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Press Release Press Release Press Release Press Release

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For Immediate Release

Downtown Ferndale Wins & Wins & Wins & ...

Ferndale, MI – Downtown Ferndale emerged the big winner when Main Street Oakland County presented recognition awards at its annual “Main Event” banquet held Friday, October 23 at Glen Oaks in Farmington Hills.

The Ferndale Downtown Development Authority capped an evening of being called to the podium by winning the coveted “spirit” award, selected by judges for the collective dedication and determination of the district’s volunteer community and DDA staff.

By night’s end, Downtown Ferndale counted nine awards with winners in a variety of categories including:

- Board Member of the Year – Veronica Lujic, Chairwoman of the DDA Board of Directors.
- Volunteer of the Year – Stacey Tobar, DDA Board Member and Chairwoman of the DDA Design Committee.
- Outstanding Façade/Building Rehab between \$10,000 - \$50,000 – Elegance by Design.
- Outstanding Façade/Building Rehab under \$10,000 – Pinwheel Bakery.
- Outstanding Business Retention/Expansion Award – Rosie O’Grady’s and the DDA Business Development Committee.
- Outstanding Special Event – DIY Street Fair, Chris & Krista Johnston.
- Outstanding Public Relations Effort – DDA Organization Committee.
- Outstanding Public Improvement Project – DDA Design Committee.
- Main Street Spirit Award

A theme throughout the evening of award-winning was Downtown Ferndale’s innovative approach to the challenges of revitalizing its downtown district. In particular, the Ferndale DDA was cited for its budget-conscious and sustainable solutions to the variety challenges.

“These awards recognize an ongoing and concerted effort by Downtown Ferndale volunteers and businesses who love Ferndale and want to make it better for the future,” said Cristina Sheppard-Decius, Executive Director of the Ferndale DDA. “Teamwork works and collaborative efforts pay off, but we are not done yet. This recognition adds winds to our sails and we will definitely keep moving forward.”

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Main Street Oakland County is an economic development program designed to assist all of Oakland County's 30 downtowns and provide technical and educational assistance to its 11 specially-designated Main Street communities. The organization helps each community follow the successful Main Street Program, a nationwide initiative outlined by the National Trust for Historic Preservation. The recognition banquet is held yearly to salute the successes of the downtown revitalization programs.

The Ferndale DDA was among the first six downtowns to become official Main Street communities, back in 2001, although the DDA was established by the city in 1980. Sheppard-Decius was brought on board in 2000 and has deftly guided the organization that now includes approximately 400 businesses in 3.9 linear miles intersecting at Woodward Avenue and Nine Mile Road. More than 60 volunteers contribute their time to improving the Downtown Ferndale business district. In addition to Sheppard-Decius, the district is also served by DDA Communications & Marketing Manager Chris Hughes and Office Manager and Administrative Assistant Cindy Willcock.

For further information on the Ferndale DDA, please contact Sheppard-Decius at 248-546-1632, ext. 201 or Hughes at 248-546-1632, ext. 202 or visit www.downtownferndale.com

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