

BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY (DDA)



2022 ACTIVITIES AND ACCOMPLISHMENTS

Streetscape Improvements, Physical Upgrades to Downtown:

- Berkley ArtSpace Plaza (Near High School) Creation Substantially Completed
- DDA Funded Installation of American Flags on All Downtown Light Poles
- Invested in Targeted Street Lighting Improvements for Coolidge at Catalpa
- Enlisted Firm to Conduct Professional Renderings for Future Long-Term Improvement Possibilities with the Twelve Mile and Robina Public Space
- Purchased and Installed New Bench Seating Throughout Downtown District
- Purchased and Installed New Bicycle Racks Throughout Downtown District
- Purchased and Installed Downtown Bistro Table Sets Throughout Downtown

Business Development, Building Façade Improvements, Mural Program Growth:

- Façade Grant Funding for Enhancements at New Peninsulas Retail Location
- Façade Grant Funding for Enhancements of Michigan Graphics & Awards
- Façade Grant Funding for Limited Enhancements of Council Resale Exterior
- New Downtown Mural Added to Nova Chiropractic on Twelve Mile
- New Downtown Mural Added to June & December on Twelve Mile Near Catalpa
- New Downtown Mural Added to Articulate Studio on Twelve Mile Near Bacon
- New Downtown Mural Added Grill & Curry on Twelve Mile Near Tyler
- New Downtown Mural Added to Rear of Sum Girls Boutique on Twelve Mile
- New Downtown Mural Added to Exterior Door of Berkley Public Library
- New Downtown Mural Added to Acupuncture Institute on Coolidge
- New Downtown Mural Added to Exterior Doors of Council Resale on Twelve Mile
- Held Economic Vitality Sessions in Downtown Berkley with Oakland County
- Assisted with Multiple New Downtown Business Grand Openings and Ribbon Cutting Ceremonies Throughout Coolidge and Twelve Mile Road

Marketing, Events, Promotions:

- Substantially Expanded Professional Management of Social Media Platforms
- Exponentially Increased Frequency, Relevance, Caliber of Social Media Content
- Continuation, Expansion of BOO!kley Promotional Season, More Participation
- Collaborated with Berkley Area Chamber on Restaurant Weekend Initiative
- Added Ghost Chase Feature During BOO!kley Month of Promotional Activities
- Introduced Decorated Skeletons Placed on Light Poles this Year
- Introduced Downtown Leprechauns Scavenger Hunt, Story Stroll



2022 ACTIVITIES AND ACCOMPLISHMENTS (Continued)

- Creation of Berkley Pride Block Party Held in our Downtown
- Held Downtown Block Parties in February, May, June, October, December
- Expanded Holiday Lights Downtown to Incorporate Gazebo Area

Organization, Resources, Collaboration:

- Adoption of Downtown Master Plan Formally Completed
- Reviewed and Updated the DDA Vision Statement and Mission Statement
- Successful Reaccreditation for Berkley as a National Main Street Community
- Adoption of Revised Organizational Bylaws to Reflect Modernization Steps
- Event Sponsorship Funding Generated for Berkley Pride, BOO!kley Season
- Applied for Multiple Grant Funding Opportunities to Expand DDA Resources
- \$7,500 Grant Funding from Oakland County Secured for Technical Assistance
- Executive Director Enrolled in Michigan Downtown Professional Certification
- Presented at Michigan Historic Preservation Conference on Downtown Berkley
- Continuity of Staff Leadership, with same Executive Director Throughout Year
- Expanded Volunteer Participation, Especially with Berkley Pride and BOO!kley