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By The Numbers

## ***Downtown Ferndale Success Story Adds Up***

Ferndale, MI – At most every measure, 2010 was a very good year for Downtown Ferndale.

Statistics compiled and released by the Ferndale Downtown Development Authority demonstrate the strength of a well-built local economy and its ability to grow. In spite of the world around it, Downtown Ferndale's numbers continue to trend upward, with an 85% increase in investments from 2009 to 2010 and a \$57.5 million investment total over the past ten years.

"Downtown Ferndale continues to attract new businesses and new investors," said DDA Executive Director Cristina Sheppard-Decius. "Our growth rate and our ten year stats are proof positive that this is a district that has changed, for the benefit of our businesses, our consumers and the entire region."

In 2010, \$7.8 million was invested in the district, representing an increase of \$3.3 million from 2009. Material evidence of those 2010 investments includes 37 building rehabs, the 7,000 square foot addition to the recently redone Ferndale Public Library and, in part, the opening of 40 new businesses.

The new business story is diverse and exemplifies Downtown Ferndale's growing stature as a THE place for shopping, dining or creating. In May, the district became home to the trendy Tex Mex Cantina Diablos; the summer brought the zany and innovative ice cream creations at Treat Dreams; a full service film production company called Cinema Grid moved in this past fall. The opening of 40 new ventures (a net gain of 26 for the year) puts the current business count at 350+, making Ferndale's 3.9 linear mile downtown one of the healthiest in the region.

"Our entrepreneurs have done and continue to do an incredible job of cultivating the market and establishing and growing their base," said Sheppard-Decius. "Each individual success contributes to the success of the entire district, making Downtown Ferndale a destination of choice for consumers at every age and income."

The lone downside in Downtown Ferndale's statistics was in job growth, which took a hit of 28%, even though there was a net gain of 204 jobs by the end of the year. Key indicators forecast an improvement in those numbers in 2011 – landlords reporting new or pending leases, current businesses expanding into larger spaces.

As the driver for economic redevelopment in the district, the Ferndale DDA administers a number of programs to meet its goal. The DDA-funded "Build" program, an incentive for building rehabilitation, granted \$40,000 in 2010 and has distributed \$459,000 since the program's inception in 1994. The DDA also accomplished goals thanks to the enthusiasm of volunteers who, last year, clocked 4,100 hours manning events, developing wayfinding plans, serving on DDA committees, planning meetings and more.

"The strength of Downtown Ferndale is reflected in its numbers but the real muscle comes from our stakeholders who value a vibrant open community, whether it is their place of business or their hometown," said Sheppard-Decius. "In this community of entrepreneurs there is no challenge too big, no idea too small, no concept too far reaching...we dig in and we do the work, together."

A highlight of 2010 and a noteworthy contributor to the growing sense of pride in Downtown Ferndale, was the district's win of the Great American Main Street Award from the National Trust for Historic Preservation. While the award has no cash value and arrives in the form of a simple bronze plaque, it speaks volumes about the downtown's transformation from abandoned to abundant and reinforces the message the DDA has been sending for the past decade and more. Come to Downtown Ferndale – We're Open!

#### 2010 Statistic Specifics

Investment Dollars	
2000-2010 Public/Private	\$57,547,730
2010 Public/Private	\$ 7,846,730

Build Grants	
1994-2010	\$459,474
2010	\$ 40,000

Businesses	
New Businesses	40
Closed Businesses	14
Net Gain	26

Jobs	
New Full & Part Time Jobs	237
Lost Full & Part Time Jobs	33
Net Gain	204

Other	
Special Events	23
Volunteer Hours	4,100

Downtown Ferndale is comprised of 350+ businesses, located in approximately 3.9 linear miles extending from the iconic intersection of Woodward Avenue & Nine Mile Road. The district follows The Main Street Approach™ to economic restructuring and is part of the Main Street Oakland County.

For more information about Downtown Ferndale and the DDA, please call 1- 248-546-1632 or visit [downtownferndale.com](http://downtownferndale.com)

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