



## Press Release

May 5, 2009

For Immediate Release

Contact: Chris Walden Hughes, Communications & Marketing Manager, Ferndale DDA  
248-546-1632 (office) 248-761-1134 (cell) [chughes@downtownferndale.com](mailto:chughes@downtownferndale.com)

### Downtown Ferndale Earns National Accreditation

**Ferndale, Michigan** -- Meeting and exceeding stringent national criteria, Downtown Ferndale retained its status as an accredited National Main Street Community for 2009. Accreditation is based on achieving ten performance standards developed by the National Trust for Historic Preservation. Main Street Oakland County, overseer of the program locally, delivered the good news, noting that the Ferndale Downtown Development Authority was one of seven in the county to earn the national endorsement.

"We are so proud of downtown and our success once again in achieving our 2009 Main Street accreditation," said Ferndale Mayor Craig Covey. "Like so many of our successes in Ferndale, this is a result of many people and businesses working together as staff and volunteers creating an even greater city."

The national program assesses downtowns on depth of community support for revitalization, operating budgets, work plan development, commitment by the board of directors, key statistic reporting and more. The accreditation process includes a thorough review by national and local officials complete with on-site visits, stakeholder interviews and critiques of stated goals and objectives. Officials from the National Trust for Historic Preservation and Oakland County Main Street visited Downtown Ferndale mid-April.

"Ferndale is a unique city, and we are lucky to have a team of leaders who continuously generate new and creative ideas to reach success," said Veronica Lujic, Chairman of the DDA Board of Directors. "Each year we are accredited gives us momentum to continue to blaze our trail."

The Ferndale DDA is headed by Executive Director Cristina Sheppard-Decius, who recently reported phenomenal growth in 2008 for the district, including a 300% increase in private and public investment.

"Accreditation certifies that our plans, which are based on the national program, are in place and are working," said Sheppard-Decius. "Our statistics are strong, but they are just one indicator of many that the program works. Our low vacancy rate, our high profile, our ability to thrive -- Downtown Ferndale exemplifies the success of revitalization."

The Ferndale DDA manages and markets a business district of approximately 400 businesses located primarily on Nine Mile Road from Pinecrest east to Paxton, and Woodward Avenue from Marshall north to Oakridge. Its 12 member board is comprised of local business owners and land holders. More than 40 volunteers work to implement the goals and objectives.

The DDA Board of Directors are: Lujic, State of the Art Framing Gallery; Tom Pearlman, Vice-Chairman, Attorney; Steve Selvaggio, Secretary, Western Market; Jerome Raska, Treasurer, Blumz by JR Designs; and directors Stacey Tobar, Landscape Architect; Amy Roll, Spaulding & Curtin; Charity Mendoza, Greenleaf Bodywork; Henry Johnson, LeHost; Michael Hennes, Howe's Bayou; and Mayor Covey. Advisory board members are Heather Carmona of the WA3 and Jennifer Roosenberg of the Ferndale Chamber of Commerce.

For more information on the Ferndale DDA please visit [www.downtownferndale.com](http://www.downtownferndale.com) or contact Sheppard-Decius at 248-546-1632.

Other links of interest are:

- Main Street Oakland County – [www.oakgov.com](http://www.oakgov.com)
- National Trust for Historic Preservation - [www.preservationnation.org](http://www.preservationnation.org)

### .