

Business Assistance Programs

The Ferndale DDA, a Main Street Oakland County organization, is a non-profit public entity that is focused on the revitalization of Downtown Ferndale.

The Ferndale DDA provides support and leadership to the downtown business community, property owners and residents; and offers the public the opportunity to participate in revitalizing their downtown through a volunteer process. Services available through the Ferndale DDA are:

- location, relocation and business start-up assistance
- market research and analysis
- financial and design assistance
- design and business education workshops
- marketing and public relations opportunities
- downtown image development
- public advocacy

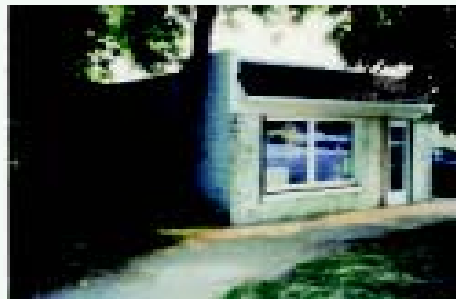


Educational Programs and Workshops

The Ferndale DDA hosts various workshops throughout the year to assist businesses in Downtown Ferndale, and we work with other local organizations to provide educational programs throughout the Metro Detroit area. The Ferndale DDA also provides on-going assistance, as well as one-on-one consultation through Oakland County's Small Business Assistance Center. In 2003, the Ferndale DDA will provide in-store consultation to those who need or want some form of business assistance.



The Main Street Oakland County Program provides a **free** Design Assistance Program to property and business owners to maintain and revitalize the downtown area. The Design Assistance Program includes schematic façade drawings with noted recommendations and descriptive technical information, on-site consultation, phone/e-mail consultation, a preliminary cost estimate, and updated referral lists of qualified design professionals, contractors, and product literature.



BUILD Program

The BUILD Program is available to strengthen the economic viability of Downtown Ferndale. It provides financial incentives to property and business owners for improving the exterior of existing buildings and constructing new commercial buildings.

The best approach to encouraging compatible Downtown building design is through preservation of a building's original architectural features. **Reimbursement** is up to **20%** of exterior costs including new construction and rehabilitation of signage, facades, landscaping, lighting, windows and doors.



Location Assistance

The Ferndale DDA monitors and tracks the business inventory in Downtown Ferndale, and can provide you with business relocation, expansion or start-up assistance. The Ferndale DDA also has available trade area studies, market analysis information and resources to assist you in developing your business or project. We will also assist you in working with the City of Ferndale in developing projects or establishing a business.

Design Guidelines

The Ferndale DDA Design Guidelines provide businesses, landlords and developers with a basic education on architecture and a thorough description of the standards expected in Downtown Ferndale. The Ferndale DDA has worked with residents, business owners, city officials and property owners in developing these guidelines which emphasize the restoration of existing downtown buildings. The Design Guidelines are a resource for development projects and are the criteria used in determining BUILD funding.

Market Research and Analysis

The Ferndale DDA conducts a market analysis of the Downtown every five years to track trends and to determine market demands. This information can help businesses revise their business plan, marketing plans, set sales goals, determine the need to expand products or services, and forecast business earnings. Ask the DDA staff for the latest trade area fact sheet and market analysis.

New Markets Tax Credit

The New Markets Tax Credit is designed to encourage business development in low-to-moderate income districts, in which Ferndale qualifies. These tax credits can be used to provide small business assistance to existing enterprises planning to expand or upgrade its space; or a new operation that is seeking start-up money. The tax credit can also be used for related activities, enabling a developer to rehab and rent downtown buildings for commercial or mixed uses. Examples of activities the New Market Tax Credit might support in Downtown Ferndale are:

- Helping a new business finance its start-up costs
- Helping an existing business increase its inventory
- Helping an existing business expand into a second or additional location
- Rehabilitating a vacant commercial building for retail and office space
- Providing counseling to small businesses
- Encouraging small-scale industries to move into upper-floor locations or into buildings on the periphery of the commercial district

Contact Information

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The graphic features a dark blue background with a green vertical bar on the left. A large, white, stylized letter 'B' is positioned on the green bar. To the right of the 'B', the word "Building" is written in a white, sans-serif font. Below this, the text "A Successful Business with Assistance" is displayed in a white, sans-serif font. At the bottom of the graphic is a circular photograph of a multi-story brick building with several windows and a central entrance. The photo is framed by a dashed green border. A white circular graphic element is partially visible in the bottom right corner of the image.