



## **Synopsis of Activities**

### **Explanation of all funds held for five or more years**

The DDA's development fund had a fund balance of \$6,327,731.98 at the end of the 2018-2019 fiscal year as of June 30, 2019. Approximately two million dollars of this balance are proceeds from a land sale, when the DDA sold its ownership of a parcel on the south end of downtown to a private developer. It should be noted that this income was not TIF revenue. This amount is presently being saved with the intent to acquire additional property.

An additional one million dollars of this fund balance is being set aside by the Downtown Development board of directors for the replacement and upgrade of downtown streetlights to LED bulbs.

\$1.25 million of this fund balance is intended to be allocated to the upgrade of traffic signals from suspension wires to a mast-arm style at every major intersection in the downtown.

\$1.1 million of the existing fund balance is intended to be allocated to the replacement of damaged brick pavers with colored stamped concrete on the sidewalk streetscape in specific areas of the Downtown Development District. Stamped concrete possesses greater quality and longevity than brick pavers, requiring less maintenance over time.

Finally, one million dollars of the remaining fund balance is intended to be allocated to the DDA's alley improvement program. This program seeks to renovate the alley east of Main Street between 11 Mile Road on the north end all the way to Sixth Street on the south end. Over the summer of 2018, a master plan for the alley improvement program was completed with funding assistance from the local Main Street coordinating program. So far, the alley from 11 Mile down to Third Street has been completed, including replacing the asphalt with colored stamped concrete. The portion of Second Street to Third Street was paid for by a private developer. The DDA is also exploring creative, inviting, and pedestrian friendly lighting options for the alleys.

### **List of accomplishments**

The DDA continues to make progress on its strategic goals, including the promotion of downtown as a premier destination for shopping, dining, entertainment, living and working, its streetscape plan, infrastructure funding, and the general maintenance of downtown.

The DDA has focused its activities on the maintenance of the downtown, the promotion of businesses, amenities, and assets in the downtown to stimulate consumer spending and economic growth, as well as contributing to the execution of the plans created by the Downtown Task Force. This plan called for measures that aimed to revitalize Royal Oak's downtown by attracting significant private investment that has resulted in elevating the downtown's skyline, increasing walkable urban density, and diversifying the downtown's business mix.



The DDA helped facilitate the attraction of a private developer (Etkin) to the heart of downtown that has brought online 73,920 square feet of preleased, class A office space. This has brought an additional 400 office workers and creative professionals who traverse the downtown every day. The DDA is also paying a portion of the debt payment for the park portion of the new Royal Oak Civic Center, which also includes the building of a new city hall, police station, and a 145,000 square foot outpatient medical center. The new public park will host regular activities, programs, and events that promote downtown Royal Oak and contribute to the community's overall quality of life. This includes the opportunities to host annual events sponsored by the DDA, as well as other potential activities of the Farmers Market and Public Library.

The DDA also pays a portion of the debt service on the new Center Street public parking structure, which when combined with the new 11 Mile deck, offers over one thousand more parking spaces in the downtown. No more searching for a parking spot in downtown Royal Oak!

The DDA funds the regular maintenance and clean up of the downtown, including the planting of flowers during the warm months and installation of holiday lights.

The DDA sponsors numerous events downtown, notably Arts, Beats, and Eats, Rock 'N' Rides, the Halloween Spooktacular, and the Holiday Jingle and Light Parade. It has periodically sponsored other events such as the Summer Concert Series, the Chamber of Commerce's Art of Fire event, Pink Out! – a breast cancer awareness campaign organized by the Royal Oak Restaurant Association, and most recently the Royal Oak Chili Cookoff and Fall Beer Festival.

In July 2019, the DDA launched a major, comprehensive advertising campaign promoting downtown Royal Oak and its businesses. A variety of video, audio, and graphic assets were produced for multiple media platforms, such as television, radio, billboards, social media, and digital/internet with the help from a local Downtown Royal Oak advertising firm, Factory Detroit, Incorporated. The campaign has renewed Royal Oak's brand image as a destination downtown with much to offer consumers in the way of shopping, dining, entertainment, and personal care.

The DDA dedicates financial resources and staff time to strengthening the downtown by providing support to property and business owners. Examples include the DDA's Sign and Façade Grant Program, which reimburses eligible recipients fifty percent of their project costs up to \$10,000. Another example includes the DDA's promotion of Small Business Saturday. This year, the DDA mailed promotional materials to approximately ten-thousand homes surrounding the downtown and sponsored free hot chocolate for shoppers who made purchases at small business retailers.

The DDA continues to support economic growth by its continued investment in and coordination of downtown marketing, infrastructure upgrades, and maintenance of downtown Royal Oak.