

FUTURE PLANS FOR DOWNTOWN FERNDALE

The Ferndale DDA is exploring designating a Principal Shopping District Assessment in the downtown. Your property or business falls within the proposed boundaries of the new PSD. We hope that you will be as excited about this new endeavor as we are. We want to be sure that you are included in all stages of the process. The following information should fill you in on all of the details to date. If you have any other questions, ideas, or recommendations do not hesitate to give us a call.

What is a Principal Shopping District (PSD)?

A PSD is a funding mechanism that can be used to fund a variety of services in a defined geographic area within a municipality. The Ferndale PSD district area, which is the same as the DDA boundaries as noted in the map on page two was created to collect funds from all property owners/business owners within the boundaries. The PSD would then in essence assess itself to fund and promote Downtown Ferndale.

Why are we doing this?

We feel as if a PSD allows us to equitably raise the necessary funds to adequately promote and improve business in Ferndale. Through collective buying power, the PSD can afford to concentrate efforts on branding and promoting our downtown and its businesses, resulting in increased foot traffic. The end result will of course be an increase in property values and store sales. Additionally, improved services will free-up the business owner and employees to focus on their core business.

By offering the services of the PSD to all member merchants, Ferndale will present itself as a cohesive destination, rather than an uncoordinated group of businesses. This may be as simple as all sidewalks being free of snow in the winter, unifying banners hanging from the light poles, directional signage throughout downtown, or group advertising that promotes the area and its businesses.

Because everyone in the PSD would be making financial contributions to the PSD budget, the burden would be shared in a more equitable fashion. All benefiting merchants would be contributing to the available funds.

What's in it for me?

You might recall receiving several surveys from the DDA asking you for your feedback about the importance of various services to the success of your business and a healthy downtown. Based on this feedback, we have prioritized your needs to help us determine where best to begin. The overall plan will provide the following services.

◆ Promotion and branding of Downtown Ferndale, the PSD and its member merchants.

This may include advertising in daily, weekly or monthly print publications as well as TV, radio and web advertisements. This may also include promotion through tourism outlets. Downtown Ferndale branding might be accomplished through products such as t-shirts and bumper stickers, as well as with unifying messages through the use of Downtown Ferndale shopping bags, table tents, and shopping gift cards. Special events will also be supported through the PSD.

◆ Enhancement and maintenance of public spaces within the PSD.

This may include maintenance of the current flower and landscaping, as well as the expansion of these services to include a larger area. The PSD might also be able to offer snow removal service to the core CBD area.

◆ Improved signage within the PSD.

This may include directional signage to designated points of interest, as well as informational kiosks offering direction to member merchant locations. Existing and new street and light pole banners could also be expanded by the PSD.

◆ Enhance and expand current print materials.

We have received great response to the DDA newsletter, website and the Downtown Business Guide. These services would be able to be improved, as well as expanded upon through the PSD.

How is this different from what the Downtown Development Authority (DDA) currently offers?

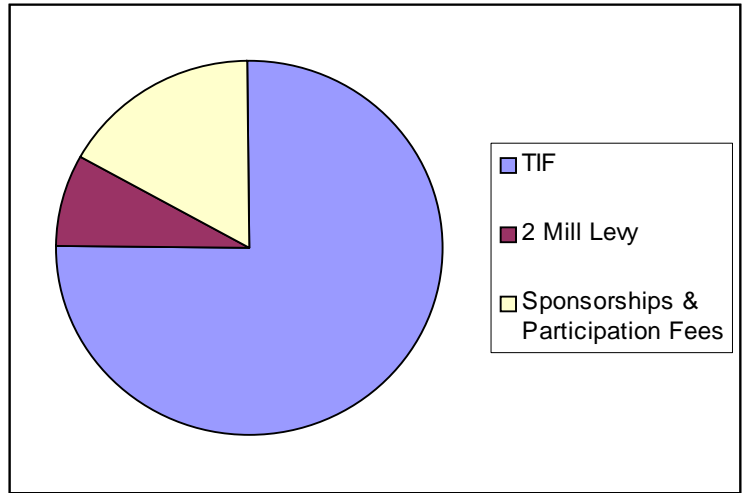
To simplify this above question for you, the Ferndale DDA expanded its boundaries of the DDA in June 2007 in order to better serve the community and achieve some of the goals brought forth by you, residents and consumers through our Downtown Development Plan process. A PSD is a funding mechanism that the DDA can utilize in order to accomplish the goals of its community and provide more services to its businesses. This expansion will allow for the DDA to bring new services to the old DDA area businesses while providing much needed resources and improvements to the areas of expansion.

Currently, the DDA utilizes Tax Increment Financing, a 2 Mill Levy, sponsorship and participation fees to fund its current projects, events and programs. Tax Increment Financing (TIF) is the increment of taxes paid over a course of years compared to its baseline, ie: if you paid \$1000 in taxes in 1980 and now you are paying \$1500, then the DDA collects the difference or increment of \$500. If the DDA did not collect the TIF, those dollars would go to Oakland County. The TIF area is smaller than the DDA boundaries, and because of this, the DDA is unable to expend TIF funds in non-TIF areas (a state regulation). The current TIF boundary stops at Livernois on West Nine Mile and Bermuda on East Nine Mile. The 2 Mill Levy is a self-assessment over the old DDA area, similar to a PSD, but it is hampered by Proposal A and Headlee Amendment, therefore it is only collecting 1.4 mills at this time and the DDA is looking to eliminate this altogether at the time the PSD is implemented. The PSD funding would cover the entire DDA area, as well as the expansion area, and help to eliminate some of the ongoing solicitation for sponsorship and participation fees from local businesses while expanding our marketing and downtown improvement objectives.

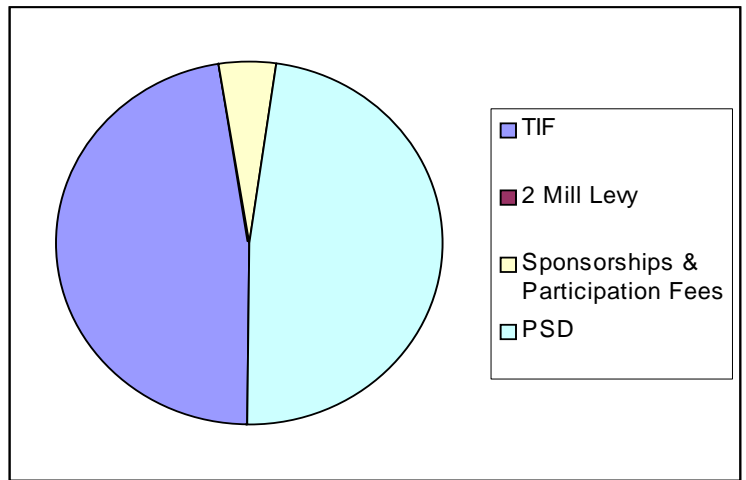
What are the boundaries of the PSD?

- Nine Mile from the east corners of Paxton to the west corners of Pinecrest;
- Troy Street from Woodward to Allen;
- Vester from Woodward to Bermuda;
- Woodward from the south corners of Marshall to the edge of the Ferndale boundaries at Oakridge.

CURRENT DDA REVENUE SOURCES



PROPOSED DDA REVENUE SOURCES



CURRENT & PROPOSED DDA BOUNDARIES



█ Old DDA Boundary
█ Expansion Area

*PSD would include both

Is this designation permanent?

No. This designation is for five years. At that time it can be renewed, expanded or discontinued altogether.

Are we the only downtown to use this designation?

No. Birmingham, Rochester, and Farmington are a few Michigan cities using this designation. Cities like Royal Oak are also investigating taking advantage of a PSD designation.

What is the budget?

We anticipate that the PSD budget will be approximately \$284,000 a year dedicated to the items listed on the front page of this document. When you add that to the additional \$350,000 currently generated through TIF, it leverages over \$634,000 in reinvestment in the downtown per year. When compared to other downtown budgets such as Birmingham, Rochester and Farmington, it creates a more even playing field for Ferndale to get its name and identity out to the public. Rochester leverages over \$1.25 million and Birmingham \$800,000. The assessment per business will be based upon a per square foot rate.

What about parking?

This is already being handled through the DDA and City of Ferndale. A proposal is in the works. Stay tuned for details.

What are the next steps?

City Council will review this at a Council meeting on January 28, 2008. If you would like to be a part of this focus group, please contact the Ferndale DDA at 248-546-1632 or info@downtownferndale.com.

Who is the DDA and What Do They Do

The Ferndale DDA was created under the auspices of Michigan Public Act 197 of the Public Acts of 1975 to promote economic growth and development. The DDA is comprised of an active Board of Directors, as well as by a savvy and top notch staff lending a helping hand to prospective and current business owners located within the DDA. The DDA follows the Main Street Approach to downtown revitalization, and has several committees which work together to promote our shared goals including the organizational, promotions, design and economic restructuring committees.

Our Mission

The Ferndale DDA, a National Main Street community, is a non-profit public entity that is focused on the revitalization of Downtown Ferndale. Our mission is to create and sustain a diverse, distinctive and vibrant urban downtown district with small-town charm that serves a broad trade area including the Ferndale community, Metro Detroit area, and out-of-state and international visitors by providing support and leadership to the downtown business community, volunteers, residents, property owners, real estate and development professionals utilizing the Main Street Approach of economic development, design, promotions and organization.

Goal Plan, Activities, Projects & Accomplishments

The Ferndale DDA helps businesses and the community prosper together by assessing the needs of local businesses, customizing resources to meet those needs through strong partnerships, activities, community involvement, and special promotions. We provide you with technical expertise, a valuable network of contacts, and an array of benefits through viable partnerships. The DDA sponsors a number of public work projects including streetscape improvements, signage, and lighting. It also sponsors activities which promote businesses including special events, retail promotions, and group advertising. The Ferndale DDA provides financial incentives for exterior improvements in the downtown through our [BUILD](#) program. A 20% reimbursement is available to businesses and property owners in the DDA area.

