

2016/17 Downtown Development Authority (DDA) Improvements/Projects

- DDA partnered with the City of Romulus to provide over \$1mil of funding for **Goddard Road** Street enhancements and the **contract closed out this year.**
- **Sounds in Downtown**
 - This 2017 music series included 7 concerts. The Romulus Arts Council sponsored the last Friday in June and the DDA sponsored 2 Fridays in July and each Friday in August. Close to 4,000 people attended the summer concerts in 2017
 - Local food vendors and the Boy and Girl scouts provided food and refreshments.
- **20th 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 70 vendors, including 6 food vendors this year.
 - Friday night during the parade of lights the DDA brought in 4 additional food trucks
 - The Saturday Classic Car Show was a huge success with over 150 entries this year
 - The Tractor Show on Sunday is a favorite with the residents.
 - A gaming trailer was available this year for the younger crowd
- **DDA and the City partnered with DCC and MSHDA to conduct a "Target Market Analysis" (TMA) study which was completed in May of this year.**
 - The City of Romulus and 5 other downriver communities received a partial grant from Michigan State Housing Development Assn. (MSHDA) to conduct a TMA for each community. It determined the types of housing that would best suit our downtown district. The study was conducted by Sharon Woods with LandUse USA.
- **Romulus DDA Farmer's Market**
 - Almost 20 weeks of Market near our beautiful Historical Park Pavilion hosted thousands of attendees.
 - This year's market hosted 12-15 vendors and maintained ¾ throughout the season.
 - This weekly market includes homegrown vegetables, fruits and eggs.
 - 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 crafts for children each week

- 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 provided new soil mix for 20 plus planter boxes
 - DDA coordinated the reconstruction of older planter boxes by Boy Scout Troop #872. They raised many of the boxes to make them more accessible for seniors. They re-built 12 of the garden boxes through their Senior Scout Projects program.
 - Coordinated the donation of plant material from Block's Greenhouses for the Senior garden
- **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
- DDA partnered with the Romulus Arts Council for the National **"Romulus Arts Council Community Art Contest 2016/17"**
 - Community artists in two categories; under 18 and 18 and older, submitted art. Art in 3 mediums were solicited.....Drawings/Paintings, Photography and sculpture. All the Art was displayed at the Romulus Senior Center during our 20th Anniversary Pumpkin Festival. The Arts Council awarded cash prizes to the top 3 in each age group.
- **"Downtown Romulus" Facebook Page** was developed in 2013 and is maintained by the DDA.
 - We currently have over 1,000 friends
 - Local programs and events are continually posted on this site.
- **Romulus- Property Listing**
 - The listing of DDA properties listed for sale was expanded to include all properties for sale in Romulus. This list is posted on the City's Web site and on the DDA Facebook page and is updated on or near the 28th of each month.

Romulus DDA Strategic Goals 2017-2022

Great Downtowns need planning and these goals represent a new 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.
 - Continue 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 .32K, Christmas Tree Lighting, Holiday Train event and the community garden
 - 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 21st 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.
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