

DOWNTOWN DEVELOPMENT AUTHORITY FIVE YEAR DEVELOPMENT PLAN

The Downtown Development Authority Board has chosen to focus its efforts on improving the shopping environment and selection for consumers in the DDA District. It will focus its efforts on revitalizing the aesthetic appearance of the buildings within the Development Area and promoting the retention and recruitment of businesses to diversify the retail mix within the Development Area. The activities to pursue these improvements are described below and estimated costs are provided in Table 1.

1. Purchase and installation of seasonal banners and other decorations on street light poles throughout the District.
2. Implementation of a Commercial Façade Improvement Program to provide incentives to building and business owners to improve their facades.
3. A Business Recruitment and Retention Program will involve activities such as, but not limited to, working with existing business owners to improve their marketability to consumers (for example how store displays can foster sales). Also, creation, advertising and implementation of community events geared to bringing residents into the DDA District, and identifying potential retail to recruit into vacant buildings as they occur.

TABLE 1
ANNUAL PROJECTED EXPENDITURES & REVENUES BY PROJECTS
REDFORD DDA 2004 – 2008

EXPENDITURES	2004	2005	2006	2007	2008
Decorative Seasonal Banners Purchase	15,000	10,000	10,000	15,000	10,000
Commercial Façade Improvements Program	5,000	5,000	5,000	5,000	5,000
Business Recruitment and Retention	15,000	10,000	10,000	10,000	10,000
Landscaping Improvements & Maintenance	20,000	20,000	20,000	25,000	25,000
Administration	3,000	3,000	3,000	3,000	3,000
Contingency	8,548	21,601	24,716	17,894	29,440
TOTAL	66,548	69,601	72,716	75,894	82,440
REVENUES *	66,548	69,601	72,716	75,894	82,440

* Estimated Revenue Redford Township DDA
Downtown Development Plan & Tax Increment Financing Plan