



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY



ANNUAL REPORT FISCAL YEAR 2023

July 1, 2023 - June 30, 2024



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DOWNTOWN DEVELOPMENT AUTHORITY

BOARD OF DIRECTORS

Michael Sophiea, Chairperson

Anthony Yezbick, Vice Chairperson

Kyle DuBuc, Director (February-June)

Jay Dunstan, Director

Michael Keith, Director

Arbor LaClave, Director

Salvatore LoGrasso, Director

Lori London, Director

Mark Vanneste, Director

Gail Von Staden, Director

Paul Brake, City Manager (June-December)

Todd Fenton, Interim City Manager (December-May)

Mark Wollenweber, Interim City Manager (May-June)

STAFF

Timothy Thwing, Executive Director

Daniel Solomon, Downtown Manager

MISSION

The Downtown Development Authority's mission is to promote economic growth and revitalization in Downtown Royal Oak. The DDA will accomplish this by (1) improving and maintaining a solid and user-friendly infrastructure; (2) marketing Downtown Royal Oak to consumers and businesses; and, (3) encouraging preservation of Royal Oak's downtown. By fulfilling its mission, the DDA will enhance the viability of not only the downtown, but the entire City of Royal Oak.

GOALS

SAFETY: to protect the residents, businesses, and visitors of Downtown Royal Oak.

PROMOTION: to promote Downtown Royal Oak as a premier destination for shopping, dining, entertainment, living and working.

INFRASTRUCTURE: to provide a downtown that is clean and well maintained.

DEVELOPMENT: economic development programs, attraction efforts, and TIF reimbursements.

PARKING: to provide adequate and safe parking for downtown residents, employees, and visitors.

PUBLIC: to keep the public informed of the DDA's activities.

PLACEMAKING: to create welcoming and beautiful public spaces that encourage residents and visitors to gather as a community.

DOWNTOWN DOLLARS

The Downtown Dollars program was created during the summer of 2020 to support the local businesses in the downtown district, and to engage the community into helping support the businesses that call the district home. Since its inception, the DDA has received numerous requests for support of events through the use of Downtown Dollars giveaways.

During the 2023-2024 fiscal year, the **DDA allocated \$398,000** to the program through various measures meant to bolster downtown businesses and attract new patrons to the district.

Programs include buy-one, get-one gift card matching, event giveaways, social media giveaways, survey incentives, and volunteer incentives.

The following programs were executed:

Royal Oak Pride 2023 Giveaway
Arts, Beats, Eats 2023 Giveaway
Shopping Spree Giveaway
Shop Royal Giveaway
Holiday Buy One, Get One
Groundhog's Buy One, Get One
Moms, Dads, & Grads Buy One, Get One
Volunteer recognition
Social Media Giveaways



Image of virtual Downtown Dollars card cover.



Image of window display cling featured at participating businesses.



Image of the purchase Downtown Dollars button on the website.

TOTAL VALUE OF
PATRON PURCHASED
DOWNTOWN DOLLARS.
\$297,945

NO. OF PARTICIPATING
STOREFRONTS AS OF 6/30/24.

75

\$5,253
AVERAGE REDEMPTION
PER STOREFRONT IN FY2023

INFRASTRUCTURE

REGULAR MAINTENANCE

The DDA conducted regular weekly maintenance of the downtown development district with the contracted vendor, Worry Free. Regular maintenance activities included:

- Power washing sidewalks
- Removal of debris, litter, graffiti, etc.
- Street and alley sweeping
- Tree well weeding and cleaning
- Landscape preparation
- Lawn fertilization
- Lawn mowing
- Flower basket installation
- Flower basket watering
- Flower bed planting
- Removal of plant materials

The annual expense for **regular maintenance equaled \$496,654.**

HOLIDAY LIGHTS

The DDA funded the installation and maintenance of holiday lights through the contracted vendor, English Gardens. The agreements with English Gardens follow a 2-year cycle in which every other year the DDA is purchasing new lights.

The annual expense for **holiday lights equaled \$345,000.**

FIFTH STREET PLAZA PROJECT

The DDA continued the concept planning of a downtown pedestrian plaza for the portions of W. Fifth Street between S. Lafayette Ave. and S. Washington Ave., and S. Washington and the railroad. The concept planning process began in January 2023 with the vendor, Fleis & Vandenbrink.

The DDA budgeted \$1.5 Million for the development and construction of this project in FY 2023. Conceptual work is ongoing.

TRASH RECEPTACLE REPLACEMENT

The DDA purchased 130 new trash receptacles and installed them with the City of Royal Oak Department of Public Services in March 2023.

The expense for **trash receptacle replacement equaled \$245,400.**

WAYFINDING SIGNAGE UPDATES

The DDA purchased replacement sign panels for the 13 kiosk signs in the downtown development district; two maps signs and two event signs per kiosk.

The expense for **wayfinding signage updates was \$2,928.63.**

DOWNTOWN PAVING

The DDA funded the roadway resurfacing of downtown roadways identified by the City of Royal Oak Engineering Division as being in need of improvements.

Roadway improvements included:

- E. Second Street from S. Main Street to the East alleyway
- E. Fifth Street from S. Main Street to S. Williams
- E. Sixth Street from S. Main Street to S. Williams
- S. Lafayette Avenue from 11 Mile Road to W. Fourth Street
- S. Sherman Drive from S. Lafayette Avenue to S. Washington Avenue
- W. Fourth Street from S. Lafayette Avenue to S. Washington Avenue
- W. Sixth Street from S. Lafayette Avenue to S. Washington Avenue

The expense for **downtown paving projects equaled \$340,500**

TREE GRATE REPAIRS

The DDA has identified the tree grates and wells within the downtown development district as a priority for repair or replacement in the immediate term. The DDA has tested four sites on E. Fourth Street between S. Knowles and S. Troy Streets, using a permeable material called Porous Pave. The project is ongoing.



MISCELLANEOUS MAINTENANCE

The DDA funds additional miscellaneous maintenance items and approves various physical improvements in the downtown development district including:

Parking - Debt Service + Deficit Elim.	\$2,086,553.75
Debt Service - Centennial Commons	\$737,000
PACT Memorial Plaque Installation	\$2,500
Social District Boundary Signs	\$2,395
Pest Solutions	\$2,169

MARKETING & ADVERTISING

The DDA strives to engage with loyal visitors that enjoy the splendors of the downtown development district's unique character and variety of local businesses and venues. To best meet these goals the DDA employs a portfolio that includes paid media, earned media, shared media, and owned channels.

PAID MEDIA

The DDA paid media expenses included:

Vendor	Type	Budgeted Expense
effectv	Television, Streaming	\$120,000
iHeart Media	Radio broadcast, Streaming	\$60,000
Outfront Media	Billboard, Digital Ads	\$50,000
HOUR Magazine	Print advertising, Advertorials	\$20,000
Royal Oak Today	Print advertising, Q4 Mailer	\$20,000
Bureau Detroit	Video Production	\$78,000

Copies of advertising placements can be found in Appendix A.

EARNED MEDIA

The DDA employed Siren Media as a strategic communications vendor to activate the earned media segment of the portfolio through regular broadcast news interviews featuring local businesses. Additionally, regular press releases were prepared for sponsored and hosted events.

The **strategic communications vendor expense equaled \$101,400.**

SHARED & OWNED MEDIA

The DDA regularly utilized owned social media channels and the website, www.downtownroyaloak.org, to broadcast event messaging and to highlight businesses in the downtown development district. The DDA maintains a mailing list for the monthly newsletter, In the Know, utilizing MailChimp emailing services.

FACEBOOK @DowntownRoyalOak REACH: 289.8K VISITS: 29.9K FOLLOWERS: 25.6K ANNUAL GROWTH: 3.1% (781 FOLLOWERS)	INSTAGRAM @downtown_royaloak REACH: 417.5K ENGAGEMENT: 4.4% VISITS: 3.7K FOLLOWERS: 11.7K ANNUAL GROWTH: 22.3% (2.1K FOLLOWERS)	NEWSLETTER <i>In the Know</i> NEW SUBSCRIBERS: 4.9K TOTAL: 27K ANNUAL GROWTH: 22.3% AVG. OPEN RATE: 37.2% AVG. CLICK RATE: 1.8%	TOTAL SHARED/OWNED: 827.9K = SOCIAL MEDIA REACH: 707.4K + NEWSLETTER REACH: 120.5K TOTAL OWNED GROWTH: 7.8K or 13.8%
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EVENTS & ACTIVITIES

To promote economic growth and revitalization, the DDA activates campaigns, and partners with local organizations to encourage visitors and residents to come Downtown to support its local businesses and experience Downtown Royal Oak.

DDA HOSTED EVENTS

Events funded by the DDA and organized by DDA staff.

Social District Saturdays 2023

July 15, August 12, September 16, October 7

DDA funding: \$4,585

Attendance: 600

Shopping Spree Giveaway 2023

September 1 - 4

DDA funding: \$5,125

Entries: 1,128

Shop Royal 2023

October 6 - 8

DDA funding: \$14,746.04

Participating businesses: 30

Small Business Saturday 2023

November 25

DDA funding: \$14,847.36

Participating businesses: 30

Jolly Days Cookie Crawl 2023

December 2

DDA funding: \$20,584.66

Revenue: \$10,253.83

Attendance: 562

Jolly Days Santa, Carriages, Caroling

December 1, 8, 15, 22, 23

DDA funding: \$8,100

Est. Attendance: 1,200

December 2023 Free Garage Parking

December 1 - 31

DDA funding: \$2,575.73

I Love Royal Oak 2024 Art Contest

January - February

DDA funding: \$4,057

Participating Students: 191

SPONSORED EVENTS

Events produced by private organizers which the DDA provides sponsorship.

Taco Fest 2023 | Jonathan Witz & Associates

June 30 - July 4

DDA funding: \$85,000

Attendance: 54.2K (Placer Labs)

Sponsorship per person: \$1.57

Summer Concert Series 2023 | Royal Oak Chamber of Commerce

July 6, 13, 20, 27, August 3, 10, 17

DDA funding: \$78,000

Attendance: 6,879 (Placer Labs)

Sponsorship per person: \$11.34

Sights and Sounds 2023 | Royal Oak Farmers Market

July 12 & August 8 (2 previous dates in FY 2022)

DDA funding: \$8,000 (+\$8,000 in FY 2022)

Attendance: 1,548 (Placer Labs)

Sponsorship per person: \$5.17

Royal Oak Pride 2023 | The Major Group LLC

August 4 - 5

DDA Funding: \$100,000

Attendance: 9.2K (Placer Labs)

Sponsorship per person: \$10.87

Down the Aisle Fashion Show | Joy Abendmode Bridal

August 11

DDA Funding: \$3,500

Attendance: 150

Sponsorship per person: \$23.33

Art Walk | Royal Oak Arts Council

August 11

DDA Funding: \$1,074.63

Attendance: N/A

Sponsorship per person: N/A

Arts, Beats, Eats 2023 | Jonathan Witz & Associates

September 1 - 4

DDA funding: \$150,000

Attendance: 124.2K (Placer Labs)

Sponsorship per person: \$1.21

Michigan Craft Beer Stroll 2023 | Royal Oak Restaurant Association

October 7

DDA funding: \$10,000

Attendance: 588 (Self Reported)

Sponsorship per person: \$17.01

Royal Oak Spooktacular 2023 | Royal Oak Chamber of Commerce

October 22

DDA funding: \$20,000

Attendance: 2.3K (Placer Labs)

Sponsorship per person: \$ 8.70

The Rink at Royal Oak | Jonathan Witz & Associates

November 17, 2023 - February 19, 2024

DDA funding: \$150,000

Attendance: 40.5K (Placer Labs)

Sponsorship per person: \$3.70

Royal Oak Menorah Lighting | Royal Oak Jewish Center

December 14

DDA funding: \$3,800

Attendance: 204 (Placer Labs)

Sponsorship per person: \$18.63

Winter Blast 2024 | Jonathan Witz & Associates

February 2 - 4

DDA funding: \$85,000

Attendance: 22.5K (Placer Labs)

Sponsorship per person: \$3.78

St. Patrick's Day Parade 2024 | Royal Oak Leprechauns

March 16

DDA funding: \$3,188.43

Attendance: N/A

Sponsorship per person: N/A

Sights and Sounds 2024 | Royal Oak Farmers Market

May 8 & June 12 (2 later dates in FY 2024)

DDA funding: \$8,000 (+\$8,000 in FY 2022)

Attendance: 2,333 (Placer Labs)

Sponsorship per person: \$3.43

Royal Oak in Bloom 2024 | Royal Oak Chamber of Commerce

May 12

DDA funding: \$10,000

Attendance: 6.7K (Placer Labs)

Sponsorship per person: \$1.49

Memorial Day Pancake Breakfast 2024 | Royal Oak Historical Society

May 27

DDA funding: \$3,500

Attendance: 813 (Placer Labs)

Sponsorship per person: \$4.31

Wine Stroll 2024 | Royal Oak Restaurant Association

May 18

DDA funding: \$10,000

Attendance: 1,800 (Self Reported)

Sponsorship per person: \$5.55

Royal Oak Restaurant Week | Royal Oak Restaurant Association

June 2 - 9

DDA funding: \$10,000

Participating downtown businesses: 17

Royal Oak Live 2024 | Royal Oak Chamber of Commerce

June 22 - 23

DDA funding: \$100,000

Attendance: 2.5K (Placer Labs)

Sponsorship per person: \$40.00

19 SPONSORED EVENTS

8 HOSTED EVENTS

280.6K+ ATTENDEES AT EVENTS

ANNUAL FOOT TRAFFIC

Data provided by Placer Labs, Inc.

July 1, 2023 - June 30, 2024



2 MILLION PEOPLE
visted approximately
4.17 TIMES for a total
of **8.3 MILLION VISITS**.



The average **VISITOR**
stayed in downtown
an average of
149 MINUTES PER VISIT.



OVER 50% of
VISITORS visited
downtown between
5 PM & MIDNIGHT.



OVER 22 THOUSAND
CARS DRIVE
South Main Street
EVERYDAY.

WHEN PEOPLE VISITED & WHERE THEY CAME FROM:

Ranking of days by levels of foot traffic:

1. Saturday
2. Friday
3. Sunday
4. Thursday
5. Wednesday
6. Tuesday
7. Monday

Top 7 Most Popular times of day to visit:

1. 7:00 PM
2. 8:00 PM
3. 6:00 PM
4. 9:00 PM
5. 5:00 PM
6. 10:00 PM
7. 4:00 PM

Top 7 Most Popular origin zipcodes of visitors:

1. 48067 - Royal Oak
2. 48073 - Royal Oak
3. 48237 - Oak Park
4. 48221 - Detroit
5. 48071 - Madison Heights
6. 48220 - Ferndale
7. 48072 - Berkley

# OF VISITS EACH MONTH, FROM MOST TO LEAST.	MONTH - VISITS	AVG. TEMP.
	JULY - 801.4K	75°F
	SEPTEMBER - 769.8K	68°F
	DECEMBER - 757.8K	42°F
	JUNE - 735.8K	73°F
	AUGUST - 704.4K	72°F
	MAY - 695.9K	66°F
	MARCH - 690.9K	44°F
	OCTOBER - 651.3K	57°F
	APRIL - 632K	54°F
	NOVEMBER - 628.7K	43°F
	FEBRUARY - 609K	39°F
	JANUARY - 559.7K	30°F



**WAS THE BUSIEST
DAY OF THE YEAR.**
(Saturday Labor Day Weekend)



**WAS THE SLOWEST
DAY OF THE YEAR.**
(Thanksgiving Day)

HISTORICAL FIGURES

YEAR	VISITS	VISITORS
FY2017	8.3M	1.8M
FY2018	7.5M	1.6M
FY2019	5.8M	1.3M
FY2020	4.4M	910K
FY2021	7.1M	1.5M
FY2022	8.2M	1.9M
FY2023	8.3M	2.0M

FINANCIAL REPORT: 247 DEVELOPMENT FUND

Pursuant to the requirements of Public Act 197 of 1975 and Bulletin 9 of 1997, the following is a financial report on the Royal Oak Downtown Development Authority's Development Fund for the Fiscal Year of July 1, 2023 to June 30, 2024.

	2023-24	06/30/2024
DESCRIPTION	AMENDED BUDGET	
Fund 247 - DDA DEVELOPMENT FUND		
Revenues		
PROPERTY TAX REVENUES	6,800,000.00	6,028,848.81
INTEREST	200,720.00	189,556.59
MISCELLANEOUS REVENUE	70,250.00	70,253.84
USE OF FUND BALANCE	1,836,985.62	0.00
TRANSFER FROM AB&E	10,000.00	10,000.00
TOTAL REVENUES	8,917,955.62	6,298,659.24
Expenditures		
WAGES & BENEFITS	184,315.62	200,008.47
MISCELLANEOUS OPERATING SUPPLIES	1,000.00	1,407.44
CONTRACTED WORKER SERVICES	10,000.00	11,000.00
CONTRACTED LEGAL/ADVISORY COUNSEL	30,000.00	3,833.74
AUDIT SERVICES	3,690.00	3,831.28
PROPERTY & CASUALTY INSURANCE SERVICE	49,300.00	40,620.52
MISC CONTRACTED SERVICES	3,024,650.00	1,723,832.73
ELECTRIC	20,000.00	12,713.90
MAIN ST COMMITTEE - DESIGN	60,000.00	30,025.00
MAIN ST COMMITTEE - PROMOTION	1,349,700.00	1,374,835.04
MAIN ST COMMITTEE - BUSINESS DEVELOPMENT	448,000.00	401,162.68
TRAINING & EDUCATION	5,000.00	25.00
DUES & MEMBERSHIPS	2,500.00	1,264.00
ADVERTISING & LEGAL NOTICES	3,500.00	1,621.25
TRANSFER TO GENERAL FUND	737,000.00	737,000.00
TRANSFER TO PUBLIC SAFETY	540,000.00	540,000.00
TRANSFER TO AUTO PARKING	2,086,600.00	2,086,553.75
BANK SERVICE CHARGES & FEES	2,700.00	3,119.83
MISCELLANEOUS EXPENDITURES	360,000.00	368,846.85
TOTAL EXPENDITURES	8,917,955.62	7,541,701.48
Fund 247 - DDA DEVELOPMENT FUND:		
TOTAL REVENUES	8,917,955.62	6,298,659.24
TOTAL EXPENDITURES	8,917,955.62	7,541,701.48
NET OF REVENUES & EXPENDITURES	0.00	(1,243,042.24)
BEG. FUND BALANCE	2,935,648.36	2,935,648.36
END FUND BALANCE	2,935,648.36	1,692,606.12

FINANCIAL REPORT: 248 OPERATING FUND

Pursuant to the requirements of Public Act 197 of 1975 and Bulletin 9 of 1997, the following is a financial report on the Royal Oak Downtown Development Authority's Development Fund for the Fiscal Year of July 1, 2023 to June 30, 2024.

	2023-24	06/30/2024
DESCRIPTION	AMENDED BUDGET	
Fund 248 - DDA OPERATING FUND		
Revenues		
PROPERTY TAX REVENUES	53,100.00	50,347.94
INTEREST	3,390.00	5,636.87
TOTAL REVENUES	56,490.00	55,984.81
Expenditures		
WAGES - BENEFITS	35,186.70	43,790.30
OFFICE SUPPLIES	500.00	211.10
TREES, SHRUBS & PLANTS	500.00	0.00
MISCELLANEOUS OPERATING SUPPLIES	1,000.00	1,934.24
MISC CONTRACTED SERVICES	10,920.00	5,638.00
TRAINING & EDUCATION	2,000.00	0.00
TRAVEL COSTS	3,000.00	0.00
ADVERTISING & LEGAL NOTICES	1,500.00	1,039.25
BANK SERVICE CHARGES & FEES	100.00	88.54
INCREASE IN FUND BALANCE	1,783.30	0.00
TOTAL EXPENDITURES	56,490.00	52,701.43
Fund 248 - DDA OPERATING FUND:		
TOTAL REVENUES	56,490.00	55,984.81
TOTAL EXPENDITURES	56,490.00	52,701.43
NET OF REVENUES & EXPENDITURES	0.00	3,283.38
BEG. FUND BALANCE	119,417.05	119,417.05
END FUND BALANCE	119,417.05	122,700.43

**ROYAL OAK
DOWNTOWN DEVELOPMENT AUTHORITY**

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ROYAL OAK, MI
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