

# **BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**



## **2023 ACTIVITIES AND ACCOMPLISHMENTS**

### ***Streetscape Improvements, Physical Upgrades to Downtown:***

- Substantial Upgrade to Coolidge Pedestrian Crosswalks at Earlmont, Dorothea
- Reutilization of Pedestrian-Activated Signals at those Coolidge Crosswalks
- Berkley DDA Contributed Over \$100,000 to those Crosswalk Improvements
- Berkley ArtSpace Improvements Completed, Formally Opened to the Public
- Hanging Flower Basket Program Doubled, to Continue for Coolidge Full Length
- Hanging Flower Basket Program Expanded to Sections of Twelve Mile as Well
- Collaborated with new Chazzano Coffee for Outdoor Seating Space Upgrades
- Downtown Bistro Table Sets Added, Replaced, Refreshed in Downtown
- Used DDA Funds to Pay for Half of a Citywide Parking Study to Assess Downtown Parking Challenges and Opportunities, Chart Future Steps

### ***Business Development, Building Façade Improvements, Mural Program Growth:***

- Façade Grant Funding to future Bombshell Treat Bar on Coolidge
- Façade Grant Funding to future Law Office of Rachel Pinch on Coolidge
- Façade Grant Funding to BeWell LifeStyle Center on Twelve Mile Road
- New Mural Added at Twelve Mile and Cumberland on Chazzano Coffee Roasters
- New Mural Added at Twelve Mile and Robina at Alice's Perfect Fit Alterations
- New Mural Added to Coolidge and Alley at MHG Jewelry Studio
- Administrative Approval Received for Berkley Outdoor Social Scene (BOSS) Social District Through the Michigan Liquor Control Commission
- Assisted with Multiple New Downtown Business Grand Openings and Ribbon Cutting Ceremonies Throughout Coolidge and Twelve Mile Road
- Held Business Development Resource Opportunity with new Oakland County Business Development Initiative "Business Forward" in Downtown Berkley

### ***Marketing, Events, Promotions:***

- Launched the Downtown Berkley Farmers Market Series, June to October
- Continuation, Expansion of BOO!kley Promotional Season, More Participation
- Doubled the Number of Decorated Skeletons Placed on Light Poles this Year
- Initiation of Berkley has heART Campaign to Leverage Downtown Art as a Draw
- Continuation of Berkley Pride Block Party for Second Year, with Increase in Attendees, Booth Participants, and an Expanded Footprint in New Location
- Increased DDA Sponsorship of Berkley Street Art Fest to Ensure Continuation



## **2023 ACTIVITIES AND ACCOMPLISHMENTS (Continued)**

- Launched a Star Wars-Themed Leia's Night Out for the First Time
- Held a Leprechauns Block Party for the First Time, Brough Back Scavenger Hunt
- Refreshed Lighting Colors for Holiday Lights Downtown, Added to Gazebo Area
- Introduction of Elf of a Shelf in Downtown Retailers Holiday Shopping Promotion

### ***Organization, Resources, Collaboration:***

- Successful Reaccreditation for Berkley as a National Main Street Community
- Representation of Berkley at National Main Street Conference Resumed
- Continuity with same Executive Director, Board Conducted Annual Review
- Honored Former Executive Director Vivian Carmody on her Tragic Passing
- Led Michigan Downtown Association Conference Attendees on Tour of Berkley
- Presented at Michigan Downtown Association Workshop on Downtown Berkley Structural Steps and Organizational Opportunities for Stakeholder Engagement
- Expanded Volunteer Participation, Especially with Berkley Pride and BOO!kley
- Secured Grant Funding to Defray Mural, Public Seating Costs for Chazzano Site
- Collaborated with City of Berkley and Main Street Oakland County to Apply to Michigan Economic Development Corporation for Placemaking Grant Funding for Robina at Twelve Mile Road Public Space
- Collaborated with City of Berkley to Apply to Michigan Economic Development Corporation for Placemaking Grant Funding for Parking Lot Creation at Cummings and Twelve Mile Vicinity