollars from grants like the RAP award (read more on pages 32-35), but will help ensure efficient deployment of resources.
- The BIZ satellite location on Broadway Street has opened its doors to Connect the Dots to provide free afterschool tutoring for 3rd- to 12th-grade students once a week.

The infrastructure of the Downtown Detroit BIZ is strategically leveraged by the DDP to benefit neighborhoods and partners outside of the Downtown BIZ, reducing overhead expenses for the BIZ and efficiently servicing its partners and special events, for a fee. Through contracts with DDP, Ambassadors are often hired to service Downtown events and areas outside the BIZ, including those listed below.

- Jefferson East Inc.
- Detroit Riverfront Conservancy
- Live6 Alliance
- Midtown Detroit Inc.
- Eastern Market Corporation
- MotorCity Casino Hotel

Data

DDP continues to expand the reach of the Data program and build toward being the preeminent source of Downtown Detroit Data through providing customized metrics and analysis to constituent businesses and property owners, news media and government partners.

To address the growing number of requests for information from BIZ property owners and businesses, we created the new Downtown Dashboard, a substantial addition to our catalog of tools within the Datascape. The Downtown Dashboard makes available some of the most current and salient information, including average daily visitor and worker estimates, to BIZ (and other) stakeholders. Data is comparable to 2019 to help assess Downtown's recovery since the start of the pandemic.

With the Michigan State University Office of Survey Research, the DDP and BIZ completed another Downtown Detroit Perceptions Survey. This statistically rigorous survey is sent out to hundreds of Detroiters by mail and also reaches thousands of Metro Detroiters through email, social media, news outlets and partners. This survey tracks the performance of the DDP and the BIZ through the perceptions of stakeholders across many indicators like cleanliness, safety and diversity.

Additionally, in 2022, a partnership with the City of Detroit was created to lead a coalition of data-providing organizations. This Data Coalition enables multiple nonprofits and government agencies to better coordinate their data collection activities and share resources.

See the BIZ contributions at work in these videos that feature the heart of the team, stakeholders and staff.



SCAN TO LEARN
MORE ABOUT
THE BIZ

DowntownDetroit.org/BIZ



▲ DEC. 9: FAITH & BLUE BREAKFAST

Community and Business Engagement

Community and business engagement is critical to the DDP and the BIZ. The team continues to make strides supporting the BIZ business community and connecting stakeholders to each other and beneficial resources. While businesses continue to see growth and improvement, the BIZ and DDP continue to provide specific resources to help with pandemic-related challenges.

The team connected BIZ businesses to community partners offering financial resources, including the City of Detroit, Comcast and Huntington Bank, and offered information sessions and one-on-one assistance for grant applications and more. Additional resources and announcements were shared with the business community through the growing monthly BIZ Bulletin newsletter, which has seen a 22-percent increase in engagement from 2021 and enjoys an open rate of more than 35%.



Scan to sign up to receive BIZ updates.

This strong engagement and consistent, positive feedback spurred further engagement efforts, including a Business and Community Roundtable series. Inspired by discussion during these roundtables, the team launched BIZ Job Fairs to help meet the most urgent challenge faced by the business community – finding frontline employees. The BIZ hosted job fairs in April, May, June and July that connected more than 230 potential employees to Downtown employers. Additionally, nearly 400 sidewalk level businesses were contacted and the dynamic needs of these businesses were met through coordinated group responses like a safety walk with DPD to learn about the many resources available to Downtown BIZ businesses.

The Downtown Detroit Faith and Blue Breakfast, an initiative led by DDP, also grew from these roundtables, and the second annual breakfast was hosted at the Atheneum Suite Hotel in Greektown, a BIZ board member-owned space. Members of the Downtown faith community, government officials and members of the Detroit Police Department gathered to discuss the needs of the community and how this distinct group of stakeholders can collaborate to advance their shared missions to support those needs.

BIZ Connect meetings continued to encourage Downtown business owners to meet, share common experiences and information and hear about BIZ services. The BIZ hosted two BIZ Connects – one in the Spring and one during the holidays; between the two more than 100 people attended.



HOLIDAY BIZ CONNECT

Scan to watch the post-event recap video from December 8.



The Spirit Card

In 2022, the DDP, the BIZ and Bedrock announced the merger of the Detroit Card and The Spirit Card, two eGift card programs designed to support brick-and-mortar retailers. Both cards were designed to stimulate the City of Detroit's local businesses and operate through the eGift card technology partner Yiftee. The combining of The Detroit Card with The Spirit Card under one entity – The Spirit Card – expands consumer and corporate activity across the city and encourages a continued a sense of connectedness among small and large businesses.



Scan to learn more about The Spirit Card.

downtowndetroit.org/spiritcard



Supplemental Lighting Program

The BIZ and DDP, with additional financial support from Detroit's Downtown Development Authority, brighten Downtown Detroit each year during the winter season. This year, lighting was added to 406 light poles with a design inspired by the Spirit of Detroit, and giant snowflakes, ornaments and stars were installed throughout street medians and Downtown parks.



Have you seen the traveling Detroit Sign around the city? Scan to learn more about this DDP-led program.

downtowndetroit.org/illuminatingdetroit

Annual 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 2022, property owners contributed \$5.2 million through the assessment of 578 parcels. This was a 2% increase from 2021.

Since BIZ property owners voted to authorize this assessment in 2014, they have contributed \$39.8 million to care for Downtown Detroit. Timely payments averaging nearly 100 percent demonstrate the strong commitment from property owners within the Zone.

OCT. 25: BIZ ANNUAL MEETING ▼



Downtown Detroit Safety Outreach Ambassadors

The BIZ launched a Safety Outreach Ambassador project last year to help ensure a safe and welcoming environment for all Downtown patrons. Eight additional Ambassadors and an Outreach Specialist, a licensed social worker, were hired at the launch of the project. The Safety Outreach Team has already connected with more than 300 unhoused Downtown patrons and provided important information on available social services offered by Detroit's network of providers.

The Downtown Detroit Safety Ambassadors are part of Project Lighthouse, Downtown Detroit's neighborhood watch program. You can read more about this in the Safety section of this report on pages 36 and 37.

Safety Outreach Ambassadors are equipped with radios that allow the team to quickly call on the Downtown safety community, including the Detroit Police Department, for emergency assistance. Funding support provided by the Hudson-Webber Foundation.

In 2022, Christine Szabo, a licensed social worker, started providing outreach services to individuals in need within the BIZ on behalf of the BIZ and DDP.



Fiscal Responsibility and Transparency

- 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 has received 100% clean annual audits every year since its inception in 2014.



SCAN TO SEE ALL OFFICIAL BIZ RECORDS AND DOCUMENTS

DowntownDetroit.org/BIZ

There were 4.2 million visitors to Campus Martius Park, Cadillac Square, Beacon Park, Capitol Park and Grand Circus Park in 2022.



▲ NOV. 18: 19TH ANNUAL DETROIT TREE LIGHTING

PARKS AND PUBLIC SPACES

In 2022, Downtown Detroit parks and public spaces were recognized as world-class venues. They contributed both to the success of our homegrown events including the Detroit Free Press Marathon and Detroit Jazz Festival and the city securing major future events including the Chevrolet Detroit Grand Prix presented by Lear, the 2024 NFL Draft and the 2027 NCAA Final Four. In partnership with the City of Detroit and with the financial support of our corporate and philanthropic partners, the Downtown Detroit Partnership continued to provide innovative and diverse programming, improve the parks and enhance the experience of our local, regional, national and international guests.



DARREN CRISS AT THE 19TH ANNUAL DETROIT TREE LIGHTING ▲

Tree Lighting and Rink

The 19th Annual Detroit Tree Lighting presented by DTE Foundation saw a record number of attendees gather at Campus Martius Park to kick off the holiday season and help light the 65-foot Norway Spruce. Over 100,000 people enjoyed the spectacular light display and the 2022 talented line up, including Golden Globe and Emmy award-winning actor and singer, Darren Criss; Zania Alake, who appeared on season 20 of The Voice; Olympic figure skater Mariah Bell; and local favorites including the Detroit Youth Choir and Spartan Dischords. The live broadcast on media partner WXYZ saw its highest TV ratings to date.

The Rink at Campus Martius presented by Visit Detroit welcomed over 300,000 visitors to one of the most beautiful skating experiences in the country. The rink also played host to events like Scott Hamilton's Sk8 2 Elim8 Cancer, Motown Museum skate night and Disney's Lion King Broadway skate party.



▲ APRIL 14: NFL DRAFT CELEBRATION

NFL Draft Announcement

The pick is in! On April 14, NFL Commissioner Roger Goodell took the stage at Campus Martius Park to announce that Detroit was chosen as host city for the 2024 NFL Draft. Securing the winning bid was a collaboration between the DDP, the Detroit Sports Commission and the City of Detroit. Excited Detroit Lions fans from all over Michigan came out for the announcement and were given the first look at the NFL Draft countdown clock that will reside in the Woodward Esplanade until draft day.



🌲 Over 100,000 people attended the 19th Annual Detroit Tree Lighting at Campus Martius Park

🛼 Over 300,000 people visited The Rink at Campus Martius presented by Visit Detroit



▲ JULY 14: MOVIE NIGHT IN THE D

Grants and Awards

The DDP Parks and Public Spaces continued to shine in 2022 and for the second year in a row Campus Martius Park was voted a Top Public Square by USA Today. The City of Detroit also bestowed the Spirit of Detroit Award to the Parks in recognition of the Kwanzaa Kinara project.

*For the second year in a row
Campus Martius Park was voted a
Top Public Square by USA Today*

Corporate Partnerships

2022 was a year of growth in corporate partnerships for the DDP Parks. New partners included Kroger, BetMGM, Culver's, Motown Museum and General RV Centers. Multi-year partnerships with Visit Detroit, DTE Foundation and OneMagnify were also testament to the trust and valued collaborations between the DDP Parks and its partners.



▲ OCT. 15: CIDER IN THE CITY

Parks Programming

The DDP Parks and Public Spaces again produced or hosted over 2,000 events in the parks and engaged with over 275 partners to produce diverse and exciting experiences.

During the summer months, Campus Martius Park and Cadillac Square presented the Grand Prixmiere in partnership with the Detroit Grand Prix. Movie Night in the D Presented by Capital One Café returned and included collaborations with Michigan Philharmonic for a special screening of Encanto as well as the Motown Museum for a Juneteenth screening of the Oscar winning documentary Summer of Soul.

The DDP Parks supported several community and charitable initiatives and special events including The Pink Fund Dance with Survivors, the 911 Memorial, Sk8 to Elimin8 Cancer, Blue Cross Blue Shield's Child Abuse Prevention pinwheel installations, and others that included Forgotten Harvest, Salvation Army, Goodfellows, Culture Source and Michigan Humane. Residents, employees and visitors continued to enjoy DDP's recurring series of programs including Downtown Street Eats, Friday Beach Parties, Workout Wednesdays, Movie Nights and Market Fridays.

▼ APRIL 19: BLUE CROSS BLUE SHIELD "PINWHEELS FOR PREVENTION" CAMPAIGN FOR CHILD ABUSE PREVENTION MONTH



▲ JUNE 10: DOWNTOWN STREET EATS IN CADILLAC SQUARE

Woodward Esplanade

The Woodward Esplanade is the connector between Campus Martius Park and the Detroit Riverfront. It offers various activities throughout the year including our Downtown Street Eats food truck program. In 2022, the median-turned esplanade became the home of the NFL Countdown Clock, a 12-foot art installation and sought-after photo spot for locals and visitors creating an exciting reminder of the upcoming 2024 NFL Draft.

*The DDP Parks and Public Spaces
again produced or hosted over
2,000 events in the parks and
engaged with over 275 partners
to produce diverse and exciting
experiences.*



▲ JULY 22: "BRING YOUR DOG TO THE MOVIES" AT GRAND CIRCUS PARK

Grand Circus Park

Grand Circus Park continues to provide a beautiful space at the entrance of Downtown with its two historic fountains and off-leash dog park. In 2022, the DDP Parks partnered with Michigan Humane on the first annual "Bring Your Dog to the Movies" event. Presented by Strategic Staffing Solutions, furry friends and their humans enjoyed The Secret Life of Pets movie and helped Michigan Humane collect over 200 donated dog leashes for its shelters. Programming in Grand Circus also included fitness and yoga, the weekly Bourbon Garden and the annual Grand Circus Gala which helped raise critical funds for park improvements.





▲ OCT. 21: LE LABO IN CAPITOL PARK

Capitol Park

Capitol Park continues to serve as a multi-use space for residents and visitors. Nestled near shopping and dining options from upscale to casual, this beautiful and historic park is also home to one of our off-leash dog parks. This historic park is the perfect place to enjoy an outdoor lunch or take advantage of one of the many fitness programs. In October, Capitol Park served as the temporary retail space for the luxury perfume conveyor Le Labo, an Estee Lauder company.

▼ CAPITOL PARK DOG PARK



Kinara And Kwanzaa Celebration

On December 26, the Downtown Detroit Partnership, in collaboration with Alkebu-lan Village, Detroit City Council Member Scott Benson, the Charles H. Wright Museum of African American History and the City of Detroit unveiled the world's largest Kinara in Campus Martius Park. The 30-foot-tall Motor City Kwanzaa Kinara was on display to honor the seven-day celebration of African American culture and heritage. Preceding the candle-lighting was a Kwanzaa celebration at Beacon Park that featured a virtual appearance from the founder of Kwanzaa Dr. Maulana Karenga.

▼ DEC. 26: KWANZAA KINARA AT CAMPUS MARTIUS PARK



▲ AUG. 27: SKIP MARLEY CONCERT AT BEACON PARK

Beacon Park

The DDP, with support from the DTE Beacon Park Foundation, continued to provide a diverse assortment of events and activities for all ages. Sunday Family Fun Days, fitness and wellness classes as well as arts and cultural exhibits were just some of the 2022 programming highlights at Beacon Park.

In September, Beacon Park welcomed "The Last Ocean," a world-class art installation that debuted at the Burning Man Festival in 2022. Created from reclaimed ocean plastic, the sculpture project was in the works for 10 years and provided a fully immersive experience. Its internationally renowned artist Jen Lewen appeared at a special reception for the exhibition's launch.

The summer season closed out with an evening of music. The Beacon Park concert was headlined by iconic Grammy-nominated artist Skip Marley. Joined by fellow Grammy-nominated artist Etana and her reggae-fusion beats, they carried an uplifting message to the over 5,000 concert goers.

This year's holiday celebration – Light Up Beacon Park – featured a new toyland experience complete with a life-size train ride. Families continued to enjoy the installation throughout the winter months.



▲ NOV. 18: LIGHT UP BEACON PARK



SEPT. 26: "THE LAST OCEAN" ART INSTALLATION ►

A new \$16 million dollar master plan will transform Grand Circus Park into a safer, more functional, more active and more inviting space that enhances accessibility, connectivity and daily use.

▲ GRAND CIRCUS PARK RENDERING

PLANNING AND URBAN INNOVATION

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

Working to meet the needs and interests of Downtown Detroit stakeholders, including property owners, business owners, employees, residents and visitors, the goal in these efforts is to promote sustained development and urban vitality in Downtown Detroit for the benefit of all.

Grand Circus Park

Located along Woodward Avenue, Grand Circus Park is the oldest and largest park Downtown. Sitting at the gateway to the Downtown core and adjacent to the stadium/entertainment district, the park anchors a true mixed-use neighborhood around it, including residential, restaurant, retail, office and entertainment establishments, and connects people to the area through four different multi-modal stations.

The DDP, with support from the Grand Circus Park Conservancy and with substantial community engagement, completed a new overall plan for the park, which balances the needs of an evolving historic district, entertainment destination and Downtown residential neighborhood. The \$16-million-dollar master plan will transform Grand Circus Park into a safer, more functional, more active and more inviting space that enhances accessibility, connectivity and daily use.

Specific improvements will respect the park's historic character while including new accessible entryways, walks and pathways to promote pedestrian circulation and safety; upgraded electrical infrastructure for activations and programming; new landscaping and open spaces; a food and beverage kiosk; and public restrooms.

The new design features a more inviting, active and safer destination that entices people to enter and strengthens the connection between the park and surrounding area. By doing so, it will create a true community asset that better serves current residents, supports the attraction of new residents and promotes circulation, visitor spending and economic potential.



Capitol Park

As the centerpiece of the historic neighborhood between Woodward Avenue and Washington Boulevard, Capitol Park is a strategically vital public space. It anchors a mixed-use neighborhood, with high-density residential units, including affordable housing, plus restaurant, retail and office space surrounding the park.

With ongoing, extensive community engagement and input, DDP created a plan in 2018 to transform Capitol Park into a more lush and active green space. Initial phases of the plan implemented between 2018 and 2020, including a new lawn, gardens and an off-leash dog park, have been extraordinarily successful. Following a necessary break due to the pandemic, DDP is now moving into the final phases of the plan.

The next phase will deliver additional elements of the master plan, including new electrical infrastructure, permanent seating, landscaping and shading elements, lighting, public restrooms and a beverage kiosk to support activations and earned revenue strategies. By doing so, it will further support economic development and quality of life in the surrounding area while enhancing the park's ability to serve as a destination for events and programming. In total, the improvements will help Capitol Park become a more robust urban amenity and destination for current and future residents, increase pedestrian traffic and visitation to surrounding businesses and anchor the development of a thriving "live play" neighborhood.

▼ CAPITOL PARK RENDERING



▲ JUNE 10: DOWNTOWN STREET EATS IN CADILLAC SQUARE

Cadillac Square

Cadillac Square is a regularly active year-round public space complementing the adjacent Campus Martius Park with daily food, market, music and event programming of all types and sizes including the Winter Lodge and Detroit Jazz Festival. Planning continues for the long-term vision to build a permanent market hall, beverage venue and updated plaza to accommodate current programming and expand the seasonal programs and small business participation more efficiently.

In the near term, critically needed improvements will be made to Cadillac Square, including electrical upgrades to facilitate year-round activations, new furniture to accommodate the growing use and demand of the space and a new food and beverage kiosk, complete with a much-needed public restroom that will support daily use as well as future events and activations.

These improvements will allow for more economical year-round activation and an enhanced visitor experience, a component that will draw more people Downtown. More so, these foundational infrastructure improvements are particularly important for activations associated with large-scale national and international events, like the new indoor-outdoor Detroit Auto Show, the 2023 Chevrolet Detroit Grand Prix that will be held on the streets of Downtown Detroit for the first time in a generation, and the 2024 NFL Draft.

Campus Martius Park and Cadillac Square are key amenities that make Downtown Detroit an attractive and exciting place not just to visit, but to live. The more extensive and varied the activations are in these spaces, the more attractive the experience is for residents as well as visitors. Finally, enhancing these spaces is key to supporting "return-to-office" initiatives, even in hybrid models, as one of the most important steps that can be taken to entice workers into the office. It will offer vibrant experiences they cannot have at home.

Revitalization & Placemaking Program (RAP) Award

The DDP was awarded a \$13,740,000 grant from the Michigan Economic Development Corporation (MEDC) Revitalization & Placemaking Program (RAP). DDP was one of 22 statewide recipients to receive funding that will support recovery from the pandemic. With this award, the DDP can continue to enhance its collaborative planning approach to revitalizing Downtown Detroit.

\$13.74M awarded to DDP from the MEDC Revitalization & Placemaking Program

The RAP award brought together key projects led by DDP, Bedrock, Greektown Neighborhood Partnership, Detroit Paradise Valley Conservancy and Karp & Associates to expand Downtown's public spaces and mixed-use developments. The main goal of the Detroit proposal is to attract residents and visitors to the city's core. This would in turn transition the Downtown community from a place dominated by "work" to a destination that boosts the "live" and "play" dimensions of the economy.

Projects Under the RAP Award:



CAMPUS MARTIUS PARK AND CADILLAC SQUARE
(Downtown Detroit Partnership)

The proposed project will increase Campus Martius Park's capacity for visitors and tourists through a variety of updates. See page 33 for a detailed breakdown of the project.



CAPITOL PARK
(Downtown Detroit Partnership)

Intended to support the growing residential and retail district, the proposed project will deliver additional elements of the master plan for the park—improvements that were set back by the pandemic. Please see page 33 for details.



GRAND CIRCUS PARK
(Downtown Detroit Partnership)

The grant will support foundational improvements that will bring immediate benefits while paving the way to meet the long-term vision for the park. The RAP grant will complete Phase 1 of an overall \$16-million master plan, which will create a gateway to the Downtown that unifies the two sides of the park. Specific improvements can be found in the update on page 32.



PARADISE VALLEY ALLEY
(Detroit Paradise Valley Conservancy)

The project will transform the gateway alley—which sits right next to the main Gratiot Avenue entrance to Paradise Valley and runs through the district—into a safe, art-filled, walkable space. The improvements include replacing existing asphalt with concrete pavers, improving drainage, installing overhead lighting, banners, music system and safety measures. The alleyscape will also feature a performance stage, art murals and enhanced landscaping, amongst other placemaking amenities.



PARADISE VALLEY PARK AND PLAZA
(Detroit Paradise Valley Conservancy)

The project will transform the park and plaza into a safe, inviting public space supporting the development of a thriving, African American-led residential and entertainment district around it. Specific improvements include new grading, replacement of current concrete with pavers, and new landscaping light poles, furnishings, public art and signage.



RANDOLPH PLAZA
(Greektown Neighborhood Partnership)

The project will transform Randolph Plaza from a concrete slab into a world-class public space complete with new brick pavers, planters, and other landscaping to separate the plaza from the street; a café zone with outdoor seating; decorative lighting; and bicycle parking.



1133 GRISWOLD
(Karp and Associates)

The project proposes a full renovation of the existing seven floors and the addition of four new floors for a new gross square-footage of 31,000. The bottom three stories would be commercial, including a ground floor restaurant or retail. The top nice stores would consist of 25 apartments.



HARVARD SQUARE CENTRE
(Bedrock)

The project will rehabilitate the 58,000 square-foot historic building, including environmental remediation; façade restoration; historically-accurate window replacement; replacement of mechanical, electrical and plumbing systems; and interior demolition and buildout. When complete the building will create 34 residential units on the upper eight floors atop three levels of retail space.

Digital Information Kiosks

After being selected by the City of Detroit to serve as the City's partner to install and operate a city-wide digital information kiosk system. Phase 1 of the program was completed in 2022 with 13 kiosk installations across the city. Phase 2 will start in 2023 to complete the goal of 30 installed kiosks across the entire city.

The kiosks will offer information about Downtown and other Detroit neighborhoods to patrons, from nearby restaurants and shops, to offices, community events, social services, an emergency call button and more.

MARCH 21: DIGITAL INFORMATION KIOSK LAUNCH ▼



▲ DEC. 6: DETROIT ARCH SIGN AT 2130 SHAFER HWY

Supplemental Lighting Program

DDP continues to build on the success of the winter lighting program with additional attractions and décor across the Downtown, including DDP's Parks and Public Spaces. In December 2022, the DDA awarded DDP \$1,200,000 over five-years to continue the program. In addition to the winter lighting, DDP will expand the program to include enhanced lighting in pedestrian areas and around public spaces. Also, this year, the popular Detroit sign had a complete renovation that features a more efficient lighting system. This sign has made stops at most of DDP's signature public spaces, including Campus Martius Park.

DDP continues its efforts to promote awareness and support local businesses in commercial districts and create connections within the city as a whole and each other. In 2022, the Detroit sign was hosted by five businesses / organizations across five districts including Northwest Grandmont Rosedale, Detroit RollerCade, Marygrove Conservancy and Nathan's Deli. Funded in part by the DTE Foundation, this sign was designed and fabricated locally.

Additional Projects

RECYCLING GRANT

In late 2022, the DDP was awarded a \$248,500 grant from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) to support recycling infrastructure within Downtown public spaces. The grant focuses on reduction in CO2e, collection volume, participation and access increase. The team is working on the design of program specifics and implementation.

INFRASTRUCTURE GRANT

DDP was awarded \$2 million from the Michigan Strategic Fund to support pedestrian infrastructure. Funds will be used to support a pilot pedestrian bridge demonstration project during the Chevrolet Detroit Grand Prix and future events in Downtown Detroit.

The DDP team participates in training exercises and engages in strategy sessions to meet common goals through the sharing of information and data, resources and best practices.



MAY 27: DETROIT POLICE DEPARTMENT RECRUITMENT EVENT ▲

SAFETY

DDP continues to prioritize safety in its efforts to make Downtown a destination for residents, visitors, patrons and employees. At the forefront is the collaboration between safety professionals in the public and private sectors. The DDP participates in training exercises and engages in strategy sessions to address common goals and share information, 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 in best practices.

2022 Milestones

- In June, DDP launched its safety outreach project. A licensed social worker is funded by the Hudson-Webber Foundation, and the new Safety Outreach Ambassador team is funded by the Downtown Detroit Business Improvement Zone. Since its inception, the Outreach Specialist and Safety Ambassadors have identified more than 360 people in need of services and have had over 1,800 interactions with said population.
- DDP hosted 75,000 individuals in Campus Martius Park and the surrounding area for the 19th Annual Detroit Tree Lighting. DDP worked with Homeland Security and the Detroit Police Department, including their Evolve weapons detectors.
- 50+ Ambassadors and several DDP staff members were certified in crowd management, furthering DDP's commitment to preparedness as millions of patrons are welcomed Downtown annually.



MARCH 21: DIGITAL INFORMATION KIOSK LAUNCH ▲

2022 Milestones (continued)

- DDP hosted regular stakeholder meetings with the Detroit Police Department to facilitate conversations between Downtown business and property owners to improve communications and collaboration to decrease crime and increase public safety.
- DPD offered and DDP supported several courses on mental health awareness and de-escalation techniques for the Downtown business community.

Downtown's Neighborhood Police Officer team exemplifies commitment to a safe and welcoming community for everyone.

DDP's Downtown Safety Committee

DDP and the BIZ continued monthly meetings of the Downtown Safety Committee with consistent attendance of 40 or more key stakeholders. Regular topics include Project Lighthouse collaboration, detailed below, and CompStat, an analysis of crime statistics and discussion of strategies to deploy resources. Downtown's safety professionals, including all Project studying crime trends and statistics compiled by the Wayne State University Center for Urban Studies, the Downtown safety community, including DPD, Detroit Transit Police, the Wayne State Police, the Wayne County Sheriff and Prosecutor and security directors representing more than 30 Downtown property owners, strategize resource deployment. The monthly meetings facilitate communication between all partners supporting the shared goal of keeping Downtown safe and welcoming.

Project Lighthouse

DDP continues to manage Project Lighthouse, a neighborhood watch program for the Central Business District that includes public and private law enforcement and safety partners that provide shelter, aid and assistance for Downtown patrons. This network of professionals is continuously connected by radio and email, and DDP convenes the group during the DDP Safety Committee monthly meeting to review crime trends and collaborate on a variety of Downtown safety topics.

Project Lighthouse partners have committed to assisting any Downtown patron in need of a restroom, telephone or emergency assistance 24/7/365. In 2022, several cases of petty theft were solved through the continued connection and collaboration of Project Lighthouse partners.



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

assistance. The logo is featured on banners and window clings, plus the public can see Project Lighthouse locations on the new digital information kiosks throughout the entire city.

Scan to learn more about Project Lighthouse.



▼ MARCH 10: DOWNTOWN DETROIT'S NEIGHBORHOOD POLICE OFFICER TEAM AT BIZ CONNECT AT THE BRAKEMAN



As part of our continued effort to support small businesses across Metro Detroit, MoGo added 12 new Rider Perks partners in 2022.

MOGO

In 2022, through numerous programs that celebrated biking in Metro Detroit, increased accessibility to bikeshare and brought innovative technology to the region, MoGo continued to position itself as a leader in micro-mobility. Over the course of the year, MoGo expanded its Adaptive program to include a location in Downtown Ferndale, expanded its cash payment options through a new partnership with DivDat to make MoGo passes available on its cash payment kiosks throughout Detroit and added three new electric charging stations.

12 New Rider Perks Partners

As part of our continued effort to support small businesses across Metro Detroit, MoGo added 12 new Rider Perks partners in 2022. These businesses ranged from clothing stores and gyms to co-working spaces and more. MoGo now has nearly 60 Rider Perks partners! The Rider Perks program is designed to get MoGo riders off their bikes and into local businesses, where they can present their proof of membership and receive a reward (usually a discount that varies at each business).

2,000+ New Wayne State University Members in Two Years

In 2021, MoGo launched a partnership with Wayne State University to offer free Annual Passes to its over 27,000 students, staff and faculty, resulting in over 1,000 new members within months of the launch. In 2022, MoGo replicated that success, adding another 1,000+ memberships from WSU students, faculty and staff. On top of that, these members have been riding at such a high rate that five campus stations are in MoGo's top 10 stations for 2022!

MOGO IN CAPITOL PARK ▲



MOGO IN EASTERN MARKET ▲

6 New Stations

MoGo launched two mini-expansions in 2022, totaling six new stations: three on Belle Isle and three electric charging stations. The three stations on Belle Isle are at the Beach, Conservatory and Casino and were made possible by the Ralph C. Wilson, Jr. Foundation with the Michigan Department of Natural Resources. There will be a fourth station added at Gabriel Richard Park in 2023. The three electric charging stations include two in Corktown, near Ford's Michigan Central Station campus, and one in the North End, made possible by the Knight Foundation, Michigan Economic Development Corporation (MEDC), Michigan Central and Ford Motor Co.

3 BELLE ISLE 2 CORKTOWN 1 NORTH END

25% of All Annual Pass-holders are Access Pass-holders

MoGo launched in 2017 with equity and affordability at the core of its mission and vision. As part of that, the Access Pass, a \$5 Annual Pass available to individuals who receive certain state benefits, is an integral part of making Metro Detroit's bikeshare system available to all. To date, more than a quarter of all MoGo members are Access Pass-holders.



Scan to learn more about MoGo and buy your pass.
mogodetroit.org

Milestones

MOGO TURNED 5

MoGo celebrated its 5th birthday on May 23, 2022, with a celebration at the Dequindre Cut Freight Yard. The party included a ride through the city, music, food trucks and more. At the time of the celebration, MoGo surpassed 500,000 rides, well ahead of the projections set in 2017.

MOGO PARTNERS WITH DIVDAT ON CASH PAYMENTS

Offering riders the ability to pay with cash has been crucial to the ability for many individuals to ride MoGo since 2017. A new partnership with DivDat, a city-wide system of cash-accepting kiosks used for various billing and ticketing payments, will make paying with cash available to riders in all corners of the city.

MOGO CONDUCTS STUDY TO CONNECT STATIONS TO TRANSIT

As part of the Connect/D project, a two-year project with the goal of better connecting transit services and bikeshare programs in Metro Detroit, MoGo conducted a study with ALTA Consulting to determine where stations can be moved, replaced or expanded. MoGo expects to publish several key conclusions from the study that will inform station moves and expansions in 2023 and beyond.

MOGO EXPANDS ADAPTIVE PROGRAM, SETS RIDERSHIP RECORD

In the spring of 2022, MoGo expanded its Adaptive program from a stand-alone Riverwalk location to a second location in Downtown Ferndale, while also adding a walk-up option for riders. Both the physical expansion and expansion of hours proved successful, as MoGo surpassed 200 rides for the first time, more than doubling its 2021 ridership total.

▼ ADAPTIVE MOGO



The DDP convenes more than 2,200 business executives, thought leaders, change makers and government officials annually at our impact-oriented events and meetings.



SEPT. 28: FALL STAKEHOLDER MEETING AT MOTORCITY CASINO HOTEL ▲

SIGNATURE EVENTS

The Downtown Detroit Partnership convenes thousands of business executives, thought leaders, change makers and government officials annually at our impact-oriented events and meetings. Throughout 2022, the team continued to toggle between virtual and in-person platforms due to the pandemic. The Downtown community joyfully gathered in-person at DDP's Centennial Celebration, Detroit Tree Lighting and Detroit Aglow.

Annual Meeting: March 23

Hundreds tuned in for DDP's 2022 Annual Meeting in March to hear from business and community leaders Joshua Sirefman, CEO of Michigan Central, and Orlando P. Bailey, director of Engagement at BridgeDetroit, in an engaging conversation led by DDP Executive Committee Member Nathaniel Wallace, former director/Detroit at the Knight Foundation. Topics of discussion included mobility, resilience, post-Detroit vs. Everybody and what our community will look like in 2035.



▲ NATHANIEL WALLACE, FORMER DIRECTOR/DETROIT AT THE KNIGHT FOUNDATION; JOSHUA SIREFMAN, CEO OF MICHIGAN CENTRAL, AND ORLANDO P. BAILEY, DIRECTOR OF ENGAGEMENT AT BRIDGEDETROIT



Scan to watch a highlight reel of their dynamic conversation.



▲ ANDREW CANTOR, PRESIDENT OF RELATED COMPANIES MICHIGAN; KEITH BRADFORD, PRESIDENT OF OLYMPIA DEVELOPMENT; AND ERIC LARSON, CHIEF EXECUTIVE OFFICER OF DDP

Fall Stakeholder Meeting: September 28

DDP held its Fall Stakeholder Meeting in October 2022, which included the release of the 2022 Downtown Detroit Community and Development Update and the announcement of DDP's Downtown Detroit Dashboard, a Datascope tool used to measure growth and recovery.

This signature event was held in person for the first time since 2019 and featured Andrew Cantor, president of Related Companies Michigan; Keith Bradford, president of Olympia Development; and DDP Executive Committee Member Laura Grannemann, executive director of the Gilbert Family Foundation.

A discussion among Cantor, Bradford and DDP CEO Eric Larson kicked off the event with the announcement of the Detroit Center for Innovation (DCI). DDP will serve as the project's fiduciary under the newly created non-profit Detroit Partnership for Innovation. DCI will be a three-building campus that will feature a technology incubator, housing and green space with construction slated to begin this year. Once DCI is completed, Detroit Partnership for Innovation will transfer the project to the University of Michigan to run its academic programming. Both Cantor and Bradford shared why Detroit is a suitable place for investment and the plethora of exciting projects near completion or coming soon.

Following this discussion, Granneman shared the Gilbert Family Foundation's vision for supporting Detroit residents by providing housing and financial resources.



Scan to watch the event recap of the Fall Stakeholder Meeting.



▲ DDP EXECUTIVE COMMITTEE MEMBER LAURA GRANNEMANN, EXECUTIVE DIRECTOR OF THE GILBERT FAMILY FOUNDATION

A discussion among Cantor, Bradford and DDP's CEO, Eric Larson kicked off the event with the announcement of Detroit Center for Innovation (DCI).





Centennial Celebration
August 24

In late August, DDP hosted the celebration of the century in the heart of Detroit – Campus Martius Park. Welcoming over 500 friends, this summertime soirée equally entertained and engaged all who attended. City Council Member Coleman A. Young II presented DDP Board Chair Cindy Pasky, Executive Committee Chair Dan Loepp and CEO Eric Larson with a Spirit of Detroit Award. Thanks to the generosity of an unprecedented 24 sponsors, the Centennial Celebration was a joyous success.



Scan to watch a video of the 2022 DDP Centennial Celebration recap.



19th Annual Detroit Tree Lighting
November 18

Produced by the Downtown Detroit Partnership, the 19th annual Detroit Tree Lighting Presented by DTE Foundation attracted more than 100,000 individuals to Campus Martius Park. The only thing that sparkled more than the 20,000 lights on the 65-foot tree and entertainment on the DDP stage was the twinkle in the eyes of so many families and the star-studded lineup of local and national figure skaters on The Rink at Campus Martius Park presented by Visit Detroit.



Scan to watch a video recap of the 19th annual Detroit Tree Lighting.



Detroit Aglow
November 21

The 38th annual Detroit Aglow jubilantly returned to MGM Grand Detroit in November, bringing over 550 guests together to highlight DDP’s work and begin the holiday season in style. To commemorate this special year, DDP partnered with Rebel Nell, a certified women-owned social-enterprise based in Detroit, to produce a unique holiday keepsake. Funds raised at Detroit Aglow strengthen DDP’s mission to cultivate economic and social impact in Downtown Detroit by connecting public, private and philanthropic sectors, providing stewardship of public spaces, and developing programs that engage and benefit all.



Scan to watch the 2022 DDP Detroit Aglow event recap.



Ongoing Initiatives

- 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.
- The DDP continued to strengthen its collaboration and partnership with the City of Detroit, Wayne County, the State of Michigan and other key stakeholders.
- The Second Annual Faith and Blue Breakfast brought faith leaders and law enforcement together to discuss how their respective missions can work together to better serve our community.

▼ DEC. 9: FAITH & BLUE BREAKFAST



DDP looks forward to the continued partnership with the Grand Prix as we honor the event's legacy on Belle Isle, during the June 3-5 weekend in 2022, and the exciting future with a return to the streets of Downtown Detroit in 2023.



DETROIT GRAND PRIX RENDERING ▲

STRATEGIC PARTNERSHIPS

DDP serves as a partner and fiduciary for key affiliates and events that help move Downtown and the city forward. These strategic partnerships contribute to building a more connected and vibrant Detroit through investment, mobility, education and community outreach.

DETROIT CENTER FOR INNOVATION

The Downtown Detroit Partnership, Related Companies and Olympia Development of Michigan announced in September 2022 that DDP will serve in a fiduciary role for the Detroit Center for Innovation (DCI) by establishing a new non-profit organization, the Detroit Partnership for Innovation (DPI). The DPI will support the DCI by facilitating the funding and construction of the Academic Research Building. The DPI Board will be responsible for supporting the operations of the DCI. The Academic Research Building (ARB), which will form the cornerstone of the Detroit Center of Innovation, will be transferred upon completion from the non-profit to the University of Michigan to run its academic programming.

▼ DETROIT CENTER FOR INNOVATION RENDERING



DETROIT GRAND PRIX

In 2022, the Chevrolet Detroit Grand Prix presented by Lear hosted its final event on Belle Isle for more than 100,000 fans before returning to its original home Downtown Detroit. With more than \$13.5 million in improvements invested on Belle Isle, the Grand Prix leaves a legacy on the island.

A new era of the Detroit Grand Prix will begin in 2023 when the event returns to Downtown Detroit, June 2-4. The Chevrolet Detroit Grand Prix presented by Lear will bring a dynamic street-festival atmosphere to the Motor City. The new Grand Prix will feature three full days of activities and celebration on some of Detroit's most popular and active Downtown areas, including racing on a new 1.7-mile, 10-turn street circuit along Jefferson Avenue, Bates Street, Atwater Street, St. Antoine, Franklin Street and Rivard.

The Grand Prix will provide unprecedented access for attendees with more than half of the event's footprint along Jefferson Avenue and the beautiful Detroit Riverfront open to the public, free of charge. Grand Prix visitors will enjoy free access to the main fan activation areas at the event, including Spirit Plaza, Hart Plaza and the Riverwalk. There will be live music, food, games and displays all weekend, without the purchase of a Grand Prix ticket.

The DDP continues to serve as a strategic partner and fiduciary for the Grand Prix, providing critical year-round strategic and fiduciary support – from well before the first flag until well after the last finish line. Our city will be welcoming visitors from around the world over the race weekend and the DDP team will be out maintaining our public spaces and providing critical assistance and support to visitors and residents alike.

▼ JUNE 4: DETROIT GRAND PRIX ON BELLE ISLE



▲ SEPT. 14: DETROIT HOMECOMING IX AT THE ICON

DETROIT HOMECOMING IX

Leveraging DDP's unique position to support initiatives that generate an even broader geographic impact, DDP has partnered with Detroit Homecoming since its inception. Executed by *Crain's Detroit Business* to attract local and expatriate talent and ideas, DDP serves as the fiduciary partner and DDP CEO Eric Larson chairs the Detroit Homecoming Host Committee.

Originally intended to run for three years when it began in 2014, Detroit Homecoming remains a dynamic catalyst for engagement and economic investment to benefit Detroit. The event has reconnected and reacquainted more than 1,330 Detroit expatriates with the city and inspired their participation in a variety of corporate, civic and philanthropic developments, totaling more than 207 outcomes and \$680 million invested in Detroit.

DETROIT HOMECOMING IX returned to a fully in-person experience, featuring 54 local and national speakers and nine unique immersive experiences, tours and engagements. The 2022 event welcomed 131 expats, more than 125 locals and 11 "boomerangs" – Homecoming alumni who moved back to the Detroit area – to the event.



Scan to learn more about the Detroit Grand Prix
detroitgp.com



Above: Detroit Aglow



Top Left: Centennial Celebration; Bottom Left: Centennial Celebration; Top Center: Detroit Aglow; Bottom Center: Detroit Grand Prix; Top Right: Centennial Celebration; Bottom Right: Digital Information Kiosk Launch

DDP TEAM

Executive Leadership

- Eric B. Larson**
Chief Executive Officer
- Lila Asante-Appiah***
Chief Administrative Officer
- Mike Bruggeman, CPP***
Chief Safety and Security Officer
- Gina Cavaliere**
Chief Community Impact Officer; Director, BIZ
- David Cowan**
Chief Public Spaces Officer
- Robert F. Gregory**
Senior Consultant, Strategy and Public Spaces
- Paul Trulik**
Chief Financial Officer
- KaTaya Beverly**
BIZ, Program Manager
- Iris Brauer***
Development Coordinator

Staff

- Patricia Brown**
Office Administrator
- Soula Burns**
Director of Corporate Partnerships
- Renee Dalaya**
Senior Administrative Manager
- Laura Dean**
Senior Manager, Parks and Public Spaces
- Ryan Epstein**
Director, Special Projects Operations
- Elise Fields***
Director of Urban Innovation and Operations
- Alicia Gray***
Executive Assistant, Administration and Public Spaces
- Cliff Johnson**
Operations Manager, Parks and Public Spaces
- Krissy Johnson**
Senior Accountant
- Talitha Johnson***
Director of Communications
- Maryann Listman**
Director of Governance and Policy
- Josh Long**
Director of Data Program
- Cassie Molinari***
Programming Manager, Parks and Public Spaces
- John Myers III***
Director of Operations, Parks and Public Spaces
- McKenzie Pytlak***
Digital Marketing Intern
- Mary Riegle**
Director of Development
- Anjana Schroeder**
Director of Marketing
- DeShawn Singleton**
Operations Manager
- Jessica Tate***
Executive Assistant, Business Improvement Zone

- Sarah Walsh**
Senior Events Manager
- Kitty Whitfield**
Small Business Engagement Manager
- Claire Wolfington**
Accountant

MoGo

- Adriel Thornton**
Executive Director
- Jacob Graham**
Director of Programming and Operations
- Jeremy Rosenberg**
Director of Marketing and Community Outreach

* Special welcome to DDP team members who joined in 2022.

Detroit Grand Prix

Effective 1.1.2023

- Jamie Cool**
Activation and Event Manager
- Courtney Gibbs**
Director of Sponsorship and Hospitality
- Krystal Grembro**
Sponsorship and Event Manager
- Valerie Hale**
Office Manager, Assistant to the President
- Chandler Johnson**
Operations Coordinator
- Ethan Kruger**
Event Department Intern
- Erica Kula**
Sponsorship/Events Manager
- Thom Luebbe**
Operations Associate
- Joelle Marino**
Sponsorship/Events Manager
- Lucie Sertich**
Volunteer Manager
- Lance Smith**
Operations Associate
- Morgan Watson**
Promotions and Events Intern

Strategic Advisors

- Becky Davenport**
Strategic Planning, Strategiz
- Pat Harrington**
Public Policy Advisor, Muchmore Harrington Smalley & Associates
- Njia Kai**
NKSK Events + Production
- Cameron Piggott**
Dykema Gossett PLLC
- Melissa Roy**
Strategic Communications, Roy Public Affairs Management
- Ndidika Vernon***
NKSK Events + Production and Detroit Events Team
- Ola Vernon**
NKSK Events + Production



* The DDP team would like to honor the memory of **Ndidika Vernon**, a longtime contractor with DDP and champion of Detroit. DDP is grateful

to Ndidika for her steadfast commitment to the entire Detroit community and that commitment carries on through the entire NKSK Events + Production family.

Design and Photo

Report designed by:

Jason Willis of JMW Creative

Photo and video in this report provided by:

- Chris and Bethany Ahern
- Nadir Ali of 3andathird
- Nic Antaya
- Steve Koss
- Tom Wille of Constant Motion Productions
- Detroit Grand Prix



Scan to digitally read DDP's 2022 Annual Report and other publications.

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.

- AAA - The Auto Club Group
 - Amazon
 - American Roads – Detroit Windsor Tunnel
 - Apparatus Solutions, Inc.
 - Bedrock Detroit LLC
 - Blue Cross Blue Shield of Michigan
 - Bodman
 - Butzel Long, PC
 - Capital One Café
 - Catalyst Media Factory
 - Central Michigan University
 - City Living Detroit
 - City of Detroit
 - College for Creative Studies
 - Comcast NBCUniversal
 - Comerica Bank
 - Community Foundation for Southeast Michigan
 - Crown Castle
 - Deloitte LLP
 - Detroit Economic Club
 - Detroit Economic Growth Corporation
 - Detroit Lions
 - Detroit Marriott at the Renaissance Center
 - Detroit Pistons
 - Detroit Police Department
 - Detroit Riverfront Conservancy, Inc.
 - Dickinson Wright
- DTE Energy
 - DuMouchelles
 - Dykema Gossett PLLC
 - Fifth Third Bank
 - First American Title Insurance
 - Ford Motor Company
 - The Fulkerson Group
 - General Motors
 - Gensler
 - Giffels Webster
 - Gilbert Family Foundation
 - Goodwill Industries of Greater Detroit
 - Greektown Neighborhood Partnership
 - Henry Ford Health
 - Hollywood Casino at Greektown
 - Honigman LLP
 - Hudson-Webber Foundation
 - The Huntington National Bank
 - Huron Capital Partners
 - Ilitch Holdings, Inc.
 - Isaac Agree Downtown Synagogue
 - ITC, A Fortis Company
 - JACK Entertainment
 - Knight Foundation
 - JPMorgan Chase & Co.
 - KPMG LLP
 - The Kresge Foundation
 - Lambert & Co.



As Downtown Detroit continues to expand its story, join DDP to be a part of it.

MEMBERSHIP BENEFITS

- ▶ Complimentary and discounted tickets to quarterly DDP events, including the DDP Annual Meeting and the biannual Stakeholder series
- ▶ Online and print recognition
- ▶ Additional invitations and networking opportunities

- MCCI – Mort Crim Communications, Inc.
 - MGM Grand Detroit
 - Michigan Humane
 - NAIAS Security Services
 - NECA
 - OHM Advisors
 - Olympia Development of Michigan
 - Painting with a Twist
 - The Parade Company
 - Parisienne Development
 - Penske Corporation, Inc.
 - The Platform LLC
 - Plante Moran Cresa
 - PNC Bank
 - Production Management One
 - Progressive Sweeping Contractors
 - PVS Chemicals, Inc.
 - PwC
 - Quicken Loans
 - Rocket Community Fund
 - Rocket Companies
 - Ralph C. Wilson, Jr. Foundation
 - REDICO
- Related Companies
 - Rock Ventures LLC
 - Rossetti
 - Roy Public Affairs
 - Rush Group
 - Samaritas
 - Second Ebenezer Church
 - Simmons & Clark Jewelers
 - Soave
 - Strategic Staffing Solutions
 - State of Michigan
 - Sterling Group
 - Stokas Bieri Real Estate
 - Strategiz
 - The Stroh Companies, Inc.
 - Taubman
 - UHY LLP
 - University of Michigan
 - Visit Detroit
 - Wayne County
 - Wayne State University
 - YMCA of Metropolitan Detroit
 - Yield PR

Connect, Inspire and Celebrate Detroit: Join the DDP

LEARN MORE AND SIGN UP TODAY

Members of the Downtown Detroit Partnership become an integral part of the community and have a voice in our diverse and growing city. By becoming a member, your company will join an influential network of businesses and organizations supporting our Downtown.

downtowndetroit.org/membership

DDP 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
 - Allied Global Media
 - Ally Bank
 - Atwater Brewery
 - Autoliv
 - BetMGM
 - Blue Cross Blue Shield of Michigan
 - Bodman
 - Capital One Café
 - Carhartt
 - Central Park Conservancy
 - CITY CLUB Apartments
 - Charles H. Wright Museum of African American History
 - Clark Hill
 - Comcast NBCUniversal
 - Comerica Bank
 - Community Foundation for Southeast Michigan
 - Cronus Communications
 - Crown Royal
 - Culver's
 - Detroit Economic Growth Corporation
 - Detroit Free Press
 - Detroit Lions
 - Downtown Development Authority
 - DTE Beacon Park Foundation
 - DTE Foundation
 - EY
 - Faygo
 - The Ford Foundation
 - The Ford Motor Company Fund
 - Gardner-White Furniture
 - General Motors
 - General RV Center
- Gilbert Family Foundation
 - Hollywood Casino at Greektown
 - Henry Ford Health
 - Honigman LLP
 - Hudson-Webber Foundation
 - Huntington Bank
 - Huron Capitol Partners
 - Illitch Holdings, Inc.
 - Indeed
 - JACK Entertainment
 - JPMorgan Chase & Co.
 - KPMG LLP
 - Knight Foundation Fund
 - The Kresge Foundation
 - Kroger
 - Richard and Jane Manoogian Foundation
 - McDonald's
 - MGM Grand Detroit
 - Michigan.com
 - Michigan Economic Development Corporation
 - Michigan Strategic Fund
 - Michigan Lottery
 - MotorCity Casino Hotel
 - MKiezi
 - OneMagnify
 - Penske Corporation, Inc.
 - Plante Moran Cresa
 - The Platform LLC
 - PVS Chemicals, Inc.
 - PwC
 - Ralph C. Wilson, Jr. Foundation
 - RAM Construction Services
 - Rocket Community Fund



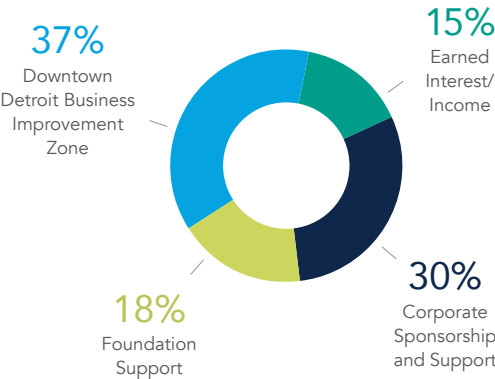
- Rush Group
 - Second Ebenezer Church
 - Skillman Foundation
 - Sterling Group
 - Strategic Staffing Solutions
 - Target
 - Tito's Handmade Vodka
 - UHY Advisors
 - Verizon
 - Visit Detroit
- Walker-Miller Energy Services
 - Wana Brands
 - Wana Brands Foundation
 - Wayne State University
 - William Davidson Foundation
 - W.K. Kellogg Foundation
 - WXYZ
 - 313 Presents

MOGO FUNDERS

- Blue Cross Blue Shield of Michigan
- DTE Foundation
- Ford Motor Company
- HAP
- Henry Ford Health
- Invest Detroit
- Knight Foundation
- Michigan Economic Development Corporation (MEDC)
- Ralph C. Wilson, Jr. Foundation
- The Villages
- VMLY&R
- Wayne State University

FINANCIALS

2022 revenue for DDP and DDP managed programs comes from a broad range of stakeholders and supporters in the following categories:



DDP 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
- Alkebu-lan Village
- Archdiocese of Detroit
- Ask Jennyfer
- Bally Sports Detroit
- Black Scroll Network
- Blake's Orchard & Cider Mill
- Block by Block
- Capitol Park Stakeholder Committee
- Cass Tech
- Central Park Conservancy
- Charles H. Wright Museum of African American History
- Citizens Yoga
- City Institute
- City of Detroit
- Coach Kiwi
- College for Creative Studies
- Come Play Detroit
- Crain Communications Inc
- CTYHOP
- CultureSource
- Design Core Detroit
- Detroit Free Press
- Detroit Free Press Marathon
- Detroit Greenways Coalition
- Detroit Historical Society
- Detroit Institute of Arts
- Detroit Jazz Festival
- Detroit Lions
- Detroit Mama Hub
- Detroit News
- Detroit Parks Coalition
- Detroit Pistons
- Detroit Police Department
- Detroit Red Wings
- Detroit Regional Chamber
- Detroit Skating Club
- Detroit Sports Commission
- Detroit Symphony Orchestra
- Detroit Tigers
- Detroit-Wayne Joint Building Authority
- Detroit Young Professionals
- Eastern Market
- Elia Group
- Ferchill Group
- Figure Skating in Detroit
- Fine Arts Breakfast Club
- First Responders for Fitness
- Goodwill Industries of Greater Detroit
- Greektown Neighborhood Partnership
- Heritage Works
- Hosey Development LLC
- Hot Sam's
- Iconic Collection
- Invest Detroit
- Isaac Agree Downtown Synagogue
- International Downtown Association
- Jefferson East, Inc.
- Live6 Alliance
- Le Labo
- Lumen
- M-1 RAIL
- Magic Ice USA



June 3: Grand Prixmiere

April 14: NFL Draft celebration

July 16: Night Market at Beacon Park

July 28: Culver's Activation in Cadillac Square

Sept. 14: Detroit Homecoming IX

Dec. 9: Detroit sign at Marygrove

Oct. 15: Cider In The City

- Mariners Inn
- Menorah in the D
- Metro Signs and Lighting
- Michigan Department of Transportation
- Michigan Economic Development Corporation
- Michigan Humane
- Michigan Philharmonic Orchestra
- Midtown Detroit, Inc.
- Motown Museum
- NAACP
- National Business League
- NKS Events
- N'Namdi Center
- NTEN
- Penske Corporation, Inc.
- The Pink Fund
- Pope Francis Center
- Premier Pet Supply
- Professional Engineering Associates
- Project for Public Spaces
- Public Lighting Authority
- The Salvation Army
- S&R Event Rental
- Scott Hamilton CARES Foundation
- SMART
- Southeast Michigan Council of Governments
- Southwest Detroit Business Association
- Southwest Solutions
- Studio Incognita
- Trent Creative
- Urban Land Institute of Michigan
- U.S. Department of Homeland Security
- Visit Detroit
- Wayne County
- Wayne State University

MOGO PROGRAM AND COMMUNITY PARTNERS

- City of Berkley
- City of Berkley DDA
- City of Detroit
- City of Detroit Office of Mobility Innovation
- City of Ferndale
- City of Huntington Woods
- City of Oak Park
- City of Royal Oak
- Detroit City Council
- Detroit Department of Transportation
- Detroit Greenways Coalition
- Detroit Historical Society
- Detroit Riverfront Conservancy, Inc.
- Fort Street Presbyterian Open Door
- Knight Foundation
- The Kresge Foundation
- Live6 Alliance
- MDOT
- Next Energy
- NOAH Project
- PEAC
- People for Palmer Park
- Professional Engineering Associates
- Ralph C. Wilson Design and Access Fund
- San Juan Block Club
- Shift Transit
- SMART
- Southeast Michigan Council of Governments
- TechTown
- Teen Hype
- Wayne State University

DDP BOARD OF DIRECTORS

Executive Committee

CHAIR, BOARD OF DIRECTORS
Cynthia J. Pasky
Founder and Chief Executive Officer
Strategic Staffing Solutions

CHAIR, EXECUTIVE COMMITTEE AND VICE CHAIR, BOARD OF DIRECTORS

Daniel J. Loepp
President and Chief Executive Officer
Blue Cross Blue Shield of Michigan

VICE CHAIR
Gerard M. Anderson
Executive Chairman
DTE Energy (Retired)

VICE CHAIR
Matthew P. Cullen
Chairman of the Board
JACK Entertainment

MEMBER
Melanca Clark
President and Chief Executive Officer
Hudson-Webber Foundation

MEMBER
Mary Culler
President
Ford Motor Company Fund

MEMBER
Claude (Bud) Denker
President
Penske Corporation, Inc.

MEMBER
David O. Egnor
President and Chief Executive Officer
Ralph C. Wilson, Jr. Foundation
Honorary Director

MEMBER
Dan Gilbert
Founder and Chairman
Quicken Loans Inc. and Rock Ventures LLC

MEMBER
Laura Grannemann
Executive Director, Gilbert Family Foundation
and Vice President of Strategic Investments, Rocket
Community Fund

MEMBER
Christopher Ilitch
President and Chief Executive Officer
Ilitch Holdings, Inc.

MEMBER
Eric B. Larson
Chief Executive Officer
Downtown Detroit Partnership, Inc.

MEMBER
Michael D. McLauchlan
Vice President Government Relations
Ilitch Holdings, Inc.

MEMBER
Timothy F. Nicholson
Chief Operating Officer
PVS Chemicals, Inc.

MEMBER
Sandy Pierce
Chairman, Huntington Michigan, Private Client Group
and Regional Banking Director, The Huntington
National Bank

MEMBER
Cameron H. Piggott
Member
Dykema Gossett PLLC

MEMBER
Bishop Edgar L. Vann II
Senior Pastor
Second Ebenezer Church

MEMBER
Nathaniel L. Wallace
Head of Civic Partnerships, Michigan Central
(formerly Director/Detroit, Knight Foundation)

Board Members

Marvin Beatty
Vice President of Community
and Public Relations
Hollywood Casino at Greektown

Michael R. Beauregard
Senior Partner
Huron Capital Partners, LLC

Michael Bickers
Regional President
PNC Bank

John K. Blanchard
Director of Local Government Relations
General Motors

Andrew Cantor
President
Related Companies, Michigan

Peter D. Cummings
Executive Chairman and Chief Executive Officer
The Platform

Ric DeVore
President
Community Foundation for Southeast Michigan

Warren C. Evans
Chief Executive Officer
Wayne County

David Foltyn
Partner, Chairman and Chief Executive Officer
Honigman LLP

William Clay Ford, Jr.
Executive Chair
Ford Motor Company

Ronald J. Gantner
Partner
Plante Moran Cresa

David Girodat
Regional President – Eastern Michigan
Fifth Third Bank

Kenneth L. Hayward
Vice President, Special Assistant to the
President for Community Relations
Blue Cross Blue Shield of Michigan

Kevin Johnson
President and Chief Executive Officer
Detroit Economic Growth Corporation

Peter M. Kellett
Member and Chairman Emeritus
Dykema Gossett PLLC
Honorary Director

William P. Kingsley
Partner
UHY LLP

Jeff Lambert
Chairman
Lambert & Co.

Wright Lassiter III
President and Chief Executive Officer
Henry Ford Health (Retired)

Conrad Mallett, Jr.
Corporation Counsel
City of Detroit

David P. Massaron
Chief Business Officer, Chief Financial Officer,
Senior Vice President for Financial and Business
Operations, and Treasurer
Wayne State University

David E. Meador
Vice Chairman and Chief Administrative Officer
DTE Energy (Retired)

Jerry Norcia
President and Chief Executive Officer
DTE Energy

Terrah Opferman
Region Manager, Michigan Middle Market
JPMorgan Chase

David Parent
Michigan Managing Principal and Human
Capital Consulting Principal
Deloitte
Honorary Director

Roger S. Penske
Chairman
Penske Corporation, Inc.

Richard (Rip) Rapson
President and Chief Executive Officer
The Kresge Foundation

Robert Riney
President and Chief Executive Officer
Henry Ford Health

Michael T. Ritchie
Executive Vice President, Head of National
and Specialty Businesses
Comerica Bank

Stephen Ross
Chairman and Founder
Related Companies

Andra Rush
Chairwoman and Chief Executive Officer
Rush Group

David Ruud
Senior Vice President and Chief Financial
Officer
DTE Energy

Amy Solek
Detroit Office Leader
PwC

John W. Stroh III
Chairman
The Stroh Companies, Inc.

Arn Tellem
Vice Chairman
Detroit Pistons

Elie Torgow
Chief Executive Officer
Sterling Group

David Tsai
President and Chief Operating Officer
MGM Grand Detroit

Kevin P. Voigt
Partner
KPMG

Mark Wallace
President and Chief Executive Officer
Detroit Riverfront Conservancy, Inc.

James E. White
Police Chief
City of Detroit

M. Roy Wilson
President
Wayne State University

Rodney P. Wood
President
Detroit Lions, Inc.



BIZ BOARD OF DIRECTORS

Executive Committee

CHAIR, BOARD OF DIRECTORS
Steve Ogden
Senior Vice President of Government Affairs
Rocket Companies

VICE CHAIR
Debra Homic Hoge
Global Director of Real Estate
General Motors

SECRETARY
Michael McLauchlan
Vice President Government Relations
Ilitch Holdings, Inc.

TREASURER
Richard J. Hosey III
President and Founder
Hosey Development LLC

MEMBER
George P. Barnes, Jr.
Founder
Heritage Vision Plans, Inc.

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

MEMBER
Anthony Tomczak
Vice President of Corporate Services, and Chief Procurement Officer
DTE Energy

Board Members

Charles Beckham
Group Executive for Neighborhoods
City of Detroit (Retired)

David Di Rita
Principal
The Roxbury Group

Regina Gaines*
Founder and Owner
House of Pure Vin

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

Rainy Hamilton
President
Hamilton Anderson Associates

Christos Moisides
Executive
400 Monroe Associates

Athina Papas
Chair & President, Greektown Neighborhood Partnership
Executive
Atheneum Suite Hotel

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

*Welcome to new board member Regina Gaines.



downtowndetroit.org

1000 Woodward Ave
Suite 380
Detroit, MI 48226



@DowntownDet



**DOWNTOWN
DETROIT
PARTNERSHIP**