

# About DDP

## 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.

## Vision

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

## Our Why

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

## Core 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



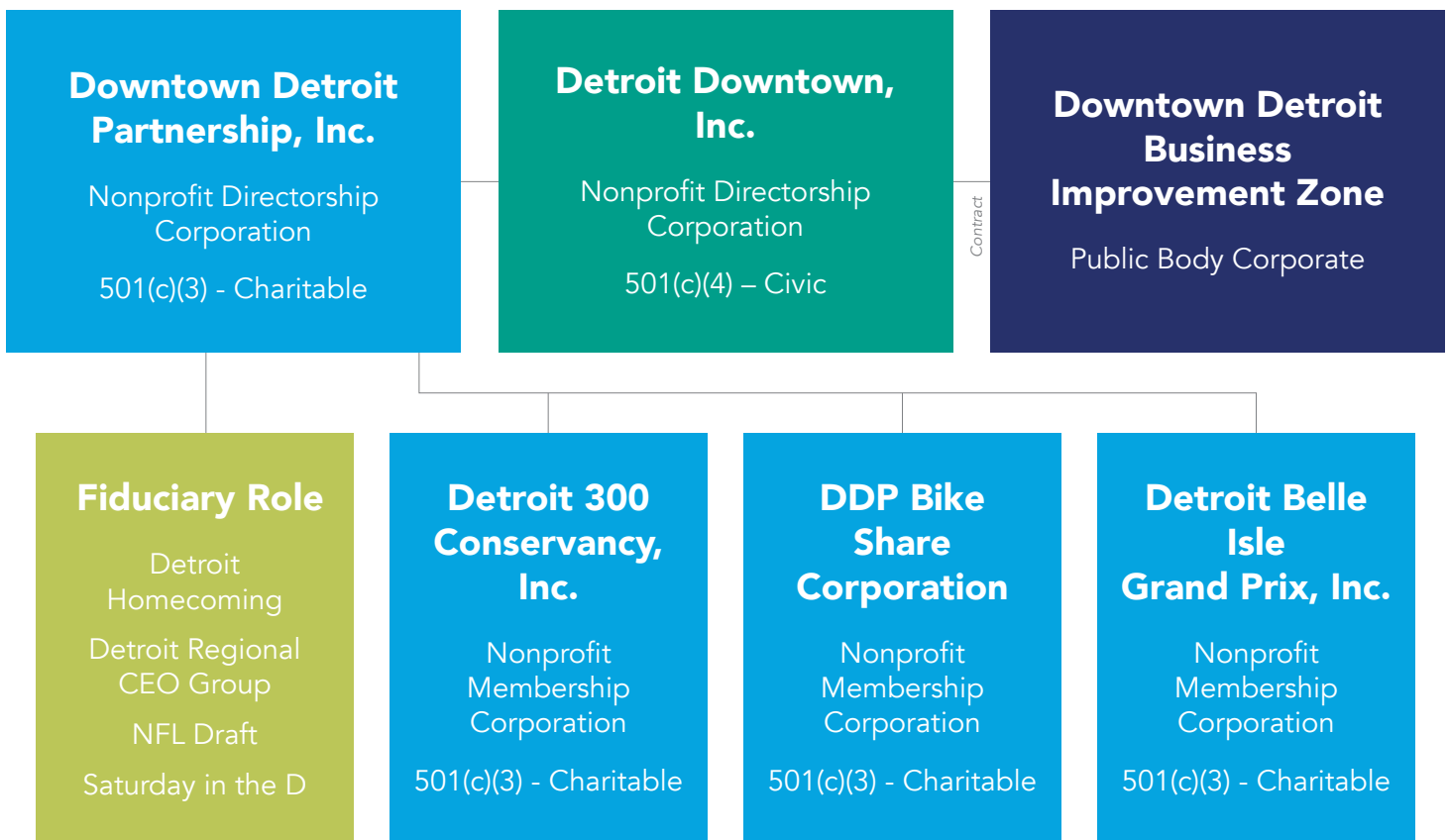


# Who is DDP?

The Downtown Detroit Partnership (DDP) is a member-based organization that strengthens and supports Downtown Detroit through strategic initiatives and programs. As a steward of the Downtown community, the DDP convenes business, philanthropic, and government partners to create a vibrant and resilient urban core for Detroit and the region.

As Downtown Detroit continues to expand its story, we invite you to become a member of the DDP. Momentum has been building and we've only just begun.

## DDP's Structure





# **DOWNTOWN DETROIT PARTNERSHIP**

## **Media Contacts**

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# DDP Coverage Area





# Strategic Partnerships and Affiliates

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.

## SUBSIDIARY

### Detroit Grand Prix

The Detroit Grand Prix is a subsidiary of the DDP and is a staple summer event here in Downtown Detroit. In 2023, the race was brought back to the streets of Downtown and has been a huge success ever since. Learn more at [DowntownDetroit.org](https://DowntownDetroit.org).



## FIDUCIARY

### Detroit Homecoming

DDP has been the fiduciary partner of Detroit Homecoming since its inception and DDP's CEO chairs the event's Host Committee. Detroit Homecoming is produced by Crain's Detroit Business to attract local and expatriate investment, talent, and ideas.



## AFFILIATE

### MoGo Detroit

MoGo, Detroit's first public bike share system is an affiliate of DDP and operates in 10 neighborhoods in the greater Downtown, as well as Northwest Detroit, Ferndale, Oak Park, Huntington Woods, Berkley, and Royal Oak. MoGo's mission is to be a leader in ensuring Metro Detroiters have access to equitable and reliable transportation.







# We Make It Happen Together

For 100+ years, the DDP has stewarded the Downtown to be a vibrant, clean, safe, and welcoming community to all, made possible through partnerships with civic, corporate, and community leaders. We Make It Happen Together represents Detroit's spirit and the collaborative environment in which we all live, work, and play.

We Make **Action** Happen | We Make **Connections** Happen | We Make **Holidays** Happen | We Make **Inclusion** Happen  
We Make **Development** Happen | We Make **Growth** Happen | We Make **Clean, Safe, Vibrant Communities** Happen

**150,000+ attendees**  
at the Detroit Grand  
Prix in 2023



## We Make Action Happen

The DDP serves as a strategic partner and subsidiary for key, large-scale events including the Detroit Grand Prix and the 2024 NFL Draft. Our collaboration with public and private partnerships makes the action happen in and around Downtown Detroit.

## We Make Connections Happen

The DDP aims to cultivate economic and social impact in Downtown by connecting public, private, and philanthropic sectors, stewarding parks and public spaces, and developing programs that engage and benefit the entire community.



"The Detroit Downtown Partnership's dedication to revitalizing the city aligns perfectly with our vision for growth. Partnering with them will open doors to a network of influential businesses, allowing us to expand our reach and connect with a new audience in the heart of Detroit's exciting downtown scene. We couldn't be happier to be part of this amazing group of people!"

**Diane Smith**  
CEO and President, ChoiceTel  
DDP Member

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Scan to learn more about how DDP  
makes it happen together with our partners.  
[DowntownDetroit.org/WeMakeItHappen](https://DowntownDetroit.org/WeMakeItHappen)







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

# Signature and Annual Events

Through DDP Signature events and meetings, DDP brings together Downtown's businesses, organizations, and institutions to tell the story of Downtown Detroit.



## **SIGNATURE EVENT** **Annual Meeting**

DDP's Annual Meeting offers an incredible lineup of speakers and attendees to celebrate their passion, legacy and advocacy for Detroit, which guides DDP's work.



## **SIGNATURE EVENT** **Fall Forum**

The Fall Forum gives a comprehensive real estate development update of Downtown Detroit. Attendees are among the first to receive the latest development report.



## **SIGNATURE EVENT** **Detroit Aglow**

DDP's premiere fundraising and networking event that convenes hundreds of thought leaders and change-makers from the civic, corporate and community sectors.





#### SIGNATURE EVENT

### Party In The Park

An annual summer fundraiser and fabulous garden party in Campus Martius Park which benefits the parks and public spaces that are managed by DDP.



"The DAC is glad to partner with DDP to promote an active and vibrant downtown environment, that brings 30 million visitors to downtown Detroit which residents and businesses benefit from."

**Charles C. Johnson**  
Executive Manager,  
Detroit Athletic Club  
DDP Member

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**105,000+ guests**  
at the 2023 Detroit  
Tree Lighting



#### ANNUAL EVENT

### Detroit Tree Lighting

Downtown Detroit brims with the sights and sounds of the holidays at the Annual Detroit Tree Lighting presented by DTE Energy Foundation, produced by the DDP.



**Soula Burns**  
Director, Corporate Partnerships  
soula.burns@downtowndetroit.org  
313-515-9196



Scan to sign up for the DDP newsletter.  
[DowntownDetroit.org/Contact-Connect/Newsletter-Signup](https://DowntownDetroit.org/Contact-Connect/Newsletter-Signup)

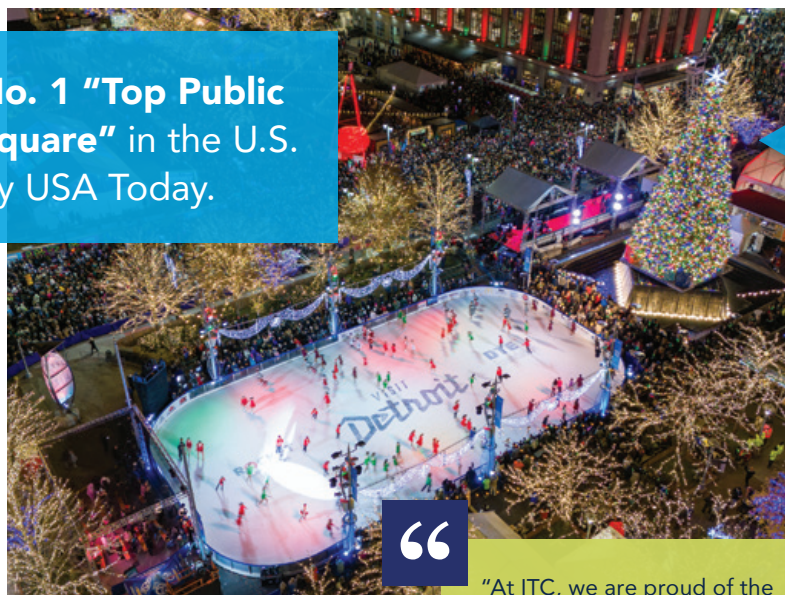




# Parks and Public Spaces

Downtown Detroit Parks and Public Spaces offer guests a place for respite, relaxation, and comfort any time of day. Additionally, patrons can experience internationally known performances and innovative artistry, take part in cultural celebrations and healthy initiatives, or simply enjoy the essence of nature surrounded by a beautiful sea of Detroit's iconic skyscrapers.

**No. 1 "Top Public Square"** in the U.S. by USA Today.



## Campus Martius Park

Campus Martius Park has been Detroit's gathering place for more than 20 years, and a national and international destination. It has also been named the No. 1 "Top Public Square" in the U.S. by USA Today for the second year in a row.

## Beacon Park

Beacon Park features stunning light installations, an open lawn space, a contemporary two-story restaurant. The park hosts daily activities like musical performances, children's events, art installations, local markets and more.

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“At ITC, we are proud of the electric infrastructure that we build, operate and maintain to make sure the power in downtown Detroit stays on. Similarly, we take great pride in supporting all the hard work that the DDP does in strengthening downtown businesses through innovative and strategic programs. It's a winning combination!”

**Adelaide Pascaris, PMP**  
*Senior Area Manager, Local Government & Community Affairs, ITC Trans Co*  
DDP Member

## Capitol Park

With the historic Capitol Park as the centerpiece, Capitol Park is a popular neighborhood and an emerging destination all in one. It features lush landscaping and green spaces, a new off-leash dog park, fitness classes, and more.





## Cadillac Square

Cadillac Square is immediately east of Campus Martius Park and is home to the relocated Bagley Memorial Fountain, food truck rallies, and a variety of seating to enjoy amidst beautiful perennial gardens.



## Grand Circus Park

Grand Circus Park anchors both a growing residential neighborhood and the Downtown Detroit entertainment district. The park has seating and guest areas, gardens, a dog park, and two beautiful historic fountains.



## Woodward Esplanade

The Woodward Esplanade extends from the south end of Campus Martius Park to Larned St., further connecting Downtown to The Spirit of Detroit Plaza and the Riverfront. The new space includes weekday food trucks and seating.

“Huron-Clinton Metroparks is excited to partner with DDP! The Metroparks are focused on increasing engagement with all the communities we serve and working towards more presence in Detroit. As we get closer to having our very FIRST physical location in Detroit within the future Ralph C. Wilson Jr. Centennial Park, we believe community partnerships, like ours with DDP, will help create opportunities for community connections and impact we wouldn't have otherwise had.”

**Danielle Mauter**

*Chief of Marketing and Communications,  
Huron-Clinton Metroparks*

*DDP Member*

**2,000+ events**  
produced or  
hosted in the  
parks



## Paradise Valley Beatrice Buck Park

Paradise Valley Beatrice Buck Park is vibrant space that celebrates the city's rich African American cultural heritage. Located in the historic Paradise Valley district, this park is inviting and is anchored by local businesses.



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

[DowntownDetroit.org/Parks](https://DowntownDetroit.org/Parks)





# Business Improvement Zone

The Downtown Detroit Business Improvement Zone (BIZ) is a public body that works to create a vibrant Downtown through a variety of services made possible through the commitment and financial contributions of Downtown property owners. The BIZ, governed by a volunteer board of directors, contracts with the DDP to ensure services are maintained without interruption.

## Ambassadors

The Downtown Detroit BIZ Ambassador program is the BIZ's largest program and the team's mission is to keep Downtown clean, safe, and welcoming to all, and to assist anyone they encounter with directions, support, and a friendly smile. BIZ Ambassadors are considered Downtown concierges and are easily recognized by their distinctive yellow jackets. Ambassadors are also trained in crowd control, de-escalation tactics, and mental health first aid.



## Data

The Downtown Detroit BIZ data specialists provide an analysis of the landscape of Downtown Detroit through many metrics within the Downtown Detroit Datascape. The BIZ aims to tell the expanding story of Downtown, benchmark progress, make informed decisions, and drive investment.



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



## Business Engagement

As part of the continued effort to provide information and engage Downtown businesses regularly, the BIZ provides access to resources, events, and information through the Downtown BIZ Connect network.



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

## Urban Innovation

The BIZ works in collaboration with the DDP to meet the needs and interests of Downtown stakeholders, including property owners, business owners, employees, residents, and visitors. The goal of urban innovation is to promote sustained development and urban vitality in Downtown Detroit.



## Landscaping

The BIZ supports a healthy and green Downtown through beautiful trees, plants and flowers that help create a welcoming environment in our parks, medians, sidewalk planters and highway entrances.



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



## Marketing and Communications

## Supplemental Lighting



“I remember when the Business Improvement Zone was just an idea. Now, ten years later, with the leadership of the DDP, I doubt Downtown Detroit has ever looked better. Thanks DDP!”

**Vincent C. Paul**  
*President and Artistic Director,  
Music Hall Center for the  
Performing Arts*  
DDP Member

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## Safety

The Safety Program builds upon the strong professional relationships between public and private safety and security partners and aims to facilitate a Downtown Detroit that is safe and welcoming for everyone.



Scan to learn more about the BIZ.  
[DowntownDetroit.org/BIZ](http://DowntownDetroit.org/BIZ)







# Business Engagement

## Spirit Card

The Spirit Card is a digital community gift card for exclusive use at participating Detroit merchants. Buying this e-gift card makes a meaningful investment in your favorite restaurants and retailers.



## Downtown Job Fairs

The Downtown Job Fair aims to connect employers to eligible employees, while also providing resources for employees that may have social and/or economic barriers to employment.

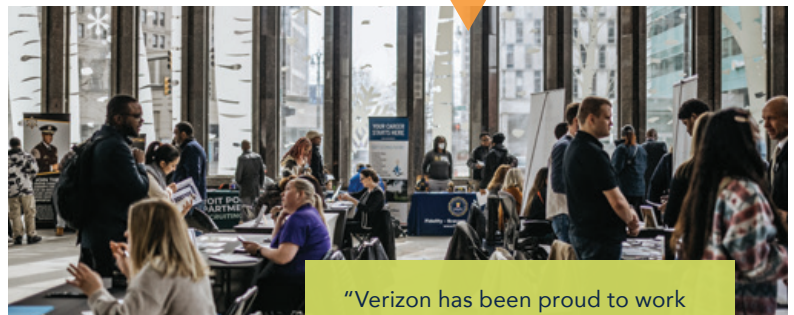


## Digital Kiosks

Digital Kiosks increase pedestrian wayfinding for people unfamiliar with the area and give people a sense of place and enhance the streetscape in Downtown Detroit with well-designed and informative signage.

## Business Directory

Search Downtown Detroit's hundreds of shopping, dining, lodging and service options. View the variety of local retailers in Downtown's dynamic and rapidly changing landscape.



"Verizon has been proud to work alongside the Downtown Detroit Partnership to expand critical communications infrastructure in downtown Detroit ahead of landmark events like the NFL Draft and the Chevrolet Detroit Grand Prix. DDP is a trusted partner to the downtown Detroit community, and is an invaluable resource for those who work, live, and recreate downtown."

**Brianna Fritz**  
State Government Affairs,  
Network Regulatory Strategy,  
Verizon Wireless  
DDP Member

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# Urban Innovation and Planning

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

## Washington Boulevard Median

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



"I love the DDP organization. I do valet services in the City of Detroit at several venues. When there are street closings, the DDP make sure my company is able to provide the services needed to ensure a successful event. I am very grateful to this organization and very happy to be a member. They utilized my parking management services for the NFL Draft also."

**Tonia Williams**  
CEO, Universal Special Events INC.  
DDP Member

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**\$13.7 million grant** awarded to the DDP from the MEDC.



## RAP Program Projects

In 2022, the DDP was awarded a \$13.7 million grant from the Michigan Economic Development Corporation (MEDC) Revitalization & Placemaking (RAP) Program. The RAP projects are a collaboration among DDP and its partners to continue to build the vibrancy of Downtown. We Make It Happen Together with Greektown Neighborhood Partnership and Detroit Paradise Valley Conservancy.



Scan to sign up for the DDP newsletter.  
[DowntownDetroit.org/Contact-Connect/Newsletter-Signup](https://DowntownDetroit.org/Contact-Connect/Newsletter-Signup)





# Downtown Safety

The Downtown Detroit Safety Ambassadors are trained and can call on the Downtown safety community, including the Detroit Police Department, for emergency and non-emergency assistance.



## Project Lighthouse™

Project Lighthouse™ is an innovative safety program that connects Downtown patrons to a network of safety partners ready and able to assist 24 hours a day, 7 days a week. The 18 Project Lighthouse locations throughout the Downtown are identified using window clings with the Project Lighthouse logo.



## Safety Outreach Ambassadors

The Downtown Detroit Safety Ambassadors are part of Project Lighthouse™ and are equipped with radios that allow the team to quickly call on the Downtown safety community, including the Detroit Police Department, for emergency and non-emergency assistance.



## CompStat

The DDP and BIZ convene a group of 65 law enforcement and private business sector agencies, including the Detroit Police Department to share timely. The goal is to prevent and suppress criminal activities.

Scan to learn more and watch videos about Project Lighthouse.  
**[DowntownDetroit.org/Safety](https://DowntownDetroit.org/Safety)**

