

## **2021 Downtown Development Authority (DDA) Improvements/Projects**

### **What's new**

- Construction complete for Huron River Drive Pathway Project – this is for the connection of the I-275 trail to the downtown
- Software upgrades to the existing digital signs located at the Historical Park and City Hall.
- Contracted with Commercial Grounds Inc. for the replacement of 68 dead rose bushes in the downtown landscaping, and the bi-weekly maintenance
- Purchase of new light poles in the Historical Park
- The DDA Director attended the Michigan Downtown Association Spring Workshop and Annual Statewide Conference to continue to stay update on best practices and any legislative changes
- Purchased replacement fixtures to repair damaged poles in the downtown, as well as purchased the two Wadsworth and two Columbia light pole assembly kits to meet the requirements of our contract with DTE
- Contracted with Thomas Roberts Architect Firm for the assessment of the Kingsley House to prioritize the much needed repairs
- Purchased a building with two store fronts, 37133/37135 Goddard Road, for the purpose of leasing to small businesses

### **Programs offered**

- DDA Façade Program for Downtown businesses
- Military Tribute Banner Program – 35 Veteran or Service Member banners were installed during the months of May and November to honor those that have served or are serving
- DIA Artwork installed in the Historical Park

### **Re-Occupancies in the Downtown**

- Swaggs Apparel, located at 37140 Goddard Road
- Romulus Auto Group, located at 37385 Goddard Road

### **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.

### **The Community Senior Garden, adjacent to the Romulus Senior Center, designated the Boy Scout Troop #872 Community Garden**

- DDA coordinated the cleanup of the garden planter boxes and supplied all the materials necessary for the repairs. The Boy Scout Troop #872 made all the repairs and the Romulus Garden Club planted and provided maintenance and watered all summer.

### **Support of 2 Downtown City Parks; Mary Ann Banks and Romulus Historical Park**

- Mulch was provided for these parks
- Porta-Johns for all seasons were provided
- Scheduling of spring and fall clean-up for the parks and streetscape areas
- Installation of 25 new LED light poles in the Historical Park
- Covered costs for miscellaneous maintenance.

**“Downtown Romulus” Facebook Page** was developed in 2013 and is maintained by the DDA.

- We currently have over 2753 friends and followers, 288 more than 2020
- Local programs and events are continually posted on this site.

### **Romulus - Property Listing**

- 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.

### **Advertising**

- Renewed the contract with Lambert & Company Public Relations Firm to assist with writing press releases for the different events and activities happening in the downtown.

### **Holiday Decorations**

- Contracted with LeClerc to lease holiday decorations for the 32 light poles in the core of downtown, the strain pole across Goddard Road, and the decorating of the Christmas tree.

### **Sponsorship**

- The DDA sponsored six Farmers Markets/Sounds in Downtown concerts in the park, three Family Fun Friday events, the Annual Romulus DDA Pumpkin Festival, and the Romulus Goodfellow Gobble Wobble Turkey Trot
- The DDA partnered with the Romulus Arts Council to host the Romulus Art Carnival Banner Program, residents of all ages turned in artwork to have created into a banner that were hung in the downtown during the summer months.

- The DDA sponsored three fall themed contests – Cutest Baby, Cutest Pet, and Best Decorated Mini Pumpkin and three Halloween themed contests – Best Pumpkin Carving, Best Halloween Costume and Spookiest Yard
- Coordinated with the Greater Romulus Chamber of Commerce and the Romulus Friends of the Library to provided sponsorship for the Romulus Boos Cruise Road Rally
- The DDA provided sponsorship for the annual Easter Egg Hunt, Family Fall Fest and the tree lighting ceremony.

### *Romulus DDA Strategic Goals 2022-2026*

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. .Acquire additional replacement banners and holiday decorations for the Downtown area.
  11. 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.
  12. Provide Wi-Fi at the downtown parks, this will enhance the services provided for rentals as well as provide the needed service for a better security camera system.
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