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March 18, 2010
For Immediate Release

2010 Off to A Great Start

11 New Businesses Locate in Downtown Ferndale

Ferndale, MI – The new catchphrase in Downtown Ferndale “Change is Good” is proving its worth with 11 new businesses opening their doors and two familiar businesses moving to larger space. With half of March still to go, the first quarter of 2010 is shaping up as one of the best ever for the city’s core business district managed by the Ferndale Downtown Development Authority (DDA).

The burst of activity is a sure indicator that Downtown Ferndale is holding its own, even in a volatile economic environment. Guided by The National Trust for Historic Preservation’s Main Street Program designed to restructure America’s downtowns, Downtown Ferndale has developed a reputation as the region’s most urban suburb, geographically desirable, energetic, full of personality and populated by successful entrepreneurs.

“This influx of new business and activity is a measure of success of our ongoing plan to continually improve and enhance our environment and our brand,” said Cristina Sheppard-Decius, Executive Director of the Ferndale DDA. “Businesses are choosing Downtown Ferndale because our reputation is solid and exciting. It means something to locate here, it says something about your business.”

Downtown Ferndale also participates in Main Street Oakland County, which recently recognized the district for its continuing national accreditation and its ongoing successes in redevelopment. As vacant stores become viable businesses and contribute to the growing synergy of the downtown district, more businesses start looking to relocate here. “Success really does breed success and ultimately, everyone benefits,” said Sheppard-Decius, noting that big investments such as the soon to open \$1 million-plus Diablo’s Tex Mex Cantina, spur on smaller investments.

New businesses now open include:

- Rockin’ Soul, 22751 Woodward, fashion boutique
- The Polished Look, 22750 Woodward, beauty salon
- Queen’s Dreams, 23337 Woodward, large size ladies & mens fashions
- Revolution Signs & Design, 23140 Woodward, sign designers and fabricators
- Farkas Chiropractic, 22540 Woodward

Businesses scheduled to open soon include:

- No Pins Required, 22446 Woodward, baby diaper and accessory store
- Designer Resale, 22442 Woodward, vintage clothing and accessories
- Green Thumb Garden Center, 22963 Woodward, indoor gardening supplies
- Petit Fleur, 23257 Woodward, floral & event specialists
- Diablo’s, 175 W. Troy, Tex Mex cantina
- Downtown Ferndale Bike Shop, 163 W. Nine Mile, bicycle sales and service

Businesses changing addresses are:

- Salon Rehe, formerly 22446 Woodward, moved to larger space at 211 W. Nine Mile
- Dye Hair Salon, 230 W. Nine, moving to larger space at 226 W. Nine

Though most of the news is good, the Rainbow Store on Nine Mile Road will be closing its doors at the end of March and the New To You Music Shop is officially up for lease, though still occupied with no official end date. For a list of available properties go to www.downtownferndale.com.

The Ferndale Downtown Development Authority includes approximately 400 businesses located within the 3.9 linear miles centered around the iconic intersection of Woodward & Nine Mile Rd. For more information about the DDA or to speak with its Executive Director Sheppard-Decius, please call 248-546-1632.

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