

Ferndale DDA
December 8, 2022

Activity Recap FY22

Some Things We Are Proud Of & What It Costs

Fiscal Year 2022

*July 1, 2021 – June 30, 2022





Gorgeous Downtown Landscaping (approx. \$250k)

Thanks to Derek Radell and the entire crew at the Department of Public Works, Downtown Ferndale was stunning this summer. From hanging baskets, to new planters, to bed improvements... we were selfie ready. This budget includes landscaping staff, plant material, and holiday light decorating.

248-000-931.000 Facilities Maintenance





The Great Ferndale Blankie Hunt

(cost = priceless)

A Ferndale parent posted on social media that her child's cherished blanket was lost somewhere in Downtown Ferndale. The DDA Director alerted the Public Works Department (DPW) who searched throughout the day with no luck...but they didn't give up! The infamous "binkie" was recovered, cleaned, and reunited with its family.





Capital Improvements


(approx. \$40k in FY22
and \$26k in FY21)

Critical investments were made to replace aging infrastructure like bike racks, benches, and planters. Many of the items were 10+ years old.

In several places, this required concrete repairs to secure this infrastructure properly to the sidewalk.

This investment will continue this coming year. Expect to see rusty bike racks become a thing of the past, and maybe even new trash/recycling receptacles. And yes, that is exciting for us because we are like that.


248-000-977.000 Capital Outlay



Created the Downtown
Resource Officer position in
collaboration with the
Ferndale Police Department
(approx. \$60k)

248-000-965.100 Contributions to General Fund





Executed the Woodward Moves Business Outreach Strategy

(\$16k in FY 22, \$35k so far in FY23)

Working in collaboration with the City of Ferndale, MDOT, and the team from Franco Communications, the Ferndale DDA planned and executed a highly successful business outreach program about the Woodward Avenue construction project. Businesses received in person visits, emails, text messages and presentations during monthly meetings. More to come in Spring 2023!

248-000-818.000 Contractual Services





Grew the New Engagement Manager Role

(total DDA staff expenses \$180k)

Sommer Realy, DDA Engagement Manager, has shown dedication to professionalism at every turn. She has passion for supporting businesses, seeing them in person as often as possible, and trying to anticipate their needs. The most powerful resource of the Ferndale DDA and the City of Ferndale are people.





Hosted an Almost Entirely New Series of Events

(approx. \$7k)

Nine on Nine Summer Concert Series
Busking Concert
Movies in the Parks
Trick or Treat
Jingle & Mingle
Santa Parade

248-000-885.000 Special programs





And all the rest...

- Began offering ribbon cutting services
- Formalized lease agreement with City of Ferndale
- Established pay scales for Ferndale DDA employees for the first time
- Launched monthly business meetings
- Got a \$25k grant from Michigan Arts and Cultural Commission
- Worked with National Main Street organization to develop Next Gen program
- Track quarterly statistics on business retention and investment
- Social media engagement
- PATIO Zone program modifications
- Downtown snow/ice removal



Wedding pics in Withington Alley in front of the new mural by Joey Salamon



Governor Whitmer at Ferndale PRIDE



First full events season since the pandemic saw great turnouts!



New Business: Tigerlily



Expanded Business: Bags and Beads



New Business: Olive's Bloombox



New Business: Quix Chocolate



Expanded Business: Living Room Hair Lounge



New Business: Mezcal



New Business: Jim Shaffer and Associates Realtors



New Business: Ascension Health