



Royal Oak

Revised Agenda

Royal Oak Downtown Development Authority Meeting

Wednesday, March 18, 2026, 4:00 p.m.

City Hall Commission Chambers Room 121

203 South Troy Street

Royal Oak, MI 48067

Anyone planning to attend the meeting who has need of special assistance under the Americans with Disabilities Act (ADA) is asked to contact the city clerk's office at 248-246-3050 at least two (2) business days prior to the meeting.

	Pages
1. Call to Order	
2. Public Comment	
3. Approval of Minutes	4
4. Expense Items	9
5. Presentation on Parking System Rollout	
6. Business	
a. Pilot Business Retention and Recruitment Fund	11
<p>The Royal Oak Downtown Development Authority (DDA) Business Recruitment & Retention Program is designed to strengthen, attract, and sustain businesses within the Downtown Development Authority district. This pilot program provides targeted financial support and technical assistance to help businesses grow, adapt, and remain competitive while contributing to a vibrant and resilient downtown ecosystem.</p>	
b. West Street Playscape	16
<p>Public engagement efforts for the West Street Playscape go back to July 2025. Recently at the March 2026 Infrastructure Committee meeting the DDA was asked to consider suggestions from residents. A compromise to the original design was made, resulting in the plans before you.</p>	
c. Akouri Group LLC / Lafayette and 5th St	27
<p>The DDA has received a request from Akouri Group LLC to “forgo” capturing tax increment revenue that would be generated by their project at 505 S. Lafayette (Lafayette and 5th Street).</p>	
d. Wayfinding Signage Update	31

The current wayfinding sign system, while it has served Royal Oak well is in need of an update. The current signs do not have a map that highlights destinations and important features in the District. They primarily show parking facilities. Most visitors will already have found parking before they look at the map. Additionally, there is no directory of local businesses. Finally, the event calendar component is a heavy metal sign that is fabricated, printed, installed, and then thrown away – definitely not sustainable.

- e. Social Media Contractor 36
 At a meeting of the Business Relations and Marketing Committee it was requested to forward the full proposal from Amy Gillespie along with work examples, prior to the Board reviewing this contract at the February 25 DDA Board meeting. At that meeting a Selection Committee was formed of three Board members. Subsequently an interview was held with the top 3 prospects on March 9, 2026.

- *f. Throne in Centennial Commons 62
 The City of Royal Oak engaged in a pilot project with Throne Labs to provide free public restrooms for customers at various budgets. The city budgeted to spend \$145,800 for three deployments over nine months. They are looking to end the pilot project and see if there is interest to continue with the service of Thrones on an ongoing basis. Of the three locations, the one in Centennial Commons is where the City is asking if the DDA is interested in assuming the costs.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to enter into a contract with Throne to maintain the Throne in Centennial Commons, while concurrently working on establishment of permanent bathroom facilities in Centennial Commons.

BE IT RESOLVED, the Royal Oak DDA requests the Executive Director to explore options of applying custom graphics to the Throne identifying this as an amenity provided by the DDA and to encourage people to patronize businesses throughout the District.

- 7. Reports
 - a. Available Properties in Downtown Royal Oak 70
 - b. Downtown Dollars Results and Analysis 84
 Over \$3 million of gift cards have been purchased and \$2.2 million redeemed with a redemption rate of 71.5%. Unspent funds from some campaigns were returned to the DDA with a small restocking fee. Data is presented along with analysis and recommendations.
 - c. Fifth Street Update 101
 The Fifth Street Pedestrian Plaza project is about to begin. Meetings to prepare for the project were held on Wednesday, March 11, 2026. Results of those meetings and an update on wayfinding signage for the project follows.
 - d. Executive Director Report 105

8. Adjournment



Royal Oak Downtown Development Authority Meeting

February 3, 2026, 6:00 p.m.
City Hall Commission Chambers Room 121
203 South Troy Street
Royal Oak, MI 48067

Present: Anthony Yezbick
Jay Dunstan
Kyle DuBuc
Mark Vanneste
Michael Keith
Michael Sophiea
Adrian Walker
Nic Grochowski
Jen Brown

Absent: Salvatore LoGrasso

1. Call to Order

The meeting was called to order by Michael Sophiea at 6:05pm.

2. Public Comment

1 member of the public spoke.

Royal Oak City Commissioner Brandon Kolo spoke.

3. Fifth Street Pedestrian Improvement

The Board met to discuss the Fifth Street Pedestrian Improvement project. Details of the bid from Warren Contracting were reviewed.

The board raised questions about specific features including the light fixtures, festoon lighting, and kiosk. A commitment was made to follow up on these items.

Additional questions were raised about the phasing of the project and contract. Isaac agreed to circulate the contract to the board following the meeting.

Moved by: Mark Vanneste
Seconded by: Jay Dunstan

BE IT RESOLVED, that the DDA supports the Fifth Street Pedestrian Improvement Project, contingent upon the following conditions:

- a. Approval is limited to Phase 1 only and does not include Phase 2.
- b. The DDA retains unilateral authority to approve change orders for any line item at its discretion.
- c. Any conflicts between the bid, RFP, and contract documents are resolved.
- d. A clear and defined project timeline is established.

All in favor.

Motion Adopted

4. Adjournment

Moved by: Jay Dunstan

Seconded by: Kyle DuBuc

Motion to adjourn.



Royal Oak Downtown Development Authority Meeting

February 25, 2026, 4:00 p.m.
City Hall Commission Chambers Room 121
203 South Troy Street
Royal Oak, MI 48067

Present: Anthony Yezbick
Jay Dunstan
Kyle DuBuc
Mark Vanneste
Michael Sophiea
Salvatore LoGrasso
Adrian Walker
Nic Grochowski
Jen Brown

Absent: Michael Keith

1. Call to Order

The meeting was called to order by Michael Sophiea at 4:03pm.

2. Public Comment

Public comment opened at 4:03pm. 4 members of the public spoke. Public comment closed at 4:16pm.

3. Approval of Minutes

Moved by: Jay Dunstan
Seconded by: Adrian Walker

Motion to approve the minutes.

Motion Adopted

4. Expense Items

5. Business

5.a Trailhead Reimbursement Agreement

Moved by: Kyle DuBuc
Seconded by: Mark Vanneste

BE IT RESOLVED, the DDA authorizes the Executive Director to reimburse Trailhead RO LLC pursuant to the terms of the agreement for \$380,104.08 for the current fiscal year.

BE IT FURTHER RESOLVED, the DDA authorizes the Executive Director to seek a budget amendment and reimburse Trailhead RO LLC pursuant to the terms of the agreement for unreimbursed items in prior fiscal years of \$87,971.

Motion Adopted

5.b Hazelton Reimbursement Agreement

Moved by: Kyle DuBuc
Seconded by: Adrian Walker

BE IT RESOLVED, the Royal Oak Downtown Development Authority, DDA after reviewing the submitted materials hereby determines that the provisions of the reimbursement agreement have been met and approves the request from The Hazelton, LLC, and

BE IT FURTHER RESOLVED, the DDA authorizes the Executive Director to begin reimbursing The Hazelton LLC pursuant to the terms of the agreement.

Motion Adopted

5.c Maintenance and Landscaping Contract

Moved by: Jay Dunstan
Seconded by: Kyle DuBuc

Call for vote on the amendment

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to enter into a contract with Worry Free for a three-year extension of their Maintenance and Landscaping Services in downtown Royal Oak.

BE IT FURTHER RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to negotiate with Worry Free to manage hours and limit the year-over-year price increase -- not to exceed \$600,000 in year one.

Motion Adopted

Amendment:

Moved by: Jay Dunstan

Seconded by: Kyle DuBuc

Motion to amend the original motion for years 2 and 3 with a not to exceed for year 2 at \$647,000 and year 3 at \$676,000.

Motion Failed

5.d Social Media Contract

Moved by: Mark Vanneste

Seconded by: Jen Brown

BE IT RESOLVED, that a select committee is recommended to interview the top three social media contractors who have completed the RFP process.

BE IT FURTHER RESOLVED, to collaborate with the City Attorney's Office to draft a contract that can be reviewed by the board and executed at a later date.

Motion Adopted

5.e FY 2026-27 Budget Discussion

The full board to meet for a budget session, potentially on a Saturday as board members are available, so members can better understand current funds. DDA Executive Director Isaac Kremer will poll board members to get this scheduled.

6. Reports

6.a Available Downtown Properties Report

6.b DDA Executive Director Report

7. Adjournment

Moved by: Anthony Yezbick

Seconded by: Salvatore LoGrasso

Motion to adjourn.

Motion Adopted

INVOICE GL DISTRIBUTION REPORT FOR CITY OF ROYAL OAK
 POST DATES 02/01/2026 - 02/28/2026
 BOTH JOURNALIZED AND UNJOURNALIZED
 PAID

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 247 DDA DEVELOPMENT FUND					
Dept 729 DDA/TIFA					
247-729-82500	HOLIDAY LIGHTS/TREE	ENGLISH GARDENS	HOLIDAY LIGHT INSTALLATION 6547, CENTEN	122,757.88	270395
247-729-85101	ELECTRIC	DTE ENERGY	400 S TROY ST	641.00	8186874
247-729-85101	ELECTRIC	DTE ENERGY	205 S TROY ST	591.53	8186874
247-729-85101	ELECTRIC	DTE ENERGY	232 S CENTER ST EAGLE PLAZ	44.35	8186874
247-729-85712	MAIN ST COMMITTEE - PROMOTION	GREATER ROYAL OAK CHAMBER	RO IN BLOOM 2026 DDA SPONSORSHIP	10,000.00	270408
247-729-85712	MAIN ST COMMITTEE - PROMOTION	PRIDE ROYAL OAK	2026 PRIDE RO SPONSORSHIP 50% DEPOSIT	27,500.00	270495
247-729-85712	DIGITAL AUDIO STREAMING	AUDACY OPERATIONS, INC.	DIGITAL AUDIO STREAMING	3,000.00	270352
247-729-85712	DDA LIFESTYLE PUBLICATIONS MEETI	CACAO TREE CAFE	DDA LIFESTYLE PUBLICATIONS MEETING MEAI	32.92	8186877
247-729-85712	DDA PLANET DETROIT MEETING MEAL	DOCR DETROIT, INC	DDA PLANET DETROIT MEETING MEAL	16.20	8186877
247-729-85712	DDA LUNCH W RICK STOUT	DOCR DETROIT, INC	DDA LUNCH W RICK STOUT	13.80	8186877
247-729-85712	DDA LUNCH W RICK STOUT	JINYA RAMEN BAR	DDA LUNCH W RICK STOUT	56.06	8186877
247-729-85712	DDA AUDACY MEETING MEAL	SEVEN SUNDAYS COFFEE	DDA AUDACY MEETING MEAL	20.93	8186877
247-729-85712	DDA VOLUNTEER BOOKS	SIDETRACK BOOKSHOP	DDA VOLUNTEER BOOKS	175.00	8186877
247-729-85712	ADS	COMMUNITY PUBLISHING	DDA RO TODAY Q1 2026 FULL PG ARTICLE	6,300.00	270612
247-729-85713	DDA DEPUTY DIRECTOR DESK MEMBERS	BAMBOO ROYAL OAK	DDA DEPUTY DIRECTOR DESK MEMBERSHIP	309.00	8186877
Total For Dept 729 DDA/TIFA				171,458.67	
Total For Fund 247 DDA DEVELOPMENT FUND				171,458.67	

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
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Fund Totals:

Fund 247 DDA DEVELOPMENT	171,458.67
Total For All Funds:	<u>171,458.67</u>

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Business Retention and Recruitment Fund
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	March 18, 2026

EXECUTIVE SUMMARY

The Royal Oak Downtown Development Authority (DDA) Business Recruitment & Retention Program is designed to strengthen, attract, and sustain businesses within the Downtown Development Authority district. This pilot program provides targeted financial support and technical assistance to help businesses grow, adapt, and remain competitive while contributing to a vibrant and resilient downtown ecosystem.

Having evaluated the current vacancies and spoken with dozens of businesses, this program seeks to answer major needs that have been expressed. There is also flexibility for businesses to apply with needs they have that are not listed.

We are proposing to give a grant and to require a dollar-for-dollar match. Up to half of the match can be from in-kind contributions to the project for businesses with demonstrated financial need.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$100,000
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-XXXXX

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

This is a new expenditure and we don't have an existing line item to reallocate. For that reason we are seeking to achieve cost savings by dialing back on corporate media spend, to put resources into local businesses instead.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

There will be workload related to intake, evaluation, and administration of applications. This will primarily be assumed by the Deputy Director with support from the Executive Director. The time commitment is estimated to not exceed 5 hours per week total.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

6.3.1 – Quality of Life: Support local small businesses and business retention.

Businesses will be highlighted in promotions, attracting new customers to Royal Oak.

6.6.1. -- Quality of Life: Support and encourage participation in buy-local campaigns

People will be encouraged to shop and buy-local.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

- May 21, 2008. Business recruitment package on the agenda for DDA Board.
- December 12, 2025. Introduction of Deputy Director Julia Kalugar to lead recruitment and retention efforts.
- December 17, 2025. PA Act 57 Informational meeting identified business recruitment and expansion fund as a “future project.”
- January 21, 2026. At DDA Board meeting approved S-CAP as policy to guide future projects DDA undertakes. Emphasized recruitment of businesses that enhance our identity and reputation as a place that values sustainability.
- February 25, 2026. Available spaces inventory presented at DDA Board meeting.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to establish a pilot business retention and recruitment fund of \$100,000.

ATTACHMENTS:



Business Recruitment & Retention Program

Program Overview

The Royal Oak Downtown Development Authority (DDA) Business Recruitment & Retention Program is designed to strengthen, attract, and sustain businesses within the Downtown Development Authority district. This pilot program provides targeted financial support and technical assistance to help businesses grow, adapt, and remain competitive while contributing to a vibrant and resilient downtown ecosystem.

The Business Recruitment & Retention Program aims to:

- Support the long-term sustainability and success of existing downtown businesses
- Attract new and innovative businesses to the DDA district
- Encourage reinvestment in storefronts, operations, and technology
- Improve the overall vitality, aesthetics, and economic health of downtown Royal Oak
- Reduce barriers to growth for small and independent businesses

The program prioritizes projects that enhance business visibility, operational efficiency, sustainability, and customer experience, while encouraging business owners to invest alongside the DDA to ensure shared commitment and long-term impact.

Funding & Match Requirements

A dollar-for-dollar cash match is required to participate. Individual businesses may apply for up to \$10,000 per year through the program, though requests may be submitted for lesser amounts. Awards may range from as little as \$500 to as high as \$10,000, depending on the project. For need-based applicants, up to 50% of the required match may be satisfied through in-kind contributions such as documented labor, professional services, or owner time directly related to the approved project. Business owners are expected to invest their own time and/or financial resources to demonstrate commitment to their proposed project.

Eligibility

The program is open to business owners located within the Royal Oak DDA district, including retail, service, restaurant, and creative businesses, as well as new or expanding businesses seeking to locate within the DDA district. Property owners may also be eligible when partnering with qualifying business tenants, where applicable. Final eligibility determinations will be made by the DDA.

Eligible Uses of Funds

Funding may be used for the following activities and expenses:

1. Marketing Support & Programming

- Paid social media advertising
- Print media advertising and collateral
- Television and radio advertising
- Website development, redesign, and optimization

2. Accounting & Professional Services

- Accounting and bookkeeping services
- Legal, consulting, or other professional services that support business stability or growth

3. Equipment & Physical Improvements

- Furniture and furnishings
- Fixtures and display elements
- Vinyl decals for doors and windows
- A-frame signs and other approved exterior signage

4. Product & Service Expansion

- Support for launching new products or service lines
- Equipment, marketing, or operational needs related to expansion

5. Store-Within-a-Store & Activation Opportunities

- Pop-ups, temporary installations, and activations
- Collaborative retail concepts within existing storefronts

6. Sustainability & Energy Efficiency Improvements

- Lighting upgrades
- Energy-efficient equipment
- HVAC improvements and upgrades

7. Technology Upgrades

- Point of Sale (POS) systems
- Networking equipment
- Wi-Fi improvements
- Computers and business hardware
- E-blast and email marketing services

8. Retail Incubator Support

- Participation in or development of retail incubator concepts
- Shared retail or testing environments for emerging businesses

9. Other Business Needs

- Applicants may propose additional uses not listed above. The DDA encourages innovative requests that align with program goals.

Application Review & Selection

Applications will be reviewed by the DDA board and evaluated based on alignment with program goals, the feasibility and readiness of the proposed project, demonstrated business need and potential impact, the level of owner investment and commitment, and the project's contribution to downtown vitality and economic development. Funding is subject to availability and adherence to program guidelines.

Awarded businesses will be expected to use funds solely for approved expenses, provide documentation of all expenditures and required matching funds, and participate in follow-up reporting to assist the DDA in measuring program outcomes and informing future funding decisions

Questions & Contact Information

For more information or assistance with the application process, please contact:

Julia Kalugar

Deputy Director

Royal Oak Downtown Development Authority

947-282-0162 | Julia.Kalugar@romi.gov

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	West Street Playscape
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	March 18, 2026

EXECUTIVE SUMMARY

Public engagement efforts for the West Street Playscape go back to July 2025. There have been extensive efforts made to get public feedback. Recently the DDA has been asked to consider suggestions from some residents for an alternate play structure for this space. We will provide a summary of the process to date, including how the current design was selected, a response to some of the questions about that process, and to give updates from additional community discussions in February and Early March.

Here is a summary of the process that got us to present:

1. A survey was conducted of neighborhood residents in July 2025 resulting in 79 responses. The top three priorities they expressed were a playscape, seating, and trash can.
2. On October 3, 2025, the DDA Executive Director was made aware by Parks and Recreation Department Director Nikki McEachern that options were requested from an installer for different price points.
3. The DDA Infrastructure Committee reviewed several options at the October 2025 meeting. The preference for the lower cost Option One was expressed, and the higher cost Option Two was ruled out.
4. DDA staff continued to explore this lower cost Option One. When feedback was provided benches were desired, an Option Three was explored at \$36,101 that included benches.
5. When question was raised about accessibility, two accessibility features were added at sidewalk level. This brought the cost to \$31,664.
6. City staff were able to identify benches in inventory that could be deployed at no cost further bringing the overall cost down.
7. Several meetings were held with Commissioner Cheezum and Community Engagement Specialist Judy Davids to plan additional outreach.
8. Two hundred households in the neighborhood were invited to a public engagement session on February 10. Nineteen people attended.

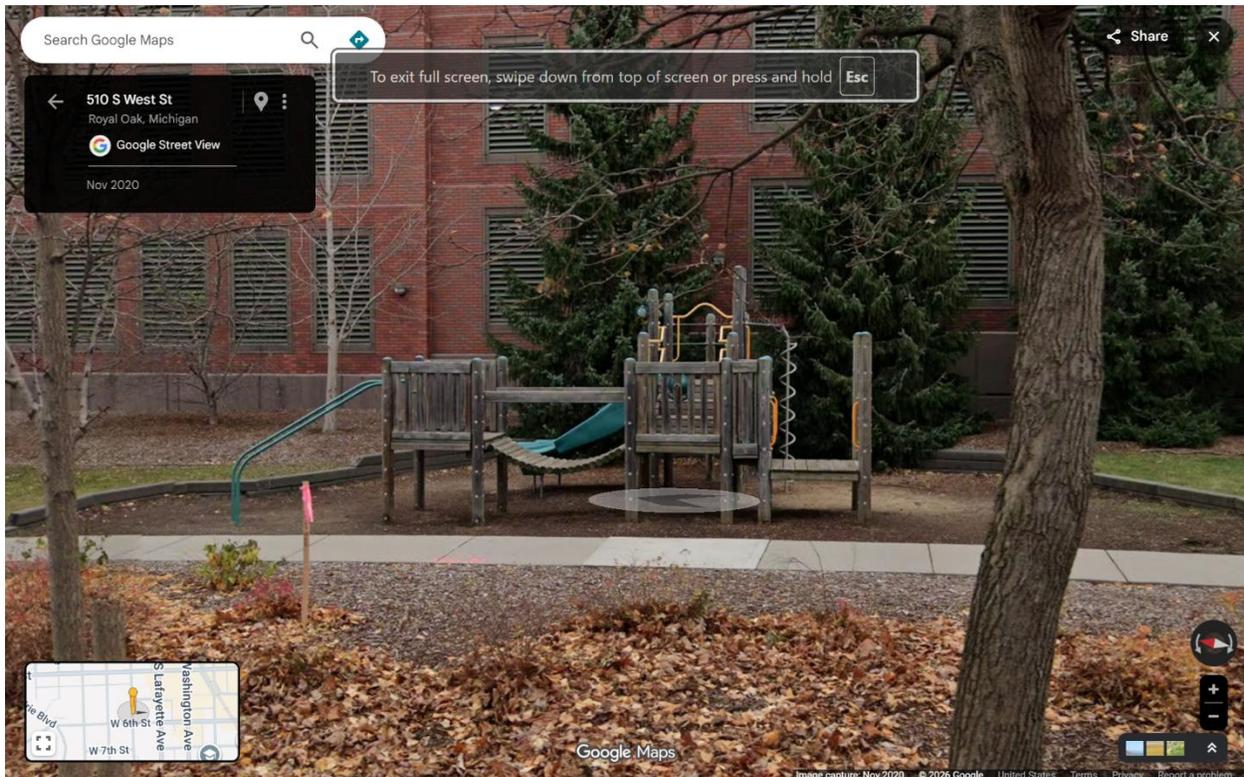
9. The morning after the meeting on February 11 Ms. Davids confirmed to the DDA Executive Director that there were no strong objections during the meeting to the proposed playscape.
10. During the public engagement process on February 10, questions were raised about adding swings. Staff looked into this further and found the following:

Feedback from our installer follows: “A swing requires a large safety use zone in which the current playground footprint does not allow.”

Additionally, we referred this internally to city staff who gave more detail: “He confirmed a standard swing needs 32 feet for fall zone (16 ft in front and 16 feet in the back); a toddler swing needs 25 ft. The arched walkway (cutting through the park, which people said they love BTW) only allows for about 21 feet clearance. To move the sidewalk to allow for clearance could cost upwards of \$12K. It appears a swing was not part of the original playscape and it makes sense now.”
11. The order was placed on February 17.
12. Key points of the process and with visuals and documents are here: <https://romi.gov/1917/29019/West-Street-Greenspace>.
13. Members of the public showed up and participated in the DDA Infrastructure Committee meeting. At that meeting priorities expressed included a double slide, climbing wall, and monkey bars.
14. Following the meeting the scope was revised and the final Option 5 was generated. This subsequently was shared with the community who were appreciative.

Response to Questions About the Process

At the DDA Board meeting on February 25, during the public comment section of the meeting, some statements were made that questioned the level and quality of public engagement. In speaking with key people after the fact, at no point was a commitment made to redesign what was presented at the February 10 public meeting. Instead, the design as presented was considered a Phase 1 with a future Phase 2 to make other enhancement and additions to the greenspace based on feedback provided.



A claim was made that the "play value of which is not comparable to what we previously had." The prior playscape as it existed had several platforms, bridge, parallel bars, climbing pole, and a slide. The playscape as proposed has:

- Single thunder ring
- Corkscrew climber
- How tall am I
- Ridge climber
- Bongos
- Swerve zip slide
- Straight crawl tube
- Two freestanding sensory rings with twist bearing and rain inserts

Any larger of a playscape would bring with it greater cost and potential noise, attract more people and with that affect ability of residents to park on the street. Other areas of Royal Oak have had similar problems when larger play structures have been put in.

Another comment was made about the cost discrepancy between 2003 and 2026 dollars. Given the actual cost of the current proposed structure is around \$31,664 with install, we are spending more than 2003 even after adjusting for inflation.

Finally, a claim was made that the order was placed "with no further input." Subsequent opportunities were provided to give input before the final order was placed. The community was notified of the order being placed and expressed appreciation.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$35,429.11
AMOUNT CURRENTLY BUDGETED	\$25,000
FUNDING SOURCE/ GL NUMBER	247-729-82500

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

The actual amount exceeded what the initial costs were hoped to be. This was due to inclusion of additional accessibility features. This still falls within the ability of the DDA to cover these additional expenditures. The small increase over the initial \$25,000 can be managed by breaking the equipment and installation costs out, and having a small increase of each that is less than \$5,000 and within the spending guidelines to approve.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

Workload impact has been excessive for staff, particularly in the last week. More time is currently being spent on this project than any other project that the DDA is undertaking – including the Fifth Street Plaza Improvement. Further extending the public engagement process and exploring new options, new fabricators, and getting approvals for these has the potential to further add to the staff time required.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. A safe and accessible playscape with adequate seating for caretakers is an important piece of social infrastructure.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. While technically not a park, the playscape will be a valued amenity for residents of the neighborhood.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2d. Work to enhance the pedestrian experience throughout the community.

Giving a safe and clean place to play, sit, and enjoy the outdoors will enhance the pedestrian experience.

5.1. Create and promote a network of social engagement opportunities for multiple generations. Public spaces provide a valuable place for social engagement of all generations to occur. The addition of benches will further fulfill this potential in a way that the play structure did not provide before.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Engagement highlights include:

- July 2025. Survey of residents.
- Commissioner Cheezum spoke with residents and handed out postcards at July 4 block party.
- February 10, 2026. Public meeting to review survey results and next steps.
- Website on project created.
- February 25, 2026. Project was discussed at the DDA Board meeting.
- Community was notified about changes in scope of project.
- March 2, 2026. Project was discussed at the DDA Infrastructure Committee meeting.

BE IT RESOLVED, the Royal Oak Downtown Development Authority after consulting with the neighborhood requests the Executive Director to expend \$35,429.11 for the playscape and installation.

ATTACHMENTS:



Rendered in Forester Palette

City of Royal Oak
S. Lafayette Garage Green Space - Option Five

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Rendered in Forester Palette

City of Royal Oak
S. Lafayette Garage Green Space - Option Five



Rendered in Forester Palette

City of Royal Oak
S. Lafayette Garage Green Space - Option Five



Rendered in Forester Palette

City of Royal Oak
S. Lafayette Garage Green Space - Option Five

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Rendered in Forester Palette

City of Royal Oak
S. Lafayette Garage Green Space - Option Five

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IMPORTANT: Soft resilient surfacing should be placed in the use zones of all equipment, as specified for each type of equipment, and at depths to meet the critical fall heights as specified by the U.S. consumer Product Safety Commission, ASTM standard F 1487 and Canadian Standard CAN/CSA-Z-614

SENSORY RING 3240
TWIST BEARING (20" - TWO SIDED) 3952

TRANSFER PLATFORM W/ BARRIER 19014

SINGLE THUNDERING (BELOW) 18692

CORKSCREW CLIMBER 19111

STRAIGHT CRAWL TUBE (1 DECK SPAN) 19044

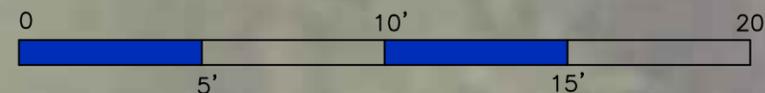
HOW TALL AM I 19247

DOUBLE WAVE ZIP SLIDE 19192

BONGOS (BELOW) 18679

RIDGE CLIMBER 19104

SENSORY RING 3240
RAIN RAIN (20" - TWO-SIDED) 3946



This Unit includes play events and routes or travel specifically designed for special needs users. It is the opinion of the manufacturer that these play events and routes of travel conform to the accessibility requirements of the ADA (Americans with Disabilities Act)	Total Elevated Play Components	4	Required 0
	Total Elevated Play Components Accessible By Ramp	0	Required 2
	Total Elevated Components Accessible By Transfer	4	Required 1
	Total Accessible Ground Level Components Shown	5	Required 1
	Total Different Types Of Ground Level Components	3	Required 1

Minimum Area Required:

Existing

This play equipment is recommended for children ages 5-12

DRAWING NO: Royal Oak - S Lafayette Green Space - Four

DATE: 11/14/2025
DRAWN BY: ALW

PROJECT TITLE:
City of Royal Oak
S. Lafayette Garage Green Space - Four
Royal Oak, MI

REPRESENTATIVE:
Sinclair Recreation

SHEET NO:
108468-01-04

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	505 S. Lafayette (Lafayette & 5th Street)
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	March 18, 2026

EXECUTIVE SUMMARY

The DDA has received a request from Akouri Group LLC to “forgo” capturing tax increment revenue that would be generated by their project at 505 S. Lafayette (Lafayette and 5th Street). The proposed redevelopment consists of one parcel totaling approximately 0.20 acres. The Project will involve demolition activities and preparing the site for development to make way for approximately 54 residential units in a mixed-use building. Sixteen of the residential units (approximately 30% of the development) will be income restricted to 120% of Area Median Income (“AMI”) or lower households for an affordability duration of 20 years. The development will include approximately 36 one-bedroom units, and 18 two-bedroom units. The development is also expected to include a ground-floor commercial space that will be occupied by a yet-to-be-determined future tenant that will be approximately 4,000 square feet.

The proposed redevelopment at Lafayette & Fifth Street is requesting city support from a state-authorized tax incentive tool, a Brownfield Plan (PA 381), to reimburse approximately \$10 million in eligible costs via tax increment revenue (TIR), of which approximately \$4.1 million is attributed to the DDA over 30 years (approximately \$123,000 in year one of a Brownfield Plan, if approved). Most recently that has been done for the Champion (Lincoln Place) project.

DDA Considerations:

- Under Act 381, the DDA may opt to forgo its tax capture so the BRA may use it for eligible reimbursement.
- If the DDA does not opt in, its share of TIR will remain with the DDA and will not be available to the BRA, potentially lengthening the reimbursement schedule.

The process utilized in the past has involved the DDA Business Development and Marketing Committee to meet with the project team. At that time they discuss the project and determine if there is support to proceed.

Should there be support, the next steps follow:

1. DDA passes Resolution to forego TIF capture for duration of a proposed Brownfield Plan
2. Brownfield Redevelopment Authority (BRA)/Current Planning Commission passes Resolution
3. City Commission holds a Public Hearing and passes Resolution
4. BRA and Developer execute an Agreement
5. City staff and Developer submit a 381 Work Plan to MSHDA

A recent project had the following timeline for approval of a redevelopment project involving the Brownfield Redevelopment Authority. Approvals were made in a timely manner in a period of just under six weeks.

Action/Agency	Champion Schedule
Brownfield Redevelopment Authority/Planning Commission	5/13/25
Downtown Development Authority	6/11/25
City Commission	6/23/25

Neighboring businesses are likely to see an increase in sales. The Bureau of Labor Statistics' Consumer Expenditure Survey (CEX) to estimate retail market demand for Metuchen, based on its current household demographic characteristics. There are a number of expenditure categories in the CEX that I omit from the estimate, as these are atypical (e.g., funerary services).

One such analysis shows how each new unit of housing with spending per household after tax of \$43,008, will lead to an increase in downtown spending as follows:

- \$5,548 in demand for groceries
- \$1,978 for restaurant meals
- \$1,075 for furniture and home furnishings
- \$516 for housekeeping supplies
- \$1,075 for apparel and apparel-related services
- \$3,397 for health care (not insured)
- \$1,978 for entertainment
- \$516 for personal care products
- \$860 for reading materials
- \$3,440 for alcoholic beverages
- **\$20,383 TOTAL**

Several financial and non-financial benefits would accrue to the DDA and surrounding property owners.

1. The project team offered to assist with Phase 2 of the Fifth Street Plaza Improvement project between Washington Ave and Lafayette Ave. The current projected cost for Phase 2 is approximately \$1 million. With this is an opportunity to bring in and bury new utilities, enhance lighting, and turn this from a darkened walkway into an attractive and safe gathering place for residents.
2. For the 54 housing units, an increase of downtown spending with a per household downtown spending amount of \$20,383, will lead to \$1,100,682 of downtown spending annually.
3. New electric lines will need to be laid and buried for the half-mile segment approaching the project. This presents numerous benefits from a resiliency and climate change perspective. Underground wires tend to do better in major weather events than those mounted on poles. They also are an aesthetic improvement.

4. The current darkened alley will now be a brightly illuminated plaza with activities throughout the year.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$0
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-96800

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

The DDA would forgo the future tax increment for thirty years. The total value of this is approximately \$4,100,000. Such an action would not result in either a net loss or net gain of tax revenue. After that period of time has elapsed, then the DDA would receive increment. The increment does not exist without completion of the project.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

Workload impact would be positive in the sense that the development team would be able to undertake Phase 2 of the Fifth Street Pedestrian Plaza project.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project:

Welcoming, Engaged, and Livable Community. Royal Oak is a community that promotes diversity and inclusion; encourages people to participate, care, and respect each other; and offers a variety of housing that works for everyone.

- ANYONE CAN FIND A QUALITY HOME THAT FITS THEIR NEEDS BY WAY OF VALUE, ACCESSIBILITY, PRICE, AND SIZE. Consider new city investments with housing developers to fill market gaps

Vibrant Local Economy. Royal Oak pursues policies that encourage sustained business investment and development in the city, by providing employment, core services, and entertainment opportunities for residents and visitors.

- MODIFYING CODES AND RELATED APPROVAL PROCESSES TO ENCOURAGE DEVELOPMENT AND REMOVE BARRIERS TO INNOVATIVE DEVELOPMENT. Increase efficiency in the review of private sector developments.

Reliable Infrastructure. Royal Oak maintains, replaces, and enhances the city's infrastructure to promote efficient, environmentally responsible, and sustainable delivery of municipal services.

- **WORKING WITH OTHER AGENCIES TO ENSURE PHYSICAL LINES/VULNERABILITIES ARE UPGRADED IN COORDINATION WITH CITY PROJECTS.** Develop relationships and construction planning discussions with DTE to promote continuous improvement.

The Sustainability Climate Action Plan (S-CAP) identified at least one area that intersects with this project:

Quality of Life. Promote a diversity of housing type and attainability options. 6.4.1. Research incentivizing developers to include a range of housing options in developments, high density, or other facilities.

The Aging in Place Plan at least one area that intersects with this project:

4.3 Meet Royal Oak seniors desire to "age in place" by facilitating the development of "affordable" senior and "market-rate" senior housing.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

- Summer 2023. Early iteration of design presented to Mayor and Commission.
- February 14, 2024. Schematic designs and financial projections presented to Mayor and Commission. At that time sought support for ARPA Funds, Brownfield Tax Increment Financing, and assistance burying existing utility lines.
- During 2024. Met with church and neighborhood business owners.
- July 2024. Variance for 84 parking spots that are not required to build on site.
- February 3, 2026. Akouri Group attends Business Development and Marketing Committee meeting and Special Meeting that followed.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority, DDA after reviewing the speaking with the development team and considering the financial and non-financial benefits of the project, requests the Executive Director to bring forward a request to forego tax increment revenue for the Board to review at an upcoming meeting.

ATTACHMENTS:

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Wayfinding Signage Update
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	March 18, 2026

EXECUTIVE SUMMARY

The current wayfinding sign system, while it has served Royal Oak well is in need of an update. The current signs do not have a map that highlights destinations and important features in the District. They primarily show parking facilities. Most visitors will already have found parking before they look at the map. Additionally, there is no directory of local businesses. Finally, the event calendar component is a heavy metal sign that is fabricated, printed, installed, and then thrown away – definitely not sustainable.

We seek to work with the original designers of the wayfinding – Ideation Orange based in Hazel Park, Michigan – to perform site documentation, design of changes, and implementation and budget estimating. This process is anticipated to take 9 weeks, after which the Marketing and Business Development Committee and then the Board will be presented options for action along with cost estimates. A preference will be given to low-cost upgrades that are well-designed and more sustainable than the current metal panels.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$10,750
AMOUNT CURRENTLY BUDGETED	\$1,064,400
FUNDING SOURCE/ GL NUMBER	247-729-82500

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

The work to prepare a recommendation for implementation is a relatively minor draw from our overall contracted services budget line item. The greater costs will be for implementation should we choose to go ahead. This cost would most likely fall in the 2026-27 fiscal year budget.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this*

workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)

Staff has spent less than 4 hours to bring this proposal forward. An additional 4 hours are anticipated over the next 9 weeks to work with Ideation Orange and other stakeholders to bring a recommendation forward for the Board to review.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. Wayfinding signage highlights amenities and encourages people to circulate.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. Wayfinding signage connects people with parks, recreation opportunities, and open spaces.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2d. Work to enhance the pedestrian experience throughout the community. Wayfinding encourages people to walk and contributes to what Jeff Speck calls the “interesting walk.”

5.1. Create and promote a network of social engagement opportunities for multiple generations. When people circulate they will have an opportunity for social engagement both among friends, family, and strangers.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Engagement highlights include:

- May 19, 2023 - Both a Visual Preference Survey and Priorities Survey open to the public to collect feedback.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to enter into a contract with Ideation Orange for a contract to perform

site documentation, design, and prepare implementation and budget estimating for wayfinding updates for an amount to not exceed \$10,750.

ATTACHMENTS:

25-Wayfinding Info Sign Changes - Schematic / Design Devel R1

Isaac D. Kremer
City of Royal Oak
203 S Troy St
Royal Oak, Michigan 48067
IsaacK@romi.gov

Project Summary

This project includes schematic / design redevelopment of the pedestrian sign that is on-brand and promotes Royal Oak's public amenities and current businesses. Specific services to be provided include:

1. **Site Documentation:** Survey, field measurements and preparation of scaled elevations.
2. **Experience Design:** Planning, research and design of branded wayfinding changes.
3. **Implementation Budget Estimating:** Development of estimates for implementation, including construction drawings, fabrication and installation.

Project Scope

- Existing pedestrian sign with map & events.

Other design considerations include:

- User-friendly - The new map design should be more engaging and help visitors discover downtown's attractions quickly
- Client-friendly - The new solution should be simple and cost-effective to update
- Current map proportions are problematic for increasing size, distortion or condensing is needed.

Assets needed from the client include:

- Business and amenity listing categorized as desired.
- Historical content, if to be incorporated

Approach

The estimated project time frame upon project approval/PO and receipt of deposit is 8 - 9 weeks based on:

- Scheduling/Onboarding (1 week)
- Asset gathering, interviews + site survey (1 week)
- Schematic design development - (2 weeks)
- **Presentation #1**
- Design revisions (1 week)
- **Presentation #2**
- Design revisions (1 week)
- **Presentation #3 - schematic approval**
- Prototype creation and implementation estimating (2 - 3 weeks)
- **Presentation #4 - budget review**

Fees & Expenses

Fees & expenses are an estimate, not a quote. They are based on the information provided and the scope and assumptions above. Changes to these may result in additional fees. Estimated fees for changes will be provided for approval based on hourly rates. Reimbursable expenses will be billed at a multiple of 1.2 times the actual cost incurred. Such items may include, but are not limited to: deliveries, printing, reproductions, prototypes, material samples, travel expenses, and mileage for travel more than 20 miles (above multiplier does not apply to travel expenses).

Description	Price
Schematic Design fees	\$10,250
Estimated prototyp expenses	\$500
Total	\$10,750

Terms

An initial deposit of \$2,500 is due upon proposal approval. This deposit shall be credited to the final invoice. Client will be billed monthly according to percentage of work complete. Invoices are net 15 days. 50% of production and installation cost is due upon design approval with balance invoiced upon installation. Invoices are net 15 days.

Thank you for the opportunity to submit this proposal. We look forward to working with you.

Sincerely,
Mo Meadows
Ideation Signs & Communications, Inc.

Acceptance

To accept this proposal, please click and sign below.

SIGNATURE

Isaac D. Kremer

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Social Media Contractor
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	March 18, 2026

EXECUTIVE SUMMARY

At the December 2025 meeting of the DDA Marketing & Business Development Committee a request was made of staff to put together an RFP for social media management. In prior years Royal Oak has had mixed results in this area with contractors taking the lead at times and staff taking the lead at other times.

The RFP process for social media yielded over a dozen proposals. From these the top five were identified.

	Response 1	Response 2	Response 3	Response 4	Response 5
Location	Royal Oak	Ann Arbor	Detroit	Rochester Hills	Detroit
\$/hour	115	155	91	135	105
Hr/Week	15	17.9	17.6	12	10
2026-27	\$89,700	\$144,000	\$78,600	\$85,000	\$54,150
2027-28	\$89,700	\$144,000	\$82,500	\$80,000	\$55,775
2028-29	\$89,700	\$144,000	\$86,400	\$75,000	\$57,448
Total	\$269,100	\$432,000	\$247,500	\$240,000	\$167,373

At a meeting of the Business Relations and Marketing Committee it was requested to forward the full proposal from Amy Gillespie along with work examples, prior to the Board reviewing this contract at the February 25 DDA Board meeting. At that meeting a Selection Committee was formed of three Board members. Subsequently an interview was held with the top 3 prospects on March 9, 2026.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$54,150 in year 1, \$167,373 total
AMOUNT CURRENTLY BUDGETED	\$247,000
FUNDING SOURCE/ GL NUMBER	247-729-85712

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

In the 2024-25 Fiscal Year the DDA budgeted \$285,900 for earned media. At the May 21, 2025 Board meeting the DDA Board approved an additional expenditure of \$187,125 for earned media from the total budgeted amount of \$247,000. The prior marketing contractor received up to \$120,000 per year. This added expenditure will require reprioritizing budget line items as we go into upcoming fiscal years. A pull back on some earned media so we can focus on our social media messaging is one such way to achieve this balance.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

Once the contractor is started, limited Executive Director time of less than five hours per month is projected to define KPI, monitor performance, and to periodically check in with the contractor.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. Social media is a type of social infrastructure promoting community connection.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

6.2. SAFETY AND WELLBEING: Strengthen public emergency communication channels. The social media channels of the DDA will provide yet another way to reach people in case of emergency.

6.3. CIVIC ENGAGEMENT AND COMMUNITY CONNECTIONS: Strengthen and increase communications networks. 6.3.1. Facilitate communication/issue status and response on easy access, visible network. The social media channels are part of the Royal oak communications networks. We will encourage people to utilize them and access this visible network.

2.2.6. Actively inform Royal Oak residents and city staff about available SMART service in Royal Oak. This public education about SMART service can be part of DDA social media communications.

6.6. ECONOMY AND EDUCATION: Establish public policies, programs, and resources to support local small businesses and business retention. 6.6.1. Support and encourage participation in buy-local campaigns. We will support buy-local campaigns, such as Small Business Saturday, through our social media.

The Aging in Place Plan identified a number of areas that intersect with this project:

Information and Communication. Goal 3.1 Foster digital literacy through a variety of platforms. Create, foster and anticipate social media connections. Social media connections will be created, fostered, and anticipated as a result of this project.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Engagement highlights include:

- January 30, 2020 – the Business Marketing Committee recommended a PR firm to conduct a public relations assessment for the DDA. Discovery sessions were held to review DDA communication strategies, purpose and priorities, and a communication model.
- April 15, 2020 – Strategic Communication Plan was presented at a DDA Board meeting for further review.
- November 30, 2020 – the arrangement with the PR firm was cancelled.
- December 28, 2020 – staff recommended to create a new position and capacity within the DDA that would focus on communication and social media.
- May 19, 2021 – DDA sought support for social media and e-newsletter from PR firm at \$5,700 per month.
- November 1, 2021 – included work with PR firm in Informational Meeting.
- January 2022 – New downtown manager hired and took on social media and other communications related tasks.
- April 1, 2022 – a three month extension of a contract with PR firm at \$12,350 a month was agreed upon by the DDA Board.
- June 15, 2022 – a one-year agreement with PR firm was discussed at DDA meeting.
- September 20, 2022 – DDA holds a community listening session at City Hall.
- December 2022 – Strategic Communication Plan presented by PR firm to DDA Board.
- July 1, 2023 – DDA Board enters into a one-year retainer with PR firm for \$8,450 per month.
- June 30, 2024 – A Communication and PR Yearly Impact Report was presented by PR Firm to the DDA.
- June 16, 2025 – An advertising plan was presented by the Downtown Manager.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to enter into a contract with Atomic Honey, to provide social media marketing services.

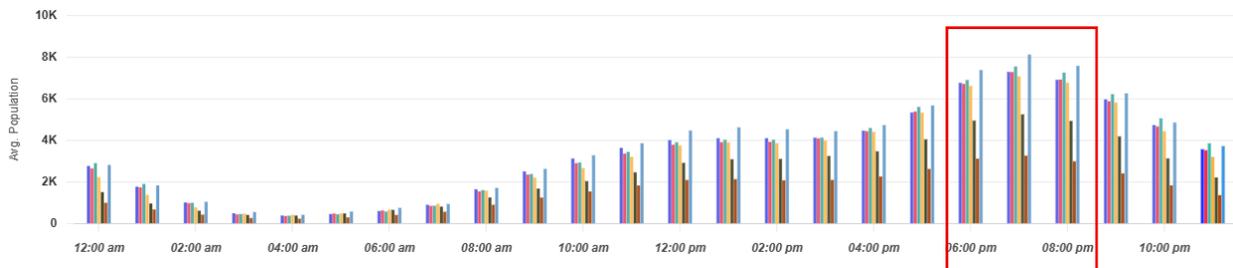
ATTACHMENTS:

Addendum on Visitation to Downtown, 2019-2025 from Placer.ai

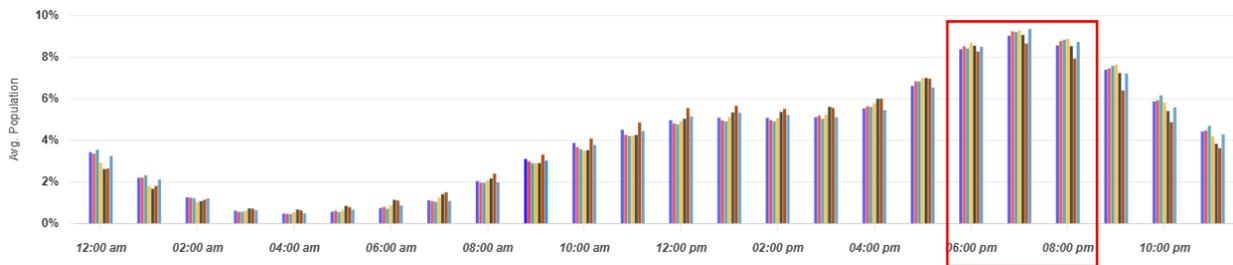
Visitation Metrics

Metrics	2025	2024	2023	2022	2021	2020	2019
Out-of-Market Visitors	2,648,561	2,701,934	2,724,197	2,640,220	1,970,636	1,386,304	2,486,477
Visits	9,375,880	9,275,133	9,325,335	8,716,624	6,953,154	4,737,493	9,820,082
Avg. Days in Market	3.54	3.433	3.423	3.301	3.528	3.417	3.949
Out-of-Market Visitors YOY	-2%	-0.80%	3.20%	34%	42.20%	-44.20%	-1.80%
Visits YOY	1.10%	-0.50%	7%	25.40%	46.80%	-51.80%	-2.70%
Avg Dwell Time	123	121	127	126	118	110	128
Median Dwell Time	89	89	93	89	79	70	92

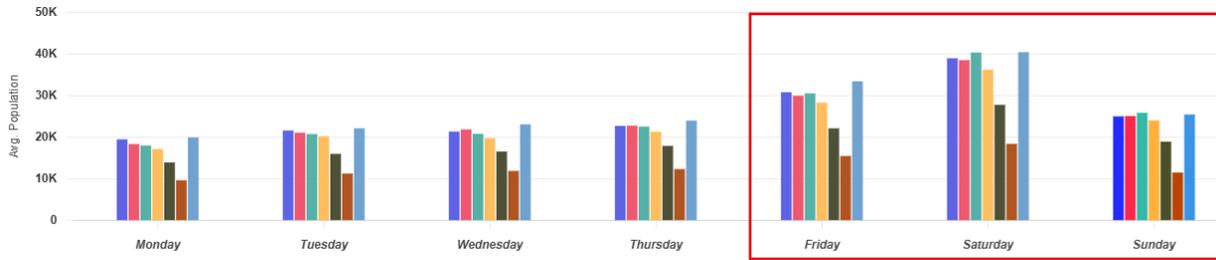
Hourly Activity # Number



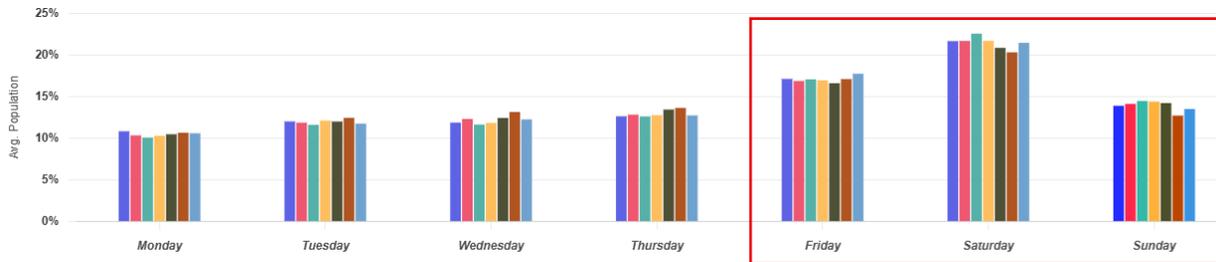
Hourly Activity % Percentage



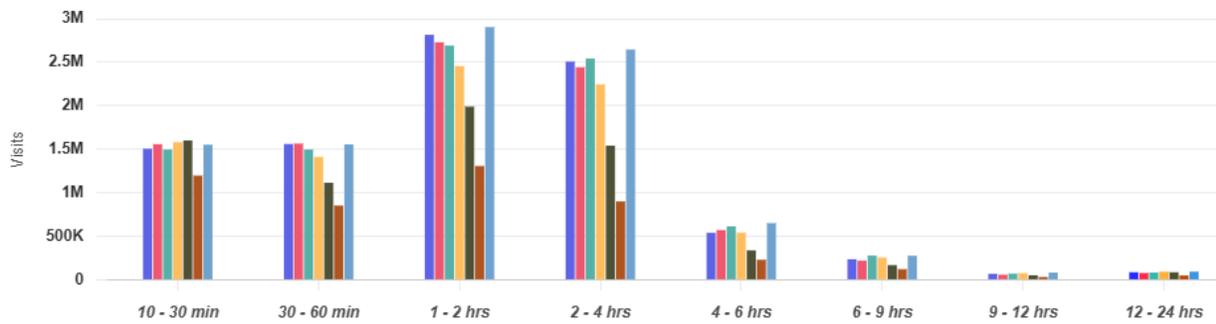
Daily Activity # Number



Daily Activity % Percentage



Daily Time Spent in Market



Length in minutes	2025	2024	2023	2022	2021	2020	2019
10 - 30 min	1507919	1560415	1498496	1582108	1602777	1199537	1553893
30 - 60 min	1562145	1566817	1498541	1413590	1116394	854999	1557756
1 - 2 hrs	2815617	2729368	2692020	2456054	1991408	1308880	2904329
2 - 4 hrs	2508220	2443384	2542697	2246657	1542991	903019	2646576
4 - 6 hrs	543169	573721	615846	544278	339662	232220	653189
6 - 9 hrs	237944	223401	280284	257895	170890	124625	278413
9 - 12 hrs	71448	61088	73746	78700	53474	34568	86406
12 - 24 hrs	89548	80112	86488	94824	89196	51102	95404



RFP RO 2025-035

Prepared & Submitted by:



January 26, 2026

Royal Oak Downtown Development Authority (DDA)
City Commission Chambers
203 S. Troy Street
Royal Oak, MI 48067

Subject: Request for Proposal RO-2025-035 - Social Media Services

To Whom It May Concern:

We are pleased to submit our proposal in response to the *Request for Proposal RO-2025-035 – Social Media Services*.

Atomic Honey is a boutique, full-service integrated marketing agency based in Detroit's Eastern Market, specializing in digital marketing, brand strategy, and creative services. Founded in 2019, we bring a proven track record of delivering measurable results and helping organizations strengthen their brand presence, engage target audiences, and drive sustained growth.

Importantly, our connection to Royal Oak is not just professional—it is personal. Members of our team live in and around the Royal Oak community and engage with the downtown regularly as residents, patrons, and advocates. As a result, we are intimately familiar with the local business landscape, seasonal rhythms, signature events, and the nuances that shape how downtown Royal Oak shows up day-to-day across social platforms. This local insight allows us to create content that is timely, authentic, and aligned with community expectations.

We are fully committed to delivering the scope of work outlined in this RFP with rigor, responsiveness, and attention to detail, ensuring all deliverables meet the standards and objectives established by the DDA. Our team is prepared to collaborate closely with staff and stakeholders to support effective execution and meaningful outcomes throughout the contract term.

Thank you for considering Atomic Honey for this opportunity. We welcome the possibility of partnering with the Royal Oak DDA and contributing to the continued vibrancy and success of downtown Royal Oak. Please do not hesitate to contact us should you require any additional information or clarification.

Sincerely,

Dario Chiarini
Managing Director
Atomic Honey Marketing



Royal Oak DDA

Price Quotes
Maintenance & Landscape Services in Downtown

REQUIRED – FIRM INFORMATION

Firm Tax Identification Number: 84-3356920

Firm's Legal Name: Atomic Honey LLC

Firm Mailing Address: 2362 Russell Street, suite 301, Detroit, MI 48207

Firm Phone #: (646) 258-0689

Firm Representative, Print Name & Title: Dario Chiarini, Managing Director

E-Mail Address of Firm Representative: dario@atomichny.com

Signature of Firm
Representative: _____



Valid Date/Timeframe of Price Quotes

This response is valid for the following length of time from the due date (December 18, 2025).

180 days



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Executive Summary.

The Royal Oak Downtown Development Authority (DDA) is seeking a locally based, part-time Social Media Manager to help strengthen how the downtown story is told and experienced online. This role is designed to deepen community connection, elevate downtown businesses and events, and ensure Royal Oak's digital presence reflects the energy, character, and momentum of the district. Working collaboratively with the Executive Director, Marketing Committee, and local stakeholders, the selected partner will help turn social media into a meaningful platform for engagement, awareness, and ongoing community participation.



Objectives.

1. Grow Awareness of Downtown Royal Oak

Build a consistent and engaging social media presence that increases awareness of downtown businesses, events, and initiatives among residents, visitors, and regional audiences. Key Performance Indicators (KPIs):

- Month-over-month growth in followers across primary platforms
- Total reach and impressions per month
- Percentage increase in visibility for event-related and business-focused content
- Content consistency (posts published vs. planned)

2. Deepen Community Engagement and Conversation

Use social media to encourage meaningful interaction, dialogue, and participation—reflecting the energy, personality, and inclusiveness of the Royal Oak community. Key Performance Indicators (KPIs):

- Engagement rate (likes, comments, shares, saves) by platform
- Growth in comments and direct messages month-over-month
- Community response time to comments and inquiries
- Participation metrics tied to polls, questions, and interactive content

3. Support Downtown Businesses and Events

Elevate downtown merchants, restaurants, and events through storytelling that helps drive awareness, visitation, and participation. Key Performance Indicators (KPIs):

- Number of businesses and events featured per month
- Reach and engagement on business- and event-focused posts
- Click-throughs to event pages, maps, or partner websites (when applicable)
- Event-specific performance benchmarks (pre-, during-, and post-event)

4. Deliver Measurable, Data-Informed Results

Ensure social media efforts are intentional, transparent, and continuously improving through regular reporting and performance review. Key Performance Indicators (KPIs):

- Monthly performance reports delivered on schedule
- Identification of top-performing content themes and formats
- Quarterly recommendations informed by performance data
- Year-over-year improvement in key engagement and reach metrics





Scope of Work Summary.

The selected contractor will serve as a strategic partner to the Royal Oak Downtown Development Authority (DDA), responsible for planning, executing, and optimizing a comprehensive social media program that strengthens downtown visibility, community engagement, and economic vitality.

1. Social Media Strategy & Ongoing Management

The contractor will develop and manage a structured, monthly content calendar across all priority platforms—including Instagram, Facebook, LinkedIn, and the launch of TikTok—ensuring a consistent and engaging presence throughout the year. This includes publishing approximately 5–6 posts per week, balancing original and curated content, and executing thematic campaigns tied to downtown events, seasonal moments, and lifestyle content such as dining, shopping, nightlife, and local experiences. All content will maintain a cohesive tone and visual identity aligned with the Downtown Royal Oak brand, while actively cultivating followers through timely engagement, comments, messages, and community interaction.

2. Content Creation & Execution

The contractor will capture and produce high-quality photo and video content featuring downtown businesses, events, and locations. Responsibilities include graphic design, caption writing, short-form video production for Reels and Stories, and coordination of cross-promotional content with local businesses, partners, influencers, and community organizations. The contractor will also support paid social advertising efforts when applicable, administer the social media publishing calendar, and ensure that appropriately sized assets are uploaded across digital platforms, advertising portals, and the DDA website.

3. Annual Events & Community Calendar Support

In collaboration with the DDA and partner organizations—including the Chamber of Commerce and Royal Oak Restaurant Association—the contractor will curate and highlight a year-round calendar of events across social channels and the website. This includes promoting DDA-sponsored events, supporting partner-led initiatives, and maintaining accurate, timely event listings to encourage participation and awareness.

4. Analytics, Reporting & Optimization

The contractor will work with the DDA Director to define clear key performance indicators aligned with organizational objectives. Performance will be tracked and reviewed monthly, with quarterly reporting that includes insights, trend analysis, and actionable recommendations. Content and tactics will be adjusted as needed to reflect performance data, evolving best practices, and seasonal engagement patterns, ensuring continuous improvement and measurable impact.





Strategic Approach.

The Royal Oak DDA social media program will be launched and managed through a structured, collaborative approach designed to ensure clarity, consistency, and measurable results from the outset. Strategy development and execution will be grounded in the unique character of Downtown Royal Oak, with an emphasis on supporting local businesses, activating community participation, and reinforcing the district's role as a regional destination.

1. Discovery & Alignment

The engagement will begin with a collaborative onboarding and discovery phase involving the DDA Executive Director and Marketing Committee. This phase will confirm priorities, audiences, seasonal considerations, brand guidelines, and success metrics. Existing content, platforms, and performance data will be reviewed to identify opportunities for immediate improvement and longer-term growth.

2. Audience & Content Framework

Primary audience segments—including residents, visitors, business owners, and regional event-goers—will be defined to guide content themes and formats. A content framework will be established to balance event promotion, business spotlights, lifestyle and resource content, community storytelling, and evergreen downtown highlights. This framework will inform monthly editorial calendars and ensure variety while maintaining a consistent voice and visual identity.

3. Platform-Specific Execution

Content will be optimized by platform, with an emphasis on timely posting, accessibility, and visual consistency. Each platform will be used intentionally based on audience behavior and strengths: Instagram & Facebook for event promotion, business features, and community storytelling; LinkedIn for organizational updates, partnerships, and DDA leadership communications; TikTok for short-form, high-energy content that captures downtown moments and expands reach to new audiences.

4. Content Production & Community Engagement

On-the-ground content capture will ensure authenticity and relevance. The contractor will proactively engage with followers, respond to messages and comments, and cultivate relationships with local businesses, creators, and organizations to expand reach and participation. Paid social support and influencer collaborations will be deployed selectively to amplify priority campaigns and events.

5. Measurement & Continuous Optimization

Performance will be reviewed on an ongoing basis, with monthly check-ins and quarterly reporting that assess reach, engagement, follower growth, and content effectiveness. Insights will be used to refine content themes, formats, and timing—ensuring the program remains responsive to community interest and aligned with DDA goals.





Program Implementation.

1. Kickoff & Alignment: Confirm objectives, scope, KPIs, decision makers, timelines, and approval paths.
2. Discovery & Audit: Gather inputs (brand, audience, sales, analytics), review current channels/creative, identify gaps and opportunities.
3. Strategy & Measurement Plan: Define channel strategy, content pillars, media mix/budget, KPI tree, and analytics/tracking plan (UTMs, pixels, events).
4. Roadmap & Workplan: Translate strategy into milestones, sprints, deliverables, and owners; set risk log and dependencies.
5. Build & Pre-Launch: Produce creative/assets, configure ad accounts and landing pages, implement tracking, run QA/brand-safety checks.
6. Launch & Stabilize: Execute a phased/soft launch, monitor pacing and spend, resolve issues quickly.
7. Optimize & Scale: Run ongoing A/B tests, refresh creative, refine targeting and budgets, iterate messaging and user flows.
8. Reporting & Reviews: Provide weekly snapshots and monthly performance reports; conduct quarterly business reviews to recalibrate strategy.
9. Governance & Change Control (Parallel): Manage scope changes, approvals, compliance, and risk/issue escalation.
10. Closeout & Next-Horizon Planning: Capture learnings, document outcomes vs. KPIs, archive assets, and propose the next wave.

Recommended cadence: weekly 30-min standup, monthly performance readout, quarterly business review; always-on shared dashboard.





The Program.

Social Media Strategy & Management

We will develop and execute a comprehensive, platform-specific social media strategy that balances consistency with timely, event-driven storytelling.

A. Monthly Content Planning

- Develop and maintain a monthly content calendar across Instagram, Facebook, LinkedIn, and the launch of TikTok
- Schedule, publish, and manage a consistent cadence of 5–6 posts per week, inclusive of static posts, reels, stories, and short-form video
- Align content themes with seasonal priorities, downtown initiatives, and upcoming events

B. Campaign & Thematic Content

- Create dedicated social campaigns around key downtown events and activations
- Produce evergreen and roundup content highlighting:
 - Dining (brunch, nightlife, restaurants)
 - Retail (gift shops, local boutiques)
 - Experiences (birthday party locations, date-night ideas, family activities)
- Ensure content supports both resident engagement and visitor discovery

C. Brand Stewardship & Engagement

- Maintain a consistent tone, voice, and visual identity aligned with the Downtown Royal Oak brand
- Actively cultivate followers through:
 - Community engagement in comments and direct messages
 - Strategic use of tags, mentions, and location features
 - Ongoing interaction with local businesses and partners



Social Media Content Creation & Execution

We will provide hands-on content creation that authentically showcases the people, places, and experiences that define Downtown Royal Oak.

A. Content Capture & Production

- Capture high-quality photos and videos of: Downtown events; local businesses; seasonal moments and placemaking features
- Design branded graphics and write compelling captions for posts, reels, stories, and short-form videos
- Film and edit video content optimized for social platforms

B. Collaborations & Community Integration

- Coordinate cross-promotional content with Downtown businesses, event organizers, and community partners and organizations
- Proactively identify and engage local influencers and content creators to expand reach and authenticity

C. Paid Media & Digital Assets

- Create, launch, and optimize paid social ad campaigns as needed
- Upload and submit appropriately sized photos and creative assets to website, digital media platforms, advertising portals
- Maintain organized photo galleries and event checklists for all DDA-related events, promotions, and announcements

D. Community Management

- Monitor all active social media channels daily and respond to comments, messages, and mentions within one (1) business day during normal business hours
 - After-hours and weekend inquiries reviewed and addressed on the next business day unless time-sensitive or event-related.
- Facilitate constructive, two-way engagement with residents, visitors, businesses, and partners, moderating interactions as appropriate, and escalating issues or inquiries to the DDA in a timely manner.
- Track recurring questions, engagement trends, and community sentiment and share summarized insights with the DDA as part of regular reporting to support informed decision-making and continuous improvement.

E. Micro Influencers

- Identify and engage local micro-influencers and content creators whose audiences, content quality, and values align with the Downtown Royal Oak brand, community standards, and DDA objectives.
- Manage influencer participation through clearly defined guidelines, including advance content review and approval by the DDA when required, disclosure compliance, and established parameters for paid engagements, unpaid collaborations, and gifting or trade-based arrangements.
- Track participation, reach, and engagement tied to influencer activity and provide summary insights to the DDA to evaluate effectiveness, ensure responsible use of resources, and inform future collaboration decisions.



Annual Calendar of Events

We will support and amplify the DDA's broader event ecosystem through coordinated promotion and centralized visibility.

- Curate and highlight events organized by DDA partners, including:
 - Chamber of Commerce
 - Royal Oak Restaurant Association
 - Other affiliated organizations
- Promote DDA-organized and sponsored events across social platforms
- Maintain and update a comprehensive calendar of events on the website, ensuring accuracy and consistency across channels

Analytics, Reporting & Optimization

Measurement and continuous improvement are core to our approach.

A. Performance Framework

- Collaborate with the DDA Director to define clear, relevant key performance indicators (KPIs)
- Track monthly performance metrics, including:
 - Engagement
 - Reach and impressions
 - Follower growth

B. Reporting & Insights

- Provide quarterly reports summarizing:
 - Performance trends
 - Audience insights
 - Content effectiveness
- Offer actionable recommendations for optimization based on data, platform trends, and seasonal engagement patterns
- Adjust strategy and execution in real time to align with best practices and evolving goals





Editorial Planning.

Annual Planning Assumptions

- Posting cadence: 5–6 posts per week across platforms
- Platforms: Instagram, Facebook, LinkedIn, TikTok
- Content mix: Events, business highlights, evergreen downtown resources, seasonal storytelling
- Service levels: Aligned to monthly workload and event density

Sample 12-Month Content Pillar Matrix

Content Pillar	Purpose	Typical Content Types	Approx. % of Annual Content
Events	Drive awareness and attendance for DDA and partner events	Event promotion, real-time coverage, recaps, photo galleries, short-form video	30%
Dining	Support restaurants, nightlife, and hospitality	Brunch guides, restaurant features, seasonal menus, date-night roundups	20%
Retail	Promote downtown shopping and local businesses	Gift guides, boutique spotlights, seasonal shopping, small business features	15%
Community	Reinforce downtown identity and sense of place	Partner highlights, placemaking, community stories, behind-the-scenes	15%
Evergreen	Ensure year-round discovery and consistency	“Best of” lists, visitor guides, parking info, downtown resources	20%

Editorial Balance Rationale

- Pillar emphasis shifts seasonally based on event density
- Evergreen content ensures continuity during off-peak periods
- Dining and Retail pillars increase during holidays and seasonal promotions



Editorial Mapping

	Editorial Focus	Content Mix
January	<ul style="list-style-type: none"> • “New Year in Downtown Royal Oak” features • Winter dining, shopping, and indoor experiences • Evergreen roundups (brunch, date night, gift cards) 	<ul style="list-style-type: none"> • Business spotlights • Evergreen downtown resources • Light event promotion (partner-led)
February	<ul style="list-style-type: none"> • Valentine’s Day dining, shopping, and experiences • Winter events and promotions • Local gift and dining guides 	<ul style="list-style-type: none"> • Thematic campaigns • Short-form video (Reels/TikTok) • Cross-promotion with businesses
March	<ul style="list-style-type: none"> • Spring preview and downtown refresh • St. Patrick’s Day / seasonal promotions • Early event awareness building 	<ul style="list-style-type: none"> • Event teasers • Business features • Community-driven content
April	<ul style="list-style-type: none"> • Spring events and outdoor activations • Dining patios, shopping, and placemaking • Major DDA and partner events 	<ul style="list-style-type: none"> • On-site photo and video capture • Real-time event coverage • Paid promotion support (as authorized)
May	<ul style="list-style-type: none"> • Signature spring events • Restaurant and retail promotions • Downtown as a regional destination 	<ul style="list-style-type: none"> • High-volume event content • Influencer and partner collaborations • Short-form video emphasis
June	<ul style="list-style-type: none"> • Summer kickoff events • Outdoor dining, nightlife, family activities • DDA-sponsored programming 	<ul style="list-style-type: none"> • Event recaps and galleries • Video-first storytelling • Community engagement amplification
July	<ul style="list-style-type: none"> • Summer events and promotions • Nightlife, music, and entertainment • Downtown experiences for visitors 	<ul style="list-style-type: none"> • Event highlights • Business roundups • Seasonal lifestyle content
August	<ul style="list-style-type: none"> • Late-summer events • Back-to-school promotions • Retail and dining features 	<ul style="list-style-type: none"> • Evergreen + event blend • Business collaborations • Short-form video
September	<ul style="list-style-type: none"> • Major fall events and festivals • Arts, food, and cultural programming • Regional visitor attraction 	<ul style="list-style-type: none"> • Event-focused content capture • Paid amplification (as authorized) • Partner cross-promotion
October	<ul style="list-style-type: none"> • Fall festivals and seasonal activations • Halloween and themed events • Retail and dining promotions 	<ul style="list-style-type: none"> • High-engagement visual content • Reels/TikTok storytelling • Community participation features
November	<ul style="list-style-type: none"> • Holiday preview and gift guides • Small Business support messaging • Dining and nightlife features 	<ul style="list-style-type: none"> • Roundup content • Business spotlights • Event promotion
December	<ul style="list-style-type: none"> • Holiday events and downtown experiences • Shopping, dining, and seasonal promotions • Year-end reflection and highlights 	<ul style="list-style-type: none"> • Event coverage • Evergreen holiday content • Community-focused storytelling

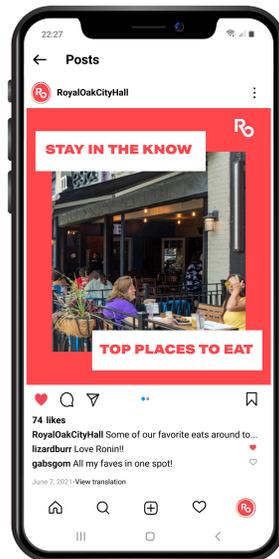
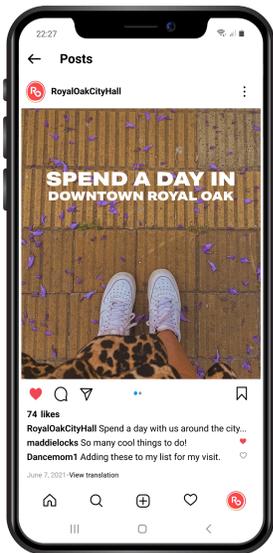
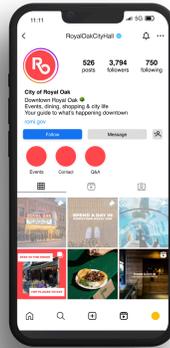


Sample Key Message Points

Messaging Pillar	Sample Messaging
Downtown as a Destination	<ul style="list-style-type: none"> • “There’s always something happening in Downtown Royal Oak.” • “From dining and shopping to live music and seasonal events, downtown is where the community comes together.” • “Spend the day. Stay for the night. Discover something new.”
Support Local Businesses	<ul style="list-style-type: none"> • “Meet the people behind the places that make Downtown Royal Oak special.” • “Shop local. Dine local. Support downtown.” • “Small businesses are the heartbeat of our downtown.”
Community & Connection	<ul style="list-style-type: none"> • “Downtown Royal Oak is more than a place—it’s a community.” • “See what’s happening this week and join us.” • “Your downtown, your events, your neighborhood.”
Events & Experiences	<ul style="list-style-type: none"> • “Mark your calendar—this is one you won’t want to miss.” • “From family-friendly festivals to nightlife and live entertainment, there’s something for everyone downtown.” • “Before, during, and after the event—stay connected here.”
DDA Leadership & Stewardship	<ul style="list-style-type: none"> • “The DDA is proud to support a vibrant, accessible, and thriving downtown.” • “Working alongside local partners to strengthen our district year-round.” • “Committed to placemaking, economic vitality, and community engagement.”



Sample Creative





About Atomic Honey

Origin Story

Atomic Honey was sparked by a simple truth: marketing should feel like a partnership, not a revolving door. Born out of one entrepreneur's search for something more authentic, it was built as a support system rooted in clarity, creativity, and trust. What began as a solution for one quickly grew into a calling. Outside clients sought the same blend of strategy and soul, and Atomic Honey evolved into a boutique agency dedicated to helping brands find their voice and thrive in a noisy world.

Philosophy

Marketing isn't linear, predictable, or safe anymore. It's chaotic, relentless, and always evolving. Brands aren't just competing for wallets—they're fighting for attention, trust, and loyalty in an overcrowded, always-on world. In the middle of all this noise, the basics still matter: authenticity, consistency, clarity, pragmatism. The brands that win don't just "play the game"—they rewrite the playbook at the intersection of creativity and technology. We craft bold, cost-effective solutions designed to make an impact.

Mission

Our mission is to harness the power of people, strategy, creativity and data to unleash customized marketing solutions that deliver business-driven results.

Vision

To be the marketing agency of choice for businesses seeking a true partner, sustainable growth and lasting success. We want Atomic Honey to be synonymous with innovative strategies, unwavering integrity, and a firm commitment to exceeding expectations.

Values

- Transparency: We believe in open, honest communication — providing clarity and accountability at every step.
- Integrity: We do what's right, not what's easy — building trust through fairness, ethics, and follow-through.
- Data-Informed Strategy: We fuse creativity with analytics to craft ideas that inspire and perform — decisions backed by evidence, not opinion.
- People-First: We value people over process — nurturing trust, empathy, and collaboration with both clients and our own team.
- Collaboration: We see ourselves as true partners, aligning goals and perspectives to achieve shared success.



The Atomic Honey Team x Royal Oak DDA



Dario Chiarini, Managing Director

Project role:

- Executive oversight and strategic accountability,
- Senior client liaison and escalation point,
- Quality control and performance stewardship



Shanee Marvin, VP of Strategy & Digital

Project role:

- Paid strategy oversight + campaign management
- Social media strategy
- Analytics & reporting



Gabriella Gomez, Creative Marketing Specialist

Project role:

- Design and content lead
- Social media oversight
 - **ROYAL OAK RESIDENT**



Elizabeth Burgess, Marketing Coordinator

Project role:

- Day-to-day management
- Content assistance



Anika Jop, Multimedia Coordinator

Project role:

- Design and content assistance
- Social media management



Team Bios

Dario Chiarini, Managing Director

Dario joined Atomic Honey after two decades in the agency world, which included ten years working in NYC where he helped launch a boutique marketing agency. Dario's experience spans diverse industries including technology, aerospace & defense and CPG. However, the majority of his experience is in hospitality, food and beverage (F&B) and tourism. At Atomic Honey, Dario assists primarily with strategy, business development, content creation and client service. Dario is a graduate of Michigan State University.

- Relevant client experience: City of Turin/06 Olympics; Italian National Tourist Board; NYC & Co;

Shanee Marvin, VP of Strategy & Digital

Shanee will lead the digital strategy and planning for Grand Traverse County. She brings extensive experience in strategic planning, digital marketing, and operations to her role as VP of Strategy & Digital at Atomic Honey. With a background in various industries, she has led marketing teams, implemented data-driven strategies, and fostered organizational growth. At Atomic Honey, she leads strategic initiatives, drives business growth, and manages client relationships while analyzing market trends. She oversees the digital marketing department, ensures focused client service, and collaborates with leadership to execute the agency's vision.

- Relevant client experience: Gilmore Car Museum; Grand Rapids Gold

Gabriella Gomez, Creative Marketing Specialist

Gabriella joined the team in early 2024, bringing along with her 4 years of creative experience working with various marketing agencies and freelance clients. She's utilized her skill set across industries such as, alternative medicine, hospitality, and entertainment to provide clients with uniquely designed marketing materials. At Atomic Honey, Gabriella combines her passion for visual storytelling with strategic planning to ensure the successful execution of client and internal brand initiatives from start to finish with creative assets, day-to-day client communications, social media management, and campaign strategy & research. In her personal time you can find Gabriella at local pop-events, reading, or expanding - on her already vast - Pinterest skills.

- Relevant client experience: Arts, Beats & Eats (project work); Gilmore Car Museum

Elizabeth Burgess, Marketing Coordinator

Elizabeth is a graduate of Michigan State University, where she earned a degree in Advertising Management. As a Marketing Coordinator, she oversees community management across social platforms and collaborates with the team, ensuring cohesive, impactful communication to align with our client's goals. Elizabeth is a Detroit resident.

- Relevant client experience: Gilmore Car Museum;

Anika Jop, Multimedia Coordinator

Originally from Guatemala, Anika chose Detroit to pursue her higher education. She is a creative professional with a background in social media, content creation and art direction. A graduate from College for Creative Studies (CCS) with a degree in Advertising, Anika combines design and storytelling to tell a brand's story across multiple platforms. Joining the team as Multimedia Coordinator, she brings a creative and strategic approach to content creation, helping brands connect with their audiences.





Investment

Typical Service Categories

Strategy & Planning →	Monthly content calendar development Campaign planning and coordination
Content Creation & Execution →	Photography and video capture Graphic design and copywriting Video editing and asset preparation
Community Management →	Engagement monitoring and response Partner and influencer coordination
Paid Media Management →	Campaign setup, monitoring, and optimization
Reporting & Administration →	Analytics tracking and report preparation Meetings, coordination, and documentation

Billing & Oversight

- Hours tracked and reported in alignment with municipal best practices
- Monthly or quarterly summaries available upon request
- No work performed outside approved scope or budget without prior authorization

Estimated Monthly Service Levels

Service Category	Estimated Hours		
	Off Peak	Standard	Peak
Strategy & Planning	3-4	4-5	6-7
Content Creation	8-9	10-11	15-17
Social Media Management & Scheduling	4-5	5-7	8-9
Community Engagement & Partner Coordination	3-4	5-6	6-7
Paid Media Setup and/or Management & Optimization	0	3-3	4-4
Analytics, Reporting & Administration	2-3	3-3	6-6
ESTIMATED TOTAL HOURS	20 – 25	30 – 35	45 – 50



Annual Planning View

Month Type	Estimated Annual Occurrence	Estimated Avg. Hours
Off Peak	2	20 - 25
Standard	5	30 - 35
Peak	5	45 - 50

Investment Summary

Year	Timeframe	Annual Investment
Year 1	01/01/2026 - 12/31/2026	\$47,310 - \$54,150
Year 2	01/01/2027 - 12/31/2027	\$48,729 - \$55,775
Year 3	01/01/2028 - 12/31/2027	\$50,191 - \$57,448

- ❖ Estimated hours reflect that the appointed contractor will be engaged on a part time basis
- ❖ Quoted investment estimates reflect an anticipated annual increase of 3%
- ❖ Atomic Honey is willing to waive said increase for a (3) commitment period





References

#1

Agency Name	Woosh Beauty
Contact Person	Andrea Abraham, Founder/CEO
Contact Phone Number	(616) 430-7330
Contact Email Address	andrea@wooshbeauty.com
Brief description of services/work performed	Digital Marketing; Social Media, Influencer Management; Content Creation

#2

Agency Name	Grand Rapids Gold
Contact Person	Trey Conner, Chief Operating Officer
Contact Phone Number	269-760-9368
Contact Email Address	tconner@nbagrandrapids.com
Brief description of services/work performed	Digital ads, analytics reporting & strategic consulting

#3

Agency Name	Bronson Healthcare
Contact Person	Bill Manns, President & CEO
Contact Phone Number	(269) 341-6489
Contact Email Address	mannsb@bronsonhg.org
Brief description of services/work performed	Social Media; Content Creation



DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Throne Toilet
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	March 18, 2026

EXECUTIVE SUMMARY

The City of Royal Oak engaged in a pilot project with Throne Labs to provide free public restrooms for customers at various budgets. The city budgeted to spend \$145,800 for three deployments over nine months. They are looking to end the pilot project and see if there is interest to continue with the service of Thrones on an ongoing basis. Of the three locations, the one in Centennial Commons is where the City is asking if the DDA is interested in assuming the costs.

The business case for why the DDA might want to cover the cost follows:

- 1) Centennial Commons as originally designed had a permanent bathroom planned to be located where the Throne presently sits. This was never constructed, however, because it was cost prohibitive to build and maintain a permanent facility.
- 2) Many events throughout the years, including some that the DDA sponsors, pay an additional amount for bringing in porta potties. These are not attractive and do little to add to the ambiance of the commons or the downtown.
- 3) We know many visitors to downtown are looking for a restroom that they do not have to pay to access. Providing one increases the dwell time.

	User per month	Total users	\$/use/mo	Use per month	Total uses	Total cost	Cost per month
Jul-25	1881	1881	\$5.00	3598	3598	\$18,000	\$18,000
Aug-25	2000	3881	\$5.43	3033	6631	\$36,000	\$18,000
Sep-25	777	4658	\$5.99	2378	9009	\$54,000	\$18,000
Oct-25	1045	5703	\$6.58	1941	10950	\$72,000	\$18,000
Nov-25	1244	6328	\$7.33	1322	12272	\$90,000	\$18,000
Dec-25	691	7019	\$7.97	1083	13355	\$106,500	\$16,500

Fiscal Impact

BUDGET SUMMARY

EXPENDITURE REQUIRED	\$72,000
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-82500

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

This is a substantial new expenditure not being budgeted for. On the other side of the ledger it is lower cost than building a permanent bathroom in Centennial Commons which probably should be the long-term goal. Additional, as an amenity it makes people feel welcome downtown. Additionally, it provides much needed infrastructure and capacity without which might lead to unsanitary and unhealthy conditions for the general public as there was before. For these and other reasons a business case can be made for continuing the Throne and shifting budget priorities to do so.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

There is minimal additional workload aside from facilitating payments monthly and ensuring the equipment is well maintained.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. Public restrooms help people better utilized public spaces.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. Public restrooms make parks, recreation opportunities, and open spaces enjoyable for all.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2d. Work to enhance the pedestrian experience throughout the community. The pedestrian experience is improved by knowing there are safe and clean places to use a bathroom without having to make a purchase.

5.1. Create and promote a network of social engagement opportunities for multiple generations. When people circulate they will have an opportunity for social engagement both among friends, family, and strangers. They will also need bathrooms.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Engagement highlights include:

- October 23, 2025. DDA assisted in evaluating potential locations using Placer usage data.
 - July 2, 2025. Oakland County Times promotes new Throne and launch of six month pilot project. [Royal Oak Adds Thrones, aka Smart Restrooms, for Six Month Trial - Oakland County Times](#)
-

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to enter into a contract with Throne to maintain the Throne in Centennial Commons, while concurrently working on establishment of permanent bathroom facilities in Centennial Commons.

BE IT RESOLVED, the Royal Oak DDA requests the Executive Director to explore options of applying custom graphics to the Throne identifying this as an amenity provided by the DDA and to encourage people to patronize businesses throughout the District.

ATTACHMENTS:



PREPARED FOR
Royal Oak DDA

PREPARED BY
Natasha Shikari
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DATE
02/27/26

The Throne

All Throne's come with the following features & services:

- Running Water Sink
- Flushing Toilet *with vacu-macerator pump*
- Climate Control
- Robust Ventilation
- All cleaning & supplies
- All maintenance & repairs
- All consumables
- ADA Accessible
- 24/7 Remote monitoring
- User Support
- Data Usage Reports
- Baby Changing Station
- Graffiti resistant wrap
- Pro-Accountability Access



Customizations for Any Throne:

Custom Graphics Add your logo, feature local artists or use our design services to customize your Throne

Extended Hours of Operation: Keep Throne open up to 24/7

Workplace Access Management: Provide a secure office bathroom anywhere

Security Add-On's: Anti-Graffiti features and an external camera.

Health Add-On's: Sharps Container, Menstrual Products

Tap Card Distribution Program: Equip local partners to distribute NFC Tap cards for Throne access

Throne Relocation: Move seasonally or as needed to optimize use and value



◀ Baby Changing Station

Optional Pad Dispenser ▶

Service Plans



Choose a service plan based off of the location and traffic of The Throne.

The Breeze

\$4,250 /mo

The neighborhood-friendly service plan for lower traffic sites such as parks, outdoor venues, and playgrounds in less challenging environments..

7AM-10PM

Operating hours

1 Clean

Average per day

Bi-Weekly

Preventative Maintenance

The Hub

\$6,000 /mo

The plan for moderate to high traffic sites such as business districts, popular parks, small to medium transit hubs, tourist sites and event locations.

7AM-10PM

Operating hours

2-3 Cleans

Average per day

Weekly

Preventative Maintenance

The Scrub

\$8,000 /mo

A more diligent service plan for higher traffic sites such as busy downtown locations, large transit centers, or areas where loitering/ vandalism may occur.

7AM-10PM

Operating hours

3-4 Cleans

Average per day

Twice Weekly

Preventative Maintenance

The Scrub Ultra

\$9,000 /mo

The most diligent service plan for more challenging environments experiencing high instances of loitering and vandalism.

7AM-10PM

Operating hours

4+ Cleans

Average per day

2+ times per Week

Preventative Maintenance



Exterior Wrap



Transform your Throne into a visible, branded public asset that reflects Royal Oak's identity and values.

Custom Wrap

Customize the exterior to showcase Royal Oak's branding, community identity, or public art.



Rewrap

Refresh the unit with our updated, contemporary wrap design.



Custom Logo

Add the city logo to clearly identify the Throne as a city-supported public resource.



Centennial Commons Throne



Throne is faster, easier and more cost-effective than brick and mortar bathroom alternatives.

Pricing is derived from the Throne model, the location and the required service levels based upon estimated usage. The City would be responsible for all permitting. All rental and service costs qualify for most State and Federal funding.

Location	Service Plan	Annual Cost
Centennial Commons	Hub Service Tier	\$72,000
Service & Rental Subtotal		\$72,000
Custom Wrap (Option A)		\$5,000
Rewrap to New Throne Design (Option B)		\$3,500
Custom Logo (Option C)		\$500
Sales tax waiver must be provided to avoid tax application. Proposal pricing is good from 60 days of receipt.		TOTAL
		Option A \$77,000
		Option B \$75,000
		Option C \$72,500

Customizations

Custom Wrap	\$5,000	Sharps Container	\$50/mo
Custom Logo	\$500/once	Menstrual Products	\$50/mo
Extended Hours of Operation	\$200/hr/mo	Tap Card Distribution Program	\$1/mo/card active
External Security Camera	\$150/mo	Throne Relocation	\$1,000
Anti-Graffiti	\$150/mo		



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY

Available Space

Flexible Commercial Properties

For Lease | For Sale

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Prime corner space in the heart of Royal Oak. Turn-key restaurant with option to lease lower-level bar independently.</p> <p>Address: 419 S Main St, Royal Oak, MI 48067 Square Footage: 15,000 Rent: \$17.00/SF/YR NNN Build Year: 1939, Renovated 2005</p>	<p>Primary Leasing Contacts: Peter Vanderkaay – (248) 321-7415 pvanderkaay@signatureassociates.com</p> <p>Marvin Petrous – (248) 505-4400 mpetrous@signatureassociates.com</p>
	<p>Prime first-level retail space now available on Main Street in downtown Royal Oak.</p> <p>Address: 313 S Main St, Royal Oak, MI 48067 Square Footage: 2,300 Rent: \$25.00/SF/YR Build Year: 1900</p>	<p>Owner: Elkus Enterprises David Elkus – (248) 865-9960</p> <p>Primary Leasing Contacts: CBRE Gordon Denha – (586) 464-7615 Matt Crowell – (248) 207-3128 CBRE Main: (248) 353-5400</p>
	<p>Freestanding former restaurant space adjacent to Centennial Commons, suitable for a restaurant, bar, event space, or retail use.</p> <p>Address: 202 E 3rd St, Royal Oak, MI 48067 Square Footage: First Floor: 5,900sf Lower Level: 2,000sf Rent: First Floor: \$28.00/SF/YR NNN Lower Level: \$20.00 NNN Build Year: 1900</p>	<p>Primary Leasing Contacts: Keystone Commercial Real Estate</p> <p>Main Phone: (248) 356-8000</p> <p>Contact: Kathleen Garmo – (248) 420-1361</p>

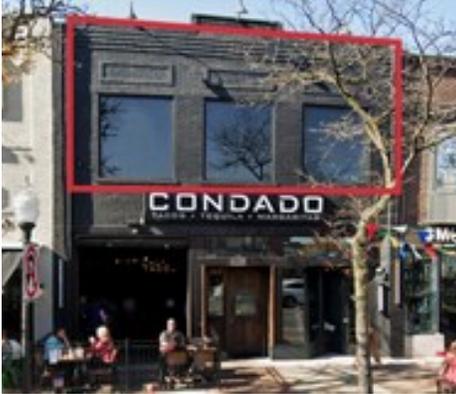
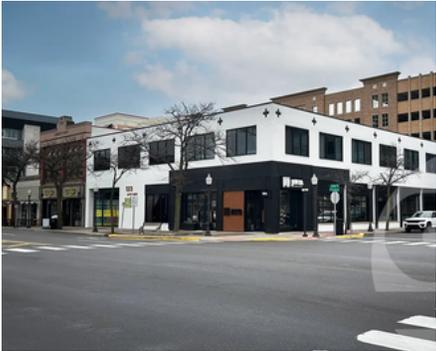
Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>High-Foot-Traffic Main Street Space Ready for Its Next Chapter</p> <p>Address: 305 S Main St, Royal Oak, MI 48067 Square Footage: Contact Leasing Rent: Contact Leasing</p>	<p>Primary Leasing Contacts: Prime Commercial Group Daniel Lutz: (248) 539-3200 dlutz@primecommercialgroup.com</p>
	<p>Fully fixtured restaurant on the 1st floor and bar/lounge on the 2nd floor, complete with patio and amenities.</p> <p>Address: 401 S Lafayette Ave, Royal Oak, MI 48067 Square Footage: First floor retail: 5,000sf Upper floor unit: 3,544sf Rent: Contact for details Build Year: 1965</p>	<p>Primary Leasing Contacts: AFB Investments, LLC Aaron F. Belen (248) 496-4175</p>
	<p>Prime location in downtown Royal Oak, MI, featuring high-quality finishes and fixtures.</p> <p>Address: 117 W Fourth St, Royal Oak, MI 48067 Square Footage: First Floor Retail - Suite 100: 2,014sf 3rd Floor: 5,000sf Rent: 1st Floor: Contact for details. 3rd Floor: \$25.00/SF/YR NNN Build Year: 1922, Renovated 2004</p>	<p>Owner: PDMM Investments, LLC Michael Pitt (248) 398-9800</p> <p>Primary Leasing Contacts: NAI Farbman Rick Ax (248) 842-0314</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Recently renovated, move-in-ready office or retail space available on the second floor.</p> <p>Address: 106-110 S Main St, Royal Oak, MI 48067 Square Footage: Suite B - 1,660 sf Suite C - 1,533 sf Rent: \$26.00/SF/YR Build Year: 1925, Renovated 2002</p>	<p>Primary Leasing Contacts: Newmark Daniel Canvasser - (248) 231-7556 Wade Lorimer - (248) 350-9500</p>
	<p>Multiple second- and third-floor vacancies with large square footage available on Main Street!</p> <p>Address: 219 S Main St, Royal Oak, MI 48067 Square Footage: Fl 2 Suite B: 1,380sf Fl 2 Suite C: 1,418sf Fl 3 Suite A: 5,000sf Rent: \$23.00/SF/YR Build Year: 1995</p>	<p>Primary Leasing Contacts: Signature Associates Peter Vanderkaay - (248) 321-7415 pvanderkaay@signatureassociates.com Dan Morrow - (248) 977-3144 dmorrow@signatureassociates.com</p>
	<p>Prime retail/office opportunity in a historic bank building with incredible walkability and freeway access.</p> <p>Address: 300-304 S Main St, Royal Oak, MI 48067 Square Footage: Suite 100: 3,540 Suite 201: 2,302 Rent: Suite 100: \$12.50/SF/YR Suite 201: \$23.00/SF/YR Build Year: 1927</p>	<p>Primary Leasing Contacts: Colliers Peter Kepic (248) 760-8860 peter.j.kepic@colliers.com Steven Badgero (248) 408-5892 steven.badgero@colliers.com</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Second-floor office space available in the heart of Royal Oak within a two-story building featuring an elevator, hardwood flooring, and a kitchenette.</p> <p>Address: 308 S Main St, Royal Oak, MI 48067 Square Footage: 3,400 Rent: \$23.00/SF/YR Build Year: 1970</p>	<p>Primary Leasing Contacts: Newmark Mike Valant (248) 885-1395, JP Champine (313) 622-3634</p>
	<p>Move-in-ready office space in Downtown location. Year-round amenities just outside your door!</p> <p>Address: 117-123 S Main St, Royal Oak, MI 48067 Square Footage: #100: 1,833sf #110: 932sf #130: 541sf #270: 918sf Rent: #100: \$1,850/per mo #110: \$899/per mo #130: \$550/per mo #270: \$16.00/SF/YR Build Year: 1925</p>	<p>Primary Leasing Contacts: Signature Associates Dan Morrow (248) 799-3144 dmorrow@signatureassociates.com Joe Banyai - (248) 948-0108 jbanyai@signatureassociates.com</p>
	<p>Featuring private offices, reception area, and kitchenette. Street parking and structure parking available.</p> <p>Address: 600 S Washington Ave, Royal Oak, MI 48067 Square Footage: Suite 200: 904sf Suite 210: 689sf Rent: \$20.00/SF/YR Build Year: 1965</p>	<p>Primary Leasing Contacts: CG Emerson Real Estate Group Evan Kass: (248) 770-5533</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Office located across from Centennial Commons Park with convenient parking in downtown Royal Oak, walkable to cafés and restaurants.</p> <p>Address: 210-212 E Third St, Royal Oak, MI 48067 Square Footage: 850sf Rent: \$24.00/SF/YR Build Year: 1950</p>	<p>Primary Leasing Contacts: NAI Farbman Rick Ax Ax@farbman.com (248) 351-6319</p>
	<p>Furnished office with outdoor balcony available in downtown Royal Oak, offering flexible demising options, parking spaces, walkability to retail and dining.</p> <p>Address: 150 W Second St, Royal Oak, MI 48067 Square Footage: Floor 2 - #225: 2,045sf Floor 3: 6,470sf Rent: Negotiable, Contact Leasing Build Year: 1925</p>	<p>Primary Leasing Contacts: Etkin Real Estate Solutions Josh Suardini - (248) 358-0800</p>
	<p>Downtown Royal Oak at 4th and Center Streets—first-floor office or retail space with new construction finishes.</p> <p>Address: 125 W Fourth St, Royal Oak, MI 48067 Square Footage: Suite 130: 7,951sf Suite 405: 2,450sf Rent : Suite 130: \$28.00/SF/YR NNN Suite 405: \$24.00/SF/YR NNN Build Year: 2007, Renovated 2018</p>	<p>Primary Leasing Contacts: Atesian Properties Ara Atesian - (248) 362-2870</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Offering multiple private offices at various price points, ideal for businesses seeking a central, convenient location.</p> <p>Address: 104 W Fourth St, Royal Oak, MI 48067</p> <p>Square Footage: Ste 300: 400sf Ste 302: 550sf Ste 303: 500sf Ste 304: 550sf Ste 333: 500sf</p> <p>Rent (SF/YR): Ste 300: \$22.50 Ste 302: \$16.36 Ste 303: \$21.60 Ste 304: \$21.80 Ste 333: \$24.00</p> <p>Build Year: 1918</p>	<p>Primary Leasing Contacts: Peabody Management Cary Knipe - (989) 494-9868</p>
	<p>Retail with turnkey salon buildout available; loft-style offices.</p> <p>Address: 301-303 W Fourth St, Royal Oak, MI 48067</p> <p>Square Footage: First Floor Retail Space - Ste 100: 5,600sf Ste 120: 3,000sf Ste 300: 7,100-15,000sf Ste 450: 1,550sf Ste LL65: 200</p> <p>Rent: \$28.00/SF/YR</p> <p>Build Year: 1929, Reno 2015</p>	<p>Primary Leasing Contacts: Atesian Properties Ara Atesian - (248) 362-2870</p>
	<p>Prime first-floor retail space on a high-traffic, popular downtown corner.</p> <p>Address: 304 W Fourth St, Royal Oak, MI 48067</p> <p>Square Footage: 4,270sf</p> <p>Rent: \$24.00/SF/YR</p> <p>Build Year: 1927</p>	<p>Primary Leasing Contacts: Hanna Development and Management Co. Jack Hanna - (248) 990-1379</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Prime first-floor retail space on a high-traffic, popular downtown corner. Office space on floors 2-6.</p> <p>Address: 306 S Washington Ave, Royal Oak, MI 48067</p> <p>Square Footage: Ste 302: 960sf Ste 208: 722sf Ste 224: 850sf Ste 300: 2,169sf</p> <p>Rent (SF/YR): First Floor Retail Space - Ste 302: \$22.00 Ste 208: \$23.00 Ste 224: \$22.00 Ste 300: \$22.00</p> <p>Build Year: 1927</p>	<p>Primary Leasing Contacts: Hanna Development and Management Co. Jack Hanna - (248) 990-1379</p>
	<p>Historic Royal Oak school renovated as modern office space with updated interior and a prime location in downtown.</p> <p>Address: 333 W Seventh St, Royal Oak, MI 48067</p> <p>Square Footage: Suite 120: 3,000 Suite 100: 2,200 Suite 180: 1,700</p> <p>Rent: \$25.00/SF/YR MG</p> <p>Build Year: 1925, Reno 1998</p>	<p>Primary Leasing Contacts: Atesian Properties Ara Atesian - (248) 362-2870</p>
	<p>Lower level vacancy. Pristine white-box office space. Two exclusive restrooms, and an ADA-accessible elevator lobby.</p> <p>Address: 215 S Center St, Royal Oak, MI 48067</p> <p>Square Footage: 2,900sf</p> <p>Rent: \$10.00-15.00/SF/YR NNN</p> <p>Build Year: 1956</p>	<p>Primary Leasing Contacts: Beanstalk Real Estate Solutions Paul DeBono (248) 470-3015 pauldebono@beanstalkres.com</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Thirteen small, private office spaces available for immediate lease, ideal for individual professionals or small teams.</p> <p>Address: 322 W Lincoln Ave, Royal Oak, MI 48067 Square Footage: Varies Rent: \$20.50/SF/YR NNN Build Year: 1962</p>	<p>Primary Leasing Contacts: Team CORE Kevin Tamer (734) 624-3729 knt@team-core.com Samuel McLean (248) 935-7237 sam@team-core.com</p>
	<p>Office space available for lease, featuring a versatile layout in a desirable location.</p> <p>Address: 424 W Fifth St, Royal Oak, MI 48067 Square Footage: 1,500sf Rent: \$19.95/SF/YR Build Year: 1989</p>	<p>Primary Leasing Contacts: Winston-Traitel Realty Mark Lusky (248) 624-7200 mlusky@wtrealty.com</p>
	<p>Professionally managed property featuring high-end finishes, an open-concept ceiling, custom doors, and glass accents.</p> <p>Address: 408 S Lafayette Ave, Royal Oak, MI 48067 Square Footage: 2,708 sf Rent: \$30.00/SF/YR Build Year: 1956, Renovated 2014</p>	<p>Owners: Lafayette RO LLC E & A Property Management LLC Earl Ishbia (248) 647-8590</p> <p>Primary Leasing Contacts: Team CORE, LLC Kevin Tamer (734) 624-3729, Sam McLean (248) 935-7237</p>

Properties for Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Prime second-floor space in Downtown, offering vaulted ceilings, modern design, convenient parking, and access to vibrant retail and dining.</p> <p>Address: 209 W Sixth St, Royal Oak, MI 48067 Square Footage: 2,979-6,100sf Rent: \$21.50/SF/YR NNN Build Year: 1990</p>	<p>Primary Leasing Contacts: Colliers Gary Grochowski (248) 981-6468 gary.grochowski@colliers.com Bryan Barnas (810) 623-8013 bryan.barnas@colliers.com</p>
	<p>Former restaurant location right in the heart of Downtown. One block from the high-traffic Emagine movie theatre.</p> <p>Address: 107 S Main St, Royal Oak, MI 48067 Square Footage: 3,275sf Rent: Unknown Build Year: Unknown</p>	<p>Primary Leasing Contacts: (586) 604-1349</p>
	<p>High foot-traffic Main St location right in the heart of Downtown ready for it's next chapter.</p> <p>Address: 411 S Main St, Royal Oak, MI 48067 Square Footage: 1,900sf Rent: \$22.00/SF/YR NNN Build Year: 1948</p>	<p>Primary Leasing Contacts: CMP Real Estate Group Erik Elwell (248) 408-0965 Jordan Jabori (248) 990-8577</p>

Potential Upcoming For Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Prime Washington Ave first floor space in Downtown Royal Oak situated in a busy retail area.</p> <p>Address: 510 S Washington Ave, Royal Oak, MI 48067 Square Footage: 4,177sf Lease Price: Unknown</p>	<p>Primary Leasing Contacts: Unknown</p> <p>Owner: Bill Harrison</p>
	<p>Corner vacancy in Downtown Royal Oak only one block away from the historic Royal Oak music theatre.</p> <p>Address: 402 S Lafayette Ave, Royal Oak, MI 48067 Square Footage: Unknown Lease Price: Unknown</p>	<p>Owners: Lafayette RO LLC E & A Property Management LLC Earl Ishbia (248) 647-8590</p> <p>Primary Leasing Contacts: Team CORE, LLC Kevin Tamer (734) 624-3729, Sam McLean (248) 935-7237</p>

Properties for Sale

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>This downtown building offers office spaces across multiple floors with visibility on W 4th St, first floor retail, elevator access, near dining and amenities.</p> <p>Address: 117 W Fourth St, Royal Oak, MI 48067 Square Footage: 15,000sf Sale Price: \$5,000,000 Build Year: 1922, Renovated 2004 Website: properties.naifarbman.com/117-W-Fourth-St-sale</p>	<p>Owner: PDMM Investments, LLC Michael Pitt (248) 398-9800</p> <p>Brokers: NAI Farbman Rick Ax (248) 842-0314</p>
	<p>16,023-square-foot downtown office building for sale, featuring elevator access, a prime location adjacent to a parking and walkable to numerous amenities.</p> <p>Address: 219 S Main St, Royal Oak, MI 48067 Square Footage: 16,023sf Sale Price: \$2,500,000 Build Year: 1995 Website: signatureassociates.com/search-properties/#/listings/69eccfb0-219-main-street</p>	<p>Brokers: Signature Associates Peter Vanderkaay - (248) 321-7415 pvanderkaay@signatureassociates.com Dan Morrow - (248) 977-3144 dmorrow@signatureassociates.com</p>

Properties for Sale

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Prime opportunity purchase historic bank building with incredible walkability and freeway access.</p> <p>Address: 302 S Main St, Royal Oak, MI 48067 Square Footage: 19,780sf Sale Price: Contact listing agent Build Year: 1927</p> <p>Website: colliers.com/en/properties/for-lease-or-sale-officeretail-space/usa-302-s-main-st-royal-oak-mi-48067-usa/usa1072549</p>	<p>Brokers: Colliers Peter Kepic (248) 760-8860 peter.j.kepic@colliers.com Steven Badgero (248) 408-5892 steven.badgero@colliers.com</p>
	<p>A 1925 landmark, the Savings Bank Building combines historic character with modern updates in a high-traffic, amenity-rich location.</p> <p>Address: 419 S Main St, Royal Oak, MI 48067 Square Footage: 15,000 Sale Price: \$2,200,000 Build Year: 1939, Renovated 2005</p> <p>Website: https://cpix.net/listings/20e12cc4-419-s-main-st/</p>	<p>Brokers: Colliers Simon Jonna (248) 226-1610 Layth Barash (248) 226-1612</p>

Properties for Sale

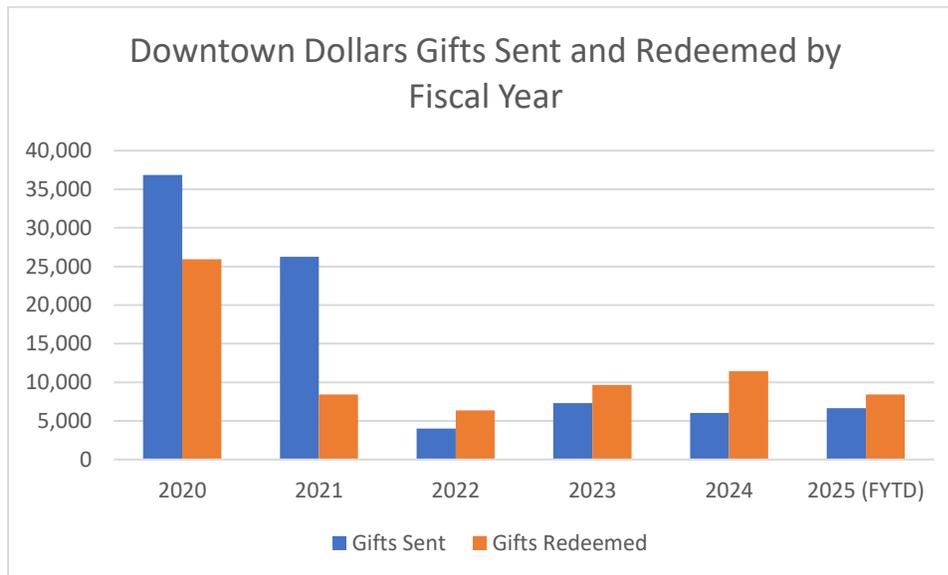
Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Prime corner in Royal Oak available with turn-key restaurant infrastructure in place.</p> <p>Address: 419 S Main St, Royal Oak, MI 48067</p> <p>Square Footage: 15,000</p> <p>Sale Price: Contact listing agent</p> <p>Build Year: 1939, Renovated 2005</p> <p>Website: https://cpix.net/listings/20e12cc4-419-s-main-st/</p>	<p>Brokers: Peter Vanderkaay – (248) 321-7415 pvanderkaay@signatureassociates.com</p> <p>Marvin Petrous – (248) 505-4400 mpetrous@signatureassociates.com</p>

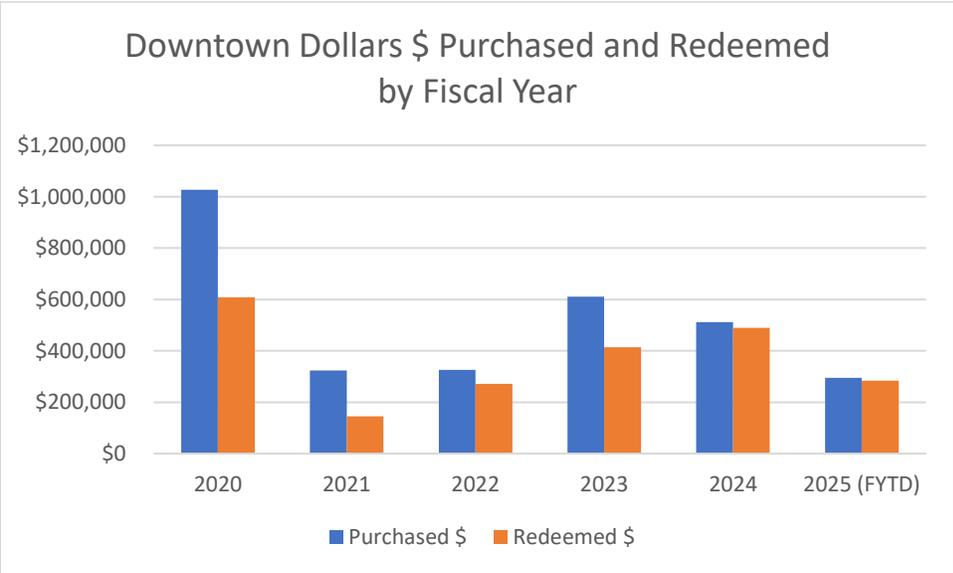
DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Downtown Dollars Results
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	March 18, 2026

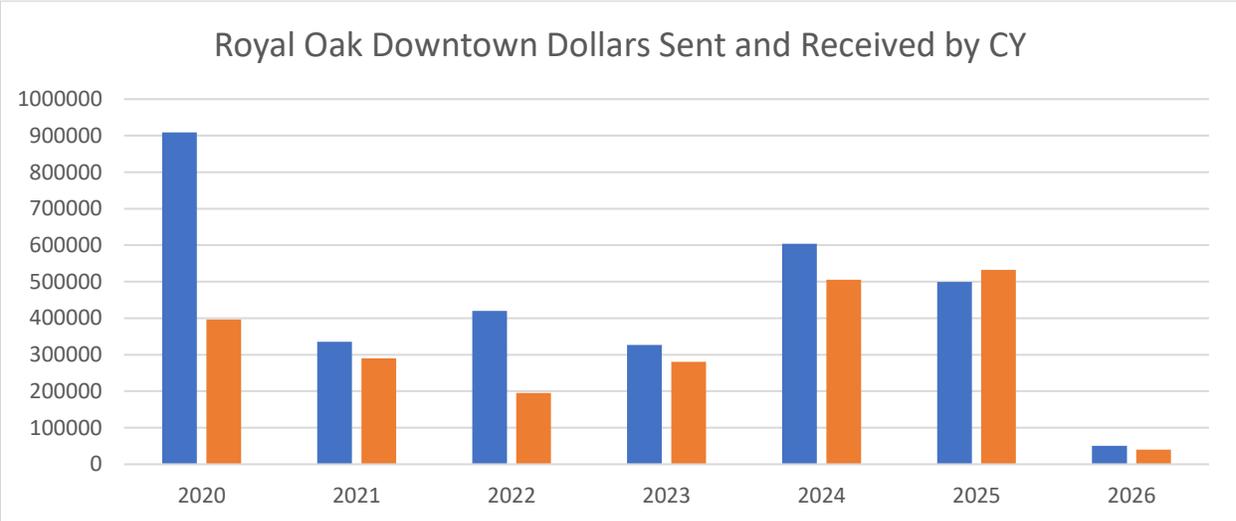
EXECUTIVE SUMMARY

The Royal Oak Downtown Dollars gift card program has been one of the most important programs of the Downtown Development Authority since launching in 2020. Over \$3 million of gift cards have been purchased and \$2.2 million redeemed with a redemption rate of 71.5%. Unspent funds from some campaigns were returned to the DDA with a small restocking fee. Gift card purchases by fiscal year ending June 30 and calendar year ending December 31 reveal a multi-year trend of fewer gift cards distributed each year with lower dollar amount from 2020 to 2022, and a slight increase between 2024 and 2025. The redemption rate has increased every year nearing 96%. For the 2025 calendar year specifically, gift card redemptions exceeded gift cards purchased for the first time since the program launched in 2020. What this shows is we are getting very good at putting gift cards into the hands of people who are likely to spend.





Year	gift cards distributed	Redeem #	Purchase total	Redeem \$	Redeem Rate
2020	36,852	25,938	\$1,027,655	\$608,529	59%
2021	26,256	8,412	\$323,040	\$145,072	45%
2022	4,017	6,370	\$325,636	\$271,060	83%
2023	7,314	9,658	\$610,740	\$414,502	68%
2024	6,041	11,428	\$511,946	\$490,158	96%
2025 (FYTD)	6,664	8,434	\$295,459	\$284,480	96%
Total	87,144	70,240	\$3,094,476	\$2,213,802	72%



Year	Gift Cards Distributed	Redeem #	Purchase total	Redeem \$	Redeem Rate
2020	33,702	18,070	\$909,015	\$396,899	44%
2021	19,274	12,576	\$335,100	\$290,152	87%
2022	13,729	6,615	\$420,320	\$195,598	47%
2023	4,061	6,640	\$326,896	\$280,185	86%
2024	7,057	11,763	\$603,595	\$505,136	84%

2025	9,316	14,214	\$499,200	\$531,339	106%
2026 (CYTD)	5	362	\$350	\$14,492	4140%
Total	87,144	70,240	\$3,094,476	\$2,213,801	72%

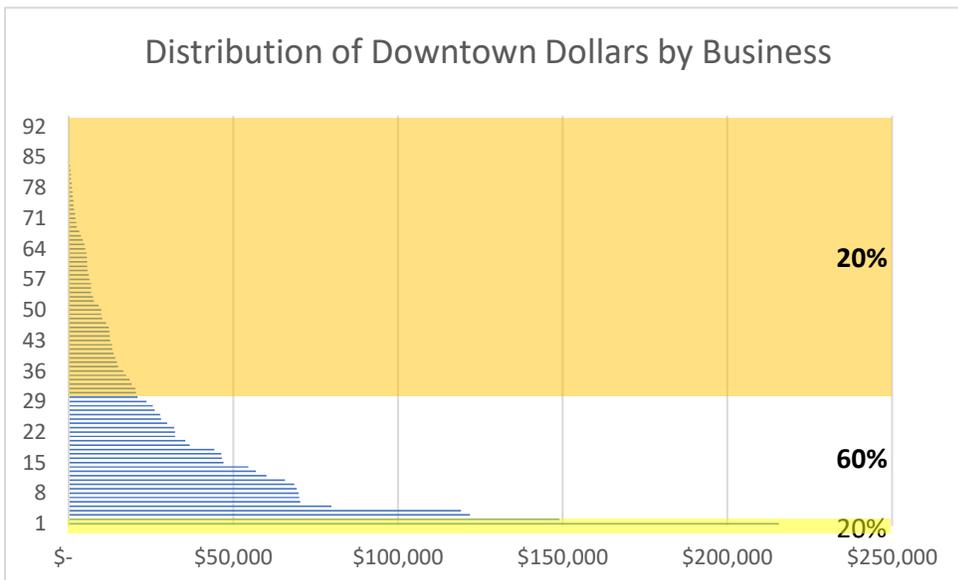
Campaigns have led to major boosts in redemptions. The \$1,294,599 of funds the DDA has given as matching or outright in the form of giveaways has led to \$1,667,091 in redemptions. What this shows is a willingness of people to put their own personal resources towards purchasing a gift card when BOGO opportunities are provided. Interestingly when the DDA has given away money, as opposed to offering a BOGO, the redemption rates have been lowest.

Analyzing sales by business reveals the top 3 businesses had more than 20% of redemptions – Lily’s Seafood Grill and Brewery, Royal Oak Brewery, and Rail and Anchor. The bottom 20% of redemptions were from 66 businesses. This left 25 businesses in between with 60% of redemptions.

Percentage	Businesses	\$ Redemptions
Top 20% (approx.)	3 businesses	\$486,530
Middle 60%	25 businesses	\$1,274,180
Bottom 20%	66 businesses	\$459,158

The percentile that businesses fall under may have an impact on their likelihood to close. Of the top 20% of gift card redemptions by dollar, 0% have closed. Of the middle 60% of the 25 businesses, only 3 have closed (representing 10%). Of the bottom 20% of businesses, 13 of 66 have closed (representing 20%). For that reason it is important to keep an eye on businesses in the bottom 20% and see if anything can be done to support and retain these businesses.

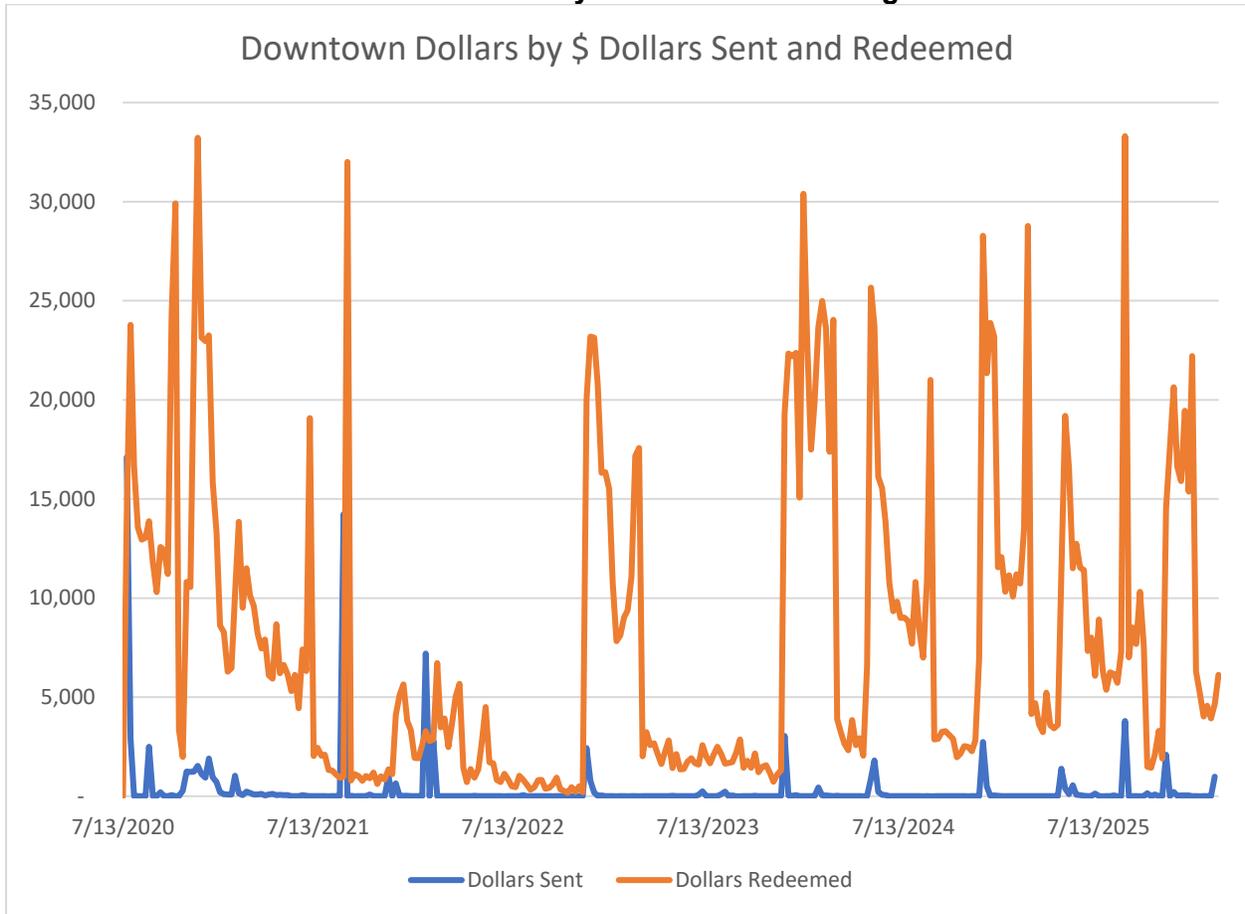
Percentile	Businesses	# Closed
Top 20% (approx.)	3 businesses	None closed (0%)
Middle 60%	25 businesses	3 closed (12%)
Bottom 20%	66 businesses	13 closed (20%)



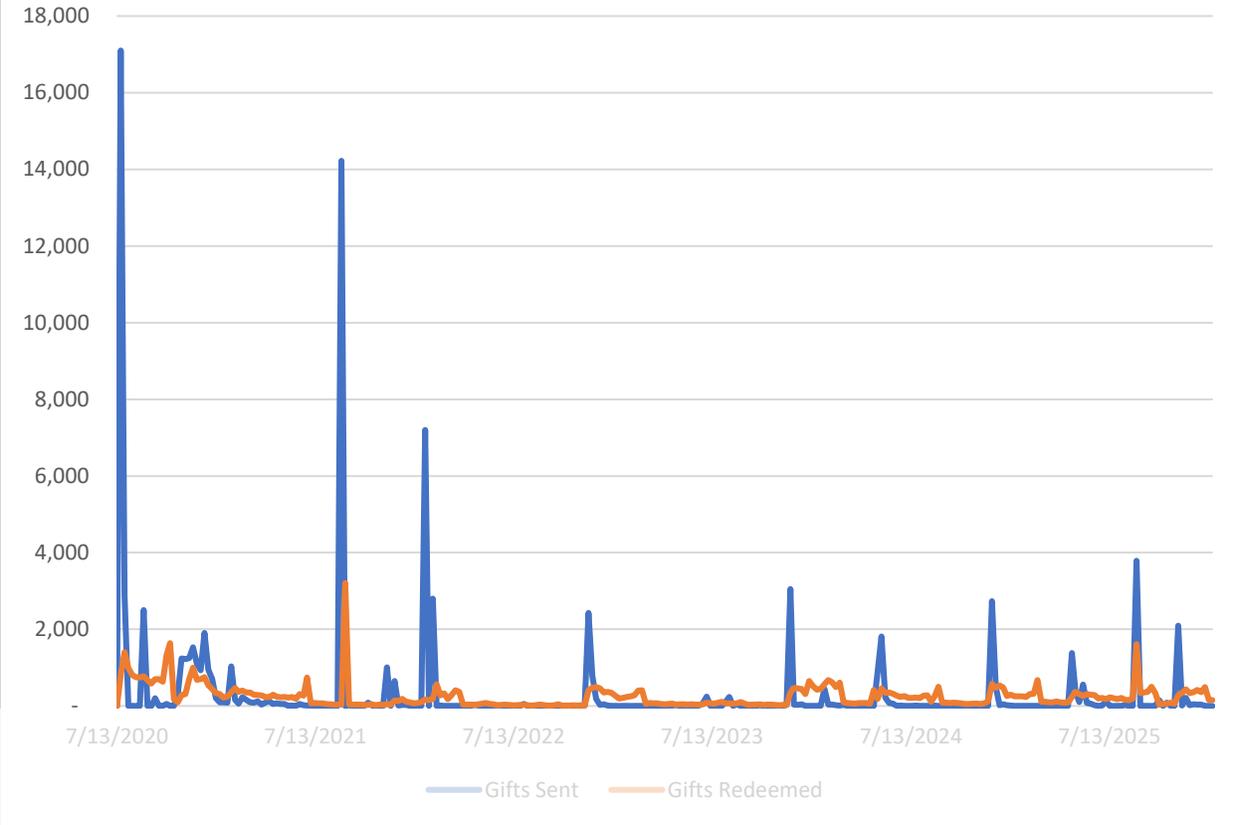
Past Performance of Gift Card Program

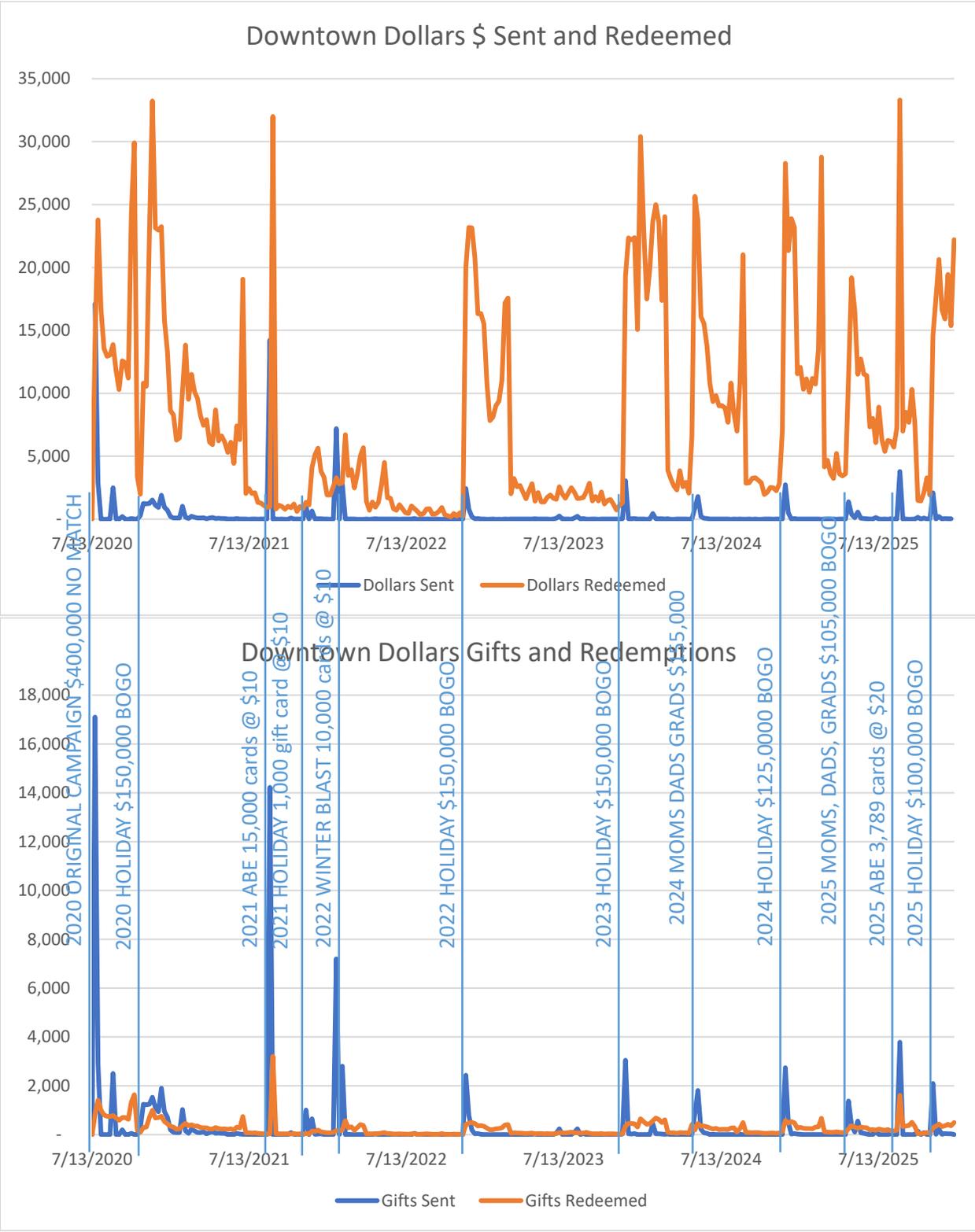
30 DAYS		1/12/2025
Impressions	from Dashboard	7,120
Sent Gifts Count	from Dashboard	103
Sent Gifts Value	from Dashboard	\$6,260.00
Redeemed Gifts Count	from Dashboard	775
Redeemed Gifts Value	from Dashboard	\$59,108.02
12 MONTHS		
Impressions	from Dashboard	23,658
Sent Gifts Count	from Dashboard	9,308
Sent Gifts Value	from Dashboard	\$498,545.00
Redeemed Gifts Count	from Dashboard	8148
Redeemed Gifts Value	from Dashboard	\$506,374.99
LIFETIME		
Sent Gifts Count	from Brand Gifts Report	87,145
Sent Gifts Value	from Brand Gifts Report	\$3,094,476.00
eDelivery Fee	from Brand Gifts Report	\$101,884.55
Redeemed Gifts Count	from Brand Redemption Report	70240
Redeemed Gifts Value	from Brand Redemption Report	\$2,213,801.62

Downtown Dollars Sent and Redeemed by Calendar Year Ending December 31



Downtown Dollars by # Gifts and Redeemed





Of the \$3 million in gift cards sold and distributed, \$1,294,599 of DDA funds have gone toward matching or giveaways. This has led to \$1,667,091 in redemptions. When cards were given away for free (Campaigns #1, 3, 4, 5, 12 and 13 – highlighted in red on the chart below). The redemption rate has been as low as 14% and as high as 65%. Comparatively during BOGO

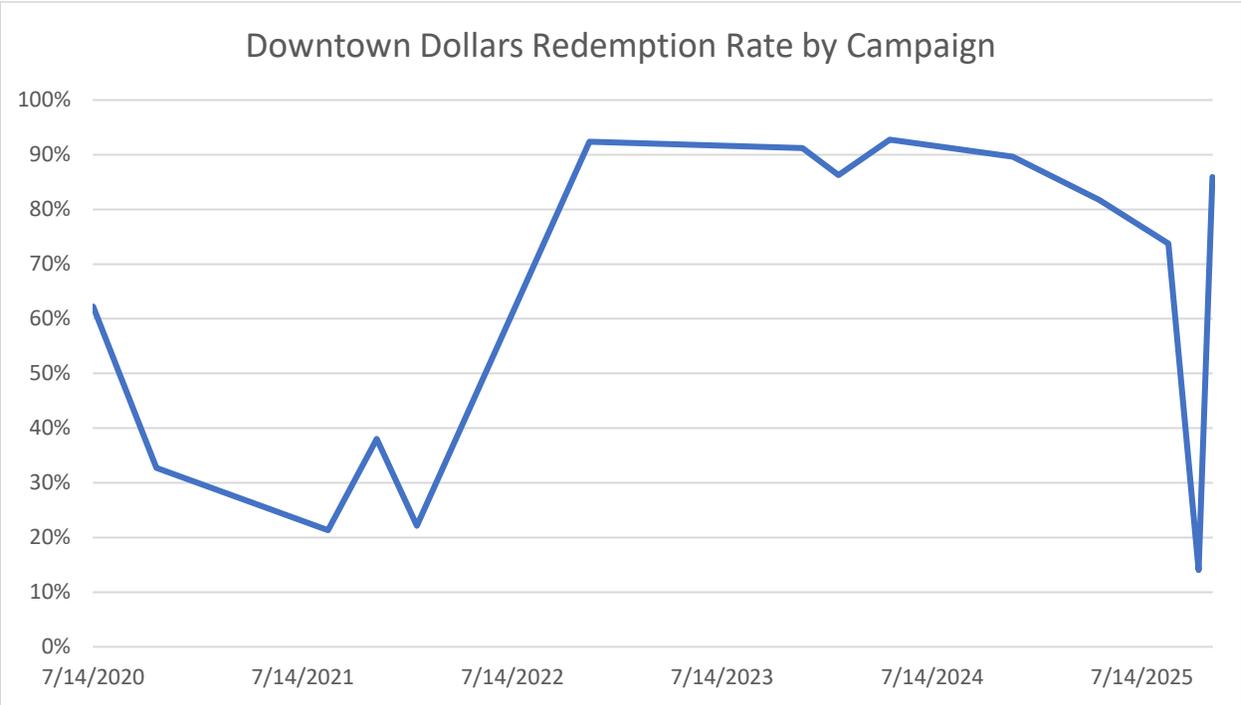
campaigns when people have had to purchase cards to get bonus, the redemption has been much higher.

The truism that dollar-for-dollar bonuses “fly off the shelf” has been proven in Royal Oak. Even when we provide fifty cents on the dollar (#9) these do well from both a sales and redemption perspective.

What this shows is when people to put their money towards purchasing a gift card when BOGO opportunities are provided, they are more likely to redeem the gift card they purchase and the bonus they receive. When people are just given “free money” without having to buy a gift card, the redemption rate is lower.

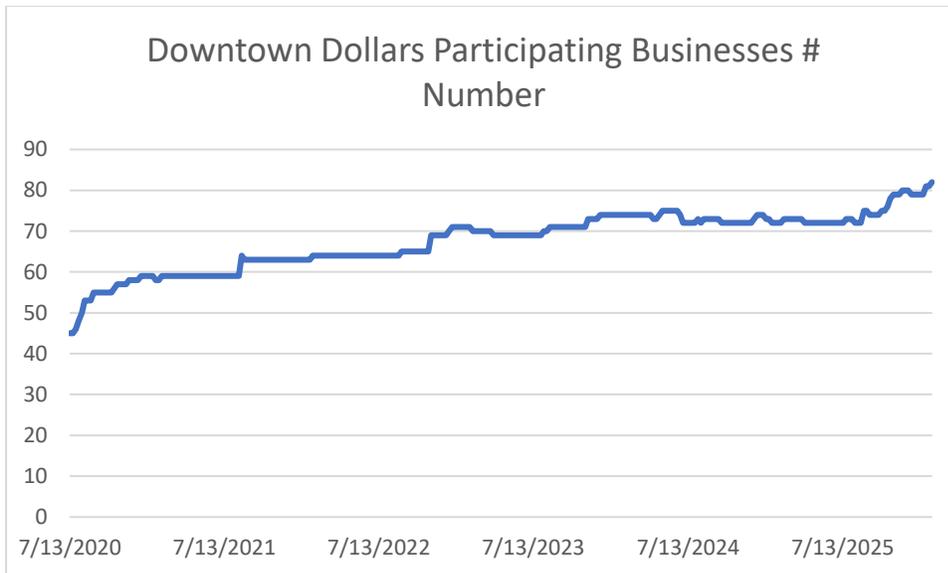
Royal Oak Downtown Dollars Major Campaigns, Offer, and Redemption, 2020-2025

Campaign	Offer	Cards Distrib.	Rdmpt. #	DD \$ Sold	DD \$ Redeem	Rdmpt. Rate
1. 2020 ORIGINAL CAMPAIGN	\$400,000 free	22,753	13,317	\$400,000	\$237,024	59%
2. 2020 HOLIDAY	\$150,000 BOGO \$25 \$50 \$100	3,195	6,788	\$298,735	\$210,181	70%
3. 2021 ABE	\$150,000 free \$10 DD	15,000	2,275	\$150,000	\$22,002	15%
4. 2021 Holiday	\$10,000 free \$10 DD	1,000	393	\$10,000	\$3,802	38%
5. 2022 Winter Blast	\$100,000 free \$10 DD	10,000	1,587	\$100,000	\$15,283	15%
6. 2022 HOLIDAY	\$150,000 BOGO \$25 \$50 \$100	1,688	6,368	\$300,000	\$276,096	92%
7. 2023 HOLIDAY	\$150,000 BOGO \$10-125	1,508	5,799	\$275,350	\$250,455	91%
8. 2024 GROUNDHOG FUN	\$22,999 BUY \$25 GET \$25	266	548	\$13,800	\$11,634	84%
9. 2024 MOMS, DADS & GRADS	\$155,000 BUY \$10-\$125 and get a 50% bonus	1,531	5,578	\$277,495	\$246,570	89%
10. 2024 HOLIDAY	\$125,000 BOGO \$10 to \$125	1,604	6,086	\$295,075	\$262,564	89%
11. 2025 MOMS, DADS & GRADS	\$105,000 BOGO \$25 \$50 \$100	1,762	3,397	\$193,250	\$149,410	77%
12. 2025 ABE	\$75,780 free \$20 DD	3,789	2,842	\$75,780	\$49,410	65%
13. 2025 SPOOKTACULAR	\$780 free \$10 DD	78	11	\$780	\$110	14%
14. 2025 HOLIDAY	\$100,000 BOGO \$25 \$50 \$100	1,045	3,983	\$197,350	\$169,574	86%
TOTAL	\$1,294,599	42,466	45,655	\$2,587,615	\$1,667,091	76%



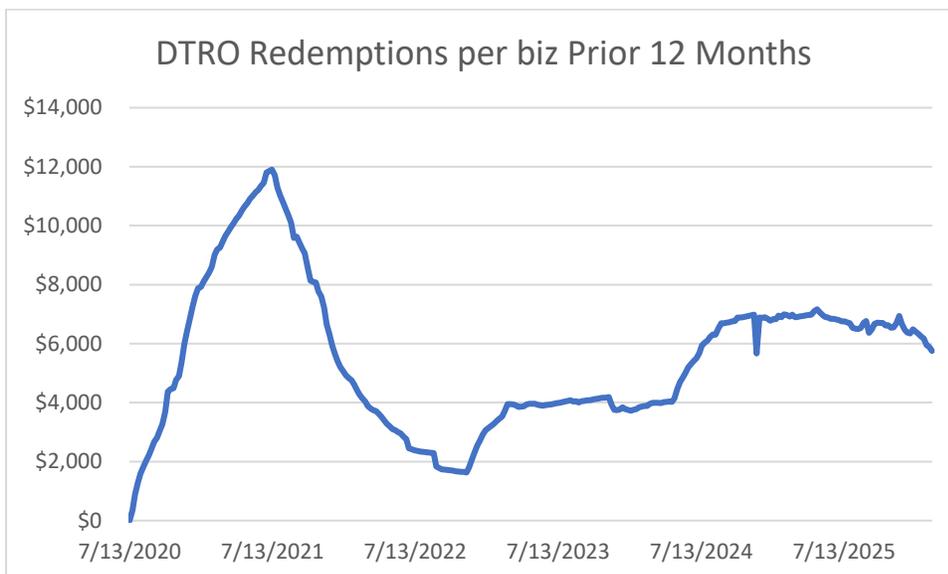
Redemption rate for major campaigns has varied. While a large amount of money was disbursed in the first year of the program, it took over a year for the redemption rate to rise above 40%. Since then it has consistently been 80% or higher. The exception is for campaigns that have had limited matching funds required when people buy a gift card and receive a bonus.

Redemptions by Business

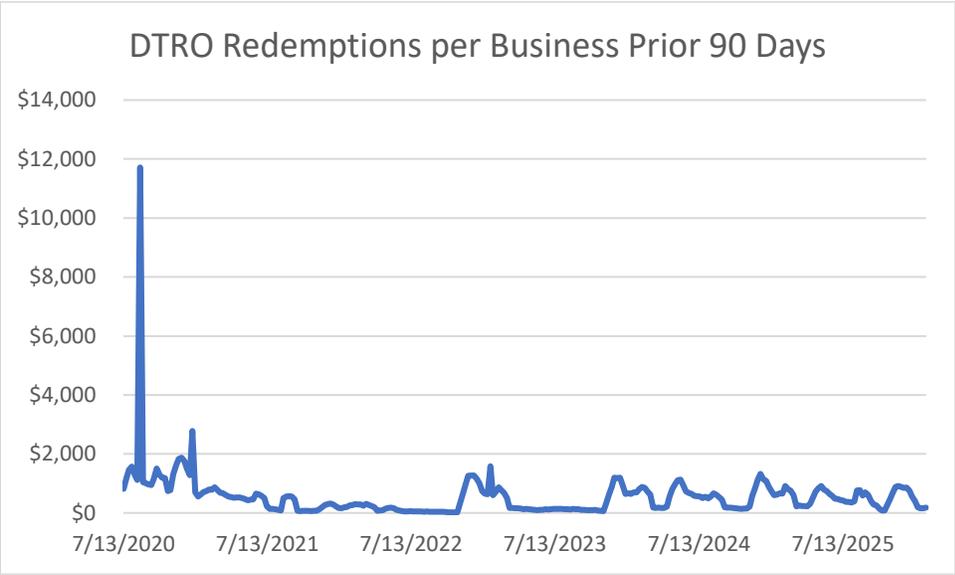


Participation in the program has grown from the mid-40s in 2020 to over 80 businesses in 2026. Generally there has been an upward trend in participation, with a significant increase over the last 6 months.

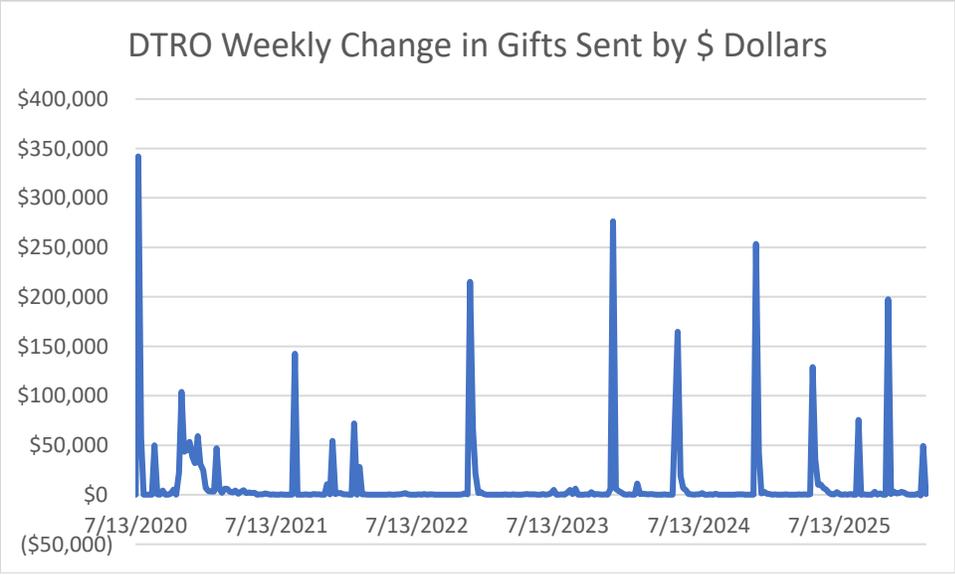
Of the 80 businesses now in the program, two currently have \$0 worth of sales: Club Pilates at 119 S Main St, and Rare Old Prints at 516 S Washington Ave. One business was previously in the gift card program and is still in business, though no longer accepts gift cards – Alchemy Color Lab.



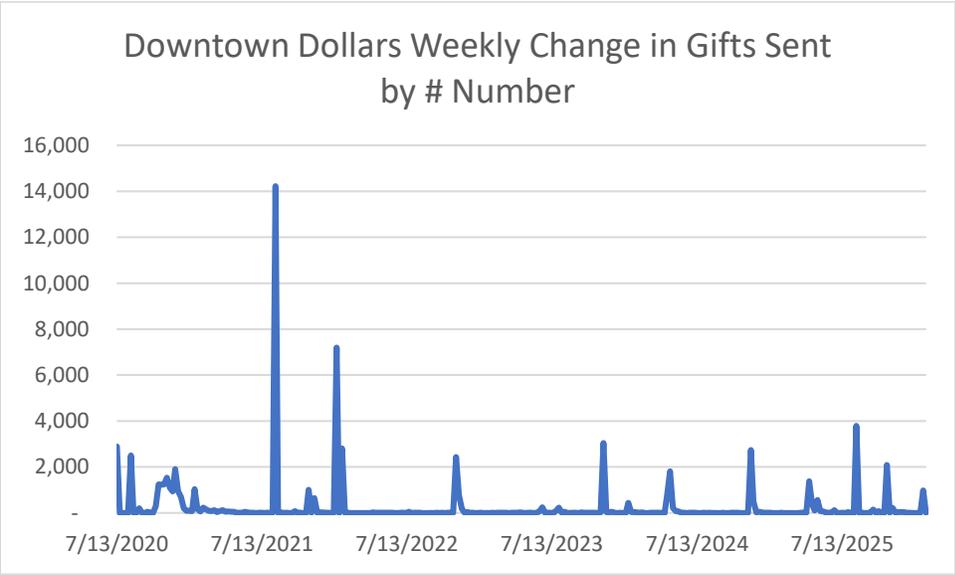
Redemptions by business over the past 12 months shows a trend of a rapid increase to nearly \$12,000 per business from launch of the program in 2020 through the peak around July 31, 2021. A significant decline in redemptions by businesses happened through 2022, with less bonus dollars being put into the program. Since then there has been a gradual increase of dollars redeemed by business through 2025 where it peaked around \$7,000 and slightly declined to just below \$6,000 through present. This average is partly a reflection of the increasing number of businesses participating in the program.



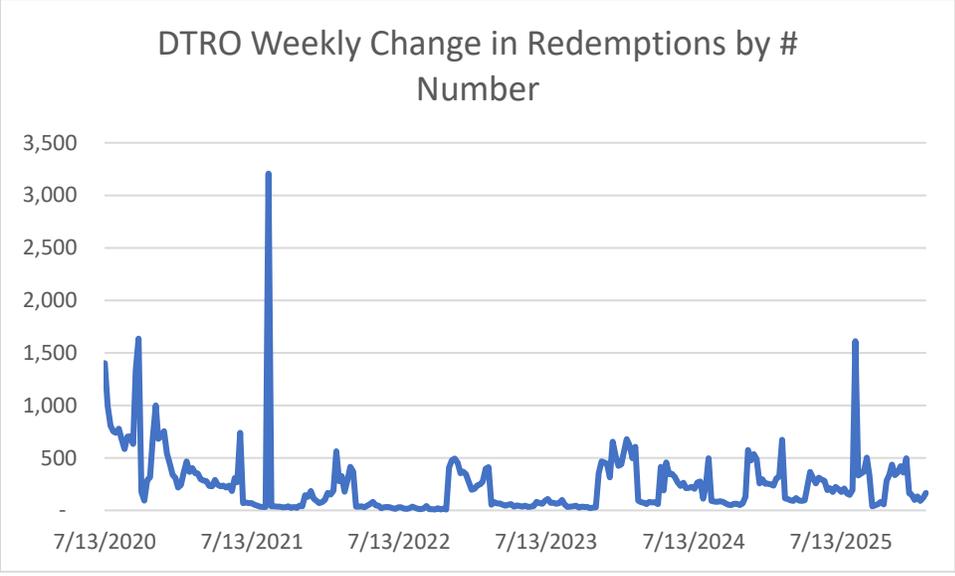
For the previous 90 day period there was a spike after the program was launched in 2020 of just less than \$12,000 per business. Then it largely stabilized, with redemptions in prior 90 days between \$1,000 and \$2,000. The redemptions for business spiked when bonus campaigns were launched and decreased between campaigns.



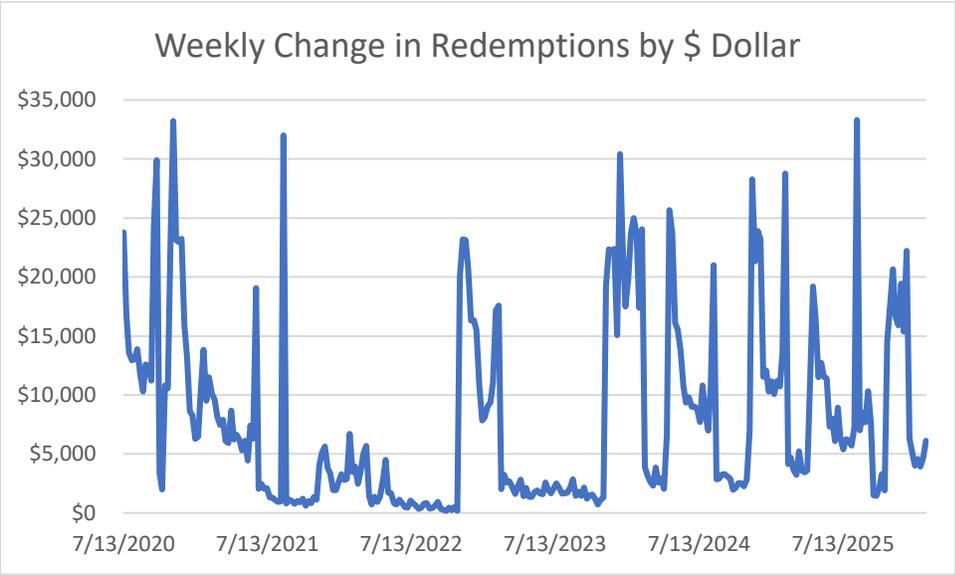
Total gifts sent by dollars is highest at the time of giveaways (2020) and bonus campaigns. The 15 spikes of gifts sent largely correspond with major campaigns.



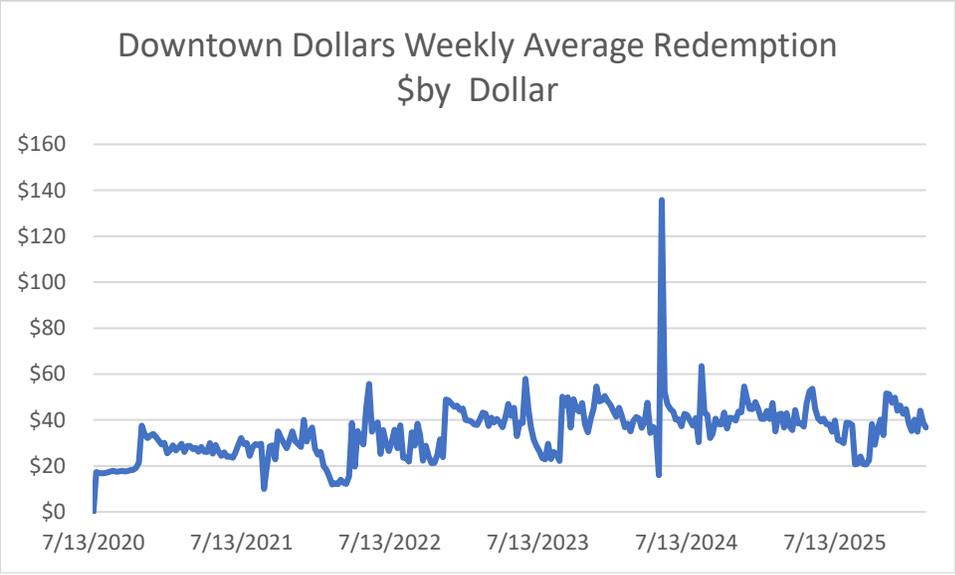
Likewise, the number of gifts sent corresponds with campaigns, with ten major spikes between 2021 and 2022. The original campaign in 2020 might have been the highest except it was a gradual rollout spanning multiple weeks.



The number of redemptions by week reached their peak over 3,000 in 2021. The second highest peaks were above 1,500 in 2020 and 2025. Most weeks, however, the highest was around 500 and less between campaigns.



Redemptions by dollar has tracked major campaigns with 14 peaks between 2020 and 2025. Significant time segments between 2021 and 2023 and limited redemptions, reflecting less funds put into the program overall. Having a consistent weekly amount of \$ redemptions would be a useful metric. The average weekly change in redemptions is \$7,909.



Weekly average redemptions peaked at nearly \$140 per week in 2024. The average redemption across the entire program is \$35. When the average redemption by dollar exceeds this amount, that indicates larger overall sales per ticket. Maintaining an weekly average redemption of \$35 or greater is most desirable.

To close, while many businesses have benefited from the Downtown Dollars program, for some businesses and customers there is confusion about how the program should best be used. This is not a program to award customers who already patronize an existing business and give them “free money.” Instead this is primarily a business attraction program. We know that 51% of redemptions are first time customers to a business. Downtown Dollars serve a powerful customer acquisition function. For this reason we need to continue to educate businesses and consumers about the importance of the program and encourage that gift cards purchased and bonus given out most broadly benefits businesses in downtown Royal Oak.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$220,000
AMOUNT CURRENTLY BUDGETED	\$220,000
FUNDING SOURCE/ GL NUMBER	247-729-82501

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

There are four major Downtown Dollars promotions that the Board has approved.

- \$100,000, Downtown Dollars Small Business Saturday BOGO
- \$50,000, Downtown Dollars Arts Beats and Eats
- NEW \$20,000, Downtown Dollars Pride BOGO
- NEW \$50,000, Downtown Dollars Restaurant Week BOGO

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

Approximately 50 hours of Executive Director time has been spent on analyzing the performance of the Downtown Dollars program since September 2025. Additionally, the Deputy Director has spent approximately 10 hours on working to expand the number of businesses participating in the program.

Every campaign requires approximately 5 hours to set up with Yiftee and to manage feedback from customers and businesses related to the promotion.

Additionally, the Executive Directors spends 1-2 hours each week responding to requests, recording metrics, and analyzing data.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

6.3.1 – Quality of Life: Support local small businesses and business retention.

Businesses will be highlighted in promotions, attracting new customers to Royal Oak.

6.6.1. -- Quality of Life: Support and encourage participation in buy-local campaigns

People will be encouraged to shop and buy-local using Downtown Dollars.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

- July 2020. Downtown Dollars program launched.

- June 30, 2025. Results of Downtown Dollars for end of fiscal year presented in Annual Report.
 - February 25, 2026. DDA Executive Director reports to board that analysis of Downtown Dollars program is underway.
-

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to maintain the current level of \$220,000 of matching funds for the Downtown Dollars program.

BE IT RESOLVED, the Royal Oak Downtown Development Authority encourages continuing buy-one-get-one (BOGO) campaigns with a maximum bonus of \$50 and a 1:1 or 2:1 dollars purchase to bonus given ratio.

ATTACHMENTS:

ROYAL OAK DOWNTOWN DOLLAR\$



WHY JOIN THE GIFT CARD PROGRAM?

- **\$5,757** average redemptions per business
- **\$2,242,292** in redemptions since 2020
- **70,995** unique visits to participating businesses
- **\$30.42** average redemption
- **51%** of redemptions are first time visitors of the business

GROW REVENUE AND ATTRACT CUSTOMERS!

- Downtown Dollars are a free, easy way to bring in new customers and boost sales.
- You only pay standard card fees, and payments are received in full with your regular batches.
- Sign up is simple. Just enter a sample transaction in your POS like a phone order.



Royal Oak
DOWNTOWN
DEVELOPMENT AUTHORITY

QUESTIONS?

JULIA KALUGAR, MBA
DEPUTY DIRECTOR, DDA
JULIA.KALUGAR@ROMI.GOV
(947) 282-0162



SCAN TO LEARN MORE

Be part of a program that powers local spending!

Rock on Third	Oak City Grille	Write Impressions	Pronto	Mark Ridley's Comedy Castle
Little Bros Burgers	Iron Horse	UHF Records	Tricho Salon	Five 15
Golden Cone	D'Amatos	Ewe-nique Knits	Blu Jean Blues	Creative Arts Studio
Lily's Seafood Grill and Brewery	Goodnite Gracie	Hihi	La Roche Gifts	Breakout Escape Room
Dessert Oasis	Mesa	Your Personal Jewler	Bar Louie	Pitaya
Motor City Gas	Royal Oak Taphouse	Elements Custom Jewlery	Boukie's Grill	Cafe Muse
O'Tooles Irish Pub	Fifth Avenue	Rail and Anchor	Nutri-Foods	Saffron
Milan Pizza	526 Main Piano Bar	Chrome Clothing	Metals in Time	Sidetrack Bookshop
Atomic Coffee	Trattoria Da Luigis	Paper Trail Books	About Face Beauty Spa	Oak House Deli
Royal Oak Brewery	Rocket Printing	Made in the Mitten	Guitar HiFi	Marcia Hovland Studio
Give Thanks Bakery	Citizen Yoga	Alchemi	Smokerz Depot	Cantaritos
Vintaze Freakazoid	Smokey's Cigar Bar & Bistro	Comet Burger	Seven Sundays Coffee	North End Taproom
Laser Lounge	Taylor & Cold Barber Spa	Cotton N' Things	Le Crepe	Lost & Found Vintage
Alex Emilio Salon	Kal's Lunch Bowl	Studio Kore Pilates	The Blue Goat	Asal Bee
Club Pilates	Mood Swing Vintage	Blind Owl	Rehla Coffee	Rare Old Prints
Marilyns	Hopcat	LIFT	Ale Mary's	Tom's Oyster Bar

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Fifth Street Pedestrian Plaza
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	March 13, 2026

EXECUTIVE SUMMARY

The Fifth Street Pedestrian Plaza project is about to begin. Meetings to prepare for the project were held on Wednesday, March 11, 2026. Results of those meetings and an update on wayfinding signage for the project follows.

Business Owner Meeting

A meeting with business owners was held at Fifth Avenue. Tony with Fifth Avenue was present along with Scott Wright from Keller Williams, and representatives from the new business at 212 Fifth St. Nick with Warren Contracting provided an overview of the project and timelines. He detailed demolition would start next week. Five feet of sidewalk access will be provided on the north and south side of the street. Additionally, a six foot fence will separate the construction site from the sidewalk. The need for lighting was discussed. A temporary light tower will likely be brought in. When questions were raised about different items and their cost, Isaac committed to following up with this at the Construction Meeting that followed and later with the Board. Generally businesses were excited to see the improvements made. Goal is to have the main section of Fifth Street complete by July, and the crossing of Washington Ave to be complete by August 15.

Construction Meeting

The team held the first biweekly progress meeting for the Fifth Street Pedestrian Improvement project and confirmed a recurring every-two-week meeting cadence (preferably on-site, weather permitting) with attendee lists and minutes distributed. The fully executed contract (including bonds/insurance) was reported complete and a PDF was to be forwarded. The contractor reported no schedule or subcontractor-list changes, and outlined the next two weeks of work: traffic control, temporary fencing and setup beginning Monday; tree removals Tuesday (with city marking/confirmation of trees); asphalt milling mid-next week; followed by approximately a week of concrete/sidewalk/road demolition, with sewer leads and then water/storm work anticipated in early April. Permitting and access items were clarified: soil erosion control was approved (invoice pending), an electrical permit needs to be applied for as required, and the city emphasized that no work could begin on private-property leads until property-owner permissions/agreements were signed by the attorney's office. A potential major conflict impacting project schedule was discussed with Consumers Energy after a reported nearby gas leak/repair and indications Consumers might want to replace an aging gas main on Fifth; the contractor agreed to coordinate directly with Consumers (via provided contacts) to determine intent and, if needed, accelerate any gas work before new concrete was installed. Safety and

access planning focused on maintaining pedestrian/business access by leaving a narrow sidewalk zone as long as feasible, using temporary fencing, daily backfill/temporary surfacing, and timing concrete pours early in the week to minimize disruption for businesses that have heaviest traffic on weekends. Additional temporary lighting for pedestrian routes was identified as a need once streetlights were removed. The group reviewed open submittals and comments (water/sanitary shop drawing revisions including specified valve-box bracket/strongback requirements), noted pending lighting submittals and follow-up with the lighting vendor, discussed an irrigation meter pit layout/location clarification (to be in a landscape bump-out area rather than the roadway), and agreed on testing/QA coordination including sampling on-site sand for possible reuse (with a backup aggregate plan). Finally, the DDA outlined public and business communications (flyers, banners/QR code signage, “businesses open” direction signage), established a point-of-contact approach for inquiries, and flagged the need for advance notice to businesses for planned Washington Street shutdowns related to water tie-ins and subsequent intersection impacts. The next meeting will be in two weeks on March 25, 11am, likely on site at Washington Ave.

Wayfinding Signage

Directional and wayfinding signs have been purchased with more information about the project. These will be deployed starting March 17 when the project begins. Rocket Printing was very helpful in putting these together.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$2,657,027
AMOUNT CURRENTLY BUDGETED	\$1,325,000
FUNDING SOURCE/ GL NUMBER	247-729-97000 Capital Outlay

OTHER FISCAL IMPACTS

REVENUE IMPACT: *Provide a description of how this item will impact revenue. (Is this item expected to create additional/new revenue? Will this item have a negative impact on revenue? Which funds would be impacted? Provide additional details, as necessary.)*

The \$2,657,027 for Phase 1 is in excess of the budgeted amount of \$1,325,000 this fiscal year. While the amount is higher than anticipated, we can absorb it from the current fund balance of \$4.7 million. Additionally, to offset the higher costs we are actively seeking funding from the GM on Main grant of \$60,000, and from other sources.

WORKLOAD IMPACT: *If this item will require staff and/or volunteer time to implement, operate or maintain, provide a description of the workload impact. (Will more staff be needed? Is this workload able to be absorbed by existing staff or volunteers? Provide additional details, as necessary.)*

There is significant workload impact for construction supervision related to this project. This will be a responsibility shared between the City Engineer and their staff, along with the DDA and their staff.

ALIGNMENT WITH COMMISSION APPROVED PLANS, POLICIES, AND PROGRAMS

Provide a description of how this item aligns with the strategic plan, aging in place plan, and sustainability and climate action plans. Include any specific goals or action steps it supports.

The Commission has stated on multiple occasions that completing the Fifth Street Pedestrian Plaza is a top priority. The Strategic Plan has several areas that intersect with this project.

1.4a. Individuals have access to social infrastructure through community connectivity and amenities. There are few greater amenities than outdoor spaces which encourage people to gather. Taking a street and transforming it into a vibrant public space will provide a valuable piece of social infrastructure.

2.2. Providing programs and spaces that promote physical and mental health. The pedestrian plaza will provide a valuable location for people to gather outdoors. Walking and passive recreation will be encouraged by people who utilize the space.

The Sustainability Climate Action Plan (S-CAP) identified a number of areas that intersect with this project:

4.4. Provide resilience against more intense precipitation events to reduce combined sewer overflows. Below ground infrastructure will receive an upgrade as part of this project. This will help with preventing future flooding by improved drainage.

5.3.4 – Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community. While not technically a park, Fifth Street will expand the amount of grass versus hard surface or synthetic. This will reduce microplastic release into the environment while creating a needed outdoor amenity for the public to enjoy.

6.3.1 – Quality of Life: Support local small businesses and business retention. Businesses in the neighborhood will benefit from additional foot traffic generated as a result of the pedestrian plaza project.

6.3 – Civic Engagement and Community Connections: Promote inclusive civic engagement and empower community members to participate in local decision-making. This project is the result of extensive civic engagement. Showing a concrete result that reflects community interests will build trust and support future engagement efforts as a result.

The Aging in Place Plan identified a number of areas that intersect with this project:

1.2b. Implement Vision Zero practices to help avoid accidents between cars and people using different modes of transportation and in public spaces. Removal of curbs and creating the pedestrian table across Washington Ave will help to distinguish the pedestrian “safe” zone from the area for automobiles.

1.2d. Work to enhance the pedestrian experience throughout the community. Walking routes will be enhanced with features that encourage mobility through walking, and prioritize pedestrian safety.

5.1. Create and promote a network of social engagement opportunities for multiple generations. The pedestrian plaza will provide a venue for social engagement to occur.

COMMUNITY ENGAGEMENT

Provide a description of any community engagement efforts made for this item. Include information on tools used, participation information, and general sentiments.

Extensive community engagement has occurred and is documented on the Downtown Plaza Design page of the City website: <https://www.romi.gov/1311/Downtown-Plaza-Design>

Engagement highlights include:

- February 2023 - DDA's Infrastructure Committee, consisting of DDA Board members, volunteers, and stakeholders outlined process with Fleis & Vandenbrink
- March 20, 2023 - First Engagement Sessions Held with adjacent property owner, Business Owners, City Staff, General Public
- April 19, 2023 - 30% Designs shared with DDA Board and discussed
- April 20, 2023 - Second Engagement Sessions Held (Part 1), Adjacent Property Owners, City Staff
- May 10, 2023 - Second Engagement Sessions Held (Part 2), Business Owners, General Public
- May 17, 2023 - DDA approved the purchase of bistro tables and chairs to temporarily placemake the area being discussed for plaza development.
- May 19, 2023 - Both a Visual Preference Survey and Priorities Survey open to the public to collect feedback.
- July 20, 2023 - Both surveys close for data to be analyzed by the contractor and design committee.
- September 20, 2023 - DDA reviewed updated concept plans and provided revision comments.
- October 18, 2023 - DDA expanded design scope to include 3D visualization and rendering services.
- January 17, 2024 - DDA reviewed updated concept plans, provided revisions, and approved staff to move forward with finishing concept placement, seek City Commission concurrence, and instruct F&V to begin construction drafts and pricing once City Commission concurs.
- February 12, 2024 - City Commission reviewed concept plans and appointed City Commissioners Douglas, Herzog, and Kolo to meet with DDA representatives to compromise on various details.
- November 18, 2024 - DDA approves final concept design.
- January 27, 2025 - City Commission approves final concept design.
- December 1, 2025 – DDA Infrastructure Committee discusses project
- December 17, 2025 – DDA Board approves putting project out to bid.

ATTACHMENTS:

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Executive Director Report
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	March 18, 2026

Isaac Kremer, DDA Executive Director, provided the following report:

- What We Have Worked on in the Last Month
 1. Bid award finalized and contract signed for the Fifth Street Pedestrian Improvement project. Seeking additional funding for Fifth Street from Oakland County, General Motors, and other sources.
 2. Partnered with Royal Oak Restaurant Association on Restaurant Week. Circulated evaluation and waiting for responses from D’Amato’s, Fifth Avenue, and Oak City Grille.
 3. Weekly meetings on L-shaped alley continue and about to expand participation in meetings to other property owners.
 4. Submitted TIFA reimbursement agreements for Trailhead and Hazelton. Payment is being processed and soon will be sent out.
 5. Met with City to review DDA budget for FY 2026-27. Seeking to combine 247- and 248- accounts into one.
 6. Worked with Akouri Development to bring forward 505 S. Lafayette project.
 7. Set up and completed interviews with social media contractor. Worked with committee to select finalist to recommend to Board.
 8. Attended Next Gen facilitated meeting with Main Street Oakland County and neighboring communities. Was held in the Cortex innovation district of St. Louis.
 9. Finalized and had signed the contract for Cleaning and Maintenance services with Worry Free for 2026-27, in an amount not to exceed \$600,000.
 10. Added several new businesses to the gift card program.
- Logged 454.25 volunteer hours from 19 volunteers through end of January valued at \$34.79 per hour for a total of \$15,803 of in-kind contribution to the work of the program. Put another way, each volunteer gave back on average \$831 worth of their time. Thank you!

ATTACHMENTS: