

## **2020 Downtown Development Authority (DDA) Improvements/Projects**

- **What's new**
  - Re-instated the matching grant DDA Façade Program for Downtown businesses
  - Secured 6 temporary and 1 permanent easements for the Huron River Drive Pathway Project – this is for the connection of the I-275 trail to the downtown. This is a 2021 spring construction project
  - 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.
  - The DDA helped with costs associated with the paving of the patio area at the Fire House
  - Bi-weekly check-ins with the PR Firm
  - Relocated all supplies for the downtown hosted events to the garage area behind the senior center. Cleaned and re-organized the garage area behind the senior center
  - Partnered with DTE and ReLeaf Michigan to plant trees in the Historical Park and MaryAnn Banks on 10/24/20. We had 25 volunteers from MedLine to help with the tree planting
- **Re-Occupancies in the Downtown**
  - A-OK Plumbing Inc. located at 35920 Goddard Road
  - A&H Marketing, LLC located at 36504 Goddard Road
  - Second Samuel Transport, 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.
- **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 2465 friends and followers, 193 more than 2019
  - 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 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 five fall themed contests – Cutest Baby, Cutest Pet, Fall Harvest decorated house/porch, Sunflower and Pumpkin growing
  - Coordinated with the Community Services Department and the Romulus Public Library to provided sponsorship for the Romulus Snowflake Scavenger Hunt

### 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. .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.
-