



**DOWNTOWN
DETROIT
PARTNERSHIP**
— EST. 1922 —

Connecting People, Places, and Parks



2023 Annual Report



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“We understand what worked yesterday will not work tomorrow, which is why the team is constantly employing new strategies.”



Letter from the CEO

Greetings,

Thank you for taking time to review the Downtown Detroit Partnership’s 2023 Annual Report. I am incredibly proud of the work this team is doing to advance Downtown Detroit as a premier destination for businesses and employees, visitors, and residents. Our efforts positively impact each of these segments and the numbers tell the story: in 2023 we saw record investments, a rise in the Downtown residential population, and visitor numbers that repeatedly exceeded pre-pandemic levels.

It is not an overstatement that the DDP’s efforts are critical to our city’s success. The DDP has grown as a

thought leader across the country and is increasingly called upon to share our best practices -- many of which you will see in these pages. The DDP is committed to safety, cleanliness, and accessibility for all. We understand what worked yesterday will not work tomorrow, which is why the team is constantly employing new strategies such as universal design, training ambassadors in mental health awareness, deploying new technologies to address safety, providing small business support and engagement, and so much more.

I look back at 2023 with pride and plenty of joy, too. We executed more than 2,000 events in our parks and public spaces, closing with one of the most successful

Annual Tree Lightings in the event’s 20-year history with more than 105,000 guests. We immediately followed that with a sold-out Detroit Aglow.

Of utmost importance is our dedication to working with partnering organizations for the betterment of the entire city and every neighborhood. We often say one of our strengths is our ability to convene the public, private, and nonprofit sectors. Why? Because we know that with collaboration and consensus we will succeed, not through silos and territorialism.

I am excited about 2024 both in building off our successes from last year and seeking new ideas to make Downtown even better than it is today.

I am also grateful to our dedicated, engaged, and supportive Executive Committee and Board of Directors, without whom we could not make any of this happen.

It is truly an honor to lead this organization, this team and to be part of the future of Detroit.

Thank you.

Eric B. Larson
Chief Executive Officer, Downtown Detroit Partnership



“I am excited about 2024 both in building off our successes from last year and seeking new ideas to make Downtown even better than it is today.”





“The BIZ Ambassadors will likely be among the first friendly faces greeting visitors to Detroit for the 2024 NFL Draft in April.



Letter from the Board Chair

Dear DDP Board Members and Friends,

We look back on 2023 with gratitude for our city and the people who have worked untold hours to build the Downtown into a safe, clean, and inviting place that attracts visitors from around the corner and around the world.

First, thank you to Detroit Police Chief and DDP Board Member James White for his steadfast leadership. Chief White and all our public safety and law enforcement personnel work tirelessly to keep our community safe and welcoming for all. Proof of this could be seen as recently as the DDP’s Annual Tree Lighting in Campus Martius Park. Attendee numbers were north of 100,000, with zero incidents to report. Our city is becoming a model of safety best practices that others across the country should follow.

Our Downtown continues to flourish in every corner, thanks to the Downtown Detroit Business Improvement Zone (BIZ), a program that has just been renewed through 2034. Our BIZ Ambassadors have transformed Downtown since the start of the BIZ in 2014, and they continue to keep our city clean and well-maintained. More than that, they always have a smile and expert advice to share with visitors on what to do and see in Detroit and how to get there. If you see our Ambassadors in their bright yellow uniforms, please be sure to say hello and thank them for the work they do.

The BIZ Ambassadors will likely be among the first friendly faces greeting visitors to Detroit for the 2024 NFL Draft in April. In coordination with other organizations, the DDP is busily preparing for this event, which will put Detroit firmly in the national spotlight. Our city will be ready.

Our city’s New Center has also seen renewed interest and exciting developments. In February 2023, Henry Ford Health, Detroit Pistons, and Michigan State University announced plans for a mixed-use development to include residential, affordable housing, and commercial and retail spaces, all anchored by a new hospital and medical research facility. The three organizations will invest \$2.5 billion over the next decade to transform our New Center.

On the heels of that news, Vanguard Community Development East Grand Boulevard completed its East Grand Boulevard Streetscape Transformation Project, made possible with support from the Knight Foundation, which includes many improvements.

Detroit has quickly become one of the most inviting cities in the U.S., with growing hotel room stock, world-

class dining options, and, of course, programming across our beautiful parks for all ages and backgrounds, thanks largely to the DDP’s staff, leadership, and the Board of Directors led by Executive Board Vice Chair Dan Loepp. Thank you for being such caring and creative stewards of our city. Great things are in store for us in 2024!

Best,

Cindy Pasky
Board Chair, Downtown Detroit Partnership
Founder and CEO, Strategic Staffing Solutions



“Detroit has quickly become one of the most inviting cities in the U.S., with growing hotel room stock, world-class dining options, and, of course, programming across our beautiful parks for all ages and backgrounds.”



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; provide stewardship of our public spaces; and develop programs that engage and benefit all.

DDP's Why

We care about **people, places, and a vibrant community.**

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 and what drives our daily activities and long-term strategic initiatives. These initiatives help demonstrate DDP's commitment to Detroit and the individual and organizational focus to deliver work and solutions with the utmost integrity and excellence.

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

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

2024: Looking Ahead

The team will launch a long-term comprehensive strategic planning process in 2024 to ensure a vibrant, sustainable, and impactful future for the organization. This process will begin with interviews and listening sessions with staff, board members, affiliate programs, funders, members, partners, and small business and community groups. The plan will be completed and shared with stakeholders in fall 2024.

This is an exciting year for Detroit and the DDP as we welcome the NFL Draft to Campus Martius Park and the Detroit Grand Prix embarks on its second year back on the streets of Downtown Detroit.

The renewal of the Downtown Detroit Business Improvement Zone through 2034 was an important milestone as the team plans for the future. We will continue to focus on exceeding expectations for cleanliness and safety and supporting new and expanded Business Improvement Zones in the city. In 2023, the BIZ team added new resources to address mental health challenges, and we will continue to train Ambassadors to ensure they are equipped to respond to situations safely and compassionately as we create a welcoming experience for residents, visitors, and business owners (see page 28 for more on the BIZ).

Infrastructure work on the six projects funded by the Michigan Economic Development Corporation Revitalization & Placemaking Program grants will commence in 2024. The grants support park and public space improvements and amenities that will create community and promote economic development. The Public Spaces team will focus on programming initiatives and universal design to ensure our parks and public spaces provide diverse, equitable, and accessible environments (see page 36 for more on the RAP Grant projects).

Special projects continue to be a key component of DDP's work and value to the community as they support initiatives that are key to Downtown's economic growth and play a key role in convening diverse groups and voices to ensure success. These projects include the NFL Draft, I-375, I-75, RAP Grants, Detroit Grand Prix, and mobility/transit projects.

Defining Success

The team will focus on these key initiatives to deliver mission-driven outcomes that are responsive to the current and future needs of Downtown and our stakeholders.

THE TEAM

- Leverage technology to increase staff bandwidth
- Retain, attract, and develop talent
- Support a diverse, equitable, and inclusive workplace

DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE (BIZ)

- Deliver a small business strategy to engage and support small businesses
- Grow the BIZ Connector membership program
- Expand mental health and homeless population resources and training
- Leverage technology to enhance security

PUBLIC SPACES

- Reimagine traditional programming
- Increase the quality of amenities
- Explore the support and programming of additional Downtown public spaces

MOGO

- Ensure financial sustainability
- Expand footprint
- Plan for MoGo 2.0

DEVELOPMENT AND ENGAGEMENT

- Increase membership, donor, and sponsor engagement
- Monetize and share data with our membership
- Expand earned revenue

MARKETING AND COMMUNICATIONS

- Tell our story to local, regional, and national audiences
- Connect Downtown, Corktown, and Midtown
- Support DDP's role as a recognized thought leader regionally and nationally

FINANCE

- Analyze current and future opportunities for ROI in real-time
- Deliver monthly cash flow analysis and reporting

We Make It Happen Together



Nov. 17: Detroit Tree Lighting presented by the DTE Foundation

For more than 100 years, the DDP has served as a steward of the Downtown. Our work is made possible through partnerships with civic, corporate, and community leaders. Together, we create a world-class downtown that is clean, safe, and welcoming for all. *We Make It Happen Together* represents the tenacious Detroit spirit and collaborative environment. Detroit is the Motor City, Motown, and now has evolved into an award-winning destination point for innovation, the future of mobility, large-scale events, and so much more. The DDP has been a steady force through the city's evolution, and the following text shares some ways we work together to make it happen.

► We Make Holidays Happen

Through the support of our generous sponsors, in 2023, the Downtown Detroit Partnership successfully produced the 20th Annual Detroit Tree Lighting presented by the DTE Foundation. This hallmark event was held in Campus Martius Park, attracting more than 100,000 attendees. Over the decades, this event has extended to Cadillac Square, featuring holiday shopping at the Downtown Detroit Markets and a cozy winter retreat at the Cadillac Lodge. Light Up Beacon Park is also held in conjunction with the Detroit Tree Lighting. All six Downtown Detroit parks feature winter-themed fixtures, making the Winter in Downtown Detroit's eight acres of parks and public spaces a must-see destination. New in 2023, the Tree Lighting activities extended throughout the entire weekend. The Rink at Campus Martius Park presented by Visit Detroit opened to the public for the 2023-2024 season the day after Tree Lighting.

- 20th Annual Detroit Tree Lighting
- Holiday shopping
- Winter-themed lighting

Nov. 17: Light Up Beacon Park



Oct. 30: Monday Night Football at Grand Circus Park

► We Make Action Happen

The Downtown Detroit Partnership serves as a strategic partner and fiduciary for key events such as the Detroit Grand Prix and Detroit Homecoming, and we collaborate with partner organizations to ensure the success of other large-scale events such as the NFL Draft. In 2023, our team produced more than 2,000 programs and events to connect people, places, and parks.

- Detroit Grand Prix
- NFL Draft
- 2,000+ events

June 3: Chevrolet Detroit Grand Prix, presented by Lear



Aug. 3: Party in the Park

► We Make Connections Happen

DDP's mission is to cultivate economic and social impact in Downtown Detroit by connecting public, private, and philanthropic sectors. We are diverse business and community leaders committed to supporting a vibrant, thriving, and welcoming urban center through innovation, investment, philanthropy, public policy, and community building. Throughout the year, we convene industry leaders to collaboratively address critical issues such as safety, mental health, economic development, and more in our efforts to create a vibrant and resilient urban core for Detroit and the region.

- Connect public, private, and philanthropic sectors
- Free, diverse programming
- Create a vibrant and resilient urban core



Sept. 19: Fall Forum





June 3: Small Business Straightaway at the Detroit Grand Prix

▶ We Make Inclusion Happen

From the DDP Board to our members, partners, vendors, and staff, inclusivity is an integral part of our work. This year, we launched Downtown Detroit's Exceptional Internship Experience to select diverse candidates and provide an immersive experience Downtown. We make it our mission to ensure that every part of our organization represents the communities we serve. We are intentional about creating safe, clean, and welcoming environments for all to access and enjoy.

▶ Downtown Detroit's Exceptional Internship Experience

▶ Represent the communities we serve



2023 summer interns



Holiday lighting along Washington Blvd.

▶ We Make Development Happen

We work to make Downtown a great place to do business, and we accomplish this in a myriad of ways, including improving movement, accessibility, safety, small business support, and strategic placemaking. In 2023, we took on important issues like the restructuring of I-375, helped add pedestrian bridges to support large events like the Detroit Grand Prix, and gathered data related to Downtown's development, shared each year at our annual Fall Forum event. In 2024, we will continue to work to improve select Downtown parks with amenities including additional seating, lighting, pathways, and art installations all made possible through the Revitalization and Placemaking Grants.

▶ Revitalization and Placemaking Grants

▶ Small business support

▶ Large event support

▶ Data

June 3: Detroit Grand Prix



Dec. 9: Digital Information Kiosk ribbon cutting in Corktown

▶ We Make Growth Happen

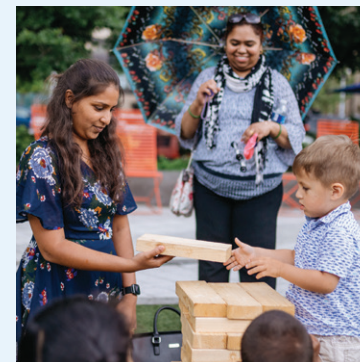
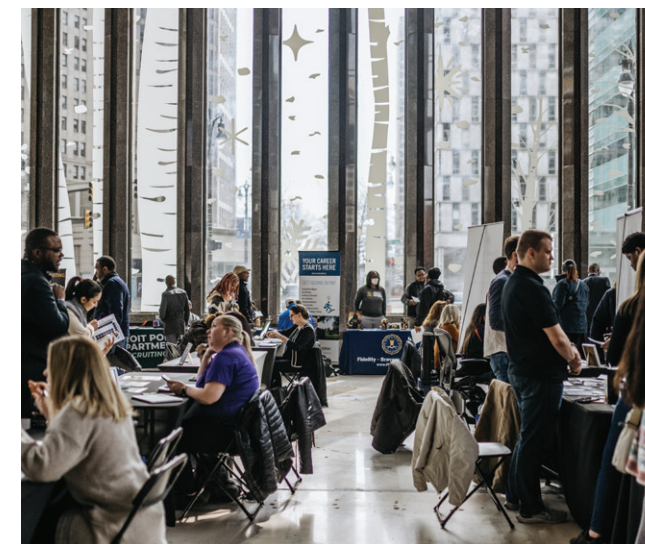
The Downtown small business community is integral to making growth happen for our city. In 2023, Downtown Detroit Business Improvement Zone members unanimously approved renewing the program for another 10 years. The BIZ Team hosted two Downtown job fairs and provided critical information and resources to our small business community throughout the year. We worked with local neighborhood leaders on expanding the number of Digital Information Kiosks in the Downtown and throughout the City of Detroit. These communication vehicles support local businesses and communities and provide critical information and other services.

▶ Small business collaboration

▶ Hosted Downtown job fairs

▶ Digital Information Kiosk expansion

March 1: Downtown Job Fair at 1001 Woodward



July 22: Family Fun Day at Beacon Park

▶ We Make Clean, Safe, Vibrant Communities Happen

For some, Downtown Detroit is home; for others, it's a workplace, weekend destination, or must-see attraction. Whatever you call Downtown — our goal is to ensure that it is clean, safe, and welcoming when you arrive. We partner with public safety agencies, employing nationally recognized programs and training ambassadors on mental health protocols.

▶ Partnerships with public safety organizations

▶ Mental health and first aid training

▶ Beautification programs

Dec. 20: Cadillac Square holiday markets



Scan to learn more about how DDP makes it happen together with our partners.

DowntownDetroit.org/WeMakeItHappen



20 Years of Campus Martius Park

Campus Martius Park, Detroit's award-winning gathering place, opened in November 2004. In 2024, its story is one of vision, collaboration, commitment, and leadership.

Long-time Detroiters know the space as the city's "Point of Origin," with mile roads north of the park drawing their distance from this point. Eight Mile Road, for example, lies exactly eight miles north of Campus Martius Park.

Today, the park is the city's center and a national and international destination. Enjoy a trip through the iconic park's history.

1999

The **Detroit 300 Conservancy is assembled** to create the "Best Public Space in the World," "Detroit's Jewel Box," and a "Gift to the City."

2001

Detroit's 300th week-long birthday celebration culminating with a performance by Stevie Wonder, a spectacle of 15 historic Tall Ships in the Detroit River, and the debut of the new 3,000-foot Riverfront promenade from the Renaissance Center to Joe Louis Arena.

2009

The Detroit 300 Conservancy **joins forces with the Downtown Detroit Partnership.**



2013

The Beach at Campus Martius Park opens to the public.

2018

Parc Restaurant named **Restaurant of the Year** by Hour Detroit.

2015

Based on successful public space management, Detroit 300 Conservancy / DDP **assume management of Capitol Park and Grand Circus Park.**

2019

Campus Martius Park is the first public space in Detroit to offer **free high speed WIFI** to the public.

Campus Martius Park hosts homecoming celebration for the **Detroit Youth Choir.**

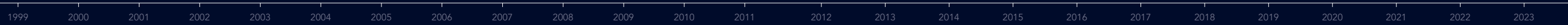
2021

Campus Martius Park makes the **Top Ten in USA Today's 10Best Reader's Choice Awards** for Top Public Square.

2023

Campus Martius Park named the **Top Public Square in the country** by USA Today's 10Best Reader's Choice Awards.

DDP celebrates Campus Martius Park's **20th Anniversary** at The Party in the Park.



2003

Construction of Campus Martius Park begins.

The **Soldiers and Sailors Monument** is moved 125 feet south for the reconstruction of Campus Martius Park.

Detroit's **Point of Origin Marker** from 1805 discovered during Campus Martius Park construction.

Detroit 300 Conservancy hosts the first **Detroit Tree Lighting** in Campus Martius Park, previously held in Kennedy Square and Hart Plaza.

The Rink at Campus Martius Park opens to the public for the first time.

2004

Campus Martius Park opens officially opens.

Au Bon Pain opens as first cafe tenant.

2006

Detroit is buzzing with football fans and visitors as Detroit hosts **Super Bowl XL** for the first time at Ford Field, drawing thousands Downtown and to Campus Martius Park for winter events and celebrations.

2010

Campus Martius Park is the first **winner of the Urban Land Institute's Urban Open Space Award** for "exemplifying the social and economic transformative effect of great public centers of activity, respite, and social interaction."

2011

Fountain Bistro opens, replacing Au Bon Pain.

2016

Parc Restaurant opens, replacing Fountain Bistro.

2017

The **Winter Markets at Cadillac Square** open.

Inspired by the success of Campus Martius Park, **Beacon Park opens** at DTE Energy's Headquarters.

2020

Recipient of the **International Downtown Association Award of Excellence.**

2022

Campus Martius Park makes the **Top Ten in USA Today's 10Best Reader's Choice Awards** for Top Public Square.

Detroit Awarded the **NFL Draft**, Campus Martius Park and Hart Plaza to host.

Other major events and moments within the Park's 20-year history:

- 2002 Stanley Cup for Red Wings at Joe Louis Arena
- 2004 Ryder Cup
- 2005 MLB All-Star Game at Comerica Park
- 2006 Super Bowl at Ford Field
- 2008 Stanley Cup for Red Wings at Joe Louis Arena
- 2009 Final Four at Ford Field
- 2010 Frozen Four at Ford Field
- 2012 World Series Games at Comerica Park
- 2023 Detroit Grand Prix returns to the streets of Detroit



Parks and Public Spaces



Nov. 17: 2023 Detroit Tree Lighting, presented by DTE Foundation

It was another banner year for DDP Parks and Public Spaces. These parks directly contribute to the success of hometown events such as the Detroit Free Press Marathon, Detroit Jazz Festival, and Detroit Grand Prix, as well as helping to secure events on the national stage including the 2024 NFL Draft and the 2027 NCAA Final Four. In partnership with the City of Detroit, the Downtown Detroit Business Improvement Zone, and with the financial support of our philanthropic and corporate partners, the DDP continues to provide innovative and diverse programming to enhance the experience of local, regional, national, and international guests.



300,000+
visitors to the Rink at Campus Martius presented by Visit Detroit



2,000+
events produced or hosted in the parks

275
partners engaged with the DDP to deliver inclusive and exciting experiences



20
years of Campus Martius Park



► Detroit Tree Lighting

The theme for the 2023 Detroit Tree Lighting, presented by DTE Foundation, was “Merry & Bright: 20 Years of Holiday Lights.” Campus Martius Park and the surrounding footprint saw a record number of attendees gather to kick off the holiday season and witness the lighting of the 65-foot Norway Spruce. Over 105,000 people enjoyed the spectacular light display, incredible talent on and off the ice, and many other festivities throughout Downtown.

105,000+
people enjoyed the spectacular light display, incredible talent on and off the ice, and many other festivities

The evening’s entertainment included a performance by Nathan Chen, the biggest name in the world of men’s figure skating, whose extraordinary talent has captivated audiences worldwide. Michigan native Miko Marks headlined the MGM Grand Detroit Main Stage. The star-studded musical lineup featured social media sensation and singer Paul Russell, whose viral hit song “Lil Boo Thang” garnered millions of views on TikTok, and Broadway actress and “Wicked” national tour star, Natalia Vivino. An impressive lineup of Detroit entertainers rounded out the live event, including Drey Skonie, Corrin Barnett, Tasha Page-Lockhart, Clifton Lockhart, John Paul Wallace, the Archdiocese of Detroit choir, and the Red House band led by Darell “Red” Williams.

New for the 2023 Detroit Tree Lighting, the Winter Sponsor-land offering guests an opportunity to interact with local and national companies including Kroger, Michigan Lottery, and Broadway in Detroit and a number of activities that extended throughout the weekend.

Nov. 17: Nathan Chen at the 2023 Detroit Tree Lighting, presented by DTE Foundation



- Live Broadcast with Channel 7 WXYZ to an audience of over 100,000 people
- Performance by local figure skaters and clubs
- 20th Anniversary Snow Globe



The Detroit Tree Lighting also marks the opening of the Rink at Campus Martius presented by Visit Detroit. In 2023, the Rink 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 Elimin8 Cancer, Skating with the Stars, and themed skate parties all managed by the DDP.



Feb. 16: Sk8 to Elim8 Cancer



Oct. 30: Monday Night Football Tailgate at Grand Circus Park

► NFL Draft

Following the exciting 2022 announcement that Detroit was chosen to host the 2024 NFL Draft, the DDP has worked intensively to make major parks and public space upgrades and improvements in anticipation of the hundreds of thousands of visitors. Among the many 2023 upgrades, a 5G and fixed wireless capacity, concrete and paver replacement, utility upgrades, public art, and more. The major hosting and planning effort continued to take shape through the Detroit Local Organizing Committee comprised of leading organizations including the Downtown Detroit Partnership, Visit Detroit, Detroit Sports Commission, Detroit Lions, City of Detroit, and many others ensuring a successful event.

► Grants and Awards

The DDP and partners received a City of Detroit Spirit of Detroit Award for its Motor City Kwanzaa Kinara Celebration.

In late 2023, DDP was awarded a grant from the Knight Foundation to support the Kwanzaa Kinara installation. DDP also received two grants from the Michigan Arts and Culture Council, one in support of the Kwanzaa Celebration and another to bring an art installation to Beacon Park in 2024.

In December, the DDP received a grant from the Kresge Foundation to be a balanced voice and resource to the I-375 Reconnecting Communities project. The DDP's responsibilities will be to conduct an economic study on the impact of construction on local businesses, explore design modifications that address community concerns, and support a communications campaign to articulate the vision. Read more on page 36.



► Corporate Partnerships

2023 was a year of exciting and diverse partnerships and activations. From small businesses to large national brands such as Coach and Ford Motor Co., DDP helped companies connect their messaging to a broad audience. The highlight of the year was an exclusive partnership with Warner Brothers Studio to host the Barbie Beach Party at Campus Martius Park to launch the blockbuster movie. New partners included Diversified Members Credit Union, Moët & Chandon, Anheuser Busch, and Michigan Lottery. Our mission to connect people, places, and parks is strengthened by our collaborations with an incredible network of valued corporate partners and sponsors.

July 13: Barbie Beach Party at Campus Martius Park



June 14: Movie Night in the D

► Programming

In 2023, the DDP produced or hosted over 2,000 events and engaged with over 275 partners on inclusive and exciting experiences. In June, Campus Martius Park and Cadillac Square added the Grand Prixmiere and the new Small Business Straightaway in partnership with the Detroit Grand Prix. Over the summer, Movie Night in the D presented by Capital One Café, made its return and included collaborations with the N'namdi Center for a screening of the "Black Panther" as part of our Juneteenth Celebration, and our first Pride movie night was held in collaboration with the Ruth Ellis Center for the beloved LGBTQIA movie "Love Simon."

The DDP supported several community and charitable initiatives and special events, including the Better Cities Film Festival, Skating with the Stars with Figure Skating in Detroit, Make Music Day, Detroit's Black Wallstreet with the Legacy Preservation, and others that included NAACP, Soul of Philanthropy, Shakespeare in Detroit, and Michigan Humane. Residents, students, employees, and visitors continued to enjoy DDP's recurring series of programs, including Downtown Street Eats, Thursday Beach Parties, Workout Wednesdays, Saturday Night Markets, and Market Fridays.

July 23: Black Wall Street



- Produced or hosted over 2,000 events and engaged with over 275 partners
- Supported several community and charitable initiatives and special events



I Stand with Immigrants Project in Cadillac Square

CADILLAC SQUARE

Cadillac Square is a year-round hub of activity complementing the adjacent Campus Martius Park. Home to large-scale events like the Grand Prixmiere, Conquered FREEP Marathon After Party, and Winter Markets, it also hosts weekly fitness classes, the DDP Downtown Street Eats food truck program, and Market Fridays. In June, the I Stand with Immigrants Project came to Cadillac Square with the "We Heart Detroit" interactive art installation. This display served as a space to celebrate stories of immigrant heritage as guests affixed their national flag sticker to the heart.

- The Moth Pop-up Porch in partnership with GM
- Icelandic Air tasting experience
- Dwayne "The Rock" Johnson Teremana Food Truck activation

Dec. 20: Cadillac Square holiday markets





Dec. 17: NFL Draft countdown clock in the Woodward Esplanade

WOODWARD ESPLANADE

The Woodward Esplanade is the connector between Campus Martius Park and the Detroit Riverfront. This median-turned-esplanade offers activities throughout the year including our Downtown Street Eats food truck program. In 2023, it took center stage as the home to the 2024 NFL Draft countdown clock.

April 6: Tigers Opening Day Celebration at Grand Circus Park



Oct. 30: Monday Night Football Tailgate at Grand Circus Park

GRAND CIRCUS PARK

Grand Circus Park continues to provide a lively and active space at the entrance of Downtown Detroit. In 2023, Grand Circus Park became the new home of the Official Detroit Tigers Opening Day Celebration and the Detroit Lions Monday Night Football Tailgate. With the generous support of Strategic Staffing Solutions, the off-leash dog park offered residents, visitors, and their furry friends monthly themed parties including the annual Howl-o-ween costume parade. DDP continues to use these events to support local animal charities including Michigan Humane and local small businesses like Premier Pet Supplies. Programming also included fitness classes, weekly Bourbon Gardens, and the annual Grand Circus Gala.

- ▶ Official Detroit Tigers Opening Day Celebration
- ▶ Detroit Lions Monday Night Football Tailgate
- ▶ Monthly themed dog park parties

Sept. 23: Tailgate Pawty



Oct. 15: Cider in the City at Beacon Park

BEACON PARK

The DDP, with support from the DTE Beacon Park Foundation, provides a diverse assortment of activities and activations in Beacon Park for every season, ranging from fitness and wellness programs, local artisan markets, world-class art installations, and musical entertainment.

Spring and Summer at Beacon Park offered numerous opportunities for the community to gather to support local artists, entertainers, and entrepreneurs. Many free, family-friendly programs ensured fun for all ages. The summer season closed with a free concert featuring rising country star Tanner Adell.

In September, Beacon Park showcased the world premiere of the art installation "Horizon" by Canadian artist Olivier Landreville. The ADA-accessible immersive experience featured futuristic pod-shaped structures with blue-tinted lighting, calming sounds, and unique visuals.

Beacon Park welcomed Fall in Detroit with Cider in the City and the annual Rivalry Tailgate U-M versus MSU viewing party, and closed out the year with Light Up Beacon Park, a holiday celebration, winter lighting display, and family-friendly New Year's Eve Kids Countdown.

Sept. 11: "Horizon" art installation



- ▶ End of summer free concert with Tanner Adell
- ▶ Art installations and local artisan markets
- ▶ Family events such as Cider in the City, Light Up Beacon Park and New Year's Eve Kids Countdown



June 3: Ford vehicle display during the Grand Prix weekend

CAPITOL PARK

Capitol Park continues to serve as a multi-use space for residents, employees, and visitors. The historic park is the perfect place to enjoy an outdoor lunch or take advantage of free community classes with Citizen Yoga. During the 2023 Grand Prix weekend, Capitol Park was home to the Ford Vehicle Display and activation takeover. It also served as the filming location for a national Kroger commercial.

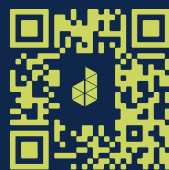
- ▶ Fitness programs
- ▶ Home to activations and featured in a national commercial

July 19: Citizen Yoga in Capitol Park



Scan to learn more about Downtown Detroit Parks and find upcoming events.

DowntownDetroit.org/Parks



Downtown Detroit Datascape



July 19: Capitol Park



July 13: Barbie Beach Party at Campus Martius Park

The Downtown Detroit Datascape is the DDP's online repository for data specifically on the development, improvement, and movement in Downtown. DDP constantly updates data and tools within the Datascape to give stakeholders access to the latest and best information. To continually improve our information, we made several enhancements to the Datascape in 2023.

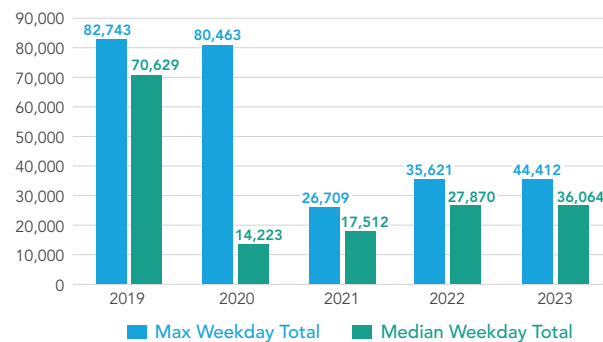
Downtown Activity Dashboard

The DDP Downtown Detroit Dashboard is a curated collection of key metrics provided here to measure progress in the continual improvement of Downtown Detroit, in multiple different aspects, including Downtown activity, economic and physical improvement, and diversity. Many measures are updated monthly, including visitation, number of workers, number of residents and hotel occupancy recovery. Our aim with the dashboard is to provide stakeholders with timely data to understand the activity trends in Downtown and to support business investment decisions. All data is easily downloadable and formatted for use in spreadsheets and tables.

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 and started to increase in 2022. The maximum number of Monday-Friday workers Downtown in 2023 plateaued at about 50% of the pre-pandemic total.

Number of Workers by Year

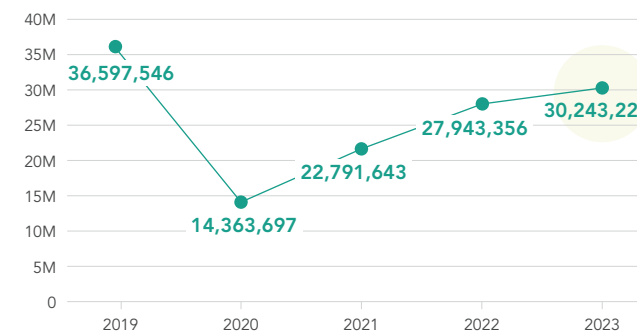


Source:

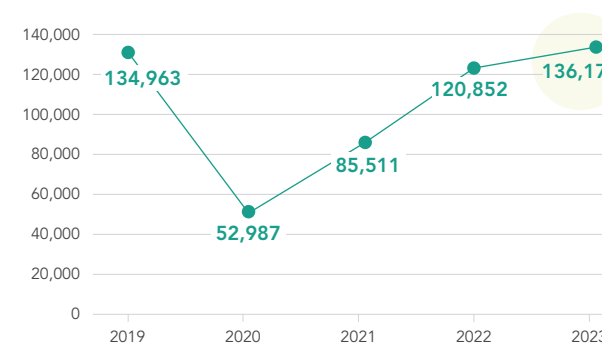
VISITORS

The number of Downtown visitors continues to increase. While weekday visits still lag due to fewer work-related visits, weekends are seeing more visitors than before the pandemic. A few weekends saw record attendance in Downtown spurred by high-profile concerts including Taylor Swift, Beyonce, and Ed Sheeran, and the Detroit Grand Prix. With the excitement around the Detroit Lions, early 2024 numbers will further boost visitation data.

Total Annual Visits



Average Saturday Visits by Year



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

RESIDENTIAL POPULATION

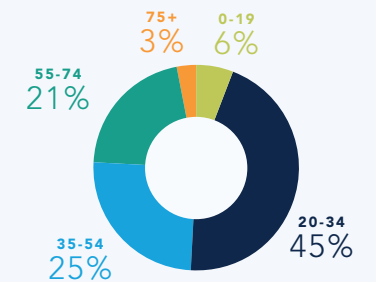
According to estimates from location intelligence company Placer.ai, Downtown Detroit had a maximum daily residential population of 6,797 in 2023, a 7% increase over 2022. Since some percentage of people stay from time to time in a location away from their residence (a second residence or vacation, for instance), the number of people who consider themselves Downtown residents is possibly higher. The U.S. Census American Community Survey estimates that Downtown had 6,926 residents in its 2022 5-year average.

Total Downtown Population

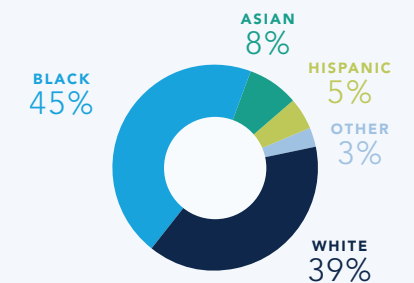
6,926

Residential Population by Age

Downtown Detroit has a high percentage of young adults and fewer families with school-aged children. In 2023, 45% of the population Downtown was aged 20-34.



Population by Race/Ethnicity



Source: American Community Survey, 2022 5-yr Data.

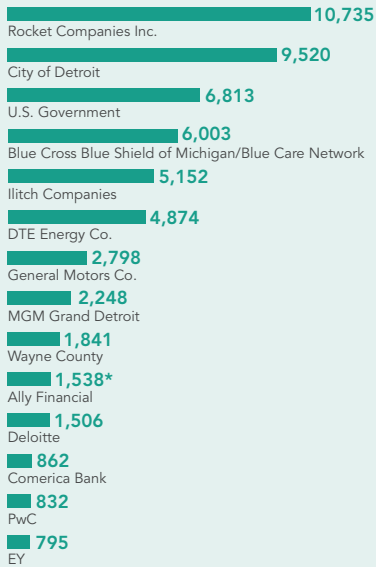
Note: The boundary for the ACS and Census counts follows census tracts, which are slightly different from the boundary for the Downtown Placer.ai estimate.



March 1: Downtown Job Fair at 1001 Woodward

EMPLOYERS AND BUSINESSES

Top Employers

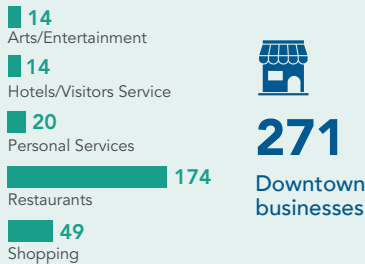


Source: Crain's Detroit Business, Book of Lists, July 2023 Detroit Employers.

Note: Rocket Companies employees reduced considerably due to layoffs associated with the downturn in mortgage activity. General Motors also shrunk their Downtown workforce when they transferred some workers to the Tech Center in Warren.

* Ally Financial numbers were not available for 2023. Instead, we have used the 2022 number as an approximation.

Number of Downtown Brick and Mortar, Retail and Service Businesses

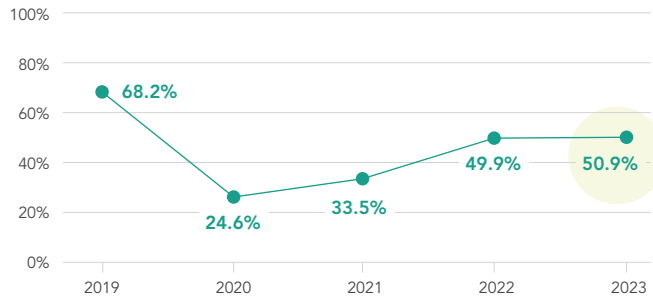


Source: Downtown Detroit Partnership, January, 2023.

HOSPITALITY

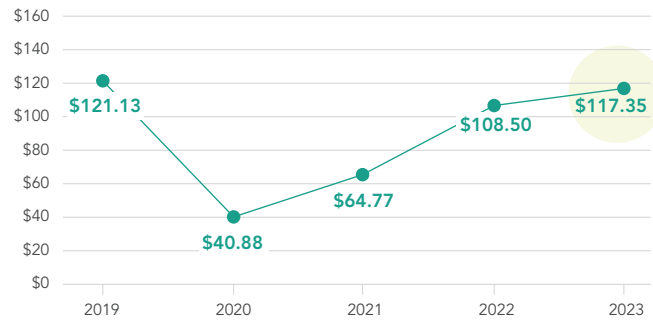
Downtown Detroit is becoming a premier destination for visitors from around the state, country, and world as evident by the number of media mentions and confirmed by the DDP's Datascape. In 2023, hotel visitations were up over 2022, but occupancy for the year was flat for year as a 5% increase in supply affected the rate of occupancy for the year. This increase of 219 new rooms did not negatively affect the revenue per available room though, as Downtown rooms are fetching premium rates. Here again, the number of attendees to the many Downtown concert and sporting events helped to keep Downtown's hotel market strong.

Annual Downtown Detroit Hotel Occupancy



Source: STR, Inc

Revenue Per Available Room



Source: STR, Inc

Dec. 20: Book Tower



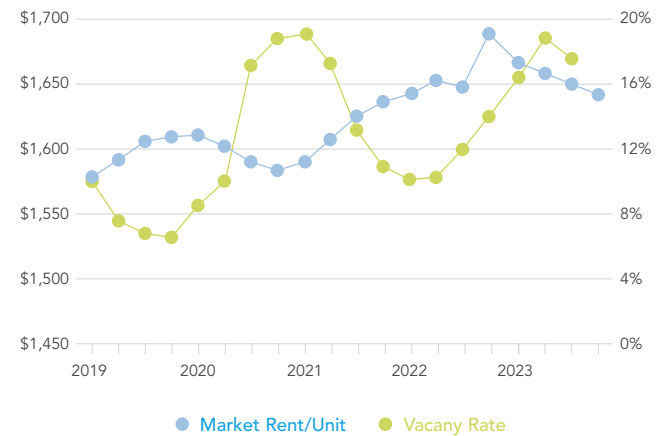
RESIDENTIAL

The number of residential units in Downtown Detroit continues to rise and with it variances in rental rates and vacancies as new units come online. In the past year, more than 1,000 units have come online near Downtown, 394 of those directly within the CBD. Considering the units within the CBD only, that represents nearly an 8% increase, with even more to come next year. Because of this, vacancies were higher than last year and will likely stay that way in the short-medium term as the new projects stabilize. The good news: the number of residents in Downtown continues to rise and we expect that to continue through 2024.



1,000 new residential units near Downtown in the past year

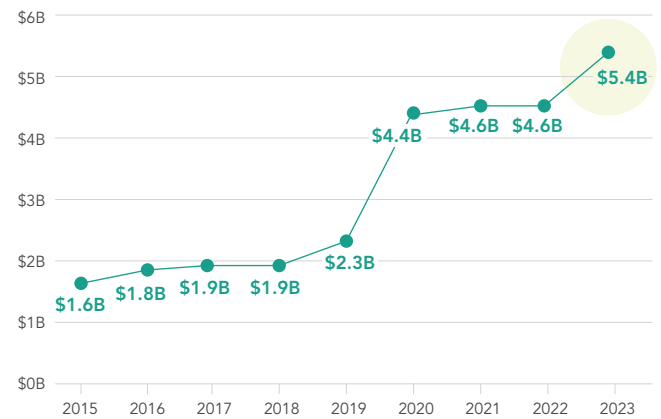
Market Asking Rent and Vacancy



Source: CoStar, Inc.

DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE

Market Value of Downtown Commercial Properties



Note: Market value of properties estimated as 2x State Equalized Value, using City of Detroit assessor data. Source: Downtown Detroit Partnership, April 2023.

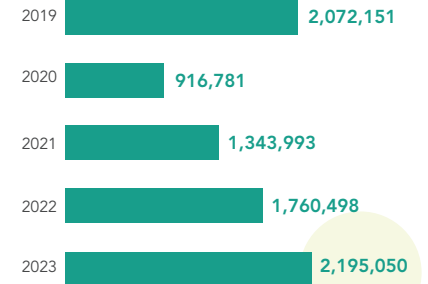


July 31: City Glow Yoga at Beacon Park

PARKS AND PUBLIC SPACES

We know that well maintained and curated green spaces are critical to social well-being and economic vitality and Downtown Detroit has some of the finest in the country. DDP's Downtown parks continue to draw increased numbers of visitors, with 2023 visitation of our parks up 6% over prepandemic levels. As the steward of these spaces, the DDP is always looking at new and diverse ways to make our six award-winning parks even more viable to residents, employees, and visitors.

Annual Downtown Park Visitors by Year



Source: Placer.ai, compiled by the Downtown Detroit Partnership, January, 2024. Note: 6% more visitors to Downtown Parks in 2023 than in 2019.

Methodology

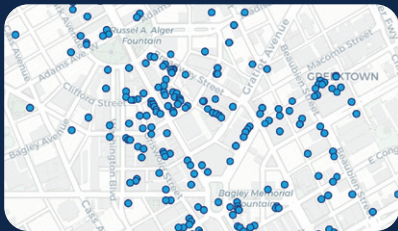
The Downtown Detroit Datascape is populated by various sources compiled by the DDP's expert staff. Some information is from primary sources that the DDP executes, such as the biennial Downtown Detroit Perceptions Survey and the annual Downtown Detroit Community and Development Update. For secondary data,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



**DOWNTOWN DETROIT PARTNERSHIP
DOWNTOWN BIZ DIRECTORY**

► Downtown BIZ Directory

The Downtown BIZ Directory was launched in 2023 as a one-stop to discover all that Downtown Detroit has to offer in terms of shopping, dining, lodging, and services. Downtown is a dynamic and rapidly changing landscape. If you see any omissions or inaccuracies, please email info@downtowndetroit.org.



- Arts & Entertainment
- Personal Services
- Restaurants
- Shopping
- Visitor Services



Scan to visit the Downtown BIZ Directory.

If you see any omissions or inaccuracies, please email info@downtowndetroit.org.

Reports Library
Downtown Detroit Partnership

The 2023 Downtown Detroit Community and Development Update featured 47 total building projects, representing nearly \$3 billion currently under construction.



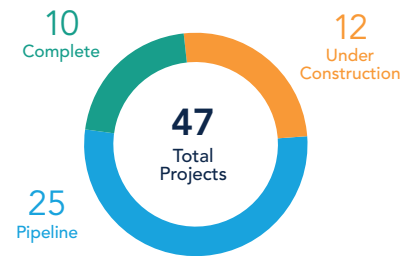
3D Interactive Map
Downtown Development Update

Concurrent with the release of the Development Update, we released a new "Story Map" application to visualize, in three dimensions, the impact and location of the featured developments.



DOWNTOWN DETROIT DEVELOPMENT

Number of Projects, 2023 Report



Projects Recently Completed by Type





Projects Currently Under Construction by Type



*Note: Hudson's site is included as three projects here – hotel, office and residential.

New Hotels and Rooms

RECENTLY COMPLETED

-  **Cambria Downtown Detroit**
154 rooms
-  **Roost Hotel Book Tower**
118 rooms

UNDER CONSTRUCTION

-  **Hudson's Site Hotel**
227 rooms
-  **David Whitney Building- Autograph Hotel**
118 rooms

Current Number of Hotel Rooms


5,122
rooms in 2023


4.5%
increase from 2022

Source: Downtown Detroit Partnership, STR, Inc

 **\$3 billion**

The DDP tracked \$3 billion in current developments in the annual Downtown Detroit Community and Development Update.

Source: Downtown Detroit Partnership, City of Detroit, January, 2024

► Additional Tools

Other tools and information sources include the Downtown Perceptions Survey and the Metrics on Downtown Detroit (MoDD) application, which provide socio-economic and demographic data about the Downtown Detroit Business Improvement Zone and comparisons to other cities for reference.



Business Improvement Zone



Dec. 20: Holiday lighting along Woodward Ave.

The Downtown Detroit Business Improvement Zone (BIZ) is a public body that works to create a clean, safe, welcoming, and vibrant Downtown through a variety of services. This is made possible through the continued commitment and contributions of Downtown Detroit 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.

In October 2023, the BIZ's renewal was solidified for another 10 years. During the Special Meeting of Owners of Assessed Properties, 242 ballots unanimously voted "yes" in favor of BIZ renewal.

The BIZ is governed by a volunteer board of directors that contracts with the DDP to ensure the services are maintained daily without interruption and to fulfill its strategic vision for Downtown Detroit. The BIZ benefits Downtown property owners, businesses, residents, employees, and visitors.

The BIZ serves as a conduit to the City of Detroit, hosts networking events, and provides timely information of importance to Downtown businesses

and property owners. The team works diligently to provide critical information and connection points for all BIZ stakeholders through an exclusive monthly newsletter.

[Continue reading to get a better understanding of the BIZ's accomplishments in 2023.](#)



Oct. 24: BIZ Renewal Vote at 1420 Broadway

BIZ INITIATIVES



Ambassadors
(hospitality, clean, safe, outreach)



Data



Engagement



Infrastructure and Planning



Landscaping



Marketing and Communications



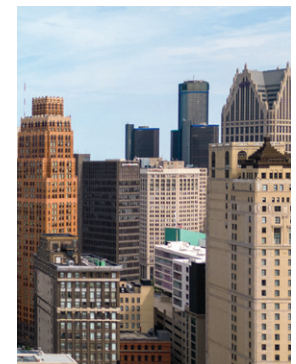
Safety



Supplemental Lighting

► 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 2023, property owners paid nearly \$5.7 million through the assessment of 581 parcels. This was a 9% increase from 2022. Since 2014, when BIZ property owners first voted to authorize an assessment for a ten-year term, \$45.5 million was contributed to care for the Downtown community. A nearly 99 percent timely assessment collection rate demonstrates the strong commitment from property owners.



581 parcels
assessed in 2023

\$5.7 million
paid by property owners in 2023

► BIZ 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.



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

Scan to see all official BIZ records and documents.



March 9: BIZ Connect at the GM Wintergarden



June 2: BIZ Ambassadors at the Detroit Grand Prix

► Leveraging BIZ Infrastructure through Strategic Partnerships

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.

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



March 9: BIZ Connect at the GM Wintergarden



BIZ Ambassadors in Campus Martius Park

► Ambassadors

The Downtown Detroit BIZ Ambassadors is the BIZ's largest program. The team's mission is to keep Downtown Detroit clean, safe, and welcoming to all and to assist anyone they encounter with directions, restaurant recommendations, and more.

Since the inception of the BIZ, Ambassadors have assisted more than 530,741 patrons and removed 8,338 tons of trash and nearly 32,458 instances of graffiti. The team also power washes parks and sidewalks throughout the Downtown.

Nearly 90 percent of BIZ Ambassadors are Detroit residents whose hard work and pride in their roles does 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.



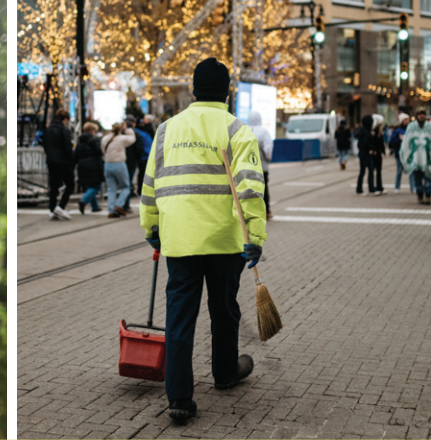
365 public trash cans

regularly emptied by BIZ Ambassadors



24 dog waste stations

and three dog parks maintained



BIZ AMBASSADOR HIGHLIGHTS



"To be a part of the change in the BIZ with Detroit is a once-in-a-lifetime opportunity because I see the new and I can remember the old."

CAROL GIVENS, BIZ DISPATCHER



"The people love the Ambassador program and what we do. It's a job I can be proud of, so it makes me feel good."

TINA BOWDEN, BIZ OPERATIONS SUPERVISOR



Scan to watch Ambassador highlight videos.

 **22 acres**
of landscape are
maintained by
BIZ Ambassadors

 Nearly
90%
of BIZ Ambassadors
are Detroit residents

 **530,741+**
patrons
have been assisted
since the BIZ
inception



► Downtown Detroit Datascope

The Downtown Detroit BIZ data specialists provide an analysis of the dynamic landscape of Downtown Detroit through a variety of metrics housed within the Downtown Detroit Datascope. The BIZ sees the value in providing custom metrics and analysis to property owners, businesses, media, government partners, and potential investors in an effort to tell the expanding story of Downtown Detroit and beyond.

The Datascope tracks metrics such as average daily visitor and worker estimates within the Downtown in an effort to keep information available and relevant to key stakeholders. All data is comparable to 2019, which helps assess Downtown Detroit's recovery since the pandemic.

It is also constantly expanding its inventory and capabilities such as the new 3D modeling tool added in 2023. For more, see pages 22-27.



 Scan to visit the
Downtown Detroit
Datascope.



March 1: Downtown Job Fair


► Small Business Engagement

Community and business engagement is critical to accomplishing the mission of the BIZ. While businesses in Downtown Detroit are seeing growth and improvement, a variety of challenges remain, including the need for employees. After a successful launch in 2022, the BIZ held two Job Fairs in 2023, which brought more than 800 job seekers to Downtown employers. Both events were in collaboration with the DDP and Bedrock.

 **800 job seekers**
attended the Downtown Job Fairs

The BIZ shares important resources to support its small businesses through the monthly BIZ Bulletin newsletter.
















 Sign up to
receive the
BIZ Bulletin.

March 1: Downtown Job Fair



AMBASSADOR STATISTICS (2019-2023)

IN THE BIZ (Funded by the BIZ assessment)	2019	2020	2021	2022	2023
 Total Trash Collected In Tons	800	664	625	672	795
 Graffiti Removed	5,633	2,569	2,716	4,078	4,587
 Patron Assists	55,274	23,551	17,321	62,575	72,008
 Hours Worked	81,693	71,531	77,797	94,110	83,507
 Scooter Removal from Walkways	-	-	8,213	17,560	14,722
 Dog Park (# of times cleaned)	-	-	1,513	4,075	2,940
CONTRACT (Fee for services; not funded by BIZ)	2019	2020	2021	2022	2023
 Total Trash Collected In Tons	292	343	542	904	850
 Graffiti Removed	513	707	701	214	297
 Patron Assists	13,580	7,455	9,305	24,161	37,548
 Hours Worked (Contracts)	81,693	71,531	77,797	44,985	48,960
 Hours Worked (Events)	9,070	1,167	6,717	6,532	5,792
 Scooter Removal from Walkways	-	-	1,187	1,243	706
BIZ + CONTRACT + EVENTS	2019	2020	2021	2022	2023
 Hours Worked	118,055	104,535	139,088	145,627	138,260



SMALL BUSINESS SPOTLIGHTS



Dec. 7: Holiday BIZ Connect at Ash Bar at the Siren Hotel
 March 9: BIZ Connect at the GM Wintergarden



Dec. 9: Digital Information Kiosk ribbon cutting



Supplemental lighting along Broadway Street



"House of Pure Vin has been around for almost 8 years. We have always been authentic to who we are."

REGINA GAINES, OWNER, HOUSE OF PURE VIN AND BIZ BOARD MEMBER

1433 Woodward Ave
 houseofpurevin.com



"We wanted to bring something to Detroit – something that is close to our hearts. We wanted to bring in a different style of cooking, but mainly a different way of taking care of our guests."

GERTI BEGAJ, MANAGING PARTNER, BESA DETROIT

600 Woodward Ave
 besadetroit.com

« Small Business Engagement (continued from previous page)

Additionally, BIZ Connect meetings bring BIZ stakeholders together for networking and key information sharing. The March 2023 BIZ Connect was focused on how businesses can prepare for large events coming to Downtown Detroit, including the Detroit Grand Prix. The event had a morning and afternoon session, to make it more convenient for attendees to attend and gather the appropriate information needed ahead of the big weekend.

In an effort to hear directly from its constituents, the BIZ conducted Business Roundtables to better understand challenges and needs for the future. Through these conversations, the BIZ developed a Small Business Engagement Strategy on how to keep businesses, owners, and managers more involved with what the BIZ can provide.



The DDP supported the Detroit Grand Prix to support the Small Business Straightaway in Cadillac Square.



► Safety

The BIZ Safety Ambassador Outreach Team has connected with more than 300 unhoused Downtown patrons and made more than 4,000 interactions since the inception of the program in 2022. The team provides information on available social services offered by Detroit's network of providers. BIZ Safety Ambassadors are part of Project Lighthouse, Downtown Detroit's neighborhood watch program. See page 41 for more on Project Lighthouse.

Safety Outreach Ambassadors are equipped with radios that allow the team to quickly call on the Detroit Police Department or other organizations for emergency assistance.

4,000+ interactions

with unhoused Downtown patrons by the BIZ Safety Ambassador Outreach Team since the inception of the program



Scan to learn more about BIZ safety initiatives.

DowntownDetroit.org/Safety

► 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, aesthetic lighting was installed along Broadway Street, as well as new light poles with a design inspired by the Spirit of Detroit. Additionally, 2023 saw larger-than-life snowflakes, ornaments, and stars throughout street medians and Downtown parks.



Holiday Lighting in Paradise Valley



Scan to watch small business spotlights.



Scan to learn more about The Spirit Card, a unique and easy way to support Detroit businesses.

DowntownDetroit.org/SpiritCard

Planning and Infrastructure



The DDP is proud to serve as a leader in urban innovation, planning and placemaking efforts within Downtown Detroit. In collaboration with the Downtown Detroit Business Improvement Zone, the City of Detroit and strategic partners, DDP envisions and implements initiatives related to public spaces, sustainability, mobility, residential and commercial development, and more.

With the goal of promoting Downtown Detroit's ongoing development and urban vitality, the DDP works with key stakeholders, including Downtown Detroit property owners, business owners, workers, residents, and visitors.

► I-375 & I-75

At the close of 2023, the DDP received a grant from the Kresge Foundation to be a balanced voice and contribute our resources to make the most of the I-375 Reconnecting Communities project by revisiting the project's design, community engagement, and mitigation.

Revisiting I-375 is a once-in-a-lifetime opportunity to enhance Downtown and offer new opportunities for our community by creating a contiguous, activated space. The I-375 project has the potential to reconnect and reinvigorate Detroit. DDP is committed to convening stakeholders and working with the City of Detroit and MDOT to see that vision through.

Through our engagement, the DDP can bring together business, philanthropic, and government partners to create a plan that is walkable, connected, and sensitive to the project's reparative, historical, social, economic, equity, and mobility aspects.

The Kresge Foundation also awarded DDP a grant to oversee a Vision and Alternatives Analysis to support the I-75 Overbuild Project in Downtown Detroit. The project will explore freeway-capping options between Cass Avenue and Brush Street within the MDOT-owned I-75 right-of-way. Multiple alternatives for the cap or partial cap, including a no-build option, will be explored before the selection of a Preferred Alternative using criteria as developed by MDOT, the City of Detroit, and the Downtown Detroit Partnership. A robust and meaningful community engagement process will inform the vision and identification of a preferred alternative for the project.



► Washington Boulevard Median Enhancement Project

A full renovation of the Washington Boulevard promenade from Park Avenue to Michigan Avenue was completed in late 2023. The \$1.3-million project was funded by the Detroit Downtown Development Authority. DDP oversaw project construction and management. The plan was initiated by Bedrock and incorporated feedback from Washington Boulevard stakeholders. The project respects the historic character of the neighborhood while creating a connected north-south walkable path with native plantings and landscaping.

\$1.3 million
full renovation of the Washington Blvd.
promenade overseen by the DDP



► Parks & Public Spaces

GRAND CIRCUS PARK **RAP PROJECT**

The DDP, in partnership with the Grand Circus Park Conservancy and with substantial community engagement, completed a new overall plan in 2022 for the park. The \$16-million master plan will transform Grand Circus Park into a safer, more functional, and inviting space that enhances accessibility, connectivity, and daily use. DDP is moving forward on Phase 1 of the overall master plan in 2024 phase that will include new accessible entryways, walks, and pathways to promote pedestrian circulation and safety; upgraded electrical infrastructure for activations and programming; new landscaping; and open spaces.

When fully complete, Grand Circus Park will be a 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 businesses and residents, and promotes circulation, visitor spending, and economic potential.



July 19: Yoga in Capitol Park

CAPITOL PARK RAP PROJECT

Capitol Park is a strategic neighborhood that anchors a mixed-use neighborhood, with high-density residential units, including affordable housing, plus restaurants, retail, and offices. As the centerpiece of the historic neighborhood between Woodward Avenue and Washington Boulevard, Capitol Park is a vital public space.

The DDP led the plan to transform this space in 2018 into a lush and active green space. DDP moved into the implementation phase in 2023, refining the final drawings and solidifying key elements of the process. Construction will start in 2024.

This next phase will deliver additional elements of the master plan for Capitol Park improvements, 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 "work-live-play" neighborhood.

June 14: Movie Night in the D at Campus Martius Park



CAMPUS MARTIUS PARK + CADILLAC SQUARE RAP PROJECT

Campus Martius Park and Cadillac Square are key amenities that make Downtown Detroit an attractive and exciting place to live and visit. In 2023, planning continued on the Campus Martius Park and Cadillac Square placemaking project. The \$2.475-million project will improve and expand critical infrastructure necessary to attract and accommodate more people within these spaces.

Within Campus Martius Park, the project will expand the popular ice rink by 20 percent; create a destination "Winter Lodge" concession structure; upgrade two stages for expanded performance capability; reconstruct the main, currently unpaved north-south thoroughfare with blue stone pavers; upgrade and install new electrical infrastructure; and add a new crosswalk between the Park and One Campus Martius.

Within Cadillac Square, the current plaza is largely a barren concrete landscape, with no permanent placemaking elements. The project will make critically needed electrical upgrades to facilitate year-round activation, add new furniture to accommodate the growing use and demand, and construct a new food and beverage kiosk.

The more extensive and varied the activations are in these spaces, the more attractive the experience is for all. 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.

► **Revitalization & Placemaking (RAP) Program Projects**

In 2022, the DDP was awarded a \$13,740,000 grant from the Michigan Economic Development Corporation (MEDC) Revitalization & Placemaking (RAP) Program. This past year, DDP and its partners have focused on readying the projects for construction in 2024. These projects will continue to strengthen Downtown's already welcoming and inclusive environment for people of all ages, races, and incomes to enjoy.

The RAP Grants brought together the DDP, Bedrock, Greektown Neighborhood Partnership, Detroit Paradise Valley Conservancy, and Karp and 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 INCLUDED IN THE RAP GRANTS:

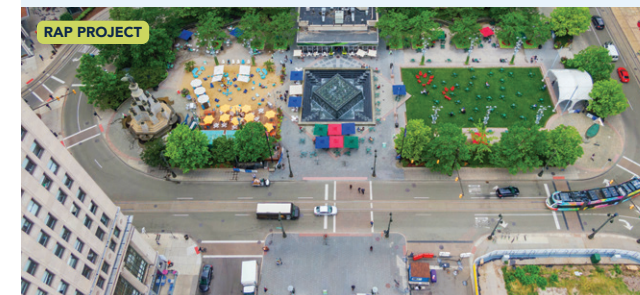


Grand Circus Park
(Downtown Detroit Partnership)

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 on page 37.

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 38 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. See page 38 for details.

PROJECTS INCLUDED IN THE RAP GRANT:

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 and dining infrastructure; decorative lighting; and bicycle parking. In addition, the project will transform the portion of Macomb Street that currently dead ends into Randolph Street into an integrated part of the new, expanded plaza. The Macomb Street portion will become a courtyard-like venue that will be equipped for concerts, street markets, and other programming.



Paradise Valley Park and Plaza
(Detroit Paradise Valley Conservancy)

The project will transform the park and plaza within Paradise Valley to create a safe, inviting public space that will support the development of a thriving, African American-led residential and entertainment district around it. Specific improvements include new grading, replacement of the current concrete with new pavers, new stairs and railings, a new stage, new landscaping, new light poles, new furnishings, a new sound system, public art, and signage.

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 modeled on the successful Belt project just a block away.



Dec. 9: Digital Information Kiosk ribbon cutting in Corktown



Dec. 20: Winter lighting along Jefferson Ave.

► **Additional Projects**

RECYCLING GRANT

With support from a Michigan Department of Environment, Great Lakes, and Energy (EGLE) recycling grant, DDP continued to promote recycling within Downtown park spaces and during major events. Strategic placement of temporary recycling bins during summer programming and major events is allowing DDP to evaluate a long-term vision for permanent recycling within the Downtown. Additionally, DDP added two new vehicles to support recycling collection.

INFRASTRUCTURE GRANT

DDP was awarded \$2 million from the Michigan Strategic Fund to support pedestrian infrastructure. The funds supported improvements to ensure safety and accessibility in advance of the Chevrolet Detroit Grand Prix and future events in Downtown Detroit. During the Grand Prix event weekend, the pedestrian infrastructure supported over 130,000 visitors across five bridges. The placement of the pedestrian bridges created a safer, more interactive environment for visitors in Downtown.

► **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 spring of 2023, DDP, with support from the BIZ, restored the pedestrian light wands along the medians on Broadway. This project enhances the streetscape with programmable lighting throughout the year and continues to create connected corridors within the Downtown.

► **The Detroit Sign**

In 2023, the Detroit sign traveled to two neighborhoods. The sign first landed at Marygrove Conservancy at the end of 2022 for their Light Up Marygrove holiday event highlighting small businesses, where it illuminated the campus until February of 2023. It also made its way to the Jefferson/Chalmers neighborhood for the grand opening of Detroit Souls second location. The Detroit Sign also made short stops at Campus Martius Park and Eastern Market for DDP's Annual Detroit Aglow. Funded in part by the DTE Foundation, this sign was designed and fabricated locally.



Safety



Oct. 10: Faith and Blue Breakfast at the Book Tower

Safety continues to be a priority for the DDP in its efforts to make Downtown a desired destination for businesses, residents, visitors, and employees. At the forefront is the strong 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 the city's many events and projects.

The highly effective collaboration between the DDP and the Detroit Police Department and our shared commitment to excellence represents a model in best practices.

► 2023 Milestones

- In June, DDP completed the first year of its Safety Outreach Project. Since its inception, outreach specialists and trained BIZ Ambassadors have identified more than 385 people in need of services and have had over 2,085 interactions with said population.
- In advance of the 20th Annual Detroit Tree Lighting – that saw more than 105,000 guests in Campus Martius Park and the surrounding area -- DDP worked with Homeland Security and the Detroit Police Department, using proactive open-source information, DDP Command Center, 75 security officers and deploying Evolv magnetometer weapon detectors at the event's entry points for weapons-free event.
- More than 25 BIZ 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. In addition, 50+ Ambassadors were trained in active assailant and opioid overdose response.
- 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.
- DDP supported several courses offered through the DPD on mental health awareness and de-escalation techniques for the Downtown business community.
- Several members of the DDP team were certified in CPR.

► DDP's Downtown Safety Committee

DDP and the BIZ continued monthly meetings of the Downtown Safety Committee with consistent attendance of 50 or more key stakeholders. Regular topics include Project Lighthouse collaboration and CompStat, an analysis of crime statistics and discussion of strategies to deploy resources. Attendees discuss crime trends and statistics compiled by the Wayne State University Center for Urban Studies. The meetings include the DPD, Detroit Transit Police, Wayne State Police, Wayne County Sheriff and Prosecutor staff, and security directors representing more than 30 Downtown property owners. The goal of these monthly meetings is to facilitate communication between all partners supporting the shared goal of keeping Downtown safe and welcoming.

 **50+ key stakeholders meet monthly**

Dec. 9: Digital Information Kiosk ribbon cutting in Midtown



Dec. 9: Digital Information Kiosk ribbon cutting in Southwest Detroit

► Project Lighthouse

DDP continues to manage Project Lighthouse, a nationally recognized neighborhood watch program for the Business Improvement Zone 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 Downtown Safety Committee monthly meetings 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. Project Lighthouse associate partners participate in information sharing further strengthening the collaboration of the safety professionals in Downtown Detroit.



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 Digital Information Kiosks throughout the city.

Scan to see a map of all Digital Information Kiosk locations.



Scan to learn more and watch videos about Project Lighthouse.
DowntownDetroit.org/Safety



In 2023, MoGo, a DDP affiliate, continued to advance its mission to deliver an active transit system of on-demand bikes that serve a wide range of people and needs across the region and be a leader in ensuring Metro Detroiters have access to equitable and reliable transportation. Of note in 2023, MoGo was one of the first bikeshare systems in North America to add TabClix, a new pass-purchasing technology; it found a permanent home for its Adaptive MoGo program along the Detroit Riverwalk; and it hosted its first community fundraising event, MoGo-A-GoGo.

► System Growth

MoGo added four new stations and 28 second-generation pedal-assist e-bikes. The new e-bikes add improved features to MoGo's fleet, including a speedometer display, gear-shifting capabilities, and charging indicators. MoGo's fleet now has nearly 700 bikes, including e-bikes and standard pedal bikes. The four new stations are located at Woodward and Euclid and John R and Kenilworth, both in the North End neighborhood; at the foot of the MacArthur Bridge at Gabriel Richard Park; and at DTE headquarters at Bagley and Plaza Drive.

4 new stations added in 2023

- 2 North End
- 1 Gabriel Richard Park
- 1 DTE Headquarters

28 e-bikes added in 2023



► Equity

An important part of MoGo's mission is to ensure that bikeshare is equitable, affordable, and accessible to all. To support this, in 2017, MoGo launched the Access Pass, a \$5 annual pass reserved for individuals who receive certain state benefits. Since its launch, Access Passholders have consistently made up between 25% and 30% of all MoGo members; a trend that continued in 2023.

25-30% of riders are Access Passholders

► Accessibility

In 2021, MoGo launched a partnership with Wayne State University to provide free Annual Passes to the university's nearly 30,000 students, staff, and faculty. Program redemptions have increased year over year and in 2023 surpassed 4,500. Significantly, these redemptions continue to generate more ridership, and at least three stations around Wayne State's campuses are in MoGo's top five most popular stations.

4,500 pass redemptions through a partnership with Wayne State University



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

► Milestones

MOGO-A-GOGO

In November, MoGo hosted its first-ever community fundraising event, MoGo-A-GoGo. As a 501(c)(3) non-profit organization, MoGo was eager to bring together partners, sponsors, riders, and other stakeholders to raise funds and celebrate MoGo's past, present, and future. The event, sponsored by Bedrock, was held on the 16th floor of One Campus Martius. MoGo expects to host the annual event in the spring of 2024.

OUTDOOR ADVENTURE CENTER

A new partnership with the Michigan Department of Natural Resources and the Outdoor Adventure Center allowed Adaptive MoGo to gain a permanent home for its Detroit location. The new site is at the intersection of Atwater and the Dequindre Cut, adjacent to the Outdoor Adventure Center and the Detroit Riverwalk.

TABCLIX

MoGo invested in TabClix, a new pass-purchasing technology that allows users to create accounts, buy passes, and unlock bikes directly from MoGoDetroit.org. The technology enables users to create an account and get a bike in 90 seconds or less. Additionally, by designating the website as the one-stop shop, the new tech advances MoGo's mission of equity and accessibility, as it eliminates the need for an app and lowers the barrier to entry for those who have limited mobile phone or data storage capabilities. MoGo was one of the first bikeshare programs in North America to deploy this technology.

Signature and Annual Events



The Downtown Detroit Partnership (DDP) convenes thousands of business executives, thought leaders, change makers and government officials annually at our impact-oriented events and meetings. Following is a look at our 2023 Signature Events.



► Party in the Park

📅 **AUGUST 3** 📍 **CAMPUS MARTIUS PARK**

On Thursday, August 3, the DDP hosted its inaugural Party in the Park, a fundraiser to benefit the DDP-managed parks and public spaces. More than 300 guests attended the garden party, which also recognized the 20th Anniversary of Campus Martius Park, named the 2023 Top Public Square in the country by USA Today's 10Best Reader's Choice Awards. The VIP Pre-party was presented by Moët & Chandon and featured a champagne toast and cocktail reception. Attendees then moved under the large tent and enjoyed the musical talents of the Bluewater Kings Band and DJ Stacey Hotwaxx Hale, compliments of the stage sponsor, MGM Grand Detroit.

Party in the Park

- A Benefit for Downtown Detroit Partnership Public Spaces -



Special guest and poet Frankie McIntosh captivated party goers with a Campus Martius Park-themed poem "Heart of the City," and provided guests with personalized, heartfelt poems using her manual, antique typewriter. The centerpiece of the event was a beautifully designed sand sculpture created by Sandsational Sand Sculpting Inc., which captured the essence of Detroit and recognized Campus Martius Park's 20th anniversary.

- Benefit for DDP-managed parks and public spaces
- Celebrating Campus Martius Park's 20th Anniversary
- More than 300 guests
- Music by Bluewater Kings Band, DJ Stacey and Hotwaxx Hale and poetry by Frankie McIntosh



Scan to see a video and photo recap from Party In The Park.



► Fall Forum: A Real Estate Update

📅 **SEPTEMBER 19** 📍 **GEM THEATRE**

On Tuesday, September 19, the DDP hosted its 2023 Fall Forum: A Real Estate Update, formerly known as the Fall Stakeholder Meeting. In front of a sold-out crowd in the beautiful Gem Theatre, DDP CEO Eric Larson shared an exciting update on current development projects and trends impacting the city, region, and state.

This year's event featured a thought-provoking keynote presentation on adaptive reuse by John Waller, principal and managing director of leading architecture firm, Gensler. Waller shared Gensler's innovative research study about adaptive reuse, a timely topic as Downtown addresses office space vacancies. Following the presentation, Waller joined Larson and Kevin Johnson, president and CEO of the Detroit Economic Growth Corporation and DDP Board Member, for a panel discussion and audience Q&A. During the post-event networking reception, leading developers set up displays to share their Downtown projects. Special thank you to our registration sponsor, KPMG and silver sponsor, JPMorgan Chase, for making this event possible.

- Update on current development projects
- Keynote presentation by John Waller from Gensler
- Panel with Eric Larson, John Waller and Kevin Johnson



Scan to see a video and photo recap from Fall Forum.





► Faith and Blue Breakfast

OCTOBER 10 **BOOK TOWER HOTEL**

The Third Annual Faith and Blue Breakfast was held on Tuesday, October 10 at the Book Tower Hotel. This year's event was held on World Mental Health Day and presented in collaboration with the Detroit Police Department (DPD) to bring faith, community and law enforcement leaders together for a morning of unity and inspiration. Various organizations shared their programs and services, including Catholic Charities of Southeast Michigan, the Pope Francis Center, Mariner's Church, DPD, and others. The DDP was honored to be presented with a Certificate of Appreciation by the Detroit Police Department's 3rd Precinct. The Faith and Blue Breakfast is a unique way for community leaders to make connections that will hopefully evolve into future partnerships.

- Brings faith and community leaders together with law enforcement
- Presented in collaboration with the Detroit Police Department



Scan to read the recap from the Faith and Blue Breakfast.



DETROIT 20TH ANNUAL TREE LIGHTING
presented by **DTE Foundation**

► Detroit Tree Lighting

NOVEMBER 17
 CAMPUS MARTIUS PARK

On Friday, November 17, Downtown Detroit was filled with the sights and sounds of the holidays at the 20th Annual Detroit Tree Lighting presented by DTE Foundation. This year's theme was "Merry & Bright: 20 Years of Holiday Lights," in recognition of the milestone anniversary of Campus Martius Park's opening and the first tree lighting in 2003.

More than 105,000 guests turned out for this annual tradition of holiday fun and festivities for the whole family. After a collective count down, the crowds watched the 60-foot tree illuminate with more than 25,000 shimmering LED multi-colored lights.

The evening festivities included entertainment on the MGM Grand Detroit Main Stage and a spectacular lineup of live entertainment on The Rink at Campus Martius Park presented by Visit Detroit. For more on the event, see page 17.

- 20th anniversary of Detroit Tree Lighting and Campus Martius Park
- More than 105,000 guests
- 60-foot tree with more than 25,000 lights
- Spectacular lineup of live entertainment

SAVE THE DATE
2024 Annual Tree Lighting
Friday, November 22



Scan to see a photo and video recap of the 20th annual Detroit Tree Lighting.



► Detroit Aglow

NOVEMBER 20 **EASTERN MARKET: SHED 5**

Eastern Market's Shed 3 was transformed on Monday, November 20 for the 39th annual Detroit Aglow fundraiser. More than 550 guests gathered for this annual celebration that has evolved into one of the season's most popular events. Detroit Aglow celebrates the DDP's work over the past 12 months; and kicks off the holiday season in style. Each table appoints a "chef" to carve their turkey, the main course for the evening's traditional Thanksgiving dinner, and the designated carver gets the chef's coat to take home. Isis Damil provided soothing jazz-inspired sounds for the evening's entertainment. Funds raised at Detroit Aglow strengthen DDP's mission to cultivate economic and social impact in Downtown Detroit by connecting people, places, and parks, and developing programs that engage and benefit all. Special thank you to Detroit Aglow sponsors DTE Foundation, Bedrock, Forte Belanger Continental, Henry Ford Health, MGM Grand Detroit, Mondo Unlimited, Verizon, Wana Brands Foundation, Wayne State University, and W.K. Kellogg Foundation.

- Connects individuals from across public, private, and philanthropic sectors to celebrate a successful year
- Funds raised at Detroit Aglow support DDP's mission



Scan to watch the 2023 DDP Detroit Aglow event recap.

SAVE THE DATE
2024 Detroit Aglow
Monday, November 25



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 Grand Prix


Subsidiary of DDP

In 2023, the z, returned to the streets of Downtown Detroit for the first time in 32 years. By all accounts, the June 2-4 weekend delivered amazing results for the city. The Detroit Grand Prix is a DDP subsidiary and the DDP serves as the event's fiduciary.

The 2023 Detroit Grand Prix welcomed an estimated crowd of 150,000 to Downtown Detroit. Sunday's grandstands sold out, and fans had unprecedented free access to over half of the three-day weekend venues, including Hart Plaza, Spirit Plaza, Detroit Riverwalk, and Jefferson Avenue. This marked the city's highest weekend attendance since the Grand Prix returned to Detroit on the Belle Isle circuit in 2007, under the DDP's stewardship.

According to an independent economic study, the Detroit Grand

 **150,000 people** visited Downtown during Grand Prix weekend

 **\$104.4 million** in total spending activity



 **1.098 million** viewers across television, digital, and out-of-home viewing

Prix produced a record \$104.4 million in total spending activity by fans across Wayne, Oakland, and Macomb counties, as well as out-of-state visitors.

Based on Nielsen ratings information, viewership of the new 1.7-mile street circuit also produced impressive results in 2023. The Sunday, June 4 NTT INDYCAR SERIES race broadcast posted a total audience delivery (TAD) of 1.098 million viewers across television, digital, and out-of-home viewing.

With an increased focus on sustainability and community engagement, the 2023 Grand Prix became the first-ever motorsports event worldwide to earn gold-level certification from the Council for Responsible Sport.

Carrying the momentum forward, the 2024 Grand Prix – May 31-June 2 – is expected to raise the bar even higher.



Tickets for the 2024 Chevrolet Detroit Grand Prix presented by Lear are on sale now at DetroitGP.com.



► Detroit Homecoming X

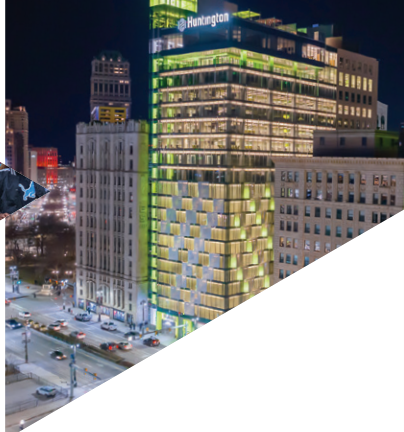
Leveraging DDP's unique position to support initiatives that generate an even broader geographic impact, DDP has partnered with Detroit Homecoming since its inception. Executed by Crain's Detroit Business to attract local and expatriate investment, talent, and ideas, DDP serves as the Detroit Homecoming's fiduciary partner. 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 950 Detroit expatriates with the city and inspired their participation in various corporate, civic, and philanthropic developments totaling over \$1 billion.

In 2023, Detroit Homecoming X returned to an entirely in-person experience, featuring 52 local and national speakers, including Rocket Companies Inc. Chairman Dan Gilbert, Detroit Pistons great Isiah Thomas, and Santa Ono of The University of Michigan and Dr. Kimberly Andrews Espy of Wayne State University and DDP Board Member. Detroit Homecoming X welcomed nearly 200 expats, from more than 23 locations, over the three-day event.

► Ongoing Initiatives

- The DDP Traffic and Parking Committee convened public- and private-sector partners to identify and discuss traffic, parking, and mobility issues and initiatives.
- The DDP continued strengthening its collaboration and partnership with the City of Detroit, Wayne County, the State of Michigan, and other municipalities.



MEMBER BENEFITS

- ▶ Complimentary and discounted tickets to DDP convenings and events
- ▶ Online and print recognition
- ▶ Additional invitations and networking opportunities



Members

DDP 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.

- American Roads – Detroit Windsor Tunnel
- Apparatus Solutions, Inc.
- Bedrock Detroit LLC
- Blue Cross Blue Shield of Michigan
- Bassett & Bassett
- Bodman
- Bosch
- Butzel Long, PC
- Cambria Hotel Detroit Downtown
- Capital One Café
- Catalyst Media Factory
- Central Michigan University
- Chase Creative
- City Living Detroit
- City of Detroit
- College for Creative Studies
- Comcast NBCUniversal
- Comerica Bank
- Community Foundation for Southeast Michigan
- Corp! Magazine
- Corporate Specialties
- CRIMSON Agency
- Crown Castle
- Deloitte LLP
- Detroit Economic Club
- Detroit Economic Growth Corporation
- Detroit Educational Television Foundation
- Detroit Lions
- Detroit Marriott at the Renaissance Center
- Detroit PAL
- Detroit Pistons
- Detroit Police Department
- Detroit Riverfront Conservancy, Inc.
- DTE Energy
- Dykema Gossett PLLC
- Express Employment Professionals
- Fifth Third Bank
- First American Title Insurance
- Ford Motor Company
- Foster Financial
- The Fulkerson Group
- General Motors
- George Johnson & Company
- Giffels Webster
- Gilbert Family Foundation
- Goodwill Industries of Greater Detroit
- Grand Valley State University
- Greektown Neighborhood Partnership
- Hamilton Anderson Associates
- Henry Ford Health
- Hollywood Casino at Greektown
- Honigman LLP
- Hudson-Webber Foundation
- The Huntington National Bank
- Ilitch Companies
- Interior Environments
- ITC, A Fortis Company
- JACK Entertainment LLC
- JPMorgan Chase & Co.
- Knight Foundation
- Kona Ice of Western Wayne County and Ann Arbor
- KPMG LLP
- The Kresge Foundation
- Lambert
- LizinDetroit
- Mariners' Church
- MGM Grand Detroit
- Michigan Humane
- Music Hall Center for the Performing Arts
- OHM Advisors
- Olympia Development of Michigan
- The Parade Company
- Penske Corporation, Inc.
- Plante Moran Realpoint
- The Platform LLC
- PNC Bank
- Pope Francis Center
- Production Management One
- PVS Chemicals, Inc.
- PwC
- Rocket Companies
- Ralph C. Wilson, Jr. Foundation
- REDICO
- Regional Transit Authority of Southeast Michigan
- Related Companies
- Rocket Community Fund
- Rush Group
- Samaritas
- The Sargent Consulting Group
- Second Ebenezer Church
- Simmons & Clark Jewelers
- SMART
- Soave Enterprises
- SP+
- Testing Engineers & Consultants, Inc.
- Thessa Contracting Solutions
- Total Access Events
- Trent Creative
- State of Michigan
- Sterling Group
- Stokas Bieri Real Estate
- Strategic Staffing Solutions
- Strategiz
- UHY LLP
- Universal Contracting Services
- Universal Special Events
- University of Michigan
- Verizon
- Visit Detroit
- Wayne County
- Wayne State University
- Yochana

DDP MEMBERSHIP

Connect, Inspire and Celebrate Detroit: Join the DDP

The Downtown Detroit Partnership (DDP) is a member-based nonprofit committed to fostering a vibrant and interconnected Downtown.

Membership offers opportunities to become informed and develop connections with new and established networks. Our members include Downtown businesses, regional corporations, local nonprofits, and community organizations. Annual membership levels are designed to meet all budgets and community engagement goals. Members receive early access, complimentary and discounted tickets to numerous DDP events, and repeat recognition.

Be a part of Downtown Detroit's expanding story.



Learn more and sign up today.
DowntownDetroit.org/Membership



Funders

Thank you to the following organizations, strategic partners, and individuals that support DDP and affiliate programs, events, and special projects through sponsorship, donated services, and grants.

- Absopure
- Allied Global Media
- Ally Bank
- Autoliv
- Blue Cross Blue Shield of Michigan
- Broadway in Detroit
- Budweiser
- Capital One Café
- Central Park Conservancy
- Charles H. Wright Museum of African American History
- Clark Hill
- Comcast NBCUniversal
- Community Foundation for Southeast Michigan
- COACH
- Cronus Communications
- Detroit Downtown Development Authority
- Detroit Economic Growth Corporation
- Detroit Free Press
- Detroit Lions
- Disney
- DTE Beacon Park Foundation
- DTE Foundation
- Ethel and James Flinn Foundation
- EY
- Fabiano Brothers
- Faygo
- Fifth Third Bank
- The Ford Foundation
- The Ford Motor Company Fund
- General Motors
- Gilbert Family Foundation
- Henry Ford Health
- Hollywood Casino at Greektown
- Honigman LLP
- Hudson-Webber Foundation
- Ilitch Companies
- Indeed
- JACK Entertainment
- JPMorgan Chase & Co.
- KPMG
- Knight Foundation Fund
- The Kresge Foundation
- Kroger
- Labatt
- McDonald's
- MGM Grand Detroit
- Michigan Arts and Culture Council
- Michigan Economic Development Corporation
- Michigan Lottery
- Michigan Strategic Fund
- Michigan.com
- Moet & Chandon
- The Moth
- OneMagnify
- Penske Corporation, Inc.
- Plante Moran Realpoint
- The Platform
- PVS Chemicals, Inc.
- PwC
- Ralph C. Wilson, Jr. Foundation
- RAM Construction Services
- Richard and Jane Manoogian Foundation
- Rocket Community Fund
- Rush Group
- Second Ebenezer Church
- Skillman Foundation
- Sterling Group
- Strategic Staffing Solutions
- Tito's Handmade Vodka
- UHY LLP
- Verizon
- Visit Detroit
- Walker-Miller Energy Services
- Wana Brands
- Wana Brands Foundation
- Warner Bros Pictures
- Wayne State University
- William Davidson Foundation
- W.K. Kellogg Foundation
- WWE Summer Slam
- WXYZ

Financials

DDP revenue comes from a broad range of stakeholders and supporters. Following is the breakdown for 2023:



● **29%**
Downtown Detroit Business Improvement Zone

● **26%**
Foundation Support

● **13%**
Earned Interest/Income

● **32%**
Corporate Sponsorship and Support



Strategic & 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.

- Alkebu-lan Village
- American Institute of Architects
- Archdiocese of Detroit
- Ask Jennyfer
- Aschcraft Landscaping AV7
- Bally Sports Detroit
- Better Cities Film Festival
- Black Scroll Network
- Blackstone Stables
- Blake's Orchard & Cider Mill
- Block by Block
- Capitol Park Stakeholder Committee
- Cass Technical High School
- Catalyst Media Factory
- Central Park Conservancy
- Charles H. Wright Museum of African American History
- Citizen Yoga
- City Institute
- City of Detroit
- Coach Kiwi
- College for Creative Studies
- Come Play Detroit
- Congress for New Urbanism
- Crain Communications
- Creos
- 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
- The Detroit News
- Detroit Parks Coalition
- Detroit Pistons
- Detroit Police Department
- Detroit Red Wings
- Detroit Regional Chamber
- Detroit Sports Commission
- Detroit Symphony Orchestra
- Detroit Tigers
- Detroit-Wayne Joint Building Authority
- Detroit Young Professionals
- Eastern Market Corporation
- Elia Group
- The 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 Detroit
- HRG Capital
- Icelandic Air
- Iconic Collection
- The Institute for Legacy Preservation
- Invest Detroit
- Isaac Agree Downtown Synagogue
- International Downtown Association
- I Stand With Immigrants Initiative powered by the FWD.us Education Fund, Inc.
- Jefferson East, Inc.
- Live6 Alliance
- Lumen
- M-1 RAIL
- Magic Ice USA
- 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.
- Miller
- Motown Museum
- National Association for the Advancement of Colored People (NAACP)
- National Business League
- NKSK Events + Production
- N'Namdi Center
- NTFN
- Parc
- Penske Corporation, Inc.
- Placemakingx
- Pope Francis Center
- Premier Pet Supply
- Professional Engineering Associates
- Project for Public Spaces
- Public Lighting Authority
- Ruth Ellis Center
- The Salvation Army
- Scott Hamilton CARES Foundation
- Shakespeare in Detroit
- SMART
- Soul of Philanthropy
- Southeast Michigan Council of Governments
- Southwest Detroit Business Association
- Southwest Solutions
- Studio Incognita
- Tracie LG Fitness
- Trent Creative
- Urban Land Institute of Michigan
- U.S. Department of Homeland Security
- Visit Detroit
- Wayne County
- Wayne State University



MoGo Program & Community Partners

MoGo, a DDP affiliate, is grateful for the support and commitment it receives from the following businesses and municipalities.

- City of Berkley
- City of Berkley Downtown Development Authority
- 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
- Michigan Department of Transportation
- Next Energy
- NOAH Project
- PEAC
- People for Palmer Park
- Professional Engineering Associates
- Ralph C. Wilson Jr. Design and Access Fund
- Ralph C. Wilson Jr. Foundation
- San Juan Block Club
- Southeast Michigan Council of Governments (SEMCOG)
- Shift Transit
- SMART
- 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

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President and Chief Executive Officer
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Ford Motor Company Fund

MEMBER

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Rocket Companies

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Laura Grannemann
Executive Director, Gilbert Family Foundation;
and Executive Director, Rocket Community Fund

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

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Cameron H. Piggott
Member, Dykema Gossett PLLC

MEMBER

Bishop Edgar L. Vann II
Senior Pastor
Second Ebenezer Church

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Vice President of Community
and Public Relations
Hollywood Casino at Greektown

Michael Bickers

Regional President
PNC Bank

Matt Buckley

President and Chief Operating Officer
Midwest Group, MGM Resorts International

Andrew Cantor

President
Related Companies, Michigan

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Chief Executive Officer, The Platform

Richard (Ric) DeVore

President
Community Foundation for Southeast Michigan

Dr. Kimberly Andrews Espy

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Warren C. Evans

Chief Executive Officer
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David Foltyn

Partner, Chairman and Chief Executive Officer
Honigman LLP

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Fifth Third Bank

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William P. Kingsley

Partner
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Jeff Lambert

Chairman
Lambert

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

LaTrice McClendon

Director/Detroit
Knight Foundation

Jerry Norcia

Chairman 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 G. 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

Executive Vice President
and Chief Financial Officer
DTE Energy

Amy Solek

Detroit Office Leader
PwC

Arn Tellem

Vice Chairman
Detroit Pistons

Elie Torgow

Chief Executive Officer
Sterling Group

Kevin P. Voigt

Partner
KPMG

Mark Wallace

President and Chief Executive Officer
Detroit Riverfront Conservancy, Inc.

James E. White

Police Chief
City of Detroit

Rodney P. Wood

President
Detroit Lions, Inc.

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Senior Vice President of Government Affairs
Rocket Companies

VICE CHAIR

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Global Director of Real Estate
General Motors Company

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Vice President, Government Relations
Ilitch Companies

TREASURER

Anthony Tomczak
Vice President of Corporate Services
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Founder
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MEMBER

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President for Community Relations
Blue Cross Blue Shield of Michigan

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President and Founder
Hosey Development LLC
BIZ Resident

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Charles Beckham

Group Executive for Neighborhoods
City of Detroit (Retired)

David Di Rita

Principal
The Roxbury Group
BIZ Resident

Linda D. Forte

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

Regina Gaines

Founder and Owner
House of Pure Vin

Rainy Hamilton

President
Hamilton Anderson Associates

Christos Moisides

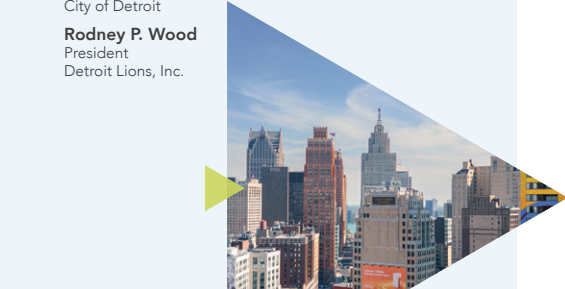
Executive
400 Monroe Associates

Athina Papas

Chair & President
Greektown Neighborhood Partnership
Executive, Atheneum Suite Hotel

Dwight W. Phillips

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



Our 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

Cari Easterday
Chief Financial Officer

Cliff Johnson
Senior Operations Manager,
Parks and Public Spaces

Krissy Johnson
Director, Accounting

Talitha Johnson
Director, Communications

Maryann Listman
Director, Governance and Policy

Josh Long
Director, Data Programs

Rory McMaster
Intern

Elisa Meyer
Staff Accountant

Cassie Molinari
Programming Manager,
Parks and Public Spaces

Chelsea Nunnally
Corporate Partnership
Activation Manager

Anjana Schroeder
Director, Marketing

DeShawn Singleton
Program Manager,
Safety and Infrastructure,
Business Improvement Zone

Jessica Tate
Executive Assistant,
Business Improvement Zone

Sarah Walsh
Senior Manager, Events

Kitty Whitfield
Manager, Small Business
Engagement

Maggie Williams
Director, Fund Development

▶ In Memoriam



Robert F. Gregory
Robert F. Gregory was the DDP's senior consultant of Strategy and Public Spaces, but his role and contributions far exceeded his title.

Bob was a visionary leader and innovative strategist in placemaking and left a legacy in Detroit with his work on Campus Martius Park and other public spaces. Bob had a steadfast commitment to the Detroit community and the entire DDP team. He was a mentor to many and a friend to all.



Cameron Piggott
Cameron Piggott was the immediate past chair of Dykema's real estate and environmental departments and received uncountable accolades for his talent and dedication to the law.

He was also an unwavering supporter of Detroit and the Downtown Detroit Partnership. His history with the DDP dates to 1997, and he has been active with the organization for the past 25-plus years as past chairman and an active board member. Cam was also on the Detroit 300 Conservancy and Detroit Belle Isle Grand Prix boards. The DDP Board and staff are grateful for his contributions, leadership, and service.

▶ MoGo Team

Adriel Thornton
Executive Director

Jacob Graham
Director, Programming
and Operations

Jeremy Rosenberg
Director, Marketing and
Community Outreach

Monique West
Program Manager

▶ Strategic Advisors

Becky Davenport
Strategic Planning, Strategiz

James Fidler
City Form Detroit

Pat Harrington
Public Policy Advisor, Muchmore
Harrington Smalley & Associates

Njia Kai
NKSK Events + Production

Lambert
Strategic Communications

Paige Leventis
Paige Leventis Consulting

Ola Vernon
NKSK Events + Production

▶ Detroit Grand Prix

Jessica Chandler
Volunteer Services Manager

Jamie Cool
Activation and Event Manager

Ryan Epstein
Director, Special Projects Operations

Courtney Gibbs
Director of Sponsorship and
Hospitality

Krystal Grembo
Sponsorship and Event Manager

Ethan Kruger
Event Manager

Erica Kula
Sponsorship/Events Manager

Thom Luebbe
Operations Associate

Joelle Marino
Sponsorship/Events Manager

Lance Smith
Operations Associate

Edward Williams
Communications Manager

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Connecting People, Places, and Parks



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