

2018 Downtown Development Authority (DDA) Improvements/Projects

- **Re-Occupancies in the Downtown**

- Everingham Chiropractic located at 36738 Goddard Road. Re-occupancy of 1000-sq. ft. for a Chiropractic Office Temporary C of O received 5/4/18. In the process of receiving their Final. Ribbon cutting held 6/6/18.
- Abernathy & Pickles located at 37129 Goddard Road. R Re-occupancy of 1100-sq. ft. for an upscale Shabby Chic Furniture with vintage and antique items for sale. Final C of O received 6/29/18. Ribbon cutting held 8/7/18.
- Artisan Reserve Inc. located at 36542 Goddard Road. Re-occupancy of 2450-sq. ft. for a micro-brewery. Temporary C of O received 4/25/18. They have received their permit from the Department of Agriculture to brew. Final license received from the State to sell and serve beer Wednesday, September 12, 2018. Ribbon cutting held 9/14/18.
- Natural is Best Clinic located at 35953 Goddard Road. Re-occupancy of 850-sq. ft. for a Natural Medicine Clinic. The clinic will specialize in recommending medical marijuana for patients with approved conditions. There will be no sale or consumption of medical marijuana on the premises. Final C of O received 5/15/18.
- Joseph Cory Holdings LLC located at 36504 Goddard Road. Re-occupancy of 1050-sq. ft. for an office call center to schedule furniture delivery.
- A-Ok Plumbing located at 35920 Goddard Road. Re-occupancy of 2172-sq. ft. for a plumbing office and dry storage of plumbing parts & fittings.
- Environmental Testing Laboratories located at 37575 Huron River Drive. Re-occupancy of 4200-sq. ft. for an Environmental Testing Lab for analysis of materials.
- Clean to the Bone located at 35947 Goddard Road. Re-occupancy of 810-sq. ft. for a BBQ restaurant.
- House of Graphics located at 35465 Goddard Road. Re-occupancy of 2,500-sq. ft. for office and workspace for signs and decals.
- Fix A Crack located at 36050 Goddard Road. Re-occupancy of 2604-sq. ft. for a basement repair business, that would provide repair of basement wall cracks and rod holes and sump pump replacement.

- **New site developments**

- Concentra Urgent Care located at 10912 Wayne Road. Request for site plan review of a new 9900-sq. ft. urgent care facility. Currently going through the review process. An Administrative Review meeting with the applicant scheduled for October 10, 2018.

- **Temporary Uses in the downtown**

- Deranged Haunted Attraction located at 35560 Goddard Road. Outdoor haunted attraction from September through October. Attraction consisted of an outdoor walking trail and temporary structure.

- **Sounds in Downtown**
 - This 2018 music series included 7 concerts. The Romulus Arts Council sponsored the last Friday in June and August, the DDA sponsored two Fridays in July and three Fridays in August. Close to 4,000 people attended the summer concerts in 2018
 - Local food vendors and the Boy and Girl scouts provided food and refreshments.
- **21st Annual DDA Pumpkin Festival**
 - The City's largest festival with over 15,000 people in attendance for the 3 day festival
 - The music on Friday and Saturday nights draws crowds from near and far and the music in the pavilion afterwards is a favorite with all.
 - There were close to 60 vendors, including 7 food vendors this year.
 - Friday night during the parade of lights the DDA brought in 2 additional food trucks
 - The Saturday Classic Car Show was a huge success with over 100 entries this year
- **Romulus DDA Farmer's Market**
 - 15 weeks of Market near our beautiful Historical Park Pavilion hosted hundreds of attendees.
 - 3 bonus markets on selected Saturdays in July, August and September.
 - This year's market hosted 12-15 vendors and maintained $\frac{3}{4}$ throughout the season.
 - This weekly market includes homegrown vegetables, fruits, eggs, and several vendors providing food items for sale and homemade merchandise.
 - We again highlighted the "National Day of....." series, which included National French Fry Day, National Fried Chicken Day, National Watermelon Day, National S'mores Day and many more.
 - Free "Kids Passport Program" for children each week, they receive a stamp on their passport as well as a \$2 coupon the beginning of each month to spend at the market at a vendor booth of their choice.
- **Wobble Gobble Turkey Trot**
 - Held the 2nd Annual Wobble Gobble Turkey Trot on Wednesday, November 21st. This was a .7K that started at 5:30 p.m. at the intersections of Goddard and Sterling. The warm-up began at Artisan Reserve Inc. at 4:30 p.m. and ended at Walter's Bar and Bowling Alley. There were over 50 participants.
- **The Community Senior Garden, adjacent to the Romulus Senior Center, designated the Boy Scout Troop #872 Community Garden was planted by local seniors and groups**
 - DDA coordinated the repairs of the older planter boxes by Boy Scout Troop #872. They raised many of the boxes to make them more accessible for seniors. They repaired the garden boxes through their Senior Scout Projects program, and supplied all the materials necessary for the repairs.

- **Support of 2 Downtown City Parks; Mary Ann Banks and Romulus Historical Park**
 - Mulch was provided for these parks
 - Porta-Johns for summer and fall events were provided
 - Scheduling of work force to maintain the parks
 - Covered costs for miscellaneous maintenance.
- **“Downtown Romulus” Facebook Page** was developed in 2013 and is maintained by the DDA.
 - We currently have over 2,100 friends
 - Local programs and events are continually posted on this site.
- **Romulus - Property Listing**
 - Contracted with Ritter GIS to create interactive story maps to be placed on the city’s website to showcase the available properties and opportunities in the downtown.
 - Contracted with Wade Trim to obtain drone footage of the available properties and opportunities in the downtown to compliment the interactive story maps, this footage will allow for developers and interested parties to get a birds eye view of what the properties look like as well as be able to use them as mock ups to create a 3D image of how the development would fit on the site(s).
 - Contracted with CIB Planning to write a RFP – Request for Proposal for residential housing developments for the DDA owned properties in the downtown.
 - Working with a local realtor to promote all the available properties for sale in Romulus. The list is posted on the City’s website and on the DDA Facebook page is updated every other week.
- **Redevelopment Ready Certification - RRC**
 - Coordinated with the Economic Development Director and City Planner to increase our efforts to complete the outstanding items on the City’s RRC Report of Findings that was received from the MEDC as part of the certification process.
 - Contracted with CIB Planning and JJR Smith to work through the RRC Technical Assistance Program to create and complete the Economic Development Strategy.
- **Advertising**
 - Increased the advertising efforts to print 4x6 postcards to hand out at the local hotels in Romulus, as well as the local businesses to increase traffic at the summer events such as the farmers market, sounds in downtown, and movies in the park.
 - Contracted with David A. Gorgon to assist with writing press releases for the different events and activities happening in the downtown.
 - Worked with the Associated Newspaper to print and solicit the ads for this year’s Pumpkin Festival Guidebook. This increased the circulation area in which the festival booklet was seen. 10,000 copies of the publication were printed, with 6,400 inserted

into the newspapers which are distributed to 8 communities including Romulus, and 3,600 copies were given to handout during the festival weekend. This was a huge cost savings to the DDA.

- **Developer Breakfast**

- Hosted a Downtown Romulus Open House & Site Tour on July 26, 2018 which included breakfast, a presentation and a bus tour of the available properties in the downtown. The purpose of this event was to invite the downtown property owners, local realtors, & developers to have an opportunity to hear from the City, and DDA what is being done to revitalize the downtown, as well as hopefully impress upon them the opportunities within the downtown.

- **Surveys**

- Surveyed the downtown property owners, local businesses and surrounding parcels of the downtown to see what retail businesses they would support.

- **DDA Plan**

- Contracted with JJR Smith Group and CIB Planning to amend and update the DDA Plan to include an updated project list.

- **Holiday Decorations**

- Contracted with LeClerc to lease holiday decorations for the 32 light poles in the core of downtown, DPW installed these decorations.

- **Sponsorship**

- Coordinated with the Community Services Department and provided sponsorship for the following events; Easter Egg Hunt, Family Fall Festival, and the Annual Tree Lighting Ceremony.

- **Winter Scenery Art Program**

- Partnered with the Romulus Arts Council to provide window measurements and approvals of store front owners to allow the winter scenery canvas art that was created by the Romulus Community Schools to be displayed during the winter season.

Romulus DDA Strategic Goals 2019-2023

Great Downtowns need planning and these goals represent a vision for the future of the heart of the City of Romulus....its' Downtown.

1. Bring more multi-family housing downtown in the form of Condominiums or Brownstones. Encourage mixed use developments with lofts or condos above retail and multi-unit airline related "Crash Pads".
 - Romulus DDA contracted with LandUSA to conduct a residential Target Market Analysis (TMA). This will help us determine the missing middle housing we may have downtown.

- Discuss MSHDA programs and funding sources, and the process for seeking assistance with site-specific projects that align with the TMA recommendations. This may be a draw for interested developers.
2. Manage and expand the downtown business mix and help existing business expand while recruiting complimentary new businesses.
 - Prepare promotional videos with our cable department detailing the possibilities.
 - Encourage marketing campaigns with the existing businesses.
 - Refresh the e-coupons / Buy Local campaign.
 3. Bring more food and entertainment to downtown within walking distance of new housing.
 - Assist and incentivize food and entertainment proprietors to locate downtown.
 - Prepare promotional videos with our cable department detailing the possibilities, to use as a marketing tool.
 4. Make the downtown business district more desirable.
 - Offer year-round events and activities. Solicit a large volunteer base to help with all events.
 - Help expand current events...Pumpkin Festival, Sounds in Downtown, Farmers Market, Fall Fest, Easter Egg Hunt, Turkey Trot .7K, Christmas Tree Lighting, Holiday Train event and the community garden
 - Continue to promote the “Buy Local” campaign
 - The recent Goddard Road and streetscape improvements have already made the downtown district more desirable.
 - There is also new additional parking
 - Maintain streetscape.
 5. Market and communicate regularly about the excitement downtown.
 - project a vibrant and appealing image of the downtown in all of our communications
 6. Expand the downtown parks and make them more child-friendly.
 - Continue acquisition of properties adjacent to Downtown parks.
 7. Promote our heritage and continue with all the “actions”; restoration, revitalization, beautification and the celebration of our new downtown streetscape, green spaces and historic buildings.
 - Through all our forms of communication

- Work with the Historical commission and the beautification committee to identify areas of interest
8. Solicit new business for the downtown through social media advertising and personal contacts
 9. Work towards the expansion of the Pumpkin Festival to include more vendors and events and bringing City organizations together for our 22nd anniversary of the festival.
 10. Work with Community Services Department to research funding to update and convert the ice rink at Mary Ann Banks Park to an ice rink in winter and a splash park in summer to better utilize this park.
 11. Improve the DDA Farmers Market and Sounds in Downtown to increase attendance.
 12. Look for funding sources to re-instate the matching grant DDA Façade Program for Downtown businesses.
 13. Acquire additional replacement banners and holiday decorations for the Downtown area.
 14. LED conversion of the Senior Center complex light poles.
 15. Continue to promote Community Art projects in conjunction with the Romulus Arts Council through contests, advertising and sponsor support.
-