



FERNDALE DDA ACTIVITY RECAP

Fiscal Year 2018-2019

July 1, 2018 – June 30, 2019

About the Ferndale DDA

Since being established in 1981, the Downtown Development Authority has helped to turn Ferndale into a favorite local and regional destination, known for its shopping, entertainment, public art, and inviting streetscapes.

Ferndale was the first city in Oakland County to receive the Great American Main Street Award in 2010.



Accomplishments

The DDA's work focuses on 5 Strategic Priorities. The FY18-19 accomplishments concentrated primarily on Building Awareness, the Ferndale Experience, and Business Development & Growth.

- Contracted with the Department of Public Works for Downtown Maintenance.
- Signed an interlocal agreement with the City of Ferndale to support [The dot](#) – a mixed-use parking, retail, and office development.
- Launched a communication program related to downtown construction, parking, and business retention.
- Developed a draft Strategic Plan for Capital Improvements, which will include an updated Development/TIF Plan. This plan will be finalized in 2020.
- Constructed The Rainbow Crosswalk in downtown.
- Activated the pedestrian alley between W Nine Mile and W Troy St to generate interest during The dot construction.
- Coordinated with MoGo to install 2 bike sharing stations in downtown.
- Established a plan to finalize LED light conversion in downtown.
- Hosted themed monthly activities dedicated to exploring Downtown Ferndale.
- Marketing and outreach efforts.



Highlights – Public Works Contract

In late 2018, the DDA and the Department of Public Works (DPW) signed a contract for maintenance of Downtown Ferndale. This had previously been handled by a private firm.

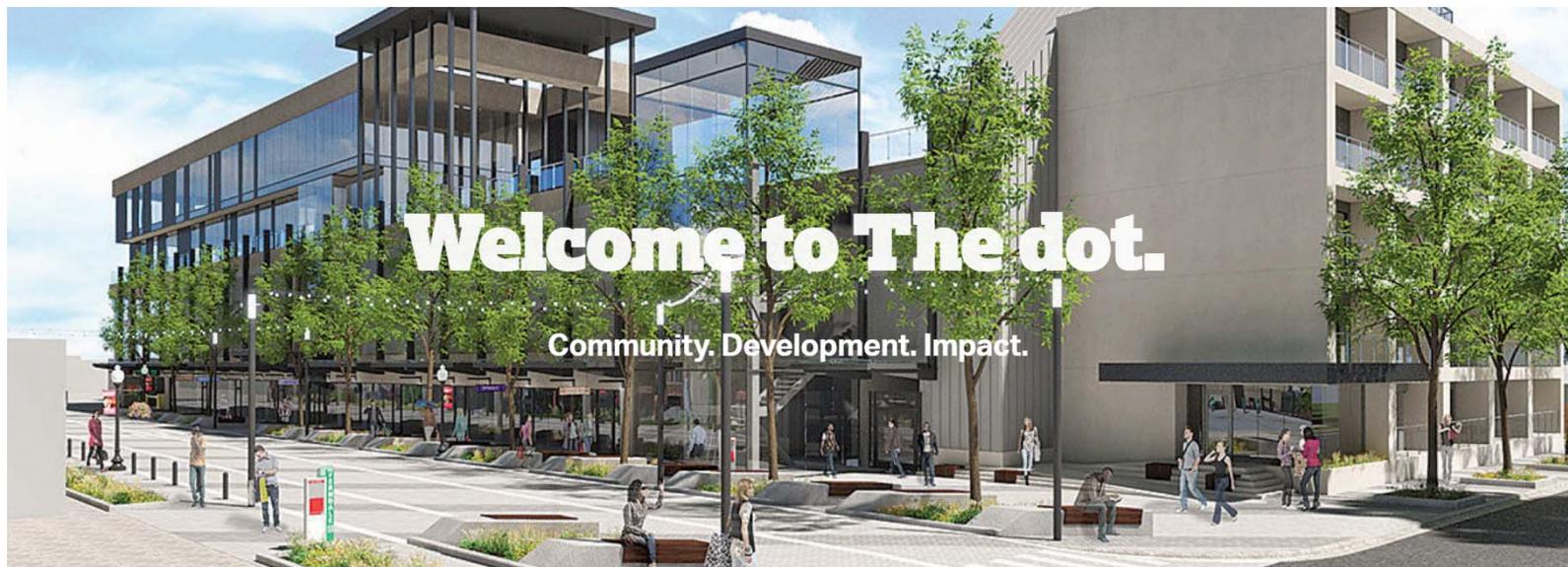
Since taking the contract, DPW has greatly improved the downtown experience; weeding and replanting garden beds, converting street lights to LED, cleaning and repairing sidewalks, hanging flower baskets, and much more.



Highlights – The dot

The dot is a mixed-use parking, retail, and office development coming to downtown Ferndale. The DDA has committed \$1 million to the project: \$250,000 from unencumbered fund reserves for the West Troy streetscapes, and \$750,000 over the course of a 20 year bond.

Once completed, The dot has potential to be a hub of activity, providing an outdoor event space that is needed in downtown. It will also bring pedestrian traffic with the addition of retail and office space. The parking deck is slated to be open in June 2020.



Capital Projects & Investments

Completed:

- Constructed The Rainbow Crosswalk in downtown.
- Activated the pedestrian alley between W Nine Mile Rd and W Troy St.
- Established a plan to finalize LED light conversion in downtown.
- Downtown sidewalk repairs.

Active:

- The dot mixed-use development will have parking available in June 2020. The retail and office and retail components will be open at a later date.
- Schiffer Park will go out to bid in late 2019. The DDA has contributed \$75,000 to the cost of the redevelopment.
- The updated Strategic Plan for Capital Improvements will be completed in 2020.



Marketing & Outreach - Events

Much of the work of the Ferndale DDA has focused on events and promotions as a strategy to build brand awareness. These events are free to the public and have been a great way to bring people into the downtown.

- Get Reel Movie Nights
- Art of the Cocktail
- Fido Does Ferndale
- Small Business Saturday
- Holiday Ice
- Sidewalk Sales
- Provided shuttle service for city events
- Ferndale Pride Contributor
 - *Hosted a window decorating contest*



Marketing & Outreach – Business Engagement

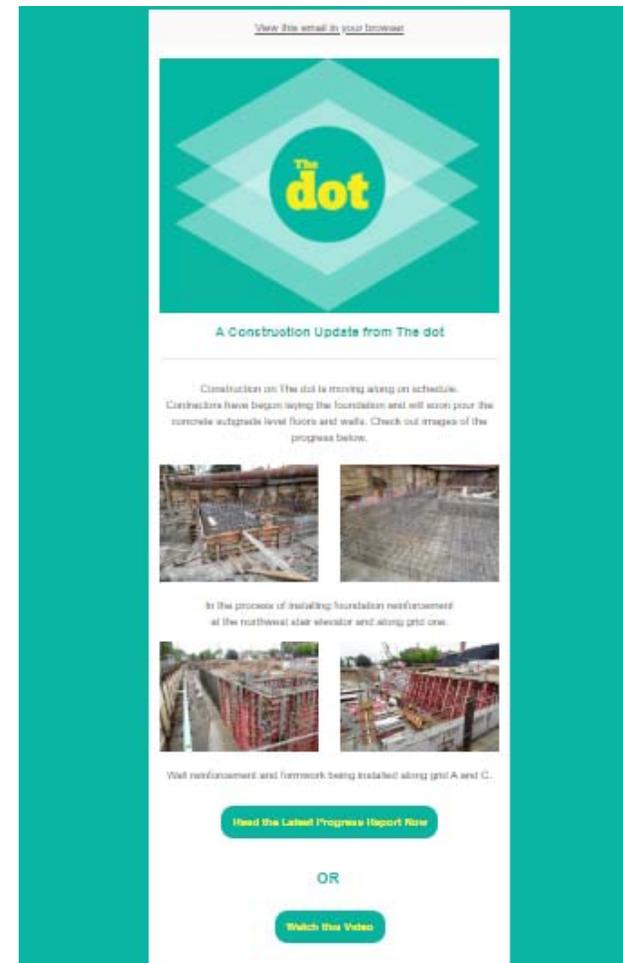
Engaging with our independent businesses is a vital role of the DDA. We have built strong relationships with many of our businesses, but found areas for improvement this year which we will continue to work on in FY 19-20.

To address some of these areas, the DDA signed a contract with A. Victoria Mae to conduct business outreach related to The dot construction as well as general business retention.

Engagement efforts under this contract will include:

- *Mail Chimp email outreach*
- *Updated business list*
- *Survey of businesses*
- *Trial of a merchant parking validation program*
- *Lyft code program for employees to ease impact on parking system*

We also coordinated with the City of Ferndale and the Build Institute to host Ferndale Soup – a collaborative gathering designed to engage business owners and residents.



What We Have Coming!

The Ferndale DDA is looking forward to the coming year as we re-imagine what our organization could look like and hire a new Executive Director. While several capital projects will start taking form, we are also taking time to examine our internal operations and make sure that we are up to date with the best practices. This might sound boring, but we see it as an opportunity to better serve our community.

What could this include?

- Updated branding and outreach materials
- New website
- New/different events
- Engaging advertising campaigns
- Building stronger business relationships
- Programming/training to support independent business owners



Do you have ideas about how the Ferndale DDA could be better? Share them with us at info@downtownferndale.com