

2019 Downtown Development Authority (DDA) Improvements/Projects

- **What's new**

- Received a TAP (Transportation Alternatives Program) Grant in the amount of \$297,000.00 for the Huron River Pathway – this is for the connection of the I-275 trail to the downtown
- Military Tribute Banner Program – 25 Veteran or Service Member banners were installed during the months of May and November to honor those that have served or are serving. An Inaugural reception and viewing was held on Monday, May 6, 2019.

- **Re-Occupancies in the Downtown**

- Downtown Romulus Flower Shop located at 36726 Goddard Road – Ribbon Cutting held 8/22/19
- Environmental Testing Laboratories located at 37575 Huron River Drive. Ribbon cutting held 7/26/19
- Romulus Flyers Headquarters is now located at 11580 Ozga Road in the Romulus Progressive Hall

- **New items to existing businesses**

- Artisan Reserve Inc. located at 36542 Goddard Road received approval for outdoor seating
- Walter's Bar & Bowling Alley located at 37452 Huron River Drive received approval for outdoor seating

- **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 2019 music series included 6 concerts. Concerts were held the 2nd & 4th Fridays in June, July and August. Thank you to our sponsors The Romulus Downtown Development Authority and The Romulus Arts Council. Close to 4,000 people attended the summer concerts in 2019
- Local food vendors and the Boy and Girl scouts provided food and refreshments.

- **22nd Annual DDA Pumpkin Festival**

- The City's largest festival with over 15,000 people in attendance for the 2 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 10 food vendors this year.
- Friday night during the parade of lights the DDA brought in 1 additional food truck.
- The Saturday Classic Car Show was a huge success with over 100 entries this year

- **Romulus DDA Farmer's Market**

- 16 weeks of Market were held under our beautiful Historical Park Pavilion hosted hundreds of attendees.
- This year's market hosted 12-15 vendors and maintained ¾ throughout the season.
- This weekly market includes homegrown vegetables, fruits, and several vendors providing food items for sale and homemade merchandise.

- We again highlighted the “National Day of.....” series, which included National Superman Day, Eat an Oreo Day and many more to coincide with our weekly give a ways.
- Free “Kids Program” they receive 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 3rd Annual Gobble Wobble Turkey Trot on Friday, November 22nd. 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 5:00 p.m. and ended at Walter’s Bar and Bowling Alley. There were over 60 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 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 2,270 friends and followers
 - Local programs and events are continually posted on this site.
- **Romulus - Property Listing**
 - Added the interactive story map created by Ritter GIS to the city’s website to showcase the available properties and opportunities 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 completed the Economic Development Marketing Strategy.
- **Advertising**
 - Contracted with Lambert Public Relations Firm 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 annual Downtown Romulus Opportunities Breakfast & Networking on May 9, 2019 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.

- **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.

Romulus DDA Strategic Goals 2020-2023

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”.
2. Manage and expand the downtown business mix and help existing business expand while recruiting complimentary new businesses. Solicit new business for the downtown through social media advertising and personal contacts
 - Prepare promotional videos with our cable department detailing the possibilities, to use as a marketing tool.
 - 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 an incentivize food and entertainment proprietors to locate downtown.
4. Create a Business Incubator for the new entrepreneurs at the Shook Road Building.
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. 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.
 9. Improve the DDA Farmers Market and Sounds in Downtown to increase attendance.
 10. Re-instate the matching grant DDA Façade Program for Downtown businesses.
 11. Acquire additional replacement banners and holiday decorations for the Downtown area.
 12. Continue to promote Community Art projects in conjunction with the Romulus Arts Council and the Beatification Committee to create a community garden with sculptures and have a mural painted on the brewery building.
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