

FERNDALE DDA PSD BUSINESS BENEFIT OVERVIEW

CURRENT DDA BENEFITS	COST TO BUSINESS ABOVE 2MILL IF 2 MILL IS EXPANDED	BENEFITS WITH PSD	COST TO BUSINESS	DESCRIPTION	YEAR IMPLEMENTED	AREAS SERVICED
Semi-Annual B&W Newsletter	\$125 coupon / \$2000 sponsor per edition	Full-color Semi-Annual Newsletter	\$25 Coupon / First-come, First-Served	Adding Full-Color/Guaranteed Circulation	Nov-08	ALL
Current Website & Listing	free	Improved Website & Listing	FREE	Interactive Mapping to Businesses; New DDA Businesses Included	FYE 2009	ALL
Electronic Customer Gift Certificate Program	n/a	Electronic Customer Gift Certificate Program	FREE to participate	Electronic Program Provided by DDA	FYE 2009	ALL
Business Workshops & In-store Consultations	Free When Available (Minimum 2 per year)	Business Workshops & In-store Consultations	FREE	DDA provided 2 In-store Consultations per year and access to workshops when available	FYE 2008-2013	ALL
BUILD Program	\$20,000 available	BUILD Program	\$25,000 Available, including New DDA Businesses	20% Reimbursement Program up to \$15,000 per location	FYE 2008	ALL
Landscape Materials/Maintenance	Area A Only	Landscape Materials/Maintenance maintain and expand to New & Non-TIF Areas	Complimentary Services	5 days per week for 36 weeks(spring-fall) and 2 days for 16 weeks (winter) for Area A; 2 days per week for 36 weeks and 1 day per week for 16 weeks for Area B; 1 day per week for Area C all year.	FYE 2009	ALL with various schedules
Snow Removal	n/a	Snow Removal	FREE	Snow Removal for Area A only	FYE 2009	A only
Power Washing	n/a	Power Washing	n/a	Power Washing for Area A	n/a	
Holiday Decorations	Area A Only	Holiday Decorations--Maintain and Expand to New & Non-TIF Areas	FREE	Expand decorations from Livernois to Pinecrest and along Woodward Ave.	FYE 2009-2013	ALL with staggered implementation
Art & Mural Program	n/a	Art & Mural Program Continued	provided	Art & Mural Program Continued--Next Location & Art TBD	FYE 2009-2013	Locations based on City's & DDA's Art Plan
Banners	Area A Only	Expanded to New & Non-TIF Areas	FREE	Expand to Livernois to Pinecrest and along Woodward Ave.	FYE 2009-2011	ALL with staggered implementation
Woodward Improvement Project -- Portion of Phase II	Area A & B	Woodward Improvement Project Continuation of Phase II & Phase III	provided	Tree Well Plantings Only for FYE 2008; Median Improvements at Cambourne & Pearson for FYE 2009	FYE 2008-2009	A & B
Wayfinding	n/a	Wayfinding	provided	Interactive Kiosks & Directional Signage	FYE 2009-2012	ALL
Pedestrian Alley Enhancement	n/a	Pedestrian Alley Enhancements	provided	Create a Pedestrian Friendly Environment/Streetscaping	FYE 2010, 2012 & 2013	N&S Ped Alleys on Nine Mile; Alley near Grenadier Properties; Others as needed
Como & Club Bart Alley Enhancements	n/a	Como & Club Bart Alley Enhancements	provided	Create a Pedestrian Friendly Environment/Streetscaping	FYE 2009	Dino/Club Bart Alley

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1/4/2008

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<i>Withington Parking Lot & Alley</i>	n/a	Withington Parking Lot & Alley	provided with assistance from Grants	Create a Pedestrian Friendly Environment/Streetscaping & Works towards Implementation of a Parking Deck	FYE 2010	Withington Area
<i>Livernois & Pinecrest Street Improvement</i>	n/a	Livernois & Pinecrest Street Improvement	provided with assistance from Grants	Create a Pedestrian Friendly Environment/Streetscaping, Narrow Street, Add On-Street Parking and Improve Intersection	FYE 2011	Livernois to Pinecrest
<i>Vester Street Improvements</i>	n/a	Vester Street Improvements	provided with assistance from Grants	Create a Pedestrian Friendly Environment/Streetscaping, Add On-Street Parking and Improve Intersection	FYE 2013	Vester Street
<i>Troy Street Improvements</i>	n/a	Troy Street Improvements	provided with assistance from Grants	Create a Pedestrian Friendly Environment/Streetscaping, Narrow Street, Add On-Street Parking and Improve Intersection	FYE 2012	Troy Street
<i>Woodward Improvement Projects -- Additional Phases TBD</i>	n/a	Woodward Improvement Projects -- Additional Phases TBD	provided with assistance from Grants	Determine Needs of New Areas & Continue Woodward Improvement Projects where necessary	FYE 2009 Planning & Needs Assessment Only	B & C
Group Advertising Budget	\$2100 committed from DDA--no discount to businesses	Group Advertising Budget	Where General Advertising Dollars Are Being Spent, Co-op Group Pages will be arranged	Radio, Cable/TV, Print Media, Internet	FYE 2008-2013	ALL
General Advertising	\$9900 committed & expended by DDA FYE 2008	General Advertising	\$40,000 Provided by DDA	Radio, Cable/TV, Print Media, Internet	FYE 2009-2013	ALL
Events	100% Funded from Businesses	Events	50% Discount to Business Sponsors & Participants	Thursdays on the Nine, Tour of the Town & Holiday Ice Festival	FYE 2009-2013	ALL
Branding & Products	\$1000 Provided by DDA for Products/In House Design for Image Campaign	Branding	Under the Auspices of the Advertising & Branding Budget of \$40,000 provided by DDA	Crafting & Molding How People Think of Downtown Ferndale	FYE 2009-2013	ALL
- merchandise	Wholesale Price to Businesses	-merchandise	At Cost	Merchant can purchase Downtown Ferndale brand merchandise for resale	FYE 2008-2013	ALL
<i>-eco-friendly shopping bags</i>	n/a	<i>-eco-friendly shopping bags</i>	At Cost	Merchant can purchase Downtown Ferndale brand bags for use	FYE 2009-2013	ALL
<i>-store ID</i>	n/a	<i>-store ID</i>	FREE	Sticker & Related materials Indicating that they are a Downtown Ferndale Business	FYE 2009-2013	ALL
Business Guide	100% Funded from Businesses	Business Guide	50% Discount to Businesses in DDA	100,000 Guides to Metro Area	FYE 2009-2013	ALL

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