



# 2016 ANNUAL REPORT



**DOWNTOWN  
DETROIT  
PARTNERSHIP**







Our mission is to **advance Detroit** by driving engagement, development and programs that **benefit businesses, residents and visitors** throughout the Downtown's urban core.




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QLINE



BIZ Area



The District



People Mover





## DOWNTOWN DETROIT PARTNERSHIP

### Initiatives



#### DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE (BIZ)

- Maintaining parks and public spaces
- Safety and security
- Infrastructure planning
- Hospitality
- Supplemental lighting
- Landscaping
- Community and business outreach



#### PARKS AND PLACEMAKING

- Cadillac Square
- Campus Martius Park
- Capitol Park
- DTE Grand River Park
- Grand Circus Park
- Paradise Valley



#### PLANNING

- Development support
- Infrastructure planning
- Market studies
- Community outreach



#### SAFETY AND SECURITY

- Awareness and education
- Public and private partnerships
- Project Lighthouse

### Affiliates



#### BUILD INSTITUTE

- Business and project planning classes
- Pop-up marketplace
- Educational and professional development workshops



#### MoGo, DETROIT BIKE SHARE

- Launching spring 2017
- Increased mobility options in 10 Detroit neighborhoods
- Flexible, convenient and affordable transportation option



#### DETROIT EXPERIENCE FACTORY

- Custom tours
- Public tours
- Welcome Center
- Information and resources
- Event ambassadors
- Community ambassador program



#### LIVE DETROIT

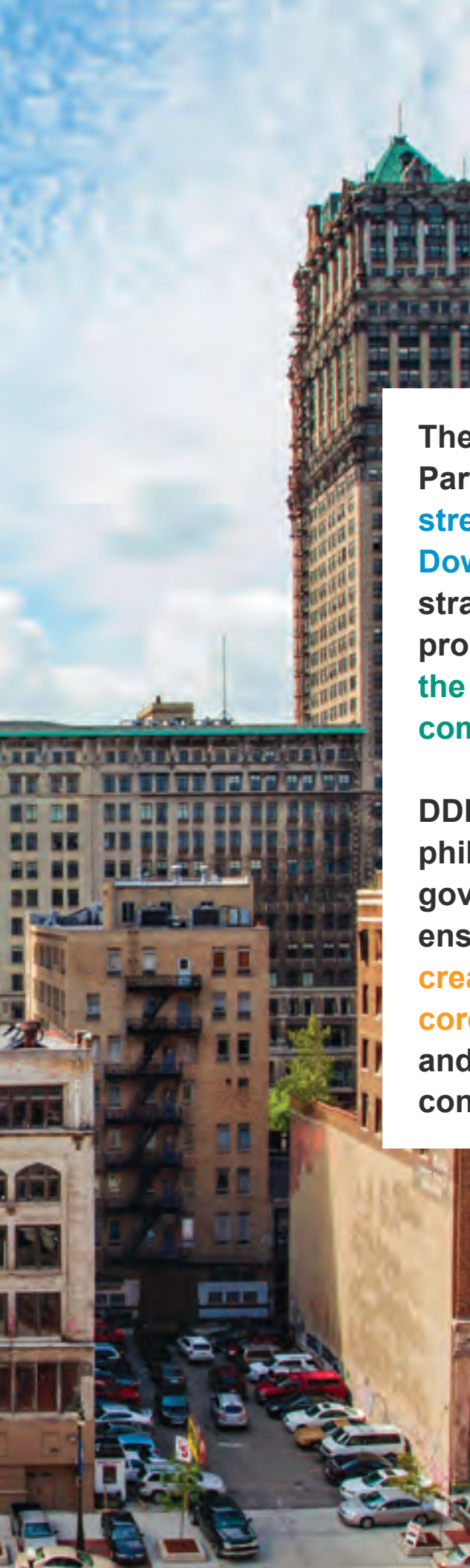
- Rental listings
- Detroit home buying resources
- Neighborhood profiles
- City living information and resources
- Employer Incentive Programs





# ABOUT US





The Downtown Detroit Partnership (DDP) **strengthens and supports Downtown Detroit** through strategic initiatives and programs that **evolve with the changing needs of the community.**

DDP convenes business, philanthropic and government partners to ensure that efforts in the **creation of a vibrant urban core** for Detroit are balanced and all perspectives are considered.



LETTER FROM THE CEO

The 2016 Annual Report reflects the success of the Downtown Detroit Partnership’s strategy to build an economically strong and sustained Downtown. It also clearly demonstrates our deep commitment to our three guiding pillars: Convener and Balanced Voice, Steward of Place and Promoter of Equity and Inclusion.



The Downtown Detroit Partnership and our partners continue to improve the overall environment – public spaces, mobility, infrastructure, talent attraction/retention, safety and unique Downtown experiences. These efforts have played an important role in gaining recognition for our city around the globe.

From ranking 9th on The New York Times’ list of top global destinations to being recognized among the top five cities nationally for minority-owned businesses, Detroit is getting plenty of positive attention. And as the Downtown Detroit Partnership continues its decades-long work of serving the city’s core, we are proud to be contributing to the story.

Building on the successes of 2016, we are moving into 2017 with an enhanced focus on innovation, partnerships and proven return on investment. We have increased our membership value proposition through enhanced outreach, expanded resources and newly defined membership levels. We connected small businesses and convened stakeholders on a broad, open and inclusive series of engagements.

And we continue to demonstrate the value of public spaces and how they change the perception of a city. Public space allows for diverse groups of people and ideas to deliver social and economic returns. With the help of world-class urban planners, we continue to transform the Downtown with protected bike lanes, new parks and forward

facing infrastructure supporting the evolving demands of our city.

The voices of our members, partners and stakeholders again helped guide even greater collaboration resulting in increased access and mobility with the realization of our bike share program – MoGo. These voices also helped to establish Downtown Detroit Partnership as the resource for Downtown-related data, demonstrating our impact on the Downtown and empirically show our community where additional effort and resources need to be allocated.

All of this, in addition to our continued focus on sustained operations, led to more-than-double park earned revenue in 2016 compared to previous years. We benchmarked against our peers around the country and validated each new engagement against our three key pillars.

I am proud of our team and energized as the Downtown Detroit Partnership builds a Downtown that is a place where people want to live, work and visit and where companies want to locate and invest, in a thriving city abundant with opportunity.

A handwritten signature in black ink, appearing to read 'Eric B. Larson'.

**Eric B. Larson**  
CEO,  
Downtown Detroit Partnership





LETTER FROM THE BOARD CHAIR

**There’s no doubt that we live in a very special city during very special times. No other city in this country has the energy that we see every day and that those who visit rave about. Our energy is contagious and the nation has all eyes on Detroit.**

The Downtown Detroit Partnership is at the center of Detroit’s growth. By harnessing and focusing the creativity of our Downtown community, the DDP continues to be the vital catalyst for change and growth.

Our businesses are making positive and lasting imprints on Detroit in the form of incredible development projects – from the new DTE Park on the west side of Downtown to The District and everything in between. The District is transforming 50 blocks into an area with thriving businesses, parks, restaurants, bars, residences and event destinations. So much progress in 365 days!

In 2016 alone, Downtown:

- Topped 70,000 employees at businesses within the Business Improvement Zone
- Welcomed 2 million visitors to the Downtown parks
- Added more than 20 new food vendors in our public spaces
- Added new restaurants literally every week
- Generated 42.5 million media impressions around the inaugural Open Streets Detroit events
- Achieved a 73/100 walk score, classifying Detroit as a “very walkable” city

And there’s more to come. By this time next year, Detroit will have joined Philadelphia as the only American cities to have their four major sports teams in such close proximity to one another.

As we continue our momentum in 2017, this legacy can only grow. Future generations will look back on this time as a critical moment in this city’s rebirth.

Thank you for your continued leadership and support and for that tireless Detroit energy.



A handwritten signature in black ink that reads "Cynthia J. Pasky".

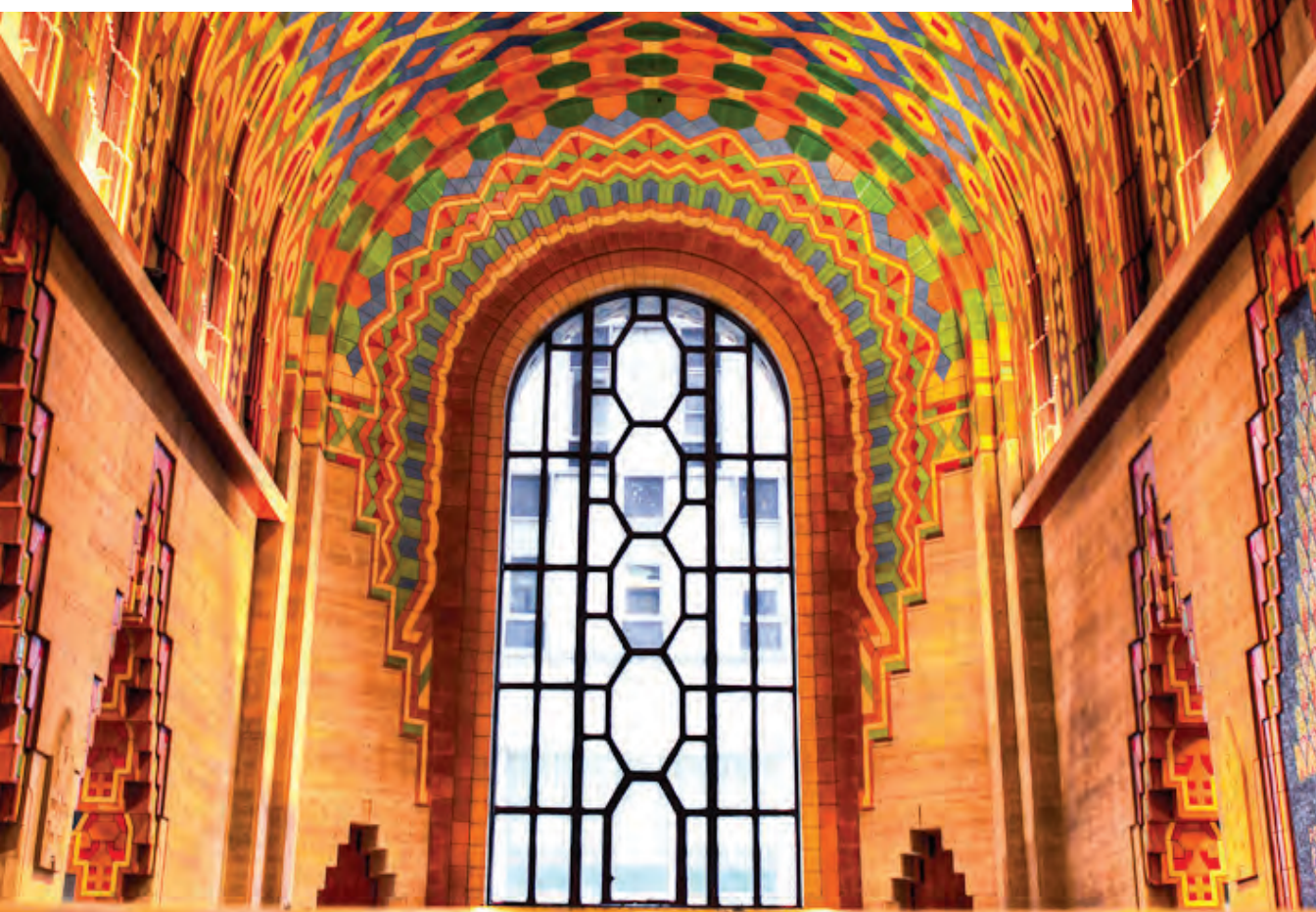
**Cynthia J. Pasky**  
Chair,  
Board of Directors  
Downtown Detroit Partnership





# STRATEGIC DIRECTION

The work of DDP in 2016 was guided by three pillars framing a strategic plan for the organization. The pillars guide DDP and the work done in each of its initiatives and affiliates.







# 1

## *Enhance DDP's role as **convener and balanced voice***

### **Why it matters**

Downtown Detroit is changing, and as it welcomes the new, it must also acknowledge and celebrate its history. The need for context is increasingly important as private investment and development continue to impact the community.

### **How we approach it**

DDP is made up of dedicated staff and stakeholders, each with unique perspectives. Whether it's a formal event inviting community members to share their opinions about upcoming projects or a casual conversation with a local business owner or resident, we do our best to listen to all input. Because our ability to serve as a balanced voice requires that we first hear the voices of those we serve.



# 2

## *Enhance DDP's role as **steward of place***

### **Why it matters**

Downtown Detroit is a resource for everyone — from the resident who's lived here for years to the out-of-towner interested in the latest Detroit buzz. And we want to be sure that, as more and more people take the time to get to know this part of the city, they feel welcome and appreciate what the locals have known all along: that Downtown Detroit is full of gems.

### **How we approach it**

With a long history of managing Downtown Detroit's public spaces, we know what it takes to create and maintain award-winning parks, and we continue to look for ways to innovate our programming each year. Recognizing the importance of coordinated efforts around security, infrastructure and all that is necessary to a clean, safe and active environment in these spaces, we strive for successful collaboration with the public and private sectors to make it happen.



# 3

## *Enhance DDP's role as promoter of **equity and inclusion***

### **Why it matters**

Downtown Detroit is both business district and neighborhood, as well as a top-rated destination for visitors. Its strength as an urban core impacts the whole city and the region. But it will not succeed without equitable neighborhood mobility and programs and services that support opportunity and access throughout the city.

### **How we approach it**

Throughout all areas of provided services and programming, DDP seeks to create policies and best practices that include all citizens, cultures, income levels and backgrounds as people engage in the Detroit experience — both Downtown and citywide. We recognize that for much of our work, the primary focus is on Downtown, but we strive to also acknowledge the value of what lies outside our geography. Specifically, Detroit Bike Share, Detroit Experience Factory, and the Build Institute — all affiliates of DDP — work across geographic boundaries to support citywide accessibility, exposure and education.





# 2016 DOWNTOWN DATA SNAPSHOT

## 23 NEW DOWNTOWN RESTAURANT AND RETAIL ESTABLISHMENTS

ASHE Supply Co.  
Bad Luck  
Broderick Grille  
Calexico  
Dessert Oasis  
Detroit is the New Black  
Dilla's Delights  
GoGo's  
Granite City Food & Brewery  
Kit and Ace  
Maru Sushi  
Nike Store  
Norte Modern Mexican  
Parc  
Queens  
Rockefellers Oyster Bar  
The Royce  
Rusted Crow  
Savannah Blue  
The Skip  
Vault of Midnight  
Wahlburgers  
Warby Parker

## 3 HOTELS UNDER CONSTRUCTION

Wurlitzer Building Hotel  
Element Detroit at the  
Metropolitan Building  
Foundation Hotel at the  
Detroit Fire Department  
Headquarters

## DOWNTOWN HOTEL ROOMS

4,482

Existing Rooms

306

Under Construction  
Rooms

643

Proposed Rooms

Source: CoStar. March, 2017.

## ASSESSED VALUE OF TAXABLE PARCELS, DOWNTOWN DETROIT BIZ

\$945,889,203

Source: City of Detroit Assessor. Downtown Detroit Business Improvement Zone Analysis. 2016 Tax Assessment. Note: Assessed value total does not include residential condominiums.

## DEVELOPMENTS UNDER CONSTRUCTION

Development	Address
28 Grand	28 Grand River Ave
Capitol Park Lofts	1145 Griswold St
DTE Energy Park	Grand River and First St
Element Detroit at the Metropolitan Building	33 John R St
Farwell Building	1249 Griswold St
Foundation Hotel at the Detroit Fire Department Headquarters	230-250 W Larned St
Little Caesars Headquarters	2125 Woodward Ave
Philip Houze	415 Clifford St
The District Detroit	Multiple
The Gabriel Houze	1055 Washington Blvd
The Griswold at Capital Park	1117 Griswold St
Vinton Building	600 Woodward Ave
Wurlitzer Building Hotel	1509 Broadway St

Source: CoStar. 2017.  
Note: List of projects under construction in 2016. Building renovations are not included.

## DOWNTOWN DETROIT WALK SCORE®

73

Very Walkable

51

Good Transit

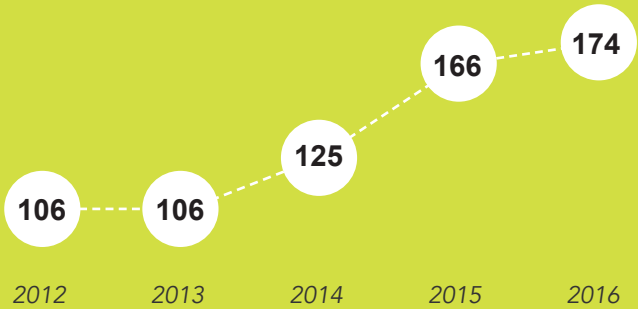
58

Bikeable

Source: www.walkscore.com/MI/Detroit/Downtown. March, 2017.



DOWNTOWN DETROIT BIZ,  
NEW BUILDING PERMITS



Source: City of Detroit Open Data Portal, data.detroitmi.gov, DDP Analysis.  
Notes: Includes building permits of type “New”, “Additions” and “Alterations.” Permits for alterations such as to fire suppression systems, cellular apparatus and temporary structures were excluded.

RESIDENTIAL UNITS  
IN DOWNTOWN  
DETROIT BIZ



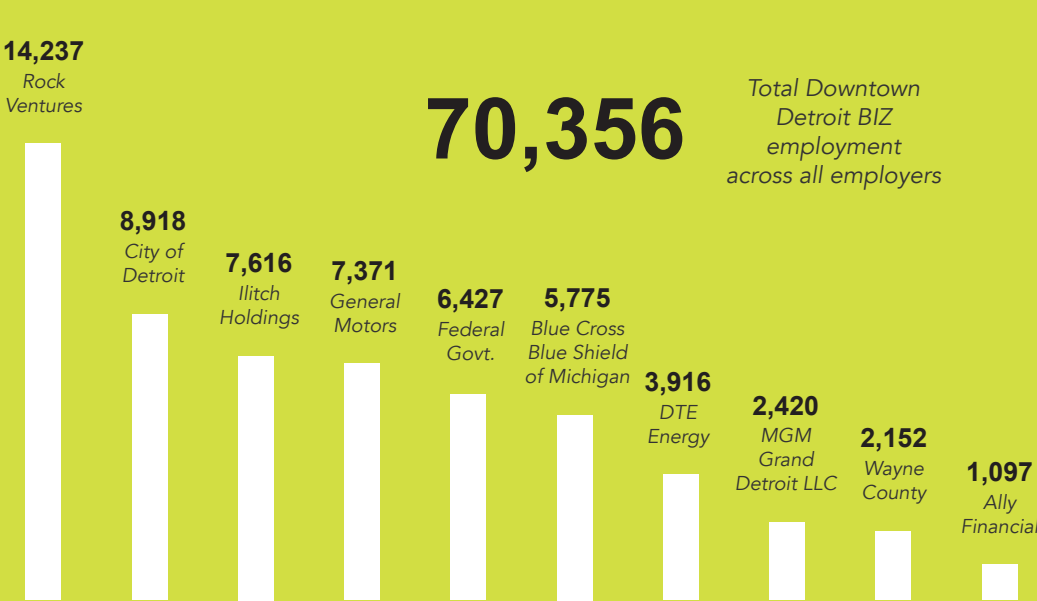
Source: CoStar, March, 2017.  
Note: A small number of condominiums exist in the BIZ but are not included.

GROSS RENT PER SQ FT IN  
DOWNTOWN BIZ BY TYPE OF USE



Source: CoStar, 2016 Annual Average Rates.  
Note: Service includes restaurants, retail and similar uses.

EMPLOYMENT IN DOWNTOWN DETROIT BIZ



Source: Crain's Detroit Business, 2016 List of Detroit Employers and SEMCOG/MDOT Employment Data. 2015 Estimate.  
Notes: (1) This estimate is not comparable to previous estimates of Downtown Detroit's employment, as the data sources and methodologies are different. (2) Numbers are subject to change, as SEMCOG and MDOT continue to improve the database.





# DOWNTOWN DETROIT BUSINESS IMPROVEMENT ZONE

**The Downtown Detroit Business Improvement Zone (BIZ) encompasses over 550 properties spanning 160 blocks, creating a vibrant Downtown through services including cleaning, hospitality, safety, supplemental lighting, landscaping, and community and business outreach for Downtown Detroit.**

Downtown business and property owners fund these vital resources through a self imposed assessment delivered by the BIZ to our Downtown. This commitment from the community enables the Downtown Detroit Partnership on behalf of the BIZ to keep Downtown clean, safe and welcoming.

The BIZ Board of Directors is comprised of Downtown property owners that oversee the BIZ efforts and programs. This dedicated group of volunteers sets the priorities of the BIZ and is actively engaged in the process of ensuring that quality services are delivered with responsibility and transparency. Quarterly BIZ Board meetings are open to the public; all are welcome to attend.





PERCEPTION SURVEY RESULTS

The DDP’s third annual Downtown Detroit Perceptions Survey was distributed to Detroit communities and across the metro area, resulting in nearly 4,000 responses. The survey results showed a continued positive perception about Downtown Detroit among general audiences. The age segment of 35- to 44-year-olds had the highest overall positive impression of Downtown Detroit with a 94 percent rating. The survey also identified the top three destinations in Downtown: (#1) Campus Martius Park, (#2) Detroit RiverWalk, (#3) Renaissance Center.

Each year, the survey provides impactful data and feedback gathered from the community to help us better understand the services and programs needed.

COMMUNITY AND BUSINESS OUTREACH

The BIZ team, through the Downtown BIZ Connect network, focuses on personally getting to know our Downtown small business owners and managers as an effective way to strengthen a sense of community while continuing to grow our network.

One of the primary ways our team interacts with members of the network is through frequent one-on-one meetings, where we gain knowledge of their background as business leaders and a deeper understanding of their current needs and challenges. Listening to what each business has to say, one visit at a time, is key to building strong relationships.

PERCEPTIONS SURVEY RESULTS

Positive impression of Downtown Detroit



A healthy downtown is important to the region



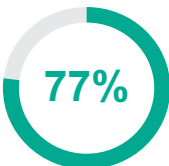
Downtown is safe during the day



Downtown is welcoming



Downtown is walkable



# Ambassador Work Hours



# Trash Collected



These efforts have helped Downtown BIZ Connect business owners, as well as residential and commercial property owners and their representatives, to access available resources, information and important updates through BIZ Connect events held throughout the year. These events provided a major avenue for communication among businesses and were held quarterly in 2016, attracting nearly 200 attendees in total, which is a 50 percent increase over 2015.

As a result of the BIZ Connect events and one-on-one efforts, community participants have continued to provide positive feedback and reach out to the BIZ team as the primary point of contact for assistance and information.

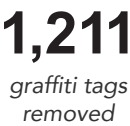
## AMBASSADOR PROGRAM

Downtown’s clean and hospitality teams, comprised of more than 80 percent Detroit residents, take care of our Downtown nearly seven days a week and 24 hours a day to create a welcoming Downtown environment. Strategically staffing major Downtown events, Downtown Ambassadors worked over 40,000 hours at events in 2016 to ensure a memorable experience for visitors. Supported events included the North American International Auto Show, Chevrolet Detroit Belle Isle Grand Prix, Greektown at Sundown and the over 900 events that take place in the five Downtown Detroit parks managed by the DDP, as well as numerous events on the Detroit RiverWalk and at Rivard Plaza led by the Detroit RiverFront Conservancy.

Downtown Detroit’s Hospitality Ambassadors provide a welcoming smile, assisting pedestrians and motorists with a host of issues ranging from recommending a place to eat to locating a lost vehicle. Ambassadors are generally available 18 hours a day on foot and Segway to lend a helping hand.

The Ambassadors work tirelessly to keep over 160 blocks and the 39 miles of sidewalks and public spaces within the BIZ swept, scrubbed and pressure washed year round, as well as remove thousands of pounds of trash and graffiti.

The infrastructure of the BIZ is leveraged to deliver similar services along the riverfront and Jefferson all the way to Altar and in high traffic areas throughout Midtown in partnership with Midtown Detroit Inc., Jefferson East Inc. and the Detroit RiverFront Conservancy.



New this year, the BIZ partnered with the Grow Detroit's Young Talent program to employ young adults to enhance their educational, work readiness and leadership skills. The Ambassadors supported Detroit's youth and expanded their own reach by adding nine Teen Ambassadors for a six-week internship.

The Teen Ambassadors focused primarily on hospitality services by providing assistance with directions, restaurant locations and tourist attractions in Campus Martius Park and Rivard Plaza. They also experienced the first-hand connection between Downtown and Detroit's neighborhoods through community service. They worked in the Denby neighborhood on Detroit's upper east side on blight removal and beautification.

### DOWNTOWN LIGHTING

The BIZ, with support from Detroit's Downtown Development Authority, illuminates the Downtown each winter season. The lighting included about 250 snowflake-themed light pole ornaments and over 100,000 tree lights from November through February. These lighting elements enhance the physical characteristics of the Downtown parks and streets by brightening the streetscape, complementing the overall atmosphere of Downtown Detroit.

The BIZ has worked closely over the last year with Public Lighting Authority (PLA) in the effort to restore the lighting Downtown. The PLA will continue finalizing the new circuits and the availability of power in the Downtown into the spring of 2017.

Also this season, the BIZ partnered with the Detroit People Mover to include winter lighting elements at some of the stations. This comes as a precursor to an expanded Downtown lighting program to introduce supplemental lighting to the Downtown in the coming year.

### INFRASTRUCTURE PLANNING

The BIZ works with DDP to improve Downtown mobility. Proposed upgrades include improvements to promote pedestrian safety



and new bike lanes on Grand River, Library, Gratiot, State and Griswold, providing critical connective pieces between the Downtown core and adjacent neighborhoods, including Midtown, Corktown and Eastern Market.

### PARK AND STREET LANDSCAPING

The BIZ Park and Street Landscaping team worked over 5,500 hours maintaining our Downtown. The team was trained in part by Greening of Detroit in the skills of landscape technicians, tree artisans, floral decor, urban agriculture, landscape construction and urban forestry.

Also in 2016, the BIZ maintained the landscaping in the Downtown Detroit Parks, including Cadillac Square, Capitol Park, Grand Circus Park and Paradise Valley. The BIZ employs environmentally responsible practices, such as watering the grounds at night.

During the winter months, the crews keep park paths clear of snow, making our Downtown more accessible and walkable.







# DOWNTOWN DETROIT PARKS AND PLACEMAKING





**With plans to expand to six parks in 2017, DDP programs and operates over 350,000 square feet of public space in the city of Detroit, including Campus Martius Park, Cadillac Square, Capitol Park, Grand Circus Park and Paradise Valley.**

Campus Martius Park ranks as the number one destination in Downtown\*, and DDP's management of it and other Downtown public spaces ensures that park visitors continue to value these best-in-class assets.

Campus Martius Park added two new dining options to the Downtown scene, unveiling The Fountain Detroit and Parc as unique restaurant concepts located in the park. The Fountain Detroit, Detroit's first-ever shipping container restaurant and bar, opened in May, replacing the seasonal Beach Bar & Grill with a 40-foot-long decommissioned steel-shipping container. The 330-square-foot eatery operated through mid-October with a seasonal menu.

Parc, the new restaurant in the heart of the city at Campus Martius Park, opened in November in the space that formerly housed Fountain Bistro. Setting a new standard for Detroit restaurants, Parc opened to critical acclaim. The all-new, state-of-the-art venue features more than 100 feet of Nanaglass window walls to provide guests with clear, 270-degree views of Downtown Detroit. During warmer months, the window walls retract, providing an open-air dining experience.

\*According to the 2016 Downtown Perceptions Report.





**PARK STEERING COMMITTEES**

DDP created unique steering committees for each of the five Downtown public spaces that are managed and operated by the organization. The steering committees were put in place to encourage stakeholder input on the broader vision for the parks in the ever-changing landscape of Downtown. The quarterly committee meetings provide an opportunity to discuss park maintenance and programming, safety and security, infrastructure improvements and funding. Committees include property owners, businesses and individuals who have historically demonstrated support for and have been involved with the individual parks.

**NEW POINT OF ORIGIN PLAZA AT CAMPUS MARTIUS PARK**

Created in 2004, the Point of Origin at Campus Martius Park marks the 1806 origin point of Detroit’s street grid and has attracted thousands of visitors ever since its unveiling.

With the opening of Parc in 2016, the Point of Origin underwent a redesign to restore the landmark to its full beauty, providing an improved look and paying historical homage to Judge Woodward’s plan of the Detroit streets.





# 2 million

*estimated annual visitors  
to DDP operated parks*

# 967

*programs  
and events*

# #1

*Downtown Park:  
Campus Martius Park*

# 350,000

*square feet of public  
space in the city of Detroit  
operated by DDP*

*Dining*



## 20+

*new food  
vendors*

## 2

*new dining  
options at Campus  
Martius Park*

*Social Media*



## 42,000

*Facebook  
followers*

+

## 3,000

*Instagram  
followers*

+

## 13,200

*Twitter  
followers*

=

## 58,000+

*total social  
media followers*



# PLANNING

DDP's planning efforts in Downtown remain focused on **increasing infrastructure** for non-motorized transportation, leading the renovation of Capitol Park, and **supporting public space improvements** along Randolph Street.



## 1

### DOWNTOWN BIKE NETWORK PLAN

Over the last year, DDP led the planning of innovative bicycle and pedestrian infrastructure improvements in the Downtown. In collaboration with the City of Detroit's Department of Public Works and consultant Alta Planning, DDP worked diligently to provide design recommendations for raised two-way bicycle lanes to support the launches of the QLINE and MoGo, Detroit Bike Share in 2017.

As part of the process, DDP held a mobility community meeting in December to preview the improvements to the Downtown community. The meeting allowed neighbors and residents to view and provide feedback on renderings of the suggested infrastructure improvements. Construction is set to be done in 2017 with an open date slated for 2018.

## 2

### CAPITOL PARK RENOVATION

DDP undertook an extensive selection process to identify a landscape architect to redesign Capitol Park. A mix of 12 local, national and internationally-based teams were evaluated and interviewed as part of the process. Priority was given to teams that possessed superior design ability, creative community engagement strategies, and sensitivity to local and historic context. The Capitol Park Steering Committee helped select the team of Toronto-based Public Work to take on the project. Final plans are to be completed by the fall of 2017 with the renovated park to open in the summer of 2018. Project funding is generously supported by Lear Corporation.



## 3

### RANDOLPH STREET AND PUBLIC SPACE IMPROVEMENTS

DDP partnered with the City of Detroit, Michigan Department of Transportation, and New York-based Bloomberg Associates to redesign Randolph Street between Gratiot and Monroe. The project's goals were to improve traffic flow, simplify an overly complex intersection, add needed pedestrian crossings, and create a new public space to support adjacent businesses. The success of the project will be evaluated in the fall of 2017 to determine if the changes will be made permanent.







# SAFETY AND SECURITY





**DDP works actively with the City of Detroit, Detroit Police Department and numerous other public and private **community stakeholders** on **comprehensive security strategies** and implementation in Downtown Detroit and beyond.**

Over the last year, the BIZ team has worked to align its activities with DDP’s safety and security efforts to help reinforce many of the top priorities voiced by Downtown stakeholders. The BIZ was directly responsible for the utilization of secondary police officers to support the proactive patrol of crime hot-spots in Downtown, engaging uniformed Detroit Police Officers through the Detroit Police Department’s Secondary Employment Program.

The team also focused on other important communities beyond Detroit. In partnership with Deloitte, DDP joined forces with the City of Flint and the Flint & Genesee County Chamber of Commerce to launch more than 20 innovative initiatives to help the Flint community. The effort, named the Flint Sprint, was to develop and launch feasible initiatives within 60 days that would support the city. DDP aided the Flint Police Department in developing the C.A.T.T. Eye project (named after the Flint Police Department’s Crime Area Target Team), mirroring Detroit’s Project Green Light.

*Major violent crimes*



**-4%**

*Major property crime*



**-6%**

*Aggravated assaults*



**-10%**

*Larceny*



**-7%**

Stats provided by the Wayne State University Center for Urban Studies







# BUILD INSTITUTE

**Detroit continues to be seen as a [top destination for new and existing businesses to locate](#). In fact, the Ewing Marion Kauffman Foundation reported that Detroit is ranked the [30th best metropolitan area for startup activity](#), increasing five points over 2015.**

Build Institute, focused on helping people in the startup community launch and grow businesses, hit multiple major milestones in 2016. Build celebrated its five year anniversary of small business activation and hit the 1,000 graduates mark, with over 350 businesses and 500 jobs created or retained. Build continues to be a leader in equitable entrepreneurship, reaching over 100 different zip codes within Detroit.

Build unveiled the Co.Starters Ideation Canvas curriculum that focuses on developing and fine-tuning ideas, critically examining every part and determining next steps through real-time feedback. Grow Peer Roundtable, an alumni

based program for second-stage companies, also kicked off sessions in 2016.

In addition to providing critical entrepreneurial education, Build has endorsed 25 small businesses and raised \$146,450 in micro-loans through the Kiva Zip loan platform. Rounding out the year, Build won the Bank of America Neighborhood Builder Award and was recognized as the local nonprofit making a difference in its community. As an award recipient, Build was rewarded with a unique combination of leadership training, \$200,000 in flexible funding, volunteer support, and a network of peer organizations across the country.



1,000  
*graduates*

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350  
*businesses*

---

500  
*jobs created  
or retained*

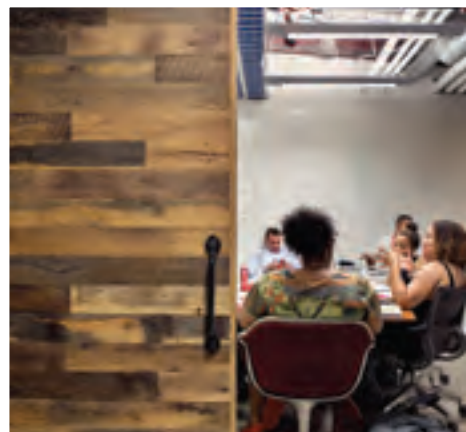
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5

*years of small business  
activation and support  
with participants from  
over 100 zip codes*

10

*years of Open  
City forums with  
thousands of  
attendees*





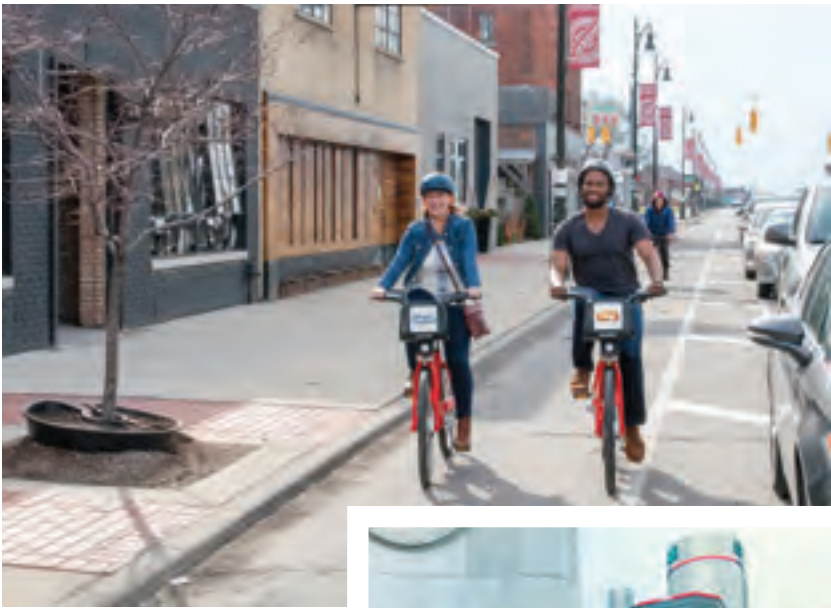
# MoGo, DETROIT BIKE SHARE



**Detroit's first-ever public bike sharing system — sponsored by Henry Ford Health System and Health Alliance Plan — will launch in Spring 2017, providing a flexible, convenient and affordable transportation option of 430 self-serve bikes at 43 stations in 10 Detroit neighborhoods.**

In 2016, MoGo, Detroit Bike Share geared up for launch by focusing on community engagement and establishing key partnerships, including a partnership with PBSC Urban Solutions, Shift Transit and the City of Detroit to provide the equipment and operate the bike share system.

Ensuring that MoGo, Detroit Bike Share is equitable and accessible for all users has been a core goal in the lead up to its launch. A series of 10 community meetings engaged dozens of members of Detroit neighborhoods in discussion about the new system and potential station locations. Additionally, the program used an online station siting website to reach community members and collect over 2,500 station suggestions.



**430**  
*bikes*

**43**  
*stations  
throughout  
greater  
Downtown*

**10**  
*community  
meetings to  
collect feedback*







# DETROIT EXPERIENCE FACTORY

The Detroit Experience Factory (DXF) **connects locals and visitors to Detroit's people, places and projects** through contextual storytelling, interactive experiences and innovative resources. In 2016, DXF was invited to share their model and lessons learned in Las Vegas, Chicago and the Philippines.

In 2016, DXF led 15,000 people on more than 631 tours, bringing the total number of tour attendees to 84,000 people since the inception of the program in 2006. Seventy-five percent of last year's tours were in-depth customized and specialized experiences for clients, including The Annie E. Casey Foundation, Council on Michigan Foundations, Knight-Wallace Fellows, Leadersquest, Young Leaders of the Americas Initiative and the Duke University MBA Program.

DXF also tripled its public tour offerings to include 18 different tours around the city. Beyond tour experiences, DXF launched an

Auto Show Ambassador program which staffed DXF Ambassadors on site throughout the North American International Auto Show to answer questions about Detroit.

DXF continues to bring the Detroit Welcome Center to all types of audiences beyond the city of Detroit. Over 11,000 people visited the Welcome Center, located at 123 Monroe in Downtown Detroit, and the pop-up Welcome Center traveled to multiple locations and participated at 60 events across Detroit, including Movement Detroit, the Detroit Jazz Festival, Palmer Park Art Fair and GM Starting Line.





**15,000**

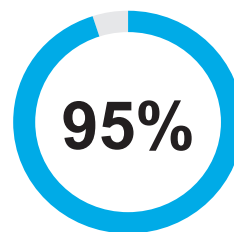
*people on  
tours in 2016*

**84,000**

*people on tours  
since we started  
in 2006*

**11,000**

*people stopped  
by the Welcome  
Center in 2016*



*of our bus tours leave  
the greater Downtown  
area and visit Detroit's  
neighborhoods*











**LIVE Detroit**, a program designed to help **support and promote living in the city**, has continued to promote the pipeline of available housing in Detroit. The program provided a wide variety of **residential resources**, including rental listings, a database of Detroit home-buying resources, neighborhood profiles and **essential information for city residents**.

In 2016, the incentive portion of the program ended with great success in bringing new residents to Downtown and the city with over 2,000 individuals participating and over \$5 million leveraged over the five years of the program. In the last year, DDP has begun to reshape the next iteration of the program with funding support from the Ford Foundation and the Knight Foundation. In developing this, DDP is working on new elements for the citywide program in partnership with the City of Detroit to re-launch in 2017.



**2,000**  
*individuals  
participated in  
the program*





# EVENTS

The DDP team works hard all year to provide programs and services that **support a thriving Downtown**, and that dedicated effort is celebrated and shared with the **community at signature events** that have been part of the DDP tradition for years.

## ANNUAL MEETING

In 2016, DDP's Annual Meeting was a must-attend event for Downtown community leaders to gain insight into the impactful work of DDP, attracting over 800 attendees. Audiences joined the conversation where they were able to gain insight into what the future holds for Downtown from key leadership at both the local and state levels.

The Annual Meeting, presented by DTE Energy Foundation, featured a discussion moderated by Rhonda Walker, anchor at WDIV-TV 4, NBC, with community leaders including Pamela Lewis, director of the New Economy Initiative; David Meador, vice chairman and chief administrative officer at DTE Energy; and Lt. Gov. Brian Calley.

## DETROIT TREE LIGHTING

Campus Martius Park welcomed an unprecedented 40,000 people to begin the holiday season and experience the lighting of Detroit's 60-foot Christmas tree in November. The annual Detroit Tree Lighting presented by the DTE Energy Foundation was accompanied by a blockbuster live show with internationally recognized headliners: Four Time Grammy Award Winner Aaron Neville and Gold Medal Olympians Meryl Davis and Charlie White.

## DETROIT AGLOW

In its 33rd year, Detroit Aglow celebrated all that makes the Downtown shine, bringing city leaders and change-makers together to kick





off the holiday season. This event is DDP’s premier fundraising event of the year and provides operational support for DDP programming and services. Over 800 people attended the event in 2016.

**STAKEHOLDER MEETINGS**

DDP held two stakeholder meetings that focused on important updates for the Downtown Detroit community. The summer stakeholder event featured Mayor Mike Duggan and DDP CEO Eric Larson in a fireside chat that included remarks from the Mayor and questions from attendees. The intimate conversation with the Mayor gave community members an opportunity to hear more about his priorities and continued vision for the city.

The fall stakeholder event focused on development in and around the Downtown, with a presentation from President and CEO of Invest Detroit, David Blaszkiewicz, who led the audience through the development trends from past to present. Following Blaszkiewicz, DDP highlighted 15 of the top development projects that have occurred in Downtown.





# PARTNERSHIPS

While DDP’s core business focuses primarily on the Downtown, the organization is uniquely **positioned to support initiatives** that generate even broader geographic impact. Through **strong relationships with key partners**, DDP supports positive impact throughout Detroit.



## CHEVROLET DETROIT BELLE ISLE GRAND PRIX

Since 2007, DDP has been an important partner in the Chevrolet Detroit Belle Isle Grand Prix, serving as the fiduciary and also providing trash pickup and removal services through the Downtown Ambassador program. At the 2016 event, DDP hosted its board of directors, members and partners to experience the heart-thumping race up close at the DDP chalet.

## DETROIT HOMECOMING

For the third year in a row, DDP was the nonprofit partner for Detroit Homecoming, an event focused on bringing together former Detroiters to reconnect, recharge and reinvest in Detroit. DDP served as an advisory

partner and supported Crain’s Detroit Business with grant administration services for their corporate and philanthropic partners and promotional support for the event.

## GROW DETROIT’S YOUNG TALENT

The Grow Detroit’s Young Talent program was created to provide citywide summer jobs to employ young adults between the ages of 14 and 24 for six weeks. For two years, DDP has served as the recruiting partner for the program to expand the number of employers and jobs to reach a goal of 8,000 youth placements. The program continues to gain momentum and employer engagement, with the number of youth placements increasing each year.



### OPEN STREETS DETROIT

As the steward of the Downtown, DDP consistently seeks out innovative ways to showcase the assets of the city's core. In an effort to demonstrate the value of "open streets," DDP brought the inaugural Open Streets Detroit event — presented by DTE Energy Foundation — to Michigan Ave. The events took place on September 25 and October 2 and attracted thousands of attendees from the city and the region.

The route stretched nearly four miles from Downtown through Corktown to Southwest Detroit and included more than 80 activity partners. Bringing all aspects of community together, the event utilized over 225 volunteers from all over Metro Detroit. Each date was widely covered by local, state and national media, generating more than 42.5 million media impressions.



### Open Streets Detroit



*of participants and  
businesses surveyed  
want to see Open  
Streets take place again*

**75%**  
*of businesses  
reported an  
increase in revenue*

**65%**  
*of participants  
surveyed were  
residents of Detroit*



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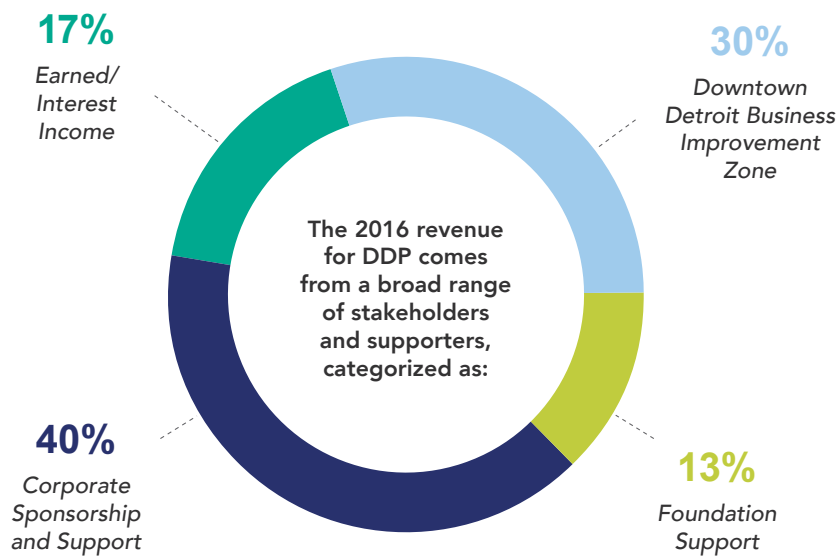
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