

Downtown Detroit Business Improvement Zone (BIZ) Б

9

Annual Meeting of Owners of Assessable Property AMBASSADOR

ABOUT THE BIZ

The Downtown Detroit Business Improvement Zone (BIZ) is a public organization dedicated to enhancing the attractiveness and overall appeal of Downtown Detroit. It is a special assessment district that was authorized by a vote of property owners in 2014.



BIZ VISION

The Downtown Detroit Business Improvement Zone is a global leader that delivers a vibrant, sustainable and prosperous Downtown community built on Detroit's rich heritage.

BIZ MISSION

The Downtown Detroit Business Improvement Zone (BIZ) cultivates a clean, safe and welcoming environment for all by leveraging the collective resources of property owners, the City of Detroit, and other stakeholders.

CORE VALUES

- Inclusive
- Diverse
- Sustainable
- Transparent
- Innovative

- Responsible
- Collaborative
- Proactive
- Data-driven
- Accountable

New Business a. Annual Election of Officers of the Downtown District Business Improvemen Zone Board of Directors I. Call for Normations II. Resolution Electing Officers (Proposed Res. 2022-09)

STRATEGIC INITIATIVES/SERVICES FOR DOWNTOWN

• Ambassadors (Hospitality, Clean, Safety)

ROCKET

- Community and Business Engagement
- Data
- Infrastructure and Planning
- Lighting
- Park and Street Landscaping
- Safety
- Marketing and Communications



BIZ ASSESSED PARCELS





BIZ infrastructure is leveraged on a fee-for-services basis to provide services to Beacon Park and events throughout the BIZ





BIZ BOARD OF DIRECTORS

Area-wide Representation:

Charles Beckham City of Detroit, Retired

Steve Ogden* *BIZ Chair, SVP, Government Affairs, Rocket Companies*

*Executive Committee Member







BIZ Assessed Property Owners

BIZ STRUCTURE



BIZ STRUCTURE



BIZ Assessed Property Owners



BUSINESS IMPROVEMENT ZONE



CORE BIZ STAFF

The BIZ Board contracts with the Downtown Detroit Partnership to manage its day-to-day operations. Thank you to the entire DDP team for supporting the BIZ.



Eric B. Larson

Chief Executive Officer Downtown Detroit Partnership



Gina Cavaliere Chief Community Impact Officer and BIZ Executive Director



KaTaya Beverly BIZ Project Manager



Mike Bruggeman Chief Safety and Security Officer



Ryan Epstein Strategic Advisor



Elise Fields Director of Urban Innovation and Operations



Krissy Johnson Senior Accountant



Joshua Long Data Program Manager



Anjana Schroeder Director of Marketing



DeShawn Singleton BIZ Project Manager



Jessica Tate BIZ Executive Assistant



Sarah Walsh Senior Manager of Events



Kitty Whitfield Small Business Engagement Manager



BIZ ESTIMATED CONTRIBUTION \$42.1 Million

Total amount estimated in 2014

BIZ ASSESSMENT CALCULATION

\$0.003 per dollar of assessed value

Ð

\$0.058 per square foot of floor area

Annual BIZ Assessment

ASSESSMENT EXAMPLE

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

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

> > •

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

8

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

BIZ INVESTMENT \$45.5 Million

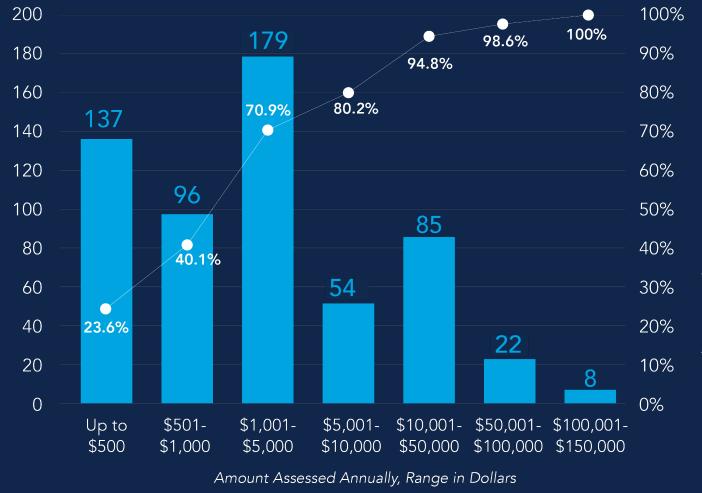
Total actual assessment since 2014

ASSESSMENT CHANGE

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
BIZ Assessment	\$ 4.002 M	\$ 4.008 M	\$4.012 M	\$ 4.077 M	\$ 4.166 M	\$ 4.454 M	\$ 4.842 M	\$ 5.094 M	\$ 5.197 M	\$ 5.671 M
Assessed Value of BIZ-Assessed Parcels	\$ 838,331,000	\$ 825,160,000	\$ 888,353,000	\$ 944,889,000	\$ 969,450,000	\$ 1,137,174,000	\$ 2,209,115,000	\$ 2,289,727,000	\$ 2,278,512,000	\$ 2,714,832,000

	10-Y6AR TOTAL	AVERAGE ANNUAL
BIZ Assessment	42%	4%
SEV Growth	224%	22%

NUMBER OF PARCELS BY BIZ ASSESSMENT (2022)



FREQUENCY — CUMULATIVE %

Percent of Assessed Parcels (Cumulative)

2023 MEDIAN BIZ ASSESSMENT

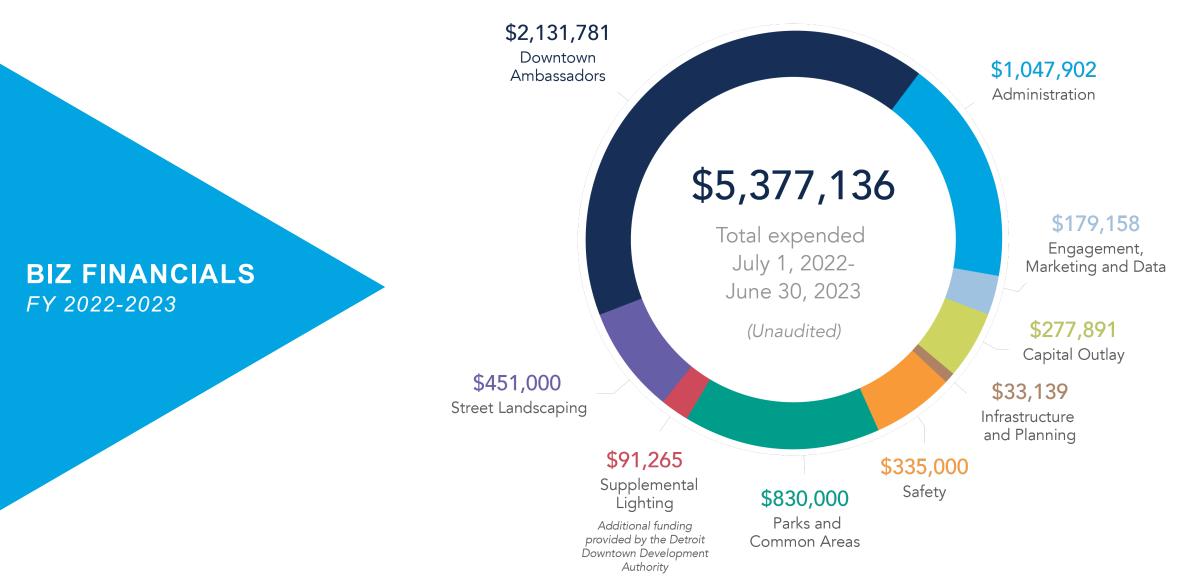


JOB FAIR

WELCOME

DowntownDet

BUSINESS IMPROVEMENT Downtown ZONE





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



Programs 19% Administration

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

BIZ FINANCIALS FY 2022-2023

INFRASTRUCTURE, PLANNING, LIGHTING

CADILLAC SQUARE

(i) TOUCH SCREEN

NNOVATIV Softwar Solution

INFRASTRUCTURE AND PLANNING + SUPPLEMENTAL LIGHTING

DOWNTOWN PEDESTRIAN

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



COMMUNITY & BUSINESS ENGAGEMENT

CAFE



S. Ma an a Mar.

COMMUNITY AND BUSINESS ENGAGEMENT

AND CONNECTION WITH 400+ SMALL BUSINESSES

BIZ JOB FAIRS 283

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

THE SPIRIT CARD

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

HOSTED WELL-ATTENDED BIZ CONNECT EVENTS

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

PARTNERED WITH THE **DETROIT GRAND PRIX**



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





WHITE

IOB FAIR

egister at bit.ly/BIZEvents





MARKETING AND COMMUNICATIONS

THE BIZ INSIDER

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



Scan and sign up for the BIZ newsletter



DOWNTOWN SAFETY



DOWNTOWN DETROIT SAFETY

Safety Outreach Ambassador Team

- Launched in June 2022
- Team has advanced training
- Complemented by Outreach Coordinator (social work professional)
- Joined Detroit Continuum of Care (CoC)
- Granted access to share data with other CoC members
- BIZ Board expanded budget
- Hiring two social work professionals, in final stages of process
- Since Launch: Connected with 385 community members and had a total of 2,085 individual interactions



DOWNTOWN DETROIT SAFETY

PROJECT LIGHTHOUSE



Downtown Detroit's Neighborhood Watch

Project Lighthouse rebranded, including strategy to expand locations

downtowndetroit.org/ safety

DAILY COLLABORATION WITH PUBLIC AND PRIVATE SAFETY PROFESSIONALS

in partnership with the Detroit Police Department and the DDP:



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

BIZ SAFETY OUTREACH AMBASSADORS

 \overline{OOO}

Connected with

313

Downtown community members and interacted with each of them

1,600

times



AMBASSADOR IMPACT

800,000+ hours worked

[4]

5,277+ tons of trash removed

205,256+ Downtown pedestrians assisted 23,705+ graffiti markings removed

AMBASSADOR KUDOS

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

- Jim Krumpelman



AMBASSADOR KUDOS

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

- Kevin and Teresita Torrence



AMBASSADOR KUDOS

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

- Mark Miller



DOWNTOWN DETROIT DATASCAPE

CAFE





DOWNTOWN DETROIT DATASCAPE

ASSESSMENT TOTAL: \$5.67 MILLION

DOWNTOWN DETROIT DATASCAPE TRENDS

DASHBOARD GROWTH AND EXPANSION



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

\$2.8+ Billion

in total investment in current projects HOTELS RECENTLY COMPLETED & UNDER CONSTRUCTION



The Godfrey Hotel 227 units



ROOST Book Tower Hotel *117 units*

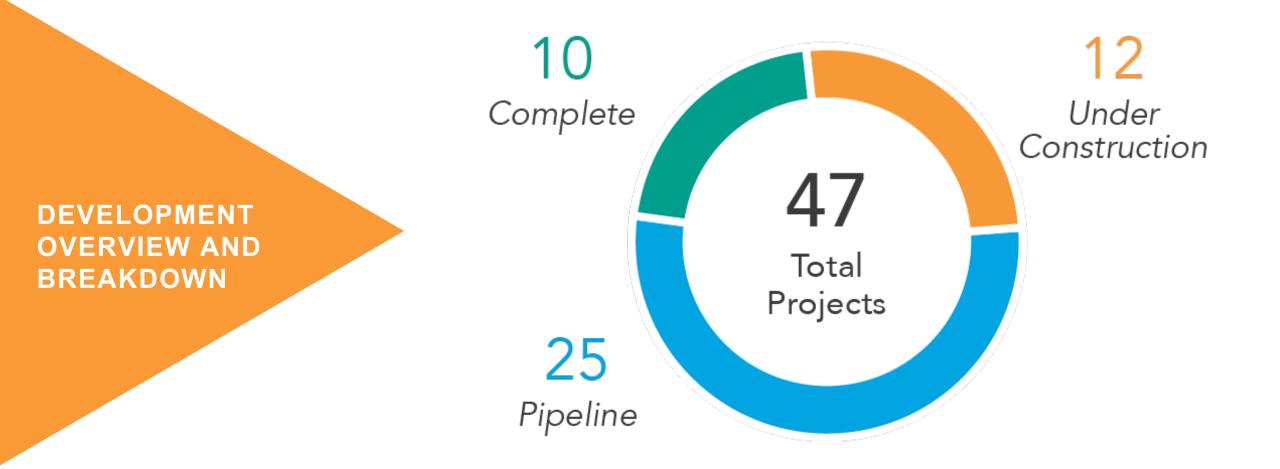


David Whitney Building – Autograph Hotel 160 units



Hudson's Site (Hotel) 227 units







DOWNTOWN VISITOR NUMBERS





DOWNTOWN POPULATION BY AGE 0-19: 6%
20-34: 42%
35-54: 25%
55-74: 24%
75+: 4%



DOWNTOWN DETROIT PARTNERSHIP

DATASCAPE



Scan to explore the Downtown Detriot Datascape

downtowndetroit.org/datascape



LOOKING AHEAD

- Expand safety and mental health initiatives
- Curate Small Business Engagement Strategy to support strong tenancies and Downtown patrons, benefitting property owners and other stakeholders
- Expand Spirit Card merchants List
- Continue hosting Job/Career Fairs
- Perpetual refinement of deployment to align with evolving needs
- Broadway Ambassador satellite as community hub

BUSINESS IMPROVEMENT ZONE

OFFICE NUMBER 313.566.8250

AMBASSADOR HOTLINE 313.963.2225

> ADDRESS 1000 Woodward Ave Suite 380 Detroit, MI 48226

> > AND RUTINESS

WILLIE WAR

VISIT US downtowndetroit.org/BIZ

EMAIL US biz@downtowndetroit.org

FOLLOW US ON SOCIAL MEDIA @DowntownDet

f 0 in X

AMBASSADOR