



DDA 2024 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 2024. Ford Road redevelopment continues to be a top priority due to the high traffic volume which continues to help shape the community's image. The Façade Grant Improvement Program continues to be utilized to improve the condition of blighted or deteriorating buildings. This year there were 7 Façade Grant Improvement Program applications approved totaling \$102,913.58. Businesses within the DDA district have been very successful in utilizing the program.

The DDA continues to invest in the parks and public areas throughout the district. The DDA approved the replacement of the pedestrian bridges at Tattan Park which will reduce future maintenance costs. The Farmers Market Pond liner was found to be in need of replacement and has successfully been replaced. The walking trail at Central City Pond has been reopened following remediation efforts. This marks an important milestone in the ongoing efforts to enhance the community's recreational amenities and ensure a sustainable, environmentally healthy space for all to enjoy. The DDA has also hosted several events including the Summer Concert Series, and the Craft Beer and Wine Event at Central City Park. The DDA signed a deal with Jon Witz & Associates to run the Blues, Brews, and Barbeque event, which provided the city with better than ever results. The Westland Farmers and Artisans Market has continued to be held on a weekly basis and remains a successful and vibrant community event, newly managed by the City's Parks and Recreation Department. . The market provides local farmers, artisans, and vendors with the opportunity to showcase their products, while offering residents and visitors a diverse selection of fresh produce, handmade goods, and unique offerings. Its ongoing success underscores the community's support for local businesses and its commitment to fostering a dynamic, thriving marketplace.

To help accomplish the City of Westland's goals, a contract was signed with a new Business Attraction Contractor from Modern Consulting LLC. The contract was approved by the DDA Board and runs for two years. The Business Attraction Contractor is regularly interacting with the Economic Development Department and providing services. Additional contracts were approved to help the city bring in new business to the community. Place + Main Advisors developed a strategic Community Marketing and Branding plan that will be implemented in phases over the next few years. The DDA Board approved a contract with Placer.ai, which is a location analysis tool that will be used to help attract new businesses and provide support to existing businesses within the community. Future plans for the DDA District and the City of Westland include continuing to focus on commercial area revitalization, increasing our marketing efforts, as well as making improvements to the parks.

2024 Projects

- Replacement of Farmers Market Pond liner
- Street Lighting Project continues
- Purchase of License Plate Recognition camera
- Pedestrian Bridge Replacements at Tattan Park
- Re-opening of Walking Trail at Central City Pond
- Approval of contract with Placer.ai

Events/Promotional Campaigns

- Blues, Brews, and Barbeque managed by Jon Witz & Associates
- Weekly Farmers Market at Tattan Park
- Summer Concert Series
- Craft Beer and Wine Event
- Shop and Dine Local Campaign