



DDA 2020 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 2020. 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. Beautification efforts continued from 2019 with the continued streetscape improvements along Ford Road corridor and Ford Road overpass, approved funding for network installation at Historic Village Park, approved the purchase of Spray Park equipment, and despite unprecedentedly challenges caused by the Covid-19 pandemic, the DDA continued making progress on the goals and objectives. A continued partnership with the Westland Chamber of Commerce allowed for a successful weekly Farmer's Market. Increased safety protocols and social distancing allowed the Market to stay up and running, and provided Westland residents and those from surrounding communities, an additional option to secure produce while traditional shopping capacities were restricted. The DDA continued to invest in park and public area improvements as it approved funding for the installation of network communities at the Westland Historic Village Park, as well as improvements to the H2O Zone Splash Pad and the purchase of additional park benches and picnic tables for Tattan Park. The DDA planned to conduct a summer concert series and entered into an agreement with an artistic director to ensure the series success. This along with other planned events, including "Blues, Brews and Barbeque" were cancelled due to the pandemic, but are budgeted for, and expected to take place in 2021. The DDA shifted its usual marketing efforts with a campaign focused on the importance of supporting local business. This campaign, which featured local business owners, included: television, radio, print, billboard and direct mail marketing.

In September, the DDA approved a proposal for a 1-yr agreement with Buxton to utilize their SCOUT analytics platform. This software will allow the Economic Development Department to engage in a more proactive and efficient approach to retail recruitment and marketing of high-profile vacancies within the City of Westland. The COVID-19 pandemic has caused additional strain on brick and mortar retail and now it is more important than ever to be actively promoting availability within the city while considering market/demographic feasibility to ensure DDA resources are allocated wisely. This software allows the DDA to identify potential retail matches and utilize the data to engage in a strategic pitch to recruit those matches to the community. Highly visible and high profile vacancies can lead to a decline in surrounding property values as well as an increase in tax appeals from property owners. This purchase will help ensure the DDA is working to maintain its revenue stream in order to continue to improve and revitalize the district.

2020 Projects

- Continued streetscape improvements along Ford Road and at Ford Road overpass
- Repairs to irrigation along Ford Rd corridor and Ford Rd overpass
- Facilitated final changes on Wayfinding Signage
- Funding for maintenance of Tattan Park amenities
- Smooth Summer Nights – (will credit for next year)
- Spray Zone mechanical equipment upgrades
- Park benches/picnic tables for Tattan Park
- Approved funding for MDNR match grant for park improvements
- Approval of Buxton Software Proposal 1 year agreement

Events/Promotional Campaigns

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