

BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY (DDA)



2021 ACTIVITIES AND ACCOMPLISHMENTS

Streetscape Improvements, Physical Upgrades to Downtown:

- Launched Construction of a Major Project of Berkley Plaza (Near High School), a Collaboration Between our DDA, the City of Berkley, and Berkley School District
- Installed Cohesive Wayfinding Signage Throughout Downtown District
- Paid for Restriping the Pavement Markings for Downtown Municipal Parking Lots
- Paid for Stamped Concrete Sections in Downtown Berkley to be Repainted

Business Development, Building Façade Improvements, Mural Program Growth:

- Assisted with Oakland County Restaurant Relief Program Coordination with Downtown Berkley Restaurants During COVID-19 Pandemic
- Façade Grant Funding for Enhancements at Making Waves on Twelve Mile
- Façade Grant Funding for Enhancements at The Lunch Café on Twelve Mile
- Façade Grant Funding for Enhancements at Reware Vintage on Twelve Mile
- Façade Grant Funding for Enhancements at Christ the Good Shepherd Church
- New Mural Installation at Rear of FOLIO on Coolidge at Alleyway
- Assisted with Multiple New Downtown Business Grand Openings and Ribbon Cutting Ceremonies Throughout Coolidge and Twelve Mile Road

Marketing, Events, Promotions:

- Successfully Rebranded the DDA Logo, Downtown Berkley Design Elements
- Launched the Inaugural BOO!kley Promotional Season Throughout October
- Launched a Coordinated Trick-or-Treat Initiative with Downtown Businesses
- Resumed In-Person Ladies Night Out Promotional Events In-Person
- Began Utilizing Local Artists to Install Window Art at Downtown Businesses
- Launched Downtown Berkley Idea Laboratory Engagement Series
- MoGo Bike Sharing Program Introduced Downtown Berkley Mural Bike Ride

Organization, Resources, Collaboration:

- Reviewed Organizational Changes, Engaged Attorney for Bylaws Assistance
- Obtained Grant Funding for Oakland County Technical Assistance Funds
- Saw Departure of Executive Director Jennifer Finney, with Interim Director Mike McGuinness Joining the Organization in July and Transitioning to Permanent Executive Director in November 2021