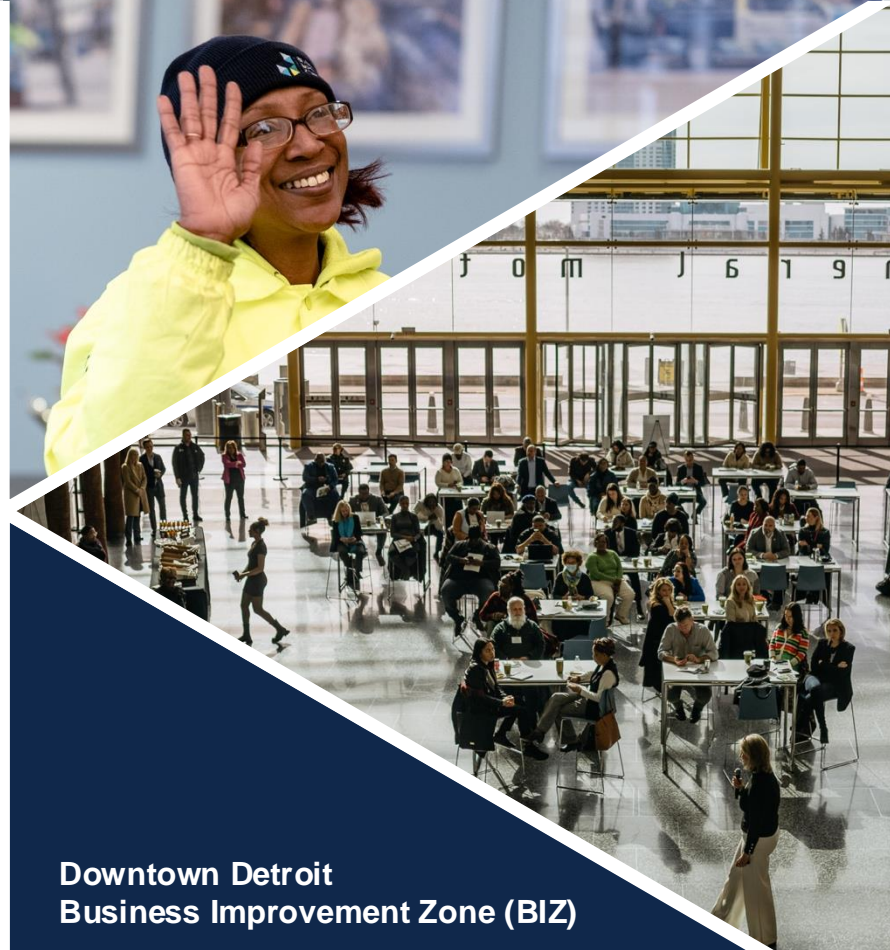




**BUSINESS  
IMPROVEMENT  
ZONE**



Downtown Detroit  
Business Improvement Zone (BIZ)

# Annual Meeting of Owners of Assessable Property





# BIZ BOARD OF DIRECTORS

## Area-wide representation:



### BIZ BOARD CHAIR

**Steve Ogden\***

Senior Vice President of Government Affairs,  
Rocket Companies



### CITY OF DETROIT REPRESENTATIVE

**Hassan Beydoun**

Group Executive for Economic Development  
and Counsel to Mayor Mike Duggan

\* Executive Committee Member



**BIZ SECRETARY**  
**Michael McLauchlan\***  
Vice President of  
Government Relations,  
Ilitch Companies




**David Di Rita**  
Principal, Roxbury Group  
and BIZ Resident




**BIZ TREASURER**  
**Tony Tomczak\***



**Rainy Hamilton**  
President, Hamilton  
Anderson Associates




**Regina Gaines**  
Owner and Founder,  
House of Pure Vin



**Richard Hosey\***  
Owner, Hosey  
Development LLC and  
BIZ Resident




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



**Christos Moisodes**  
Executive Member,  
400 Monroe Associates




**George Barnes, Jr.\***  
Founder, Heritage Optical



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



**Ken Hayward\***  
Vice President, Special  
Assistant to the  
President for  
Community Relations,  
Blue Cross Blue Shield  
of Michigan



**BIZ VICE CHAIR**  
**Debra Homic Hoge\***  
Global Director of Real Estate,  
General Motors Company



BIZ Assessed  
Property Owners

# BIZ STRUCTURE



BIZ Assessed  
Property Owners



BUSINESS  
IMPROVEMENT  
ZONE



# BIZ STRUCTURE



BIZ Assessed  
Property Owners



BUSINESS  
IMPROVEMENT  
ZONE



DOWNTOWN  
DETROIT  
PARTNERSHIP  
— EST. 1922 —

## CORE BIZ STAFF

The BIZ Board contracts with the Downtown Detroit Partnership to manage its day-to-day operations.

Thank you to the entire DDP team for supporting the BIZ.



**Eric B. Larson**

Chief Executive Officer  
Downtown Detroit Partnership



**Mike Bruggeman**

Chief Safety and Security Officer  
Downtown Detroit Partnership



**Gina Cavaliere**

Chief Community Impact Officer  
and BIZ Executive Director



**KaTaya Beverly**

Program Manager, Ambassadors



**Patricia Brown**

Office Administrator



**Joshua Long**

Data Program Director



**Escarleth Ortega**

Program Manager, Data &  
Marketing



**Anjana Schroeder**

Director of Marketing



**DeShawn Singleton**

Program Manager, Safety and  
Infrastructure

Accounting Staff Supporting BIZ: Cari Easterday, Chief Financial Officer  
Krissy Johnson, Director of Accounting  
Crystal Coles, Staff Accountant

Research & Policy Analyst: Sania Mulgabal, Intern





# BIZ ASSESSED PARCELS

- Non-Assessable  
Parcels
- Assessable  
Parcels

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





## BIZ ASSESSMENT CALCULATION

**\$0.003**

per dollar of assessed value



**\$0.058**

per square foot of floor area



**Annual BIZ Assessment**

## ASSESSMENT EXAMPLE

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

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



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



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

**BIZ CONTRIBUTIONS**

**\$51.6 Million**

Total actual assessment since 2014





**BIZ CONTRIBUTIONS**

**\$6.11 Million**

Total 2024 assessment





# BIZ ASSESSMENT CHANGE

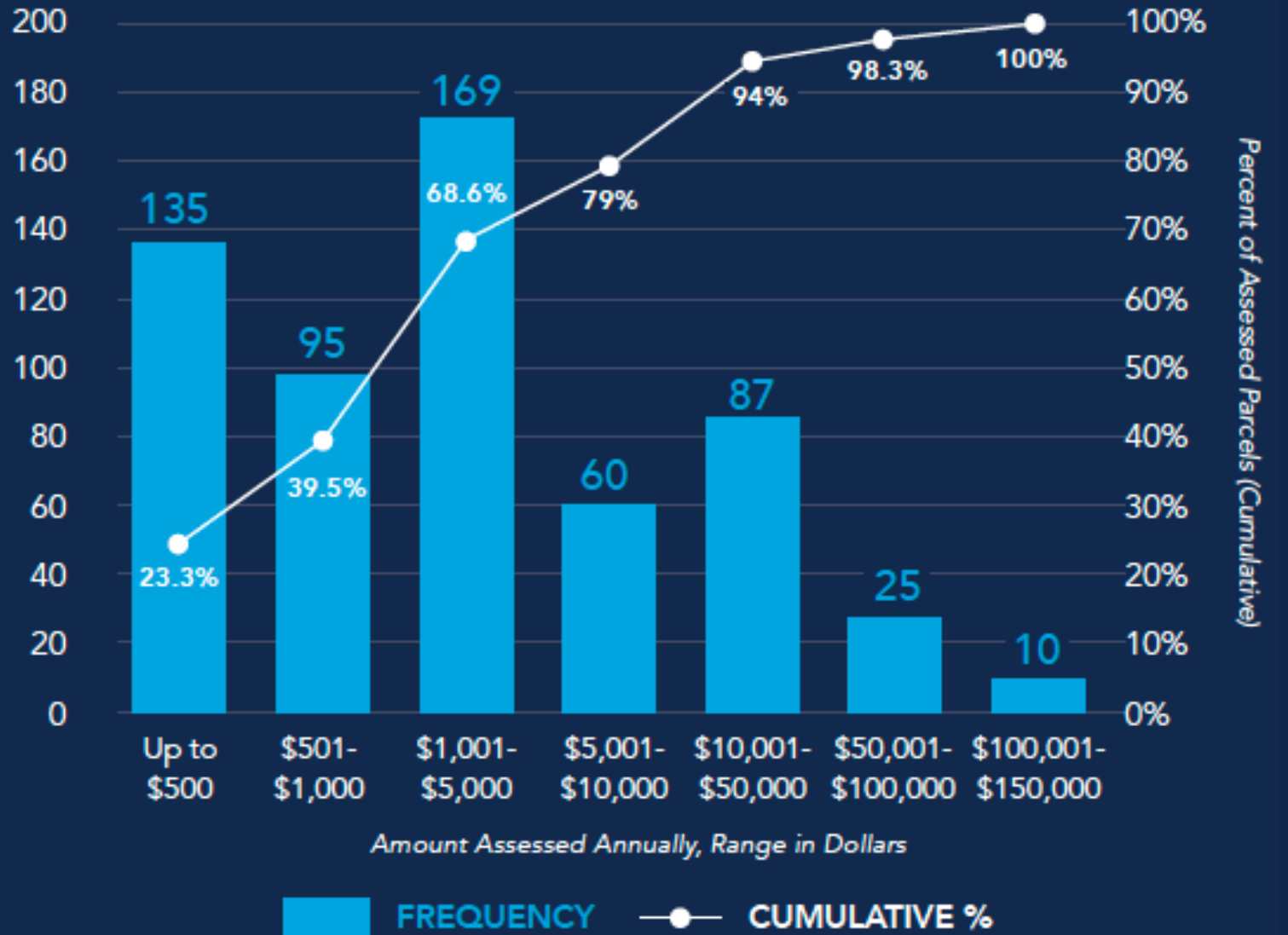
	2014	2015	2016	2017	2018
<b>BIZ Assessment</b>	\$ 4.002 M	\$ 4.008 M	\$4.012 M	\$ 4.077 M	\$ 4.166 M
Assessed Value of BIZ-Assessed Parcels	\$ 838,331,000	\$ 825,160,000	\$ 888,353,000	\$ 944,889,000	\$ 969,450,000

	2019	2020	2021	2022	2023
<b>BIZ Assessment</b>	\$ 4.454 M	\$ 4.842 M	\$ 5.094 M	\$ 5.197 M	\$ 5.671 M
Assessed Value of BIZ-Assessed Parcels	\$ 1,137,174,000	\$ 2,209,115,000	\$ 2,289,727,000	\$ 2,278,512,000	\$ 2,714,832,000

	10-YEAR TOTAL	AVERAGE ANNUAL
<b>BIZ Assessment</b>	42%	4%
SEV Growth	224%	22%

Current Assessment Year	2024
<b>BIZ Assessment</b>	\$ 6,111,544
Assessed Value of BIZ-Assessed Parcels	\$ 3,088,426,100

# NUMBER OF PARCELS BY BIZ ASSESSMENT (2024)



## 2024 MEDIAN BIZ ASSESSMENT

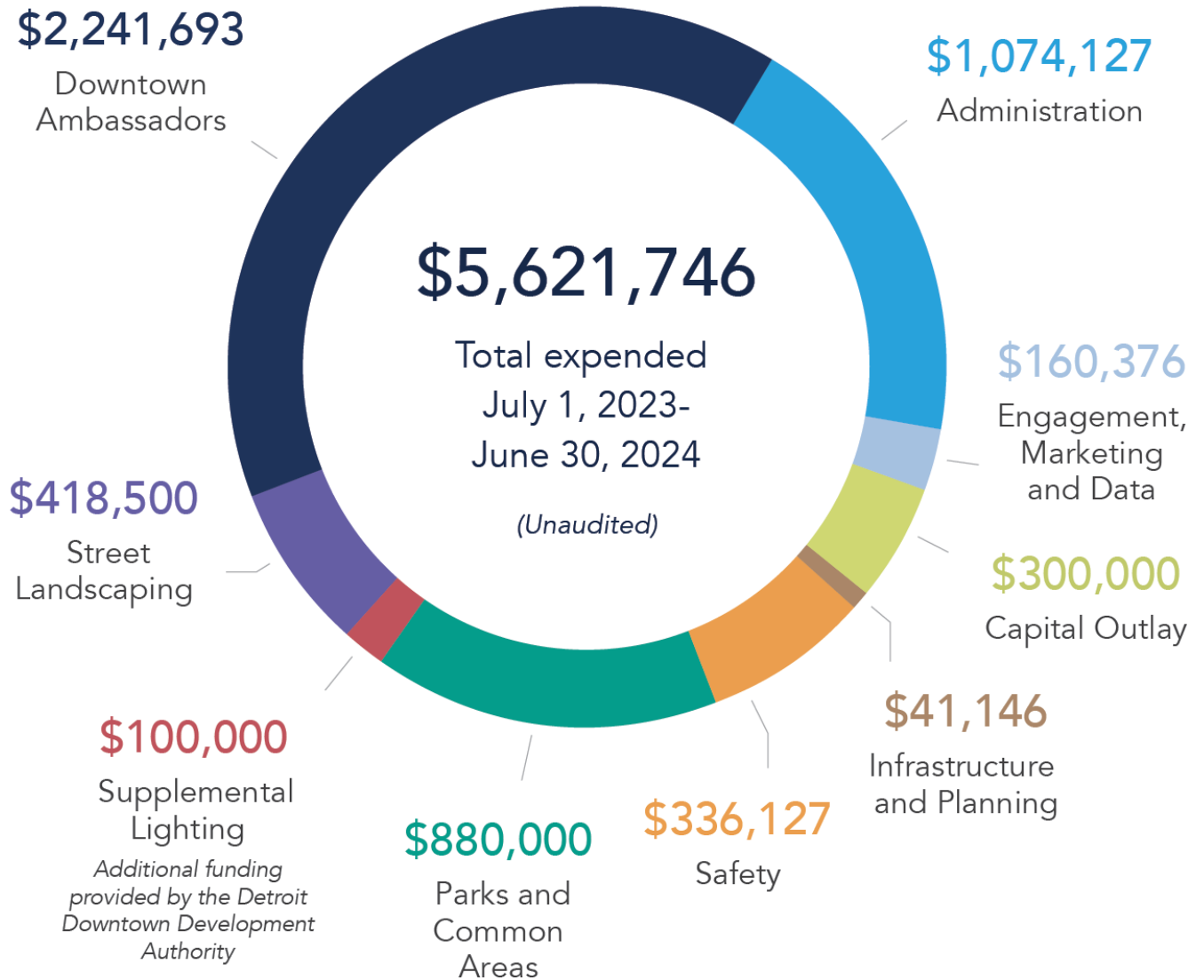
# \$1,742





# BIZ FINANCIALS

FY 2023-2024



## **BIZ FINANCIALS**

*FY 2014-2015  
THROUGH  
FY 2022-2023*



**100%**  
Clean Annual

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





# AMBASSADOR IMPACT





## AMBASSADORS

### Highlights

- Completed a thorough assessment of deployment and facility needs
- Added second outreach position to Ambassador safety outreach team, partially funded by grant to DDP from Flynn Foundation

### Looking Ahead

- Executing renewal of Block by Block agreement
- Assessing equipment needs and capital purchases
- Continuing to improve power washing efforts by purchasing new walk-behind equipment
- Utilizing updated SMART system – data tracking system which will be integrated with Salesforce





# DOWNTOWN SAFETY



## **DOWNTOWN DETROIT SAFETY**

### **Highlights**

- Safety collaboration meetings with DPD Commander, Captain, and stakeholders
- Growing Project Lighthouse and increased visibility of the safety program
- CPR and AED equipment and training

### **Looking Ahead**

- Continue to grow partnerships with the public and private sector of law enforcement
- Benchmarking Detroit as the standard for safety within a downtown, state, and region





# URBAN INNOVATION





## URBAN INNOVATION

### Highlights

- Installed Phase 1 static wayfinding signs
- Deployed new trash cans
- Supporting project management of Washington Boulevard Promenade project
- People Mover lighting project addressing underlit pedestrian areas consistent with BIZ's Light the D Plan

### Looking Ahead

- Refurbishing original trash cans
- Complete installation of wayfinding system



# DATA AND MARKETING





## DATA AND MARKETING

### Highlights

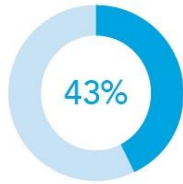
- Ongoing data storytelling strategy (video, newsletters, thought leadership/blog, and reports)
- OpEd in Michigan Chronicle outlining the value and importance of the BIZ ahead of the June 10-Year Anniversary Celebration
- Downtown Detroit Community and Development Update
- Downtown Detroit Perceptions Survey Results

### Looking Ahead

- Use Perceptions Survey information/results to share the continued growth of the BIZ and inform the work of the BIZ.
- Possible Net Promoter Score Survey for BIZ Ambassadors (can include in marketing materials, signage, kiosks, etc.)

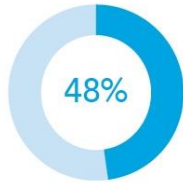


# PERCEPTIONS SURVEY



Are you familiar with the Ambassadors?

↗ 11% from 2022 to 2024

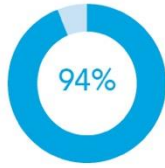


Are you familiar with the BIZ?

↗ 13% from 2022 to 2024



# PERCEPTIONS SURVEY



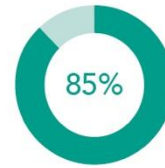
Overall attitudes toward  
Downtown Detroit

↗ 16% from 2022 to 2024



The sidewalks are clean and  
free from litter and debris

↗ 8% from 2022 to 2024



Downtown Detroit is a  
safe place to visit

↗ 7% from 2022 to 2024



I feel welcome when visiting  
or working Downtown

↗ 8% from 2022 to 2024







DOWNTOWN  
DETROIT  
PARTNERSHIP

**DATASCAPE**



*Scan to explore the  
Downtown Detroit Datascape*

[downtowndetroit.org/datascape](https://downtowndetroit.org/datascape)



Downtown Detroit Datascape

Downtown Detroit Dashboard

DDP Datascape Trends



 **Downtown Detroit Dashboard**

### Downtown Detroit Dashboard

The DDP Downtown Dashboard is a curated collection of key metrics provided here to measure progress in the continual improvement of Downtown Detroit, in different aspects, including Downtown activity, economic and physical improvement, and diversity.

[LEARN MORE](#)



 **MoDD**  
Metrics on Downtown Detroit

### Metrics on Downtown Detroit

MoDD is a dashboard that provides contextual demographic, economic, real estate, transportation, and quality-of-life data with comparisons to peer cities. These dynamic, interactive charts help users understand the context of Downtown.

[LEARN MORE](#)

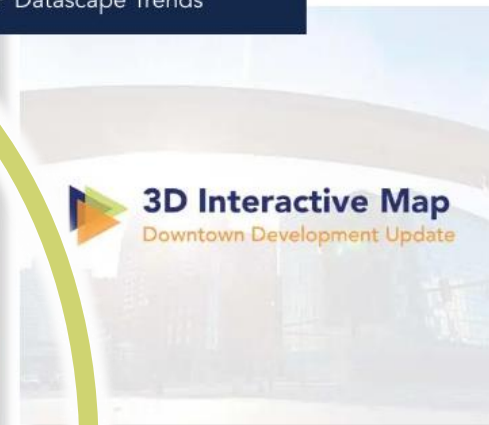


 **Perceptions Survey**  
Stakeholder Insights

### Downtown Perceptions Survey

The biannual survey collects information from residents and stakeholders about their impressions of Downtown Detroit. The stakeholder insights dashboard curates the responses from the community and compiles an easy and intuitive approach to data analysis.

[LEARN MORE](#)



 **3D Interactive Map**  
Downtown Development Update

### 3D Interactive Map

DDP launched a fully interactive, three-dimensional visualization that includes recent, current and upcoming real estate developments in Downtown Detroit. The 3D Downtown Detroit Development Map is a complement to the DDP's Annual Downtown Detroit Development . . .

[LEARN MORE](#)



# LOOKING AHEAD

- Strategic planning – update BIZ priorities and prioritize capital investments for second term of the BIZ
- Expand safety and mental health initiatives
- Continued refinement of resource deployment to align with evolving needs
- Broadway Ambassador satellite as community hub
- Complete governance and financial controls review







## BUSINESS IMPROVEMENT ZONE



**OFFICE NUMBER**  
313.566.8250

**AMBASSADOR HOTLINE**  
313.963.2225

**ADDRESS**  
1000 Woodward Ave  
Suite 380  
Detroit, MI 48226



**VISIT US**  
[downtowndetroit.org/BIZ](http://downtowndetroit.org/BIZ)

**EMAIL US**  
[biz@downtowndetroit.org](mailto:biz@downtowndetroit.org)

**FOLLOW US  
ON SOCIAL MEDIA**  
@DowntownDet

