



2024 Informational Meeting

September 20, 2024

The City of Southfield
Downtown Development Authority
respectfully submits
a report of its activities and goals



PA 57 OF 2018 Informational Meetings

March 22, 2024 & September 20, 2024

Informational Meetings Sec. 910 (4)

The state requires Downtown Development Authorities to hold two informational meetings annually. Informational meetings are meetings for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.

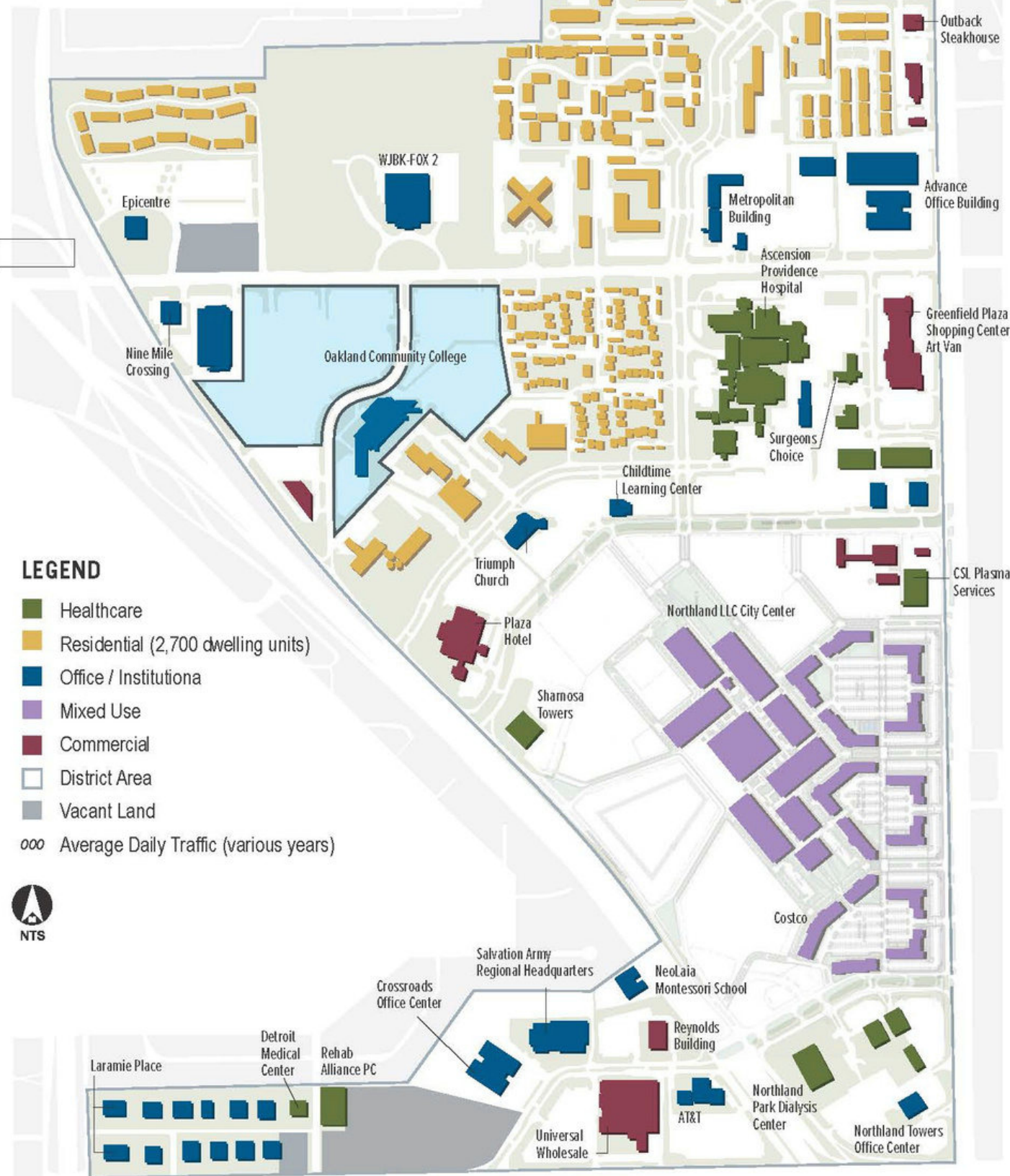
Molly LaLone

Executive Director, SDDA



September 5th, 2024

Southfield Downtown Development Authority District Map



HISTORIC SOUTHFIELD Cornerstone District

MANAGED BY SDDA

District Map

Boundaries of District	
Northern	Mt. Vernon (Partial)
Southern	Eight Mile Road
Western	Southfield Road & N'Westn Hwy
Eastern	Greenfield Road

2017 Restated Development Plan and Tax Increment Financing Plan

The goals and direction of the Southfield Downtown Development Authority (SDDA) are defined by the 2017 Restated Development Plan and Tax Increment Financing Plan

- Created 1988
- Amended 1996
- Amended 2000
- Amended 2011 and
- Restated 2017 (approved Jan 2018)

The full document is available on our website, as required by law.

Find it here: [Southfield DDA - Governance](#)

SDDA Board of Directors - Overview

- Mayor is always a member of the board
- Members have property or business interest within the district
- One member is a resident of the district
- All are appointed by the Mayor & Confirmed by City Council
- Function as a recommending body
- Four year terms
- Serve without compensation

SDDA Board of Directors

Name

James Ralph Jr., Board Chair
Elizabeth Rae, Secretary
Ingrid Brown, Treasurer
Kenson J. Siver, Mayor
Dr. Steven Craig, Interim Chair
Angel Abdulahad
David Dedvukaj
Greg Easterly
W. Michael McFarland
Aric J. Rusk
Dr. Michael Wiemann
Alvin Zaitourna
Larry Howard

Title

President & CEO
Assistant General Council
Branch Manager
Mayor of the City of Southfield
CEO
Superintendant
Vice President
Vice President
Citizen Representative
President & CEO
Regional President & CEO
Co-Owner
Owner

Company

James Ralph Agency
Oakland Community College
Huntington Bank
City of Southfield
Surgeon's Choice Hospital
Oak Park Schools
Contour Companies
Fox 2 News
Resident in the District (SDDA)
Kenmar Corporation
Ascension Providence Hospital
Universal Wholesale
HRG Realty

Development Area Citizens Comittee (DACCC)

Secelia Joseph
Dr. Carol Manciel
Kathleen McNelis
2 Open positions

- Recommending Body
- Composed of 5 residents within the district area
- Meet annually, or more as needed
- Review and recommend TIF & Development Plan updates to the DDA Board of Directors

Required by PA 57 of 2018 when 100 or more residents reside within the District

Meetings

Southfield Downtown Development Authority Board of Directors will hold seven meetings in 2024 and has scheduled six meetings in 2025. The meetings are typically scheduled for the fourth Friday every other month, at 8:00 AM at various locations in the district; all meetings are held in compliance with the Open Meetings Act (PA 267 of 1976, as amended).

2024

February 2, 2024
March 22, 2024
May 17, 2024
June 28, 2024
July 26, 2024
September 20, 2024
November 15, 2024

2025

January 31, 2025*
March 28, 2025
May 16, 2025*
July 25, 2025
September 26, 2025
November 21, 2025*

Contracts in 2024

DJ's Landscaping, Lawn Maintenance and Litter Removal

New Moon Visions, Logo Creation

Egg Roll Diva, Food Truck Services

Sign Graphix, Greenfield Gateway Sign Design



Southfield

DOWNTOWN DEVELOPMENT AUTHORITY



HISTORIC SOUTHFIELD

Cornerstone District

MANAGED BY SDDA

Greenfield Road Gateway Beautification



Partnership between Oak Park and Southfield from Eight Mile to Nine Mile on Greenfield

- Gateway Signs - North and South ends
- Banners
 - branded Southfield, Oak Park, and DDA
 - Seasonal
 - Sponsorship Opportunities

Road Improvements



In 2024

- North Park Drive
- Foster Winter

In 2025

- Rutland

A background image showing three business professionals in a meeting. On the left, a woman with braided hair is looking towards the center. In the middle, a woman with long dark hair is smiling and looking down. On the right, a man in a suit is looking towards the center. The image is overlaid with a semi-transparent teal filter.

New Business and Development

44

New businesses

\$44.8M

Real and Personal investment

Development Liquor Licenses

- City can approve a low cost on-premise Class C liquor license within DDA district
- 1 license per \$200,000 investment in district
- Requirements include
 - Business investment in property
 - A resolution of support by city council
 - Regular operating hours
 - valid for one location and business only - no transfers

Networking and Education

1. International Consortium of Shopping Centers (ICSC) - Las Vegas
2. State of the City Address *
3. Main Street Now Conference
4. Michigan Downtown Workshops *
5. Providence Golf Outing
6. Tri-city Business Development workshops *
7. 8 Mile Boulevard Luncheon
8. Chaldean Chamber of Commerce Annual Dinner
9. Providence Friends Ball
10. Lawrence Tech University Annual Dinner
11. Main Street Oakland County Main Event *

** Featuring Southfield and DDA*

Grants & Recognition

\$353,000 Grant applications for

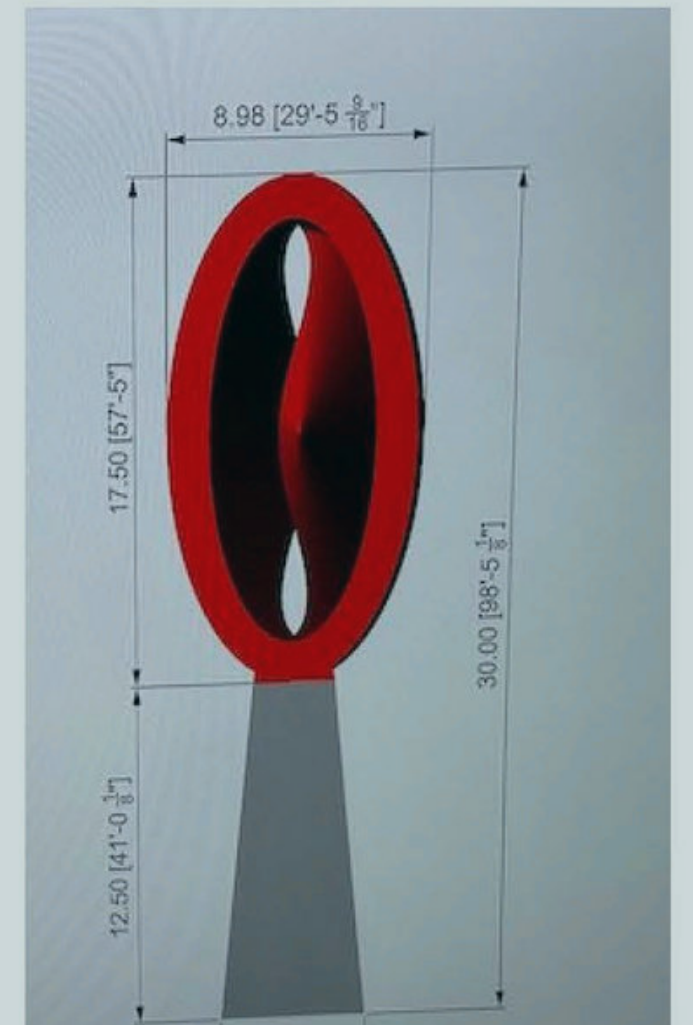
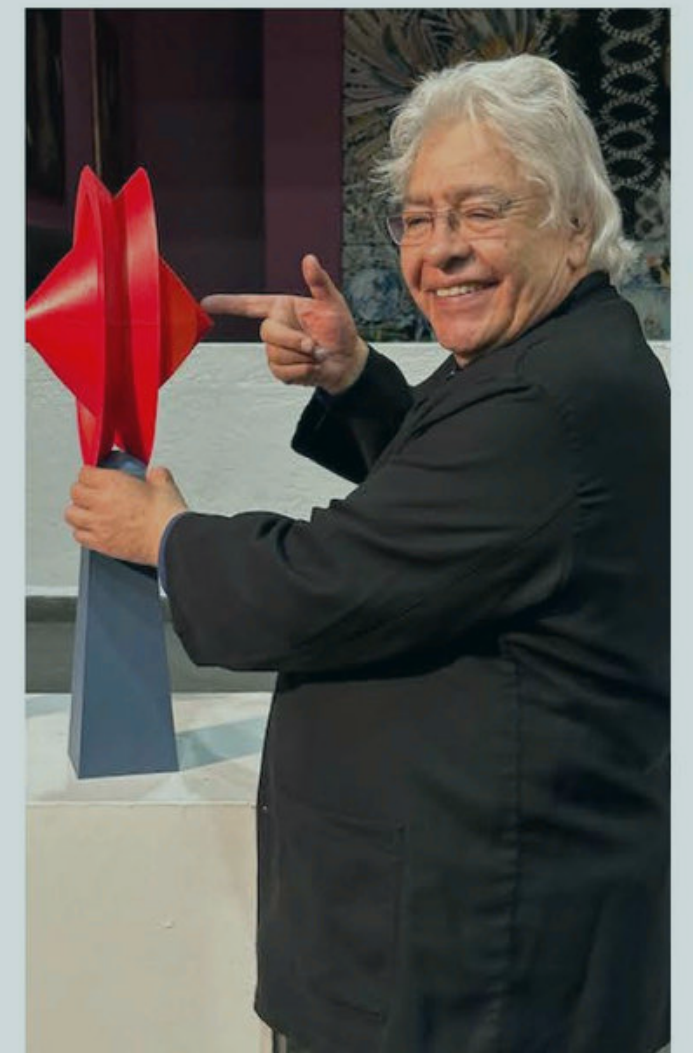
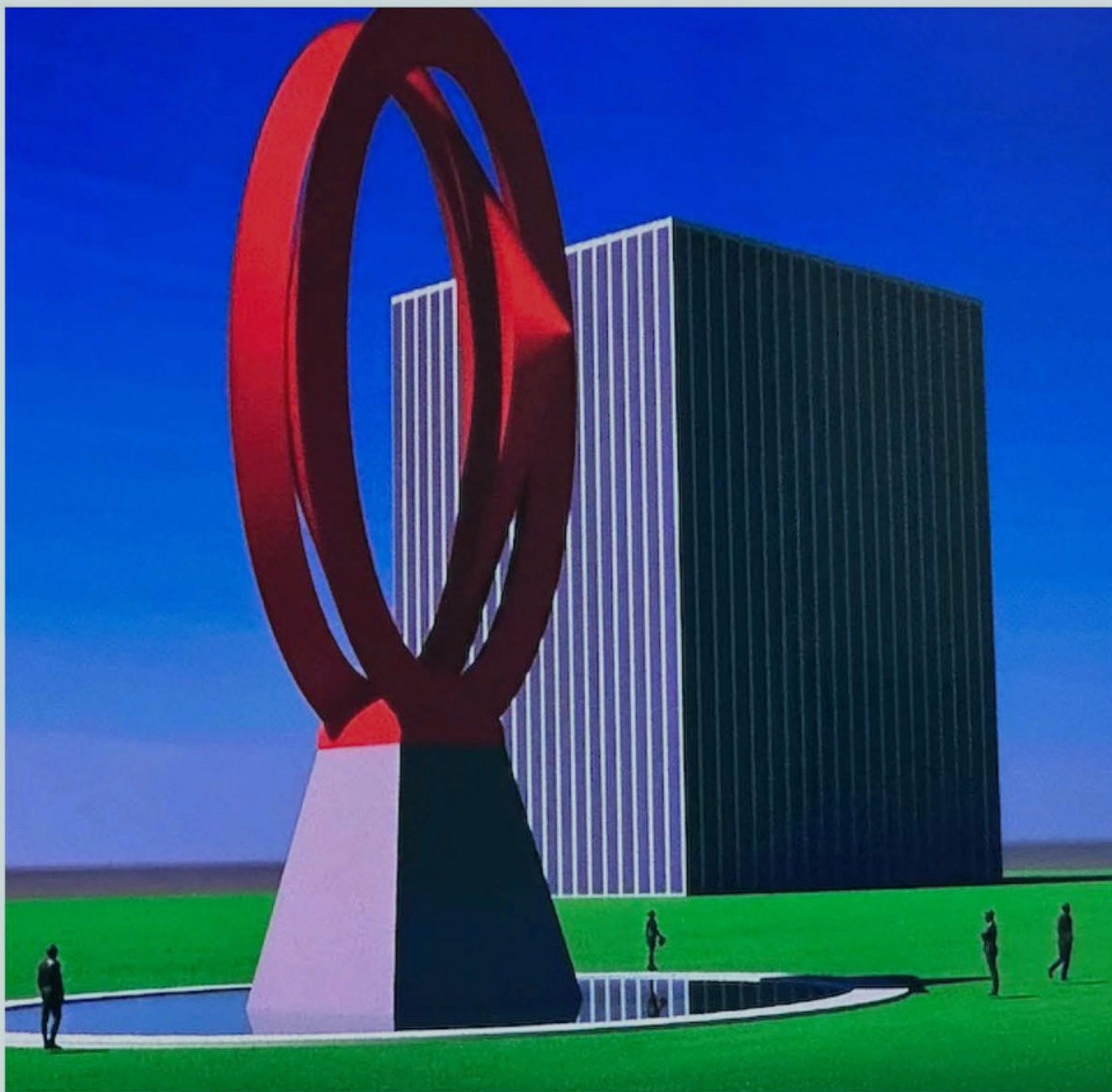
- Nine Mile Crossing Public Art Installation
- Small Business Support
- Placemaking initiatives

Recognition:

- Tricities business support
- Allied member of Main Street program



Public Art



Artist: World Renown Mexican Sculptor - Sebastian
Placement: Southeast Corner of Nine Mile and Service Drive
for Northwestern and Southfield Fwy



LIVE WORKSHOP

Tricities Small Business Training

“Growth isn’t easy,
get comfortable
feeling
uncomfortable to
truly succeed.”

NOVEMBER 14, 2024

8AM-10AM

4TH FLOOR CONFERENCE
ROOM

SURGEON’S CHOICE MEDICAL CENTER
22401 FOSTER WINTER DRIVE
SOUTHFIELD, MI 48075



Hosted by:



SPEAKER

DR. STEVEN CRAIG

CEO, Sugeon’s Choice Medical
Center and SDDA Board Member



Tricities Small Business Support Team presents...

February 4, 2024
9am-1pm
Southfield, MI

Zing TRAIN

The Art of Giving Great Service

Build a culture of great service and treat your customers like royalty. Equip yourself, and your team, with the tips and tools to take customer service to the next level, including easy-to-implement (and teach) recipes for giving great service and handling complaints. Discover how to create a culture of great service and learn why it's crucial to treat your staff with as much care as you treat your customers.



Events - 2024

1

SMALL BUSINESS FRIENDS WALK

April 3, 2024, National Small Business Week

2

GREET & EAT FOOD TRUCK SERIES

August & September 2024, five events - two sponsored by Comcast Business

3

PODCAST INTERVIEWS

DDA Board Members and staff were interviewed by Doug Craig, Global Content Ventures for promotional video content and future podcast content





Friendship Walk

The purpose of the Southfield Small Business Friendship Walk is to thank over 400 small businesses for choosing Southfield MI during National Small Business Week. Area dignitaries went on a tour through the Historic Southfield Cornerstone District to visit businesses presenting gifts and thanks for the business' investment in the City of Southfield.

FRIENDS WALK PARTICIPANTS

- Mayor Siver
- Congresswoman Tlaib
- Senator Moss
- Representative Hoskins
- County Commissioners
Charles and Taylor
- City of Southfield Chamber
Director Patterson
- DDA Board Members
Brown and Rusk





Friends Walk - Results

Summary

Weather - Rainy 72 Degrees

Visits - 13 buildings, 26 businesses

Participants in the walk - 11

Cookies distributed - 150

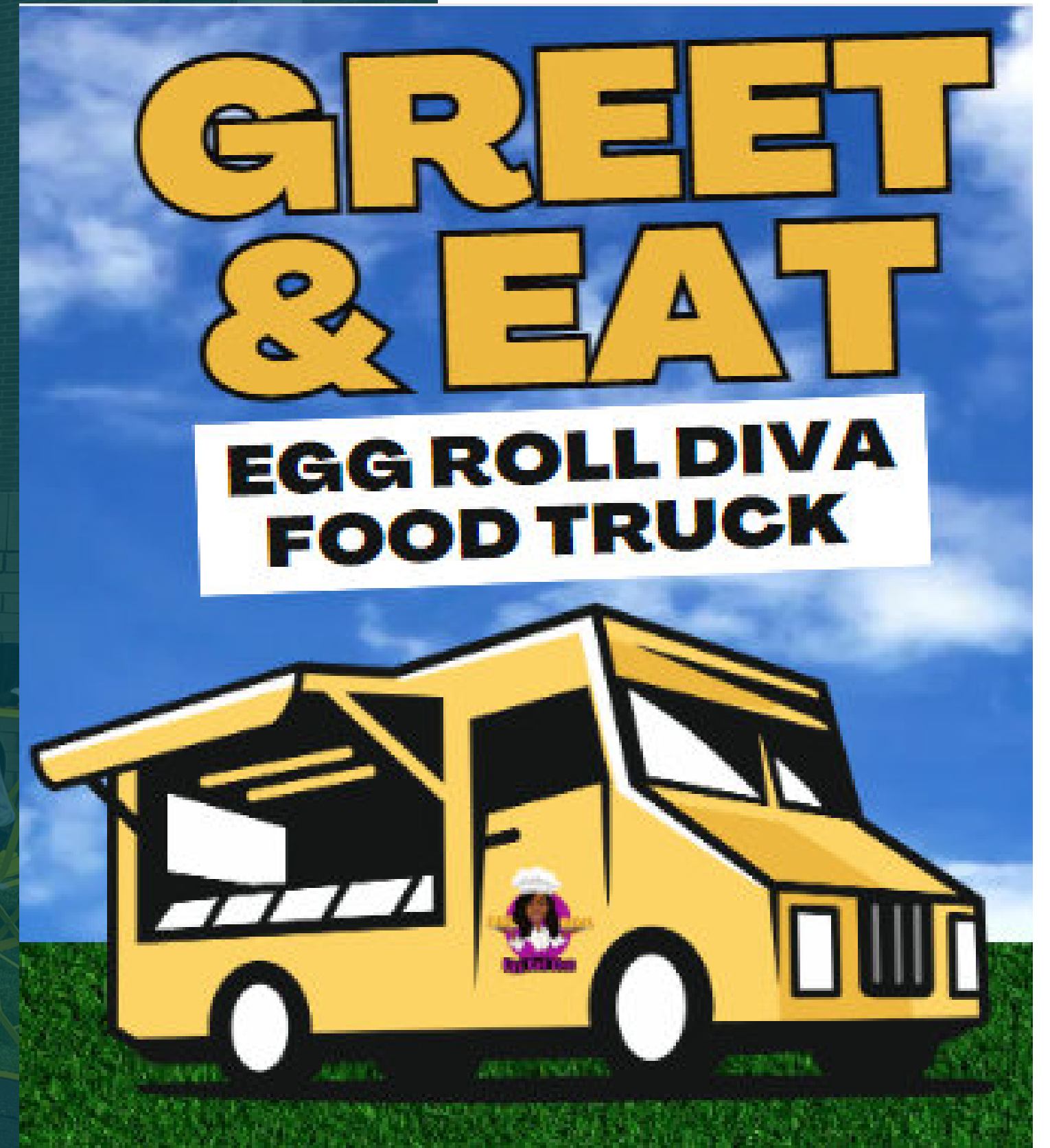
PR - FOX 2 News, Sthfld DDA LinkedIn

Transport - City of Southfield/SMART

Sponsors- Huntington Bank & SDDA

The purpose of the Greet & Eat food truck series:

- Meet employees, residents, and customers
- Include a brief survey to provide us with insight about this area.
- The feedback will help steer the DDA's strategic plan.





Greet & Eat Food Truck Series - Results

Pre-registered - 384

Walk up registration - 268

E-mail/Volunteer Sign Up - 133

Total Surveys - 652

5 Locations

Northeast - Cornerstone Plaza

Central - OCC Southfield Campus

Central - Ascension Providence Hospital (Henry Ford)

Northwest - Epicentre Building, sponsored by Comcast
Business

Southwest - Universal Wholesale, sponsored by Comcast
Business

Save the Date

PLANS FOR FUTURE EVENTS

MAY

Small Business Friend's Tour

National Small Business Week, May 9, 2025

SMR

Greet & Eat Food Truck Series

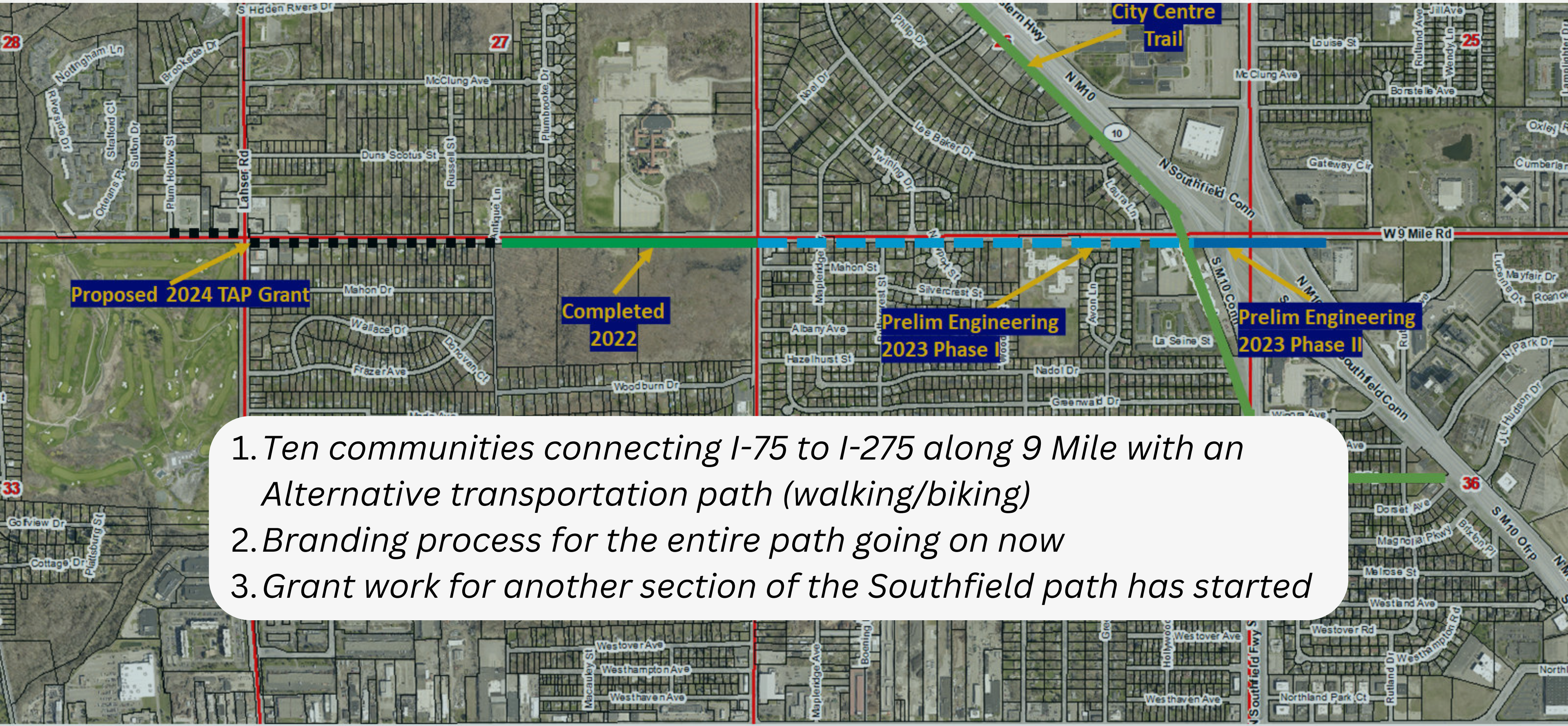
June, July August 2025- 2 events per month

WTR

Holiday Festival

November 2025

Nine Mile Trail - Farmington Hills to Hazel Park



1. Ten communities connecting I-75 to I-275 along 9 Mile with an Alternative transportation path (walking/biking)
2. Branding process for the entire path going on now
3. Grant work for another section of the Southfield path has started

For Future Review and Consideration

- Strategic Plan Update
- Streetlighting Audit - DTE
- District Signs
- Small Business Podcast Series
- Public Art Mural on Providence Hospital Pedestrian Bridge
- Pedestrian Amenities at SE Corner of Rutland/Nine Mile on OCC Campus
- Placemaking project featuring water activated artwork



HISTORIC SOUTHFIELD
Cornerstone District
M A N A G E D B Y S D D A

Thank You

Questions? Please Contact me:

Molly LaLone, 248-763-5192
mlalone@cityofsouthfield.com