



**BUSINESS
IMPROVEMENT
ZONE**

FY 2021-2022

DOWNTOWN DETROIT BIZ ANNUAL REPORT



HIGHLIGHTS AND SUCCESSES



WELCOME NEW TEAM MEMBERS

- Elise Fields, Director of Urban Innovation and Operations
- Christine Szabo, Outreach Specialist
- Jessica Tate, Executive Assistant

BIZ AMBASSADORS ARE ESSENTIAL WORKERS AND SERVED IN THE BIZ EVERY DAY



DOWNTOWN DETROIT PERCEPTIONS SURVEY REPORT

ENHANCED DOWNTOWN DETROIT DATASCAPE



Explore downtowndetroit.org/datascape



ASSESSMENT TOTAL:
\$5.2 MILLION

DOWNTOWN PEDESTRIAN WAYFINDING PLAN



22 ACRES

OF PUBLIC SPACES MAINTAINED
THROUGHOUT DOWNTOWN
(EQUIVALENT OF 22 FOOTBALL FIELDS)

DIRECTLY ENGAGED WITH
400+ SMALL BUSINESSES



**ILLUMINATED STREETS
AND PUBLIC SPACES**
THROUGHOUT THE WINTER SEASON

EMPLOYED NEARLY
100 ESSENTIAL WORKERS:
94% ARE DETROITERS



BIZ JOB FAIRS

Four BIZ Job Fairs connected more than 100 potential employees with employers across Downtown



WORKED MORE THAN
100,000 HOURS
KEEPING DOWNTOWN CLEAN,
SAFE AND WELCOMING

THE SPIRIT CARD



Citywide gift card, topped 100 participating Detroit restaurants and retailers



THE BIZ INSIDER

An exclusive newsletter for stakeholders of the Downtown Detroit BIZ, boasts an above-standard open rate of nearly 35%

HOSTED WELL-ATTENDED
QUARTERLY
BIZ CONNECT EVENTS



HEALTH AND SAFETY

All frontline workers are trained in hospitality, safety, and mental health awareness

Two team members earned CPR and AED Instructor Certification

AMBASSADOR AND COMMUNITY SPACE

AT 1420 BROADWAY IMPROVEMENTS COMPLETED

- Efficient BIZ Ambassador deployment
- Accessible and visible gathering space for BIZ board meetings and community engagement



LAUNCHED SAFETY OUTREACH AMBASSADOR PROJECT

Hired 8 Ambassadors and an Outreach Specialist, a licensed social worker, who have connected with over 300 unhoused Downtown patrons resulting in the utilization of available social services

(funding support provided by the Hudson-Webber Foundation)



PROJECT LIGHTHOUSE

Downtown's Neighborhood Watch Partnership of public and private safety professionals

- Consistent communication: radios, emails, monthly meetings
- Analyze crime data
- Share information and best practices
- Strategize resource deployment
- Facilitate training and emergency preparedness
- Look for the Project Lighthouse logo around the BIZ indicating a safe haven (available 24/7/365)



FISCAL RESPONSIBILITY AND TRANSPARENCY

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

**11,000 SCOOTERS REMOVED
FROM RIGHT OF WAY**

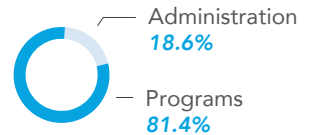
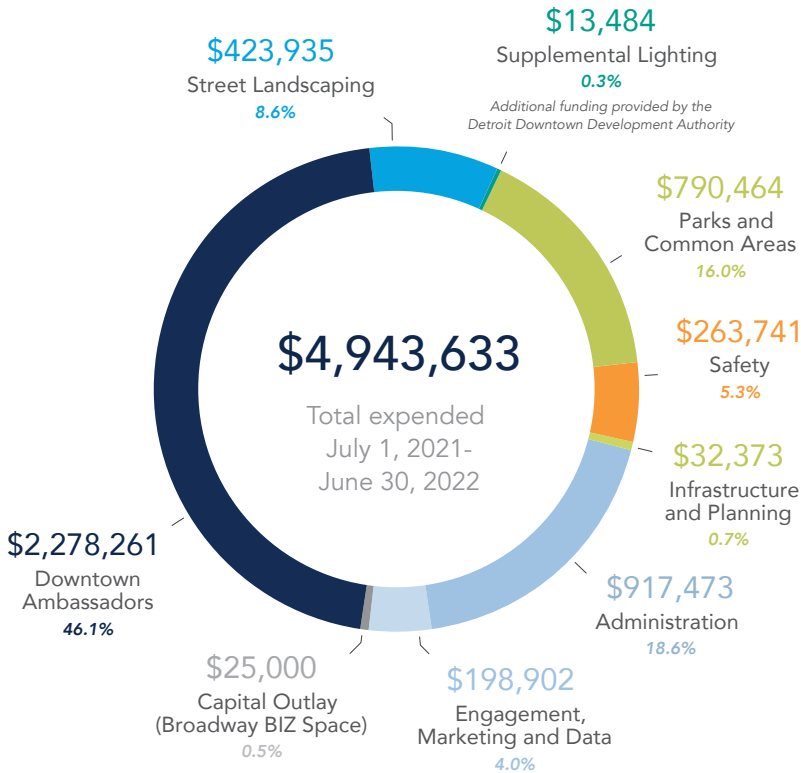


PARTNERSHIPS WITH TWO LOCAL NONPROFITS

Connect the Dots and Center for Employment Opportunities

Goals: Strengthen BIZ Ambassador pipeline, support special projects, employ Detroit's youth and returning citizens

BIZ FINANCIALS FY 2021-2022



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



"The BIZ is an essential partner in creating an impactful and favorable experience for everyone who lives in, works in, and visits Downtown Detroit. DDP's partnership with the BIZ is dynamic and that brings tremendous value and innovation to the Downtown community and its stakeholders. We look forward to seeing the positive impact of the BIZ for decades to come."

ERIC B. LARSON
Chief Executive Officer
Downtown Detroit Partnership



"The BIZ is committed to delivering data-driven results. The 2022 Downtown Detroit Perceptions Survey found the overall outlook of Downtown is positive. Additionally, Detroiters and other stakeholders overwhelmingly agree that the work of the BIZ is both important and effective, supporting the continued growth and development of Downtown."

GINA CAVALIERE
BIZ Director and Chief Community Impact Officer
Downtown Detroit Partnership

DOWNTOWN PERCEPTIONS AND RECOVERY



88% of Detroiters and 95% of the Tally thought that the services the BIZ provides are important*



69% of Detroiters and 70% of the Tally believe that sidewalks are clean and free from litter and debris*

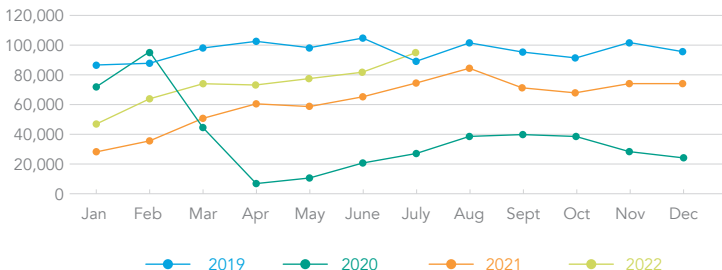


74% of Detroiters and 81% of the Tally say they feel welcome when visiting or working Downtown

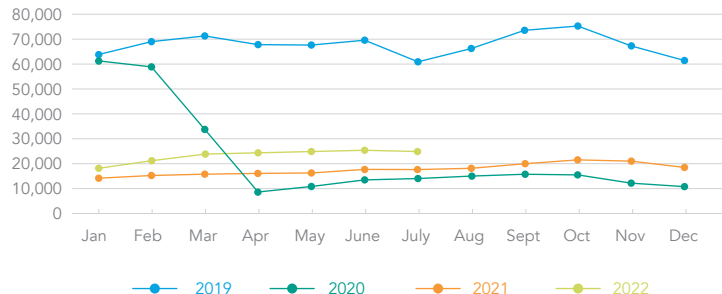


64% of Detroiters and 75% of the Tally say were very likely or somewhat likely to utilize BIZ Ambassadors in the future*

AVERAGE DAILY DOWNTOWN VISITS PER DAY, BY MONTH



AVERAGE WORKERS PER DAY, BY MONTH, MONDAY-FRIDAY



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

Note: Number of workers does not include Downtown residents who work from home. Number of daily visits do not include visits from people who work Downtown or live Downtown.



SCAN TO VIEW THE FULL PERCEPTIONS SURVEY RESULTS

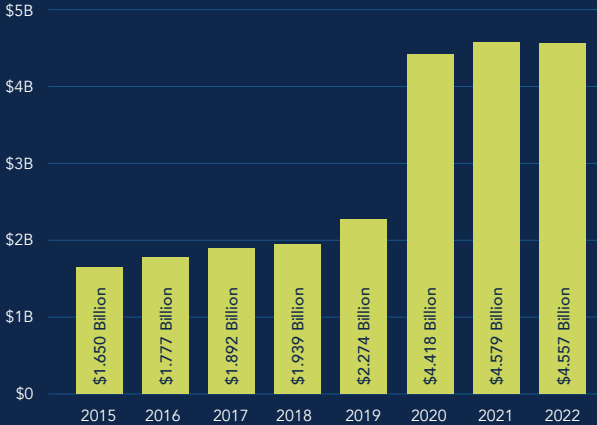
*ABOUT THE PERCEPTIONS SURVEY

Source: 2022 Downtown Detroit Perceptions Survey

- Detroiters:** The “Detroit Profile” group are individuals who received an exclusive mailing asking that they complete the Downtown Detroit Perceptions Survey. The mailings were selected at random, and the results are weighted to align more accurately with the demographics of Detroit residents overall.
- The Tally:** Data marked as “The Tally” indicates results from a survey invitation that was available more widely from sources such as email solicitation, Facebook and radio advertisement, and accessible to both Detroit residents and non-Detroit residents. The results include all results without weighting.

DOWNTOWN DETROIT DATASCAPE

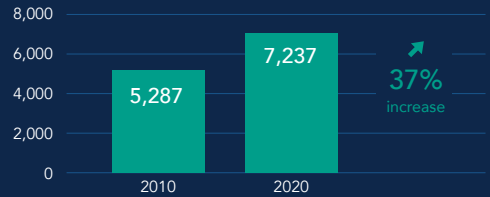
ESTIMATED MARKET VALUE OF BIZ ASSESSED PARCELS



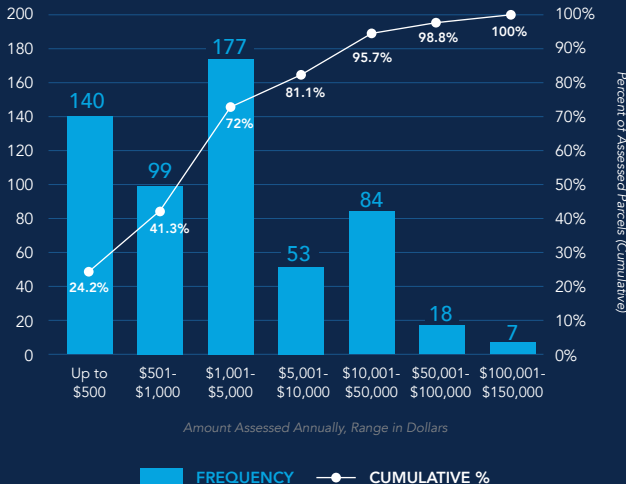
MEDIAN BIZ ASSESSMENT

\$1,506

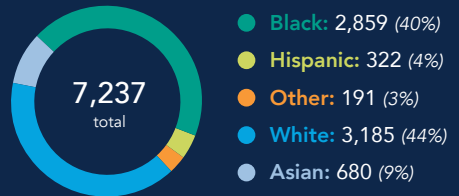
TOTAL DOWNTOWN POPULATION (2010-2020)



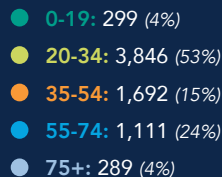
NUMBER OF PARCELS BY BIZ ASSESSMENT



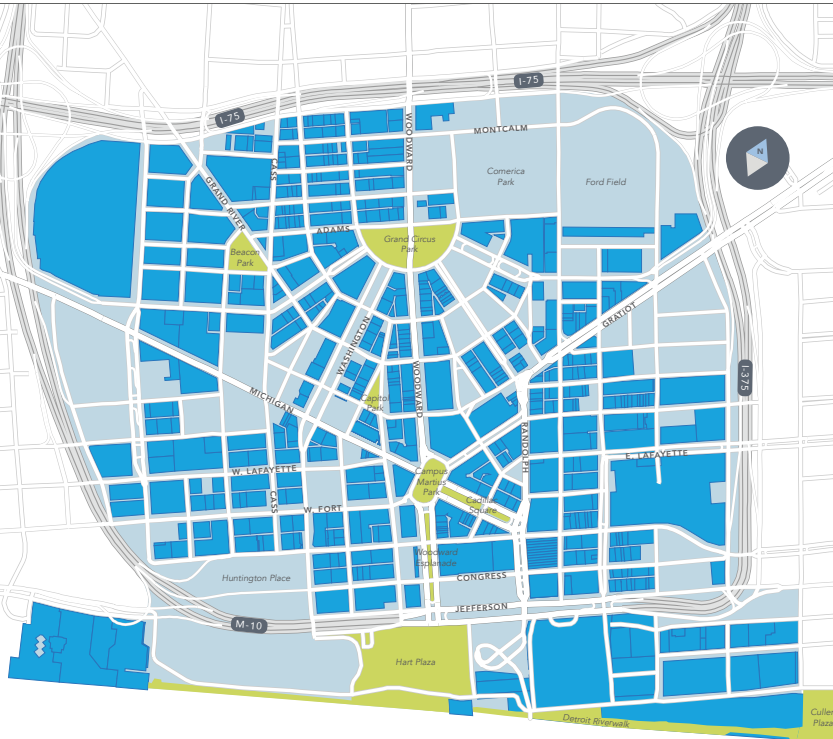
DOWNTOWN POPULATION BY RACE/ETHNICITY




DOWNTOWN POPULATION BY AGE



BIZ GEOGRAPHIC SCOPE



 Business Improvement Zone (BIZ)

 Assessable Parcels

 Parks + Public Spaces



"It is a privilege to play such a vital role in ensuring everyone, from businesses to property owners to community members, has positive interaction in and with Downtown. The BIZ Ambassadors, the special sauce in the recipe, work tirelessly to ensure Downtown shines in the best light possible. We look forward to serving this great city for years to come."

STEVE OGDEN

*BIZ Board Chair
Senior Vice President of Government Affairs, Rocket Companies*




AMBASSADOR IMPACT

94% of Ambassadors are Detroit residents

My partner and I had an 8-day trip in Detroit from July 4 to 12. We had a great experience interacting with Richard Miller. Mr. Miller was warm and welcoming. He checked on us kindly and answered our questions about Detroit and introduced highlights of Detroit to us. Mr. Miller made us feel Detroit is a very welcoming city. Thank you, Richard!

- Xia W. & Benjamin C.

 702 tons of trash removed

 26,551 pedestrians assisted

 3,804 instances of graffiti removed

 83,432 hours worked

"Just a quick thank you to ambassadors Jerome and Delvon for their outstanding service on behalf of us on St Antoine and Larned corridor! The efforts of these outstanding public service employees directly contribute to the World Class status of our great City! Give them both a shout out and two thumbs up!!!"

- Ponce C.



BIZ GOVERNANCE

The Downtown Detroit Business Improvement Zone is a public organization dedicated to enhancing the attractiveness and overall appeal of Downtown Detroit. It is a special assessment district that was authorized by a vote of property owners in 2014. The BIZ is led by a volunteer Board of Directors who represent the community of dedicated property owners. The BIZ Board contracts with the Downtown Detroit Partnership to manage its day-to-day operations.

BIZ BOARD OF DIRECTORS

* Executive Committee Member



CHAIR

Steve Ogden*

Senior Vice President of Government Affairs, Rocket Companies



VICE CHAIR

Debra Homic Hoge*

Global Director of Real Estate, General Motors Company



SECRETARY

Mike McLaughlan*

Vice President of Government Relations, Ilitch Holdings, Inc.



TREASURER

Richard J. Hosey III*

Owner, Hosey Development LLC and BIZ Resident



George P. Barnes, Jr.*

Founder, Heritage Optical



Charles Beckham

Group Executive for Neighborhoods, City of Detroit (Retired)



David Di Rita

Principal, Roxbury Group and BIZ Resident



Linda D. Forte

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



Regina Gaines

Owner and Founder, House of Pure Vin



Rainy Hamilton

President, Hamilton Anderson Associates



Ken Hayward*

Vice President, Special Assistant to the President for Community Relations, Blue Cross Blue Shield of Michigan



Christos Moisides

Executive Member, 400 Monroe Associates



Athina Papas

Executive, Atheneum Suite Hotel and Chair and President, Greektown Neighborhood Partnership



Dwight W. Phillips

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



Tony Tomczak*

Vice President of Electric Sales & Marketing, DTE Energy

Welcome to Members who joined the BIZ Board in 2021 and 2022: Regina Gaines, Rainy Hamilton, Ken Hayward, and Christos Moisides.

MISSION

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

VISION

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

STRATEGIC INITIATIVES

- Community and Business Engagement
- Ambassadors (Hospitality, Cleanliness, Safety)
- Infrastructure and Planning
- Park and Street Landscaping
- Marketing and Communications
- Lighting
- Safety
- Data

CORE VALUES

- | | |
|-------------|---------------|
| Inclusive | Responsible |
| Diverse | Collaborative |
| Sustainable | Proactive |
| Transparent | Data-driven |
| Innovative | Accountable |



CORE BIZ STAFF



Eric B. Larson
Chief Executive Officer
Downtown Detroit Partnership



Gina Cavaliere
BIZ Director and
Chief Community Impact Officer



KaTaya Beverly
BIZ Project Manager



Mike Bruggeman
Chief Safety and Security Officer



Ryan Epstein
Strategic Advisor



Elise Fields
Director of Urban Innovation
and Operations



Krissy Johnson
Accountant



Joshua Long
Data Program Director



Anjana Schroeder
Director of Marketing



DeShawn Singleton
BIZ Project Manager



Jessica Tate
BIZ Executive Assistant



Sarah Walsh
Senior Manager of Events



Kitty Whitfield
Small Business
Engagement Manager

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.

Thank you to all of Downtown's essential workers whose unwavering dedication keeps the BIZ clean, safe and welcoming.



**BUSINESS
IMPROVEMENT
ZONE**

OFFICE PHONE NUMBER
313.566.8250

AMBASSADOR HOTLINE
313.963.2225

OFFICE ADDRESS
1000 Woodward Ave
Suite 380
Detroit, MI 48226

BIZ AMBASSADOR SATELLITE
1420 Broadway
Suite 101
Detroit, MI 48226

VISIT US
downtowndetroit.org/BIZ

EMAIL US
biz@downtowndetroit.org

FOLLOW US ON SOCIAL MEDIA
   
@DowntownDet