



**DOWNTOWN
DETROIT
PARTNERSHIP**

— EST. 1922 —

Connecting People, Places, and Parks

About DDP

OUR WHY

We care about people, places,
and vibrant communities.

VALUES

Promoter of **diversity, equity
and inclusion**

Passion for Detroit and a steward of Downtown

Demonstrate integrity in everything we
do and providing a balanced voice in
the community

Striving for excellence
in our work every day

MISSION

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

VISION

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



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► About DDP

The **Downtown Detroit Partnership (DDP)** is a member-based non-profit committed to strengthening Downtown Detroit through strategic initiatives and programs that help stimulate social and economic impact. The organization stewards and operates six parks and public spaces throughout Downtown. It convenes public, private and philanthropic partners to help carry out its efforts of **connecting people, places and parks**.

The non-profit organization is a promoter of diversity, equity, and inclusion (DEI); and collaborates with several local partners to maintain a welcoming, clean, safe and **vibrant community** throughout Downtown Detroit and beyond. Having celebrated its **centennial in 2022**, the DDP looks to the **next century of stewardship**, civic engagement, public space development and dynamic partnerships to foster an inclusive, welcoming, accessible, and beautiful Downtown for all to enjoy.

► History

The organization began with the founding of the Business Property Association in 1922. The organization's name evolved throughout the years prior to being changed to Downtown Detroit Partnership.

► Downtown Detroit Business Improvement Zone

The Downtown Detroit Business Improvement Zone (BIZ), launched in 2014, is led by a volunteer board of directors that contracts with the DDP to manage its day-to-day operations. The BIZ board of directors represents the community of dedicated property owners who contribute to a special assessment that allows for services within the Downtown to create a clean, safe, and welcoming community.

► Parks and Public Spaces

The Downtown Detroit Partnership manages programming and beautification for Campus Martius Park, Cadillac Square, Capitol Park, Grand Circus Park, The Woodward Esplanade and Beacon Park.

► Partners and Affiliates

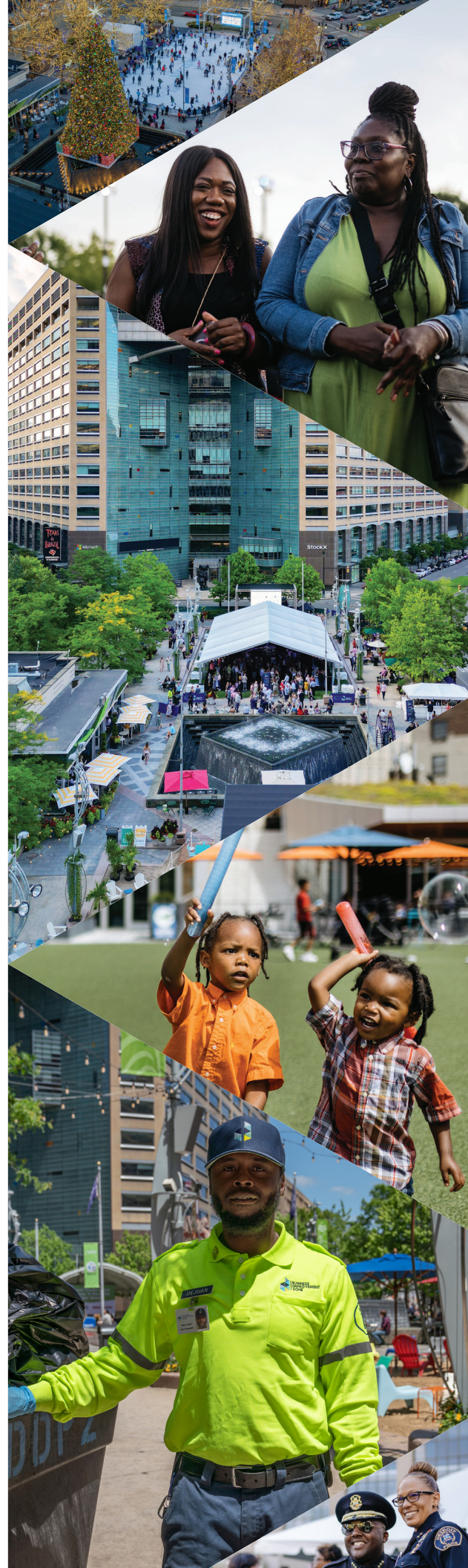
The Downtown Detroit Partnership has several affiliates: Detroit Downtown Inc., Detroit 300 Conservancy, Business Improvement Zone, MoGo, and also serves as the fiduciary for the Detroit Homecoming. The Detroit Belle Isle Grand Prix is a subsidiary of the DDP.



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Executive Leadership

Eric B. Larson

Chief Executive Officer

As a past chairman and long-standing board member, Eric was an active member of the DDP before being named CEO in 2014.

He is founder of Larson Realty Group, a privately owned company engaged in real estate investment, development, asset management and leasing. He is currently a trustee and/or member of the board of Community Foundation for Southeast Michigan, Cullen Family Foundation, DEGA-DEGC, Detroit 300 Conservancy, Detroit Grand Prix, Detroit Riverfront Conservancy, Detroit Zoological Society, Fluxus Advisory, M-1 Rail, MoGo, The Parade Company, The Robert C. Larson Leadership Initiative (Chair) and Urban Land Institute (ULI) Detroit Governance Committee.



Gina Cavaliere

Chief Community Impact Officer; Director, BIZ

Gina joined DDP in 2015 to support the launch of the Downtown Detroit Business Improvement Zone. The team she leads is responsible for the daily operations of the BIZ, DDP's Safety and Data programs, and many special projects. She has managed municipal authorities and public projects throughout her career. She is a graduate of Michigan State and Wayne State universities and a licensed attorney.



Lila Asante-Appiah

Chief Administrative Officer

Lila is an intuitive, results-focused executive and certified professional coach with more than 25 years of experience and expertise in nonprofit administration, human resources, diversity/equity/inclusion (DEI) and organizational development. She received her undergraduate degree in Business Administration and master's degree in Organizational Development from Roosevelt University in Chicago. Lila is passionate about causes related to economic empowerment, women, children, education, civil rights and social justice and action.



David Cowan

Chief Public Spaces Officer

A native Detroiter, David leads the team that creates over 1,600 events and programs annually across Downtown Detroit's internationally recognized and award-winning public spaces, designed to create one-of-a-kind experiences for over four million annual visitors. David earned his BFA from Wayne State University in Detroit and MA from American University in Washington, D.C.



Mike Bruggeman, CPP

Chief Safety and Security Officer

As DDP's chief safety and security officer, Mike executes an overall safety and security strategy for DDP in collaboration with Downtown Detroit's network of safety professionals. He serves in leadership roles within the safety community as DDP's representative, commissioner with the Detroit Crime Commission, and vice chair of the Detroit Public Safety Foundation. Mike is the founder and president of Titan Group USA, a boutique security advisor firm. Mike has a master's degree from Detroit Mercy and is a board-certified protection professional by American Society for Industrial Security.



Cari L. Easterday

Chief Financial Officer

Cari L. Easterday, owner of Community Capital Consulting, LLC (C3), brings over 22 years of financial, nonprofit and real estate experience focused in southeast Michigan. Formed in 2013, Community Capital Consulting provides expertise in financial, economic and development services throughout southeast Michigan with a strong focus in the city of Detroit. In addition to her work with the DDP, Cari also acts as the CFO for Midtown Detroit Inc. and plays a key role in the real estate investments made by the organization and provides supportive services to other real estate investors and business in the Midtown, TechTown and New Center districts.





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LOOKING BACK ON 100 YEARS

For more than 100 years, the Downtown Detroit Partnership (DDP) has been a steady hand in the development of Downtown Detroit. DDP provides real-time small business support, essential resources and talent via job fairs and works tirelessly to maintain and operate six Downtown Detroit public spaces. The DDP serves as an incubator for business ideas, creating a supportive environment to help launch organizations like Build Institute, MoGo Detroit, and The City Institute (formerly Detroit Experience Factory). In the past 10 years, the Downtown Detroit Business Improvement Zone (BIZ) has worked in collaboration with the DDP to create a clean, safe, and welcoming Downtown community through strategic business support and beautification throughout Downtown. Learn more at DowntownDetroit.org



1922

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



1935

The United Auto Workers labor union was founded



1954

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



1960

Cobo Hall (now Huntington Place) opens



1977

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



1998

The Detroit Downtown, Inc. continued to focus on forging new and improved civic, government and business relationships to continue building toward a revitalized Downtown. In 2002, DDI merged with the Rivertown Business Association but kept the DDI name.



2003

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



2014

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



2022

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

1922

1932

1942

1952

1962

1972

1982

1992

2002

2012

2022



1928

The Fisher Building and Penobscot Building built



1929

Ambassador Bridge construction completed and Union Trust Building built



1950

Detroit's population reaches its height at 1.85 million



1958

The Spirit of Detroit statue is dedicated



1963

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



1982

The first Detroit Grand Prix



1993

One Detroit Center built



2000

Comerica Park opens



2005

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



2017

Beacon Park opens and MoGo launches



2023

Campus Martius Park celebrates 20 years and is named #1 Public Square by USAToday.

● **DDP MILESTONES**

● **DOWNTOWN DETROIT MILESTONES**



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Downtown Detroit Business Improvement Zone (BIZ)

The Downtown Detroit Business Improvement Zone (BIZ) was formed in 2014 by Downtown property owners to support a clean, safe, and welcoming Downtown for all. The BIZ delivers enhanced services in public areas that connect and protect the investments made in individual properties, enhancing property values and the Downtown experience for everyone. The BIZ is funded through a special assessment paid by owners of assessable property within the BIZ boundaries generally described at the area bound by I-75 on the north, M-10 on the west, I-375 on the east, and the Detroit River on the south. The BIZ is led by a volunteer Board of Directors which represents the community of dedicated property owners. The BIZ board contracts with the Downtown Detroit Partnership (DDP) to manage its day-to-day operations.

BIZ services include hospitality, cleaning, supplemental and winter season lighting, safety, public space maintenance, urban planning, street median landscaping, business outreach and engagement that benefit Downtown property owners, residents, visitors, and other stakeholders. The BIZ also provides Downtown businesses with access to resources, events and timely information about all things happening in the Downtown. The BIZ collaborates with the City of Detroit to provide supplemental services.

What to know:

- The BIZ is dedicated to transparency and accountability, as evidenced by 100% clean audits since inception. It caps overhead expenses at 20% of the budget, so at least 80% of revenue funds programs that keep Downtown Detroit clean, safe, and welcoming.
- The BIZ regularly hosts job fairs to connect Detroiters with employment opportunities and to support Downtown businesses in need of talent. The BIZ hosted four job fairs in 2022 and two in 2023 to date. Hundreds of job seekers attend to speak to dozens of companies with a focus on the hospitality sector.
- The BIZ Ambassador Team is the cornerstone of the BIZ and its most visible program. Ambassadors provide hospitality services to patrons, check on the well-being of unsheltered individuals, remove graffiti, tidy scooters, keep sidewalks and parks clean and free of litter, clear snow from Americans with Disabilities (ADA) ramps and bus shelters to keep pedestrian areas passable. They are trained in hospitality, safety, de-escalation, and mental health awareness. BIZ Ambassadors work nearly 100,000 hours every year, and more than 90% are Detroiters. BIZ Ambassadors, wearing their bright yellow uniforms and leading with hospitality as they work, visibly represent the commitment of Downtown property owners to keeping Downtown clean, safe, and welcoming.
- The BIZ maintains the 22 acres of landscaping in Downtown Detroit's parks and street medians, the equivalent of 22 football fields.
- The BIZ monitors Downtown's progress and makes data-driven decisions and makes data publicly available at downtowndetroit.org/datascape.
- The BIZ supports Project Lighthouse, Downtown Detroit's neighborhood watch. Downtown's public and private safety agencies share information, analyze data, and strategically deploy resources. Partners maintain constant communications through email



and a dedicated radio channel. Downtown buildings that bear the Project Lighthouse logo are open 24/7/365 for anyone in need of a safe haven.

- The BIZ provides Downtown businesses with personal visits and valuable information and resources such as grant opportunity and road closures. Its e-newsletter, *The BIZ Insider*, enjoys an open rate that recently topped 50%, evidence that the BIZ is connecting Downtown stakeholders with valuable information.



How the DDP makes the “We Make **It** Happen” message come to life in Downtown Detroit

We Make **Connections** Happen

DDP’s mission is to **cultivate economic and social impact in Downtown Detroit** by connecting public, private and philanthropic sectors, providing stewardship of public spaces, and developing programs that engage and benefit the entire community. We are a group of diverse business and community leaders committed to supporting a vibrant, thriving and welcoming urban center through innovation, investment, philanthropy and community building. We convene business, philanthropic and government partners to create a vibrant and resilient urban core for Detroit and the region.

We Make **Development** Happen

When it comes to improving public spaces, Downtown Detroit Partnership is a trusted leader in convening public-private partnerships. Most recently, we serve as the fiduciary for the [UMCI \(formerly DCI\) development](#). From concept to completion, we work to improve movement and accessibility throughout Downtown; specifically, in [Campus Martius Park](#) and [Grand Circus Park](#), and adding [pedestrian bridges](#) to support the large events like the Detroit Grand Prix, and many more.

We Make **The Action** Happen

The Downtown Detroit Partnership (DDP) serves as a strategic partner and fiduciary for key events such as the [Detroit Grand Prix](#), a subsidiary of the DDP. Our collaboration with public and private partnerships help to make **the action** happen in Downtown Detroit. Other key partnerships include, serving as fiduciary of the 10th annual **Crain’s Detroit Homecoming** and more. In keeping the action alive, the DDP also stewards [six of Downtown Detroit parks and public spaces](#).

We Make **Inclusion** Happen

From the DDP board to our members, partners, vendors and hiring practices; inclusivity is an integral part of our organization. To ensure a balanced voice, we make an intentional effort to have every part of our organization represent the communities in which we serve. As part of our [Diversity and Inclusion](#) initiative, we work collectively to build a vibrant Downtown community, we’re intentional about creating environments that are safe, clean and welcoming for all to access and enjoy.

Learn more about how DDP makes it happen
<https://detroitdetroit.org/about-the-ddp/we-make-it-happen/>



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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.

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



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MEMBERSHIP BENEFITS

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

BENEFITS INCLUDE

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



**LEARN MORE AND
SIGN UP TODAY**

downtowndetroit.org/membership

Membership is a non-governance designation as a supporter of Downtown Detroit Partnership, Inc. and its affiliates the Detroit Downtown, Inc., a 501(c)(4) corporation.



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2023 Media Update

In 2023, MoGo, a DDP affiliate, launched a variety of strategic initiatives to assist with serving its current system and to plan for expansions in the near future. These initiatives included five new stations, a new pass-purchasing technology, and a relocation of MoGo's popular Adaptive MoGo program.

Stations:

Two of the five new stations have been placed so far, with the final three expected to occur before the end of the year. Funding for each station is coming from a combination of existing funds and continuing foundational grants.

The stations that have already been installed, located at Woodward & Euclid and John R & Kenilworth - both in the North End neighborhood - were installed with funding from the Knight Foundation. In total Knight has committed to installing seven MoGo stations in the North End and Milwaukee Junction neighborhoods.

Later this year, MoGo will complete a new station installation at Gabriel Richard Park. This station will be the fourth and final station funded through a grant from the Ralph C. Wilson, Jr. Foundation, which enabled MoGo to expand to Belle Isle.

The final two stations, which are being installed as part of MoGo's Connect/D program - a program aiming to better connect MoGo stations with transit routes - will be placed at Rosa Parks & Clairmount, and Grand River & Warren.

Launch of TabClix

MoGo became one of the first ten cities in North America with this unique pass-purchasing technology when it launched in July of 2023. The new technology allows users to create accounts, buy passes, and unlock bikes from **MoGoDetroit.org**. There is no longer a need for an app, so the process for new users takes less than 90 seconds from start to finish.

Relocation of Adaptive MoGo

In May of 2023, Adaptive MoGo moved to its permanent location on the Riverwalk, adjacent to the DNR's Outdoor Adventure Center. This move provides easier access to off-street bike infrastructure, along with a standard MoGo station across the street.

In 2024, MoGo is planning for a 20-station expansion, which will include 65 new e-bikes. Other plans include station moves that align MoGo's system more closely with other forms of transit, expansion plans along the Joe Louis Greenway, and the installation of remaining Knight Foundation stations.



DOWNTOWN DETROIT PARTNERSHIP

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