



DDA 2023 Progress/Accomplishments

The City of Westland Downtown Development Authority (DDA) continued making progress on the goals and objectives laid out in the currently adopted development plan throughout 2023. The Redevelopment of Ford Road continues to be a top priority of the authority, as a highly visible, frequently traveled thoroughfare which helps to shape the identity of the community. To help with beautification efforts, in 2022 the DDA improved upon and expanded the Façade Grant Improvement Program. The revised program continued to see success in 2023 and saw a total of \$114,230.00 awarded across 5 businesses. The DDA continued to invest in park and public area improvements as they saw the installation of a new world-class play scape at Tattan Park titled "Mission to Mars." The play scape was a finalist the Michigan Municipal League's Community Excellence Award. The DDA hosted a Summer Concert Series and Craft Beer and Wine Event at Central City Park. They also hosted the Blues, Brews, and Barbeque event. The DDA held discussions on taking action to improve the Summer Concert Series in 2024 and potentially build new partnerships. In addition to these events, a successful weekly Farmers Market continued to be held.

2023 Projects

- ✚ Approval of contract with The Retail Coach to provide retail recruitment services to the city
- ✚ Approval of funding to develop a Strategic Marketing and Branding Plan with Place + Main Advisors, LLC.
- ✚ Approval of funding for the remediation of the Central City Park Pond

Events/Promotional Campaigns

- ✚ Shop and Dine Shop Local Campaign
- ✚ Weekly Farmers Market at Tattan Park
- ✚ Blues, Brews, and Barbeque
- ✚ Summer Concert Series
- ✚ Craft Beer and Wine Event