



Royal Oak

Agenda

Royal Oak Downtown Development Authority Meeting

Wednesday, April 22, 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.

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1. Call to Order	
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7. Adjournment	

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 TAKEDOWN 6548, CENTENNIAL COMM	100,791.17	270961
247-729-82500	MISC CONTRACTED SERVICES	LIAM WALKER	DATA ENTRY - GIS/BOOMS TRACKER	444.50	271121
247-729-82500	MAINTENANCE	WORRY FREE INC	WINTER CLEANING SERVICES FEB 13	1,648.00	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	WINTER CLEANING SERVICES SNOW REMOVAL	494.40	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	60 BAGS ANNUALS FERTILIZER	4,500.00	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	6 FERTILIZATION APPLICATIONS 50% DEPOSI	2,640.00	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	2026 COCO ANNUALS HANGING BASKETS 50% I	12,168.00	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	300 YARDS PREMIUM HARDWOOD MULCH 50% DE	7,500.00	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	50 YARDS COMPOST/TOPSOIL 50% DEPOSIT	2,250.00	271124
247-729-82500	MAINTENANCE	WORRY FREE INC	2500 FLATS ANNUAL FLOWERS 50% DEPOSIT	17,500.00	271124
247-729-82500	WEST STREET COMMUNITY ENGAGEMENT	CVS PHARMACY	WEST STREET COMMUNITY ENGAGEMENT SUPPLI	20.60	8186905
247-729-82500	LAFAYETTE PLAYScape PUBLIC MEETI	THE OFFICE COFFEE SHOP	LAFAYETTE PLAYScape PUBLIC MEETING ROOM	126.32	8186905
247-729-82500	REGISTRATION FEE	AMERICA IN BLOOM	REGISTRATION FEE	1,250.00	271149
247-729-82500	MISC CONTRACTED SERVICES	HIGHEST HONOR INC	DDA BOARD MEMBERS NAME PLATES	24.00	271533
247-729-82500	MAIN STREET ARCHITECTURE PHOTOGR	ALBERT E. MEADOWS	MAIN STREET ARCHITECTURE PHOTOGRAPHIC S	5,000.00	271582
247-729-82500	MAINTENANCE	WORRY FREE INC	WINTER CLEANING SERVICES	710.70	271697
247-729-82500	MAINTENANCE	WORRY FREE INC	WINTER CLEANING SERVICES	1,545.00	271697
247-729-85101	ELECTRIC	DTE ENERGY	232 S CENTER ST EAGLE PLAZ	41.94	8186901
247-729-85101	ELECTRIC	DTE ENERGY	400 S TROY ST	403.93	8186903
247-729-85101	ELECTRIC	DTE ENERGY	205 S TROY ST	518.00	8186903
247-729-85711	25-MUSICAL ART DED SIGN	IDEATION ORANGE	CENTENNIAL COMMONS 25-MUSICAL ART DED S	4,330.00	271257
247-729-85711	FACADE GRANT 319 S WASHINGTON	SIRROM VENTURES	FACADE GRANT 319 S WASHINGTON	10,164.40	271662
247-729-85712	DIGITAL AUDIO STREAMING	AUDACY OPERATIONS, INC.	DIGITAL AUDIO STREAMING	2,000.00	270908
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS DIGITAL TV LIFT RO DDA Y	2,500.00	270927
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS DIGITAL TV LIFT RO DDA F	2,500.00	270927
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS TV LIFT_RO DDA FL 2025/2	1,466.00	270927
247-729-85712	COMMERCIAL ADS	COMCAST ADVERTISING	COMMERCIAL ADS TV LIFT_RO DDA FL 2025/2	1,477.00	270927
247-729-85712	MAIN ST COMMITTEE - PROMOTION	GREATER ROYAL OAK CHAMBER	2026 SUMMER CONCERT SERIES PART 1	76,700.00	270978
247-729-85712	STREAMING RADIO ADS	IHEART MEDIA	STREAMING RADIO ADS	420.00	270992
247-729-85712	STREAMING RADIO ADS	IHEART MEDIA	STREAMING RADIO ADS	5,079.51	270992
247-729-85712	AD	LIFESTYLE PUBLICATIONS	FULL PREMIUM PG AD MARCH 2026 ISSUE	1,650.00	271016
247-729-85712	MAIN ST COMMITTEE - PROMOTION	OAKLAND COUNTY PARKS	ST. PATRICK'S DAY EVENT STAGE MARCH 14	550.00	271054
247-729-85712	RO RESTAURANT WEEK LUNCH W JULIA	BLUE GOAT ROYAL OAK LLC	RO RESTAURANT WEEK LUNCH W JULIA KALUGF	57.42	8186905
247-729-85712	LUNCH W DDA SMALL BIZ SATURDAY V	REHLA COFFEE HOUSE	LUNCH W DDA SMALL BIZ SATURDAY VOLUNTEE	24.92	8186905
247-729-85712	RESTAURANT WEEK	PLANET DETROIT	RESTAURANT WEEK PLANET CHAMPION EARNED	3,000.00	271356
247-729-85712	AD/COPY DESIGN, EDITING	SAME BRAIN LLC	AD/COPY DESIGN, EDITING	2,125.00	271378
247-729-85712	CAMPAIGNS	WXYZ	RO RESTAURANT WEEK WEBSITE & MARKETING	7,500.00	271422
247-729-85712	MAIN ST COMMITTEE - PROMOTION	AMY GILLESPIE PHOTOGRAPHY	ST. PATRICK'S DAY PARADE PHOTOS	1,000.00	271439
247-729-85712	SPONSORSHIP	ARTS, BEATS & EATS	2026 ARTS, BEATS, EATS EVENT SPONSORSHI	75,000.00	271444
247-729-85712	MAIN ST COMMITTEE - PROMOTION	AUDACY OPERATIONS, INC.	DIGITAL AUDIO STREAMING	6,000.00	271446
247-729-85712	MAIN ST COMMITTEE - PROMOTION	LIFESTYLE PUBLICATIONS	DDA FULL PG ADM APRIL ISSUE	1,650.00	271569
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	DDA PARDON OUR DUST SIGNS	105.00	271641
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	DOWNTOWN DOLLARS STICKERS	321.94	271641
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	FIFTH ST CONSTRUCTION SIGNS	94.50	271641
247-729-85712	MAIN ST COMMITTEE - PROMOTION	ROCKET ONE STOP OFFICE	FIFTH ST RETRACTABLE BANNERS	1,050.00	271641
247-729-85712	EVENT SPONSORSHIPS	ROYAL OAK RESTAURANT ASSOC	RO RESTAURANT WEEK REIMBURSEMENT	10,000.00	271647
247-729-85713	DDA DEPUTY DIRECTOR OFFSITE DESK	BAMBOO ROYAL OAK	DDA DEPUTY DIRECTOR OFFSITE DESK MEMBEF	309.00	8186905
Total For Dept 729 DDA/TIFA				376,651.25	
Total For Fund 247 DDA DEVELOPMENT FUND				376,651.25	

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

Fund 247 DDA DEVELOPMENT	376,651.25
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Total For All Funds:	<u>376,651.25</u>
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DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Holiday Lighting 2026
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	April 22, 2026

EXECUTIVE SUMMARY

English Gardens who is responsible for the holiday lighting attended the March 2026 Infrastructure Subcommittee meeting to share plans for the upcoming year.

Install and Take Down costs for 2026-2027 are as follows: Centennial Commons \$47,256 + \$16,163 = \$63,419, Holiday Lighting \$232,811 + \$91,567 = \$324,378.

The annual costs will be reduced for 2027-8 to \$275,932 as fewer new lights need to be purchased. This is a difference of \$111,866.98 over 2026-27 levels.

Not included in the quote is the tree in the roundabout between City Hall and the Police Department. In prior years the lighting of this tree was a community event well attended by people from Royal Oak. It also drew people to the Holiday Magic program at the Farmers Market. Since the tree lighting has been discontinued there has been a multi-year trend of declining attendance. It is recommended to resume the tree lighting in the roundabout to draw more people downtown and support the Holiday Magic event.

Holiday Magic Attendance Data

Metrics	2025	2024	2023	2022	2021	2020	2019	2018
Visits	1058	1439	2491	N/A	1725	N/A	2420	N/A
Visits / sq ft	0.01	0.02	0.03	N/A	0.02	N/A	0.03	N/A
Size - sq ft	84959.5 4	84959.5 4	84959.5 4	84959.5 4	84959.5 4	84959.5 4	84959.5 4	84959.5 4
Visitors	1058	1439	2455	N/A	1691	N/A	2420	N/A
Visit Frequency	1	1	1.01	0	1.02	0	1	0
Avg. Dwell Time	85	83	69	N/A	95	N/A	71	N/A

- Thursday, Nov. 29, 2018
- Thursday, Dec. 5, 2019
- Thursday, Dec. 3, 2020
- Thursday, Dec. 2, 2021
- Thursday, Dec. 1, 2022
- Thursday, Nov. 30, 2023

- Thursday, Dec. 5, 2024
- Thursday, Dec. 4, 2025

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$387,799.47
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. Holiday lighting 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. Holiday lighting 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.

Holiday lighting 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.
- December 2025 – Received extensive public feedback on purple trees.
- April 6, 2026 – Reviewed at DDA Infrastructure Committee meeting.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to enter into a contract with English Gardens to provide holiday lighting in 2026-27 for an amount not to exceed \$387,799.47.

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to coordinate with the Royal Oak Farmers Market on tree lighting of the roundabout tree to coordinate with their Holiday Magic program.

ATTACHMENTS:

CITY OF ROYAL OAK HOLIDAY LIGHTING 26/27

English Gardens Landscape Co.

Jim Morris -Director of Landscape/Holiday Design

Brian Dale -Landscape Designer

Erika Steffke-Landscape Designer





AGENDA

- Proposed color change
- Holiday quotes City of Royal Oak
Centennial Commons
- Lighting Location Maps
- Holiday Product Purchase Schedule



**PROPOSED COLOR CHANGE FOR MAIN,
WASHINGTON AND 4TH STREET:**

PURPLE, CARIBBEAN BLUE, WINTER WHITE TWINKLE

CENTENNIAL COMMONS:

OAK TREE: PURPLE WITH WARM WHITE METEORS

SYCAMORES: PURPLE, CARIBBEAN BLUE, WINTER WHITE
TWINKLE

MAPLES ON HILL: PURPLE

SERVICEBERRY/CRABAPPLES: WARM WHITE/WINTER
WHITE TWINKLE

CITY OF ROYAL OAK HOLIDAY QUOTES 26/27



Landscape Company
20 Congress Street • Pontiac, MI 48341
P: 248-874-1400 • F: 248-874-1411

The City of Royal Oak DDA
203 S. Troy Street
Royal Oak, MI 48067

HOLIDAY QUOTE
CRO Holiday Setup Option 2 26
Estimate Number: 9651 Page: 1
Estimate Date: February 26, 2026
Date Expires: March 8, 2026
Designer: Erika Steffke

Retail Locations in Metro-Detroit
1-800-355-GROW
www.englishgardens.com

248-246-3285



Landscape Company
20 Congress Street • Pontiac, MI 48341
P: 248-874-1400 • F: 248-874-1411

The City of Royal Oak DDA
203 S. Troy Street
Royal Oak, MI 48067

HOLIDAY QUOTE
CRO Takedown Option 2 26
Estimate Number: 9652 Page: 1
Estimate Date: February 24, 2026
Date Expires: March 6, 2026
Designer: Erika Steffke

Retail Locations in Metro-Detroit
1-800-355-GROW
www.englishgardens.com

248-246-3285

Trees				
Description and Size	Size/UM	Quantity	Unit Price	Total Price
Holiday Lighting Shade Tree 15-20' 4th Street	15-20'	40.00	1,309.07	52,362.68
			Subtotal	\$52,362.68

Trees				
Description and Size	Size/UM	Quantity	Unit Price	Total Price
Holiday Lighting Shade Tree 25-30' Main/Washington	25-30'	59.00	2,287.60	134,968.23
Holiday Lighting Shade Tree 15-20'	15-20'	30.00	1,516.02	45,480.54
			Subtotal	\$180,448.77
			Sales Tax Total	\$0.00
			Total	\$232,811.44

Holiday				
Description and Size	Size/UM	Quantity	Unit Price	Total Price
Take Down Holiday Exterior Lighting	Each	1.00	91,567.36	91,567.36
			Subtotal	\$91,567.36
			Sales Tax Total	\$0.00
			Total	\$91,567.36

CENTENNIAL COMMONS HOLIDAY QUOTES 26/27



Landscape Company
20 Congress Street • Pontiac, MI 48341
P: 248-874-1400 • F: 248-874-1411

The City of Royal Oak DDA
203 S. Troy Street
Royal Oak, MI 48067

HOLIDAY QUOTE
Centennial Commons Setup 26
Estimate Number: 9653 Page: 1
Estimate Date: February 24, 2026
Date Expires: March 6, 2026
Designer: Erika Steffke

Retail Locations in Metro-Detroit
1-800-355-GROW
www.englishgardens.com

248-246-3285



Landscape Company
20 Congress Street • Pontiac, MI 48341
P: 248-874-1400 • F: 248-874-1411

The City of Royal Oak DDA
203 S. Troy Street
Royal Oak, MI 48067

HOLIDAY QUOTE
Centennial Commons Takedown 27
Estimate Number: 9654 Page: 1
Estimate Date: February 10, 2026
Date Expires: February 20, 2026
Designer: Erika Steffke

Retail Locations in Metro-Detroit
1-800-355-GROW
www.englishgardens.com

248-246-3285

Trees

Description and Size	Size/UM	Quantity	Unit Price	Total Price
<i>Holiday Lighting Shade Tree 45-60'</i>	45-60'	1.00	22,589.53	22,589.53
<i>Holiday Lighting Shade Tree 10-15'</i>	10-15'	8.00	459.47	3,675.79
<i>Holiday Lighting Shade Tree 10-15'</i>	10-15'	6.00	496.53	2,979.20
<i>Holiday Lighting Shade Tree 15-20'</i>	15-20'	12.00	1,501.01	18,012.15
Subtotal				\$47,256.67
Sales Tax Total				\$0.00
Total				\$47,256.67

Take down

Description and Size	Size/UM	Quantity	Unit Price	Total Price
<i>Take Down Holiday Exterior Lighting</i>	Each	1.00	16,163.96	16,163.96
Subtotal				\$16,163.96
Sales Tax Total				\$0.00
Total				\$16,163.96

CITY OF ROYAL OAK HOLIDAY PRODUCT PURCHASE SCHEDULE

City of Royal Oak Holiday Product Purchase Schedule		
Pricing as of March 2026		
2026/27	<u>Centennial Commons :</u> Oak tree lights (existing purple/meteor) Sycamore lights (new) Crabapple/Serviceberry lights (new) Maple lights (existing purple) Main St., Washington, 4th Street: New <i>Take down/storage included</i>	\$387,799.47
2027/28	<u>Centennial Commons :</u> Oak tree lights (new) Sycamore lights (existing) Crabapple/Serviceberry lights (existing) Maple lights (existing) Main St., Washington, 4th Street, Comedy Castle Block: Existing <i>Take down/storage included</i>	\$275,932.49

Price subject to change

Includes the setup, takedown & storage where appropriate

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Tree Well Pilot Project
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	April 22, 2026

EXECUTIVE SUMMARY

The DDA Board previously authorized the DDA Executive Director Isaac Kremer to investigate options for upgrade to the approximately 300 tree wells in downtown Royal Oak. After reviewing options, one that stood out is the Addapave system by Chamelon Ways. This binds natural or recycled aggregates with a clear, UV-stable polyurethane resin binder to create a solid, durable, and permeable surface.

Chameleon Ways is located in the Lehigh Valley region of Pennsylvania. Features that make their project unique follows:

- It allows air and water to penetrate through the surface to reach the tree roots, promoting healthy growth. It provides a level and stable surface that meets ADA compliance, eliminating tripping hazards associated with loose materials or uneven tree grates.
- The bound nature of the material prevents weeds from growing and stops trash and animal waste from collecting around the tree base.
- It is a low-maintenance alternative to traditional mulch or steel grates.
- The material is typically installed at a depth of 2-3 inches over a compacted washed stone base.

Consideration can be made to reduce the depth of placement. It is recommended to install 3” of the Addapave product but as little as 2” is possible. As a rule of thumb the average well is \$1 per square foot per inch of depth. Thinner depth installations are recommended for when the street trees are mature and just not able to receive the depth of base stone and Addapave. A washed #57 aggregate is what should be used in the 3” subbase.

If there are existing trees where the tree roots will not allow for a combined 6” of stone & Addapave then it is possible to do as little as 2” & 2” for a total of 4” depth from grade. Any less than that is not feasible and 3” & 3” is recommended.

Warranty is 3 years. The contractor will fix anything that falls under the warranty. If there is damage from something that does not fall under warranty the contractor will write up a quote for repairs.

Aggregate comes in a variety of colors and textures. When the Infrastructure Committee reviewed the tree well pilot project in January 2026, they narrowed down preferred aggregate to the following options. Due to shortages some of these might not be available.



A contractor training was held on March 30, 2026 at the manufacturing facility in Pennsylvania. Two staff members from Worry Free attended to learn how to install the Addapave system. They returned from the training with enough materials for two six by six foot installations which will be put in front of Give Thanks Bakery on Main Street.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$50,000
AMOUNT CURRENTLY BUDGETED	\$200,000
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.)*

This pilot project is only one-fourth of the line item for sidewalk replacement.

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.)*

DDA staff has worked less than two hours on this project. Once the pilot project starts, we anticipate up to ten additional hours to coordinate, supervise, and ensure quality of installations.

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. Expanding the usable area of the sidewalk to give more space for people to gather will enhance community connectivity.

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. Permeable tree wells will draw water down from hard surfaces to better feed the roots of trees below ground, and absorb more.

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. This project will enhance sidewalks and make them more beautiful and functional with tree well coverings

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. Walking routes will be enhanced by expanding the walkable sidewalk area. Trip hazards will be removed from tree grates that heave from root growth.

COMMUNITY ENGAGEMENT

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

- 2024-2026 – pilot project with rubberized wells on 4th St by Troy
- April 6, 2026 – reviewed at DDA Infrastructure Committee meeting

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to obtain materials for pilot tree well installation up to \$50,000.

ATTACHMENTS:

Addendum of Chameleon Ways Installations



Ithaca Commons,
<http://isaackremer.com/ithaca-commons/>

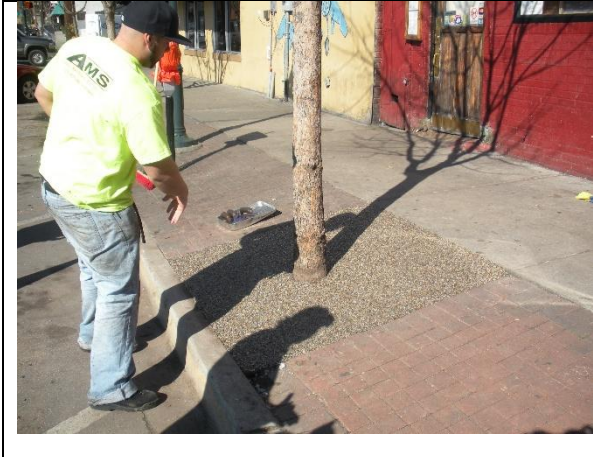


Bank of America Plaza in Charlotte, North Carolina



City of Lancaster, PA *Addapave tree pit material* to fix the aggregate in place and still maintain porosity for healthy tree growth.







DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Summer Internship
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	April 22, 2026

EXECUTIVE SUMMARY

DDA Executive Director Isaac Kremer was approached by Sarah Kohler, a senior at Albion College, with an interest in downtown revitalization. After discussing their interest further, the idea of a summer internship with the DDA came up. An interview with the DDA Executive Director and Deputy Director occurred on March 23, 2026. Following a favorable reaction from both, outreach was done to the Human Resources Department of the City of Royal Oak to generate a job description.

A **DDA Intern** may be called upon to do any or all of the following: (These examples do not include all of the tasks which the employee may be expected to perform.)

- Research currently vacant properties and work on strategies to fill them with tenants to enhance the business mix.
- Analyze the Downtown Dollars gift card program. Sign up new businesses to participate and work with participating businesses to increase their sales.
- Support business development through conducting outreach to businesses, writing content for our newsletter, and connecting with our social media team.
- Identify funding opportunities to support current and proposed projects of the Downtown Development Authority. This includes completing funding for the Fifth Street Pedestrian Improvement where Phase 1 of construction is now underway.
- Support data entry and maintenance in the Salesforce/District 360 CRM system, including business, property, and current vacancy information.
- Support the planning and execution of special events by assisting with logistics, coordinating with vendors and partners and providing on-site operational support as needed.
- Provide general administrative support, including document organization, scheduling coordination, and other special projects as assigned.

Additionally, a background check and drug test will be required before officially extending an offer. This internship provides an opportunity to deliver on the mission of the DDA and helping full-time staff with having a greater impact with the limited staff time available. Further, if this internship is successful it will serve as a model for future student work opportunities with the DDA.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$5,940

AMOUNT CURRENTLY BUDGETED	\$10,000
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.)*

There will be a minimum impact on revenue, with the expenditure coming out of the Contracted Worker Services line item. This has the potential to be offset by grant funds brought in as a result of the work of the intern.

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.)*

DDA Executive Director and Deputy Director time is anticipated to be minimum, less than four hours per week. After the kick-off the intern will work independently on a series of mutually agreed upon projects and tasks. Weekly check-ins will occur to ensure progress is being made.

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 extend an offer to Sarah Kohler for a summer internship for 11 weeks not to exceed \$5,940.

ATTACHMENTS:

Intern, Royal Oak Downtown Development Authority

Department: DDA

Classification: Non-Exempt

Type: Part Time Temporary

Salary: \$18.00, with an expectation of working on average 30 hours/week for 11 weeks

Location: Remote work options are available for a portion of the time, though for other time in person meetings will be required.

GENERAL STATEMENT OF DUTIES

The Royal Oak Downtown Development Authority is pleased to provide an opportunity for an intern to join our small but dynamic team of downtown revitalization professionals in Royal Oak. Over the course of the internship, the candidate will have an opportunity to participate in hands-on projects that strengthen their knowledge of business development, placemaking, and downtown revitalization. They will leave the internship with a deeper understanding of what it takes to achieve commercial district revitalization results.

ESSENTIAL DUTIES AND RESPONSIBILITIES

A **DDA Intern** may be called upon to do any or all of the following: (These examples do not include all of the tasks which the employee may be expected to perform.)

- Research currently vacant properties and work on strategies to fill them with tenants to enhance the business mix.
- Analyze the Downtown Dollars gift card program. Sign up new businesses to participate and work with participating businesses to increase their sales.
- Support business development through conducting outreach to businesses, writing content for our newsletter, and connecting with our social media team.
- Identify funding opportunities to support current and proposed projects of the Downtown Development Authority. This includes completing funding for the Fifth Street Pedestrian Improvement where Phase 1 of construction is now underway.
- Support data entry and maintenance in the Salesforce/District 360 CRM system, including business, property, and current vacancy information.
- Support the planning and execution of special events by assisting with logistics, coordinating with vendors and partners and providing on-site operational support as needed.
- Provide general administrative support, including document organization, scheduling coordination, and other special projects as assigned.

QUALIFICATIONS FOR EMPLOYMENT

- Ability to communicate clearly and professionally with local businesses and team members.
- Ability to stay organized, manage multiple tasks, and meet deadlines.
- Ability to build relationships and feel comfortable reaching out to businesses.
- Ability to research information and share ideas or findings in a clear way.

- Knowledge of or interest in downtown development, business development, or community initiatives.
- Knowledge of Microsoft Office (Word, Excel, PowerPoint); familiarity with social media or design tools is a plus

A **DDA Intern**, upon application, shall have the following experience and training:

- Current college student or recent graduate

PHYSICAL DEMANDS & WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate in person, by computer and by telephone, read regular and small print, view and produce written and electronic documents and enter data on a computer keyboard with repetitive keystrokes. The employee is expected to be capable of prolonged periods of sitting or standing at a desk. The employee must be mobile in an office setting, stand, sit, stoop and kneel, use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move items of light weight to moderate weight.

The typical work environment of this job is a business office setting where the noise level is quiet and sometimes moderate.

Curriculum Vitae/Resume

Sarah Kohler

South Lyon, MI 48178 • 248-254-0304 • kohlersm2@gmail.com • www.linkedin.com/in/sarah-m-kohler

Education

Albion College, MI

Anticipated Graduation: 05/2026

Bachelor of Arts in Public Policy, Economics Minor

Overall GPA: 3.80/4.00

Dean's List: Fall 2023, Spring 2024, Fall 2024

Albion Fellow - requires a 3.7 GPA or higher for 3 or more consecutive semesters (Fall 2024)

Gerald R. Ford Institute for Leadership in Public Policy and Service - a program of distinction requiring an internship experience and 10 hours of service per semester

Carl A. Gerstacker Institute for Business and Management - a program of distinction with a focus on professional development and practical experience

Relevant Coursework

- Economic Development
- Economic Statistics
- Intermediate Microeconomics
- Intermediate Macroeconomics
- Ethics and Public Policy
- American Foreign Policy
- International Business Exchange
- Financial Markets

Awards, Scholarships, and Honors

Chi Alpha Sigma Honoree

- Inducted into Chi Alpha Sigma National College Athlete Honor Society for excellence in academics, athletics, leadership, and community service

Harry Guyselman Scholarship

- Awarded the Harry Guyselman Scholarship in recognition of academic achievement, leadership, and dedication to community involvement

Project-Based Experience

Student Project Manager, Albion College - International Business Exchange, Albion, MI

Fall 2024 –

Spring 2025

- Developed a business idea in collaboration with Master's students virtually and at Sup De Vente, Paris, France, that focused on designing a new product and developing financial and marketing models
- Expanded international business and teamwork skills by visiting Paris, France, for 1 week, meeting with French students, and collaborating to conduct market research, develop financial models, and assess the feasibility of the project
- Collaborated with an international team to present findings at the Albion College Elkin Isaac Research Symposium (April 10, 2025) and the Paris Chamber of Commerce (May 2025) after conducting on-site market research in France

Student Project Manager - Life Remodeled, Detroit, MI

Fall 2023

- Led a student volunteer team in large-scale community revitalization projects, coordinating logistics and task assignments to ensure project goals were met
- Collaborated with organizational leaders, local residents, and partner organizations to align initiatives with community needs

Undergraduate Research

Undergraduate Student Researcher, Albion College – Public Policy Department, Albion, MI

February 2025 - Present

- Designed, proposed, and carried out a distinct solo research proposal on urban development, *“What policies and incentive structures can most effectively reduce downtown Albion’s commercial vacancy rate while fostering long-term small business stability?”*
- Orchestrate independent research projects, attend regular meetings with an advisor, and scheduled to present findings to 1,000+ faculty at Albion College Elkin Isaac Research Symposium (April 2026)
- Develop in-depth analysis of urban development and business retention
- Apply data analysis, critical thinking, and organizational skills in research methodologies using *PlaceMaker AI*

Related Experience

Secretary, Albion Community Innovation Hub, Albion, MI

Fall 2025 to Current

- Co-founded nonprofit organization dedicated to fostering local entrepreneurship, innovation, and community development
- Serve on Board of Directors, maintaining official records, facilitating communication, and ensuring compliance with governance standards
- Contribute to strategic planning and program development to expand resources, partnerships, and opportunities for community impact

- Executive Assistant**, Albion Economic Development Corporation, Albion, MI 08/2025 to Current
- Coordinated community engagement and managed grant allocation processes for housing initiatives, ensuring compliance with funding regulations
 - Produced and distributed the community newsletter while providing direct support to the CEO on strategic and operational projects
 - Streamlined internal operations by implementing project tracking systems and improving communication workflows between staff, board members, and community partners

- Director of Advocacy**, Albion College Athletics, Albion, MI 08/2024 to Current
- Founded a board of professionals and worked holistically with the board to create athlete performance plans that address various issues including inter-team conflict, burnout, and scheduling issues
 - Developed an online portal of athlete resources for over 600 student athletes
 - Led workshops and one-on-one sessions with student-athletes to strengthen communication, resilience, and leadership skills, resulting in improved team cohesion and athlete satisfaction

- Admissions Assistant**, Albion College-Office of Admissions, Albion, MI 09/23 to 05/25
- Supported prospective students and families by providing campus information, answering inquiries, and assisting with admissions events and tours
 - Processed applications, managed student records, and maintained accuracy in admissions databases
 - Collaborated with admissions staff and student ambassadors to coordinate outreach initiatives and ensure a welcoming experience for visitors

Additional Experience

- PA Sports Announcer**, Albion College-Athletics Department, Albion, MI 08/24 to Current
- Used outgoing personality to provide live commentary and analysis during sporting events
 - Leveraged sports experience to research teams, players, and statistics to deliver accurate information
 - Successfully collaborated with the athletic department staff to plan and execute broadcasts and events

- First-Year Experience Mentor**, Albion College-Cutler Center, Albion, MI 05/24 to Current
- Provided academic and emotional support to 17 first-year students, guiding them through their transition into college life with weekly community meetings and regular check-ins
 - Collaborated with supervisors, fellow mentors, and faculty to monitor and discuss student progress, ensuring a positive first-year experience
 - Utilized effective time management skills to balance the varied schedules and needs of mentees, while directing them to necessary resources and helping with academic planning

- Office Manager, Gymnastics Coach**, Farmington Gymnastics Center - Farmington, MI 04/2021 - 08/2025
- Promoted superior experience by addressing customer concerns via phone, email, and verbal customer service, demonstrating empathy, and resolving problems swiftly
 - Managed registration and enrollment processes for over 300 families in an office setting
 - Supervised and trained front desk staff while coordinating schedules between coaches, athletes, and families to ensure smooth daily operations

Leadership & Campus Activities

- Alpha Xi Delta Sorority** 01/24 to Current
- Elected by peers to serve as Member Development Vice President, overseeing growth and engagement of 35 chapter members
 - Facilitated educational programming on leadership, wellness, and personal development to strengthen chapter culture
 - Mentored individual members through goal-setting, conflict resolution, and accountability practices
 - Collaborated with executive board to align development initiatives with national organization standards and chapter priorities

- Swim and Dive Team** 09/23 to Current
- Competed as a student-athlete, demonstrating discipline, time management, and commitment to training and competition
 - Elected to Leadership Council by coach and teammates to represent athlete concerns and foster team cohesion
 - Collaborated with coaching staff and peers to develop team culture, address challenges, and improve communication
 - Mentored younger teammates through goal-setting, accountability, and balancing academics with athletics

- Human Rights Lab** 11/2023 to 05/2024
- Conducted research on global and domestic human rights issues, synthesizing data into reports and presentations for academic and advocacy purposes
 - Collaborated with faculty, peers, and external partners to analyze case studies and propose solutions to human rights challenges
 - Engaged in advocacy initiatives by developing educational materials and raising awareness on campus and within the community

- Strengthened skills in qualitative research, policy analysis, and public communication through hands-on project work

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	City Institute: Downtown Royal Oak Guided Tours
PRESENTER	Julia Kalugar, DDA Deputy Director Chris Copacia, Program Manager at City Institute
MEETING DATE	April 7, 2026

EXECUTIVE SUMMARY

City Institute is a nationally recognized leader in civic storytelling, with a proven track record of engaging more than 160,000 tour participants since 2006. Their work focuses on helping cities attract and retain talent, support small businesses, and foster stronger community connections by highlighting the people, places, and stories that define a community.

The proposed Downtown Royal Oak Small Business Tour Series aligns with the DDA’s goals of economic vitality, business promotion, and placemaking. This program will consist of guided, two-hour walking tours led by a longtime Royal Oak resident working with City Institute, offering an authentic and engaging perspective of the downtown district.

Through these tours, participants will:

- Explore key retail corridors and recent developments
- Discover a mix of long-standing and new small businesses
- Gain insight into the entrepreneurs and stakeholders driving downtown vibrancy

Downtown Royal Oak’s diverse mix of cafes, restaurants, retail shops, cultural institutions, and public spaces makes it a prime setting for this initiative. The tour series will elevate local businesses, encourage resident and visitor engagement, and further position Royal Oak as a dynamic destination within the region.

In addition, this program can serve as a strategic economic development tool to attract new businesses. By showcasing available retail opportunities during the tours, highlighting strong foot traffic, and demonstrating a supportive and vibrant business ecosystem, the tours can provide prospective business owners and investors with a compelling, on-the-ground view of what Royal Oak has to offer. This experiential approach can help influence location decisions and reinforce the city’s appeal as a place to start or expand a business.

Program Cost:

Six Tour Package: \$3,600

- One walking tour per month (rotating between West and East Royal Oak) from May–October, for a total of six tours
- Up to 30 participants per tour (maximum of 180 total participants)
No cost to attendees, supported through sponsorship

Optional Addition: \$800

- Pre-purchased food and beverage samples from two local businesses

Optional Additional Tours: \$2,000

- Two custom/private tours focused on developer and tenant attraction and retention

Total Program Cost (with optional additions): \$6,200

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$3,600-\$6,200 depending upon package selection
AMOUNT CURRENTLY BUDGETED	\$0
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.)*

This initiative is not expected to directly generate new revenue but is anticipated to have a positive indirect impact by increasing foot traffic and supporting local business awareness and activity within the district. Funding for this program will be supported through the reallocation of existing marketing and promotional resources, as the DDA has shifted away from other agreements and initiatives.

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.)*

This initiative is expected to require minimal staff time and can be fully absorbed by existing team capacity. Primary responsibilities will include distributing a newsletter e-blast to promote the tours and coordinating with marketing contractors, who will support promotion through DDA social media channels. No additional staffing or volunteer resources are anticipated.

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.

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

Local businesses will be prominently featured throughout the tour experience, providing increased visibility and direct exposure to both residents and visitors. By attracting new customers and showcasing the strength of Downtown Royal Oak’s business community, the

tours also serve as a strategic tool to generate interest from prospective entrepreneurs and business owners considering Royal Oak as a location for future investment.

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

Support-local messaging will be intentionally integrated into all Small Business Tours, reinforcing the importance of shopping locally and investing in the community. This approach aligns closely with City Institute’s mission to elevate local businesses and strengthen community connections through storytelling and place-based experiences.

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

2.2.6. Actively inform Royal Oak residents and city staff about available SMART service in Royal Oak.

The walking tours present an opportunity to highlight public transit options, including SMART services, while emphasizing the walkability and bikeability of Downtown Royal Oak. Incorporating this information into the tour narrative supports broader community awareness of accessible transportation options and reinforces the city’s commitment to sustainable, connected mobility.

COMMUNITY ENGAGEMENT

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

Executive Director Isaac Kremer and Deputy Director Julia Kalugar met with Jeanette Pierce, Founder & CEO of City Institute, along with Chris Copacia, Program Manager, to discuss the proposed tours. During the meeting, the City Institute team provided an overview of their community engagement approach, highlighting the tools and strategies used to engage residents across Metro Detroit and now throughout Oakland County. They also shared insights into participation levels and overall community sentiment, emphasizing their experience in facilitating inclusive, place-based storytelling initiatives that resonate with diverse audiences.

PROPOSED COMMISSION RESOLUTION:

BE IT RESOLVED, that the Royal Oak Downtown Development Authority hereby authorizes Executive Director Isaac Kremer to enter into an agreement with City Institute to implement a Downtown Royal Oak Small Business Tour Series, in an amount not to exceed \$6,200, inclusive of optional program enhancements.

ATTACHMENTS: The complete City Institute proposal is attached for review and reference.



Downtown Royal Oak Small Business Tour Series Sponsorship Proposal

About City Institute (CI).

City Institute helps cities tell their stories in order to attract and retain talent, engage and inspire residents, promote small businesses, and build thriving and equitable communities.

When people appreciate and feel connected to their city and region, they are more likely to stay in that community, invest time and money in that community and overall help their community thrive.

Tour Guides are always residents of the city in which they give the tour bringing firsthand knowledge and passion that makes each tour unique. Having taken more than 160,000 people on tours of Detroit since 2006, CI is recognized throughout the country as a leader in Civic Storytelling. By shining the spotlight on residents, small business owners and nonprofit organizations doing great work in the community, tour attendees learn to understand and appreciate what each neighborhood or city has to offer.

Program Vision: Downtown Royal Oak Small Business Tour Series

On these two-hour walking tours, attendees will learn about new developments along the retail corridors in the Downtown Royal Oak, get to know long-time and new businesses and walk away with a better understanding of who and what are driving Royal Oak's lively downtown atmosphere.

Tour Guide: Long Time Royal Oak Resident, Kimberly Moon

Downtown Royal Oak Small Business Tour Description

Downtown Royal Oak is one of Oakland County's most well known destinations because of the breadth and diversity of its retail district. From unique cafes, art galleries, specialty restaurants and shops to theatres and cultural institutions and beautiful public spaces, Downtown Royal Oak is full of unique assets that make it an amazing place to live, work and visit. This tour will shine a light on some of the city's best small businesses, local favorites and one-of-a-kind retail opportunities while introducing you to the people that give Downtown Royal Oak its unique character. Whether you've been here a day or a lifetime, you will see people, places and possibilities you never knew were there.

Suggested Tour Start Location: Five Fifteen or Dessert Oasis

Parking:

- For Dessert Oasis Start: 110 E 11 Mile Rd, Royal Oak, MI 48067
- For Five Fifteen Start: 514 S Lafayette Ave, Royal Oak, MI 48067

Program Audience

Royal Oak Residents, Metro Detroit residents, tourists and potential retail tenants can all find value in these tours. By connecting with the stories of long time business leaders as well as getting introduced to the

community and business ecosystems of today, the tour will appeal to both newcomers and longtime residents.. Locals have the greatest impact as they can return to a small business, spread the word around the region and gain a new appreciation for what's in their own backyard.

Program Promotion/Sponsor Placement

City Institute will:

- Post tour information on [website](#) and eventbrite including sponsor's name
- Highlight tour information and tour stops via strong social media/newsletter (**FB: 23,000; IG: 12,000; Newsletter: 15,000**)
- Invite corporate and nonprofit partners (like Rocket Companies and Visit Detroit) to join the tours and share with their audiences
- Send follow up email to attendees with resource links provided by American-Arab Chamber
- Include sponsor information in Summer Tour Press Release

Program Evaluation

Tour feedback will be collected using CI's existing tour survey distribution system and tour revisions and improvements based on feedback from community leaders/sponsors can be made on an ongoing basis.

Sponsorship Options

- **Six Tour Package: \$3,600**
 - One Walking Tour each month (rotating between West Royal Oak Tour and East Royal Oak Tour) each month from May - October for a total of 6 tours
 - Up to 30 people on each tour for a maximum total of 180 people visiting businesses and learning about each Downtown's assets.
 - No cost for attendees with the support of this sponsorship
 - **Optional addition:** pre-purchased food/beverage samples 2 local businesses: \$800
- **Two Custom/Private Developer and Tenant Attraction & Retention Tours: \$2,000**
- **Grand Total including pre-purchased samples: \$6,200**

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Dinner Stroll 2026
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	April 22, 2026

EXECUTIVE SUMMARY

A request has been made for a sponsorship of \$22,500 to cover two separate dinner stroll promotions in the Spring, Summer, or Fall – attracting 500 people total. The customer acquisition cost is \$45 per attendee.

To date the event has partnered with 18 businesses and only one of these hosted the event twice (Trattoria da Luigi). In the interest in fairness and to help consumers become aware of all of the dining options that Royal Oak has to provide, it is encouraged to give every food and dining business a chance to participate at least once before going back and giving a business repeat opportunities.

Business	2024 - Aug	2025 - Jun	2025 - Aug	Count
1. 526 Main	2024 - Aug			1
2. Lily's Seafood & Grill	2024 - Aug			1
3. Oak City Grille	2024 - Aug			1
4. Trattoria da Luigi	2024 - Aug	2025 – June 12		2
5. Bigalora		2025 – June 12		1
6. D'Amato's		2025 – June 12		1
7. Motor City Gas		2025 – June 12		1
8. North End Taproom		2025 – June 12		1
9. Pronto!		2025 – June 12		1
10. Royal Oak Brewery		2025 – June 12		1
11. Alchemi			2025 – August 14	1
12. Blind Owl			2025 – August 14	1
13. Cantaritos Mexican Bar and Grill			2025 – August 14	1
14. Iron Horse			2025 – August 14	1
15. JINYA Ramen Bar			2025 – August 14	1
16. Mesa Tacos and Tequila			2025 – August 14	1
17. Tequila Blue/526 Main			2025 – August 14	1
18. the side bar			2025 – August 14	1

During a meeting with event organizers on April 16, 2026, a request was made by DDA staff of what the \$7,500 of marketing support is going towards.

- The success of the Royal Oak Dinner Stroll program in 2024 led to the expansion of the program in 2025.
- On June 12 and August 14, guests were invited to the Royal Oak Dinner Stroll which, once again, featured a 4-course meal, with each course at a different downtown Royal Oak restaurant.
- 4 routes were offered this year: Italian, Brewery, Latin American and Seafood.
- Guests purchased tickets to the strolling dinner, which included a different course at 4 venues, with a short stroll to the next course.
- 16 restaurants were featured in 2025, up from 4 in 2024.
- 370 guests attended the event in 2025, up from 215 in 2024.
- Guests attended from 59 different cities in 2025, up from 36 in 2024

2025 – June 12

The Royal Oak Dinner Stroll takes place on Thursday, June 12 and features a 4-course meal, with each course at a different restaurant.

- There are two routes to choose from - Italian and Brewery.
- Purchase a ticket for a specific seating time and route.
- Stroll Seatings begin at: 5:00pm, 5:45pm, 6:30pm and 7:15pm
- Tickets must be purchased in advance. No refunds.
- 45 minutes are allotted per course and guests may be seated at communal tables.
- No menu substitutions or alternate menus available.

Guests choose one option for each course after arriving at the event. See below for full menus for each route.

BREWERY MENU

Appetizer at North End Taproom

- Soy Lemon Shishito Pepper: Blistered shishito peppers tossed in a sweet and savory soy agave glaze, finished with toasted sesame and a hint of citrus
- Whitefish Dip: Smoked whitefish folded into a creamy blend of sour cream, mayo, cream cheese, fresh dill and a touch of lemon. Served with kettle chips.

Salad at Lily's Seafood Grill & Brewery

- Classic Bavarian Potato Salad: Tender new potatoes tossed w/ bits of crispy applewood smoked bacon, slivered scallions, aged smoked cheddar in a stone ground mustard vinaigrette. Perfect w/ a pint of Lily's handcrafted Reggie's Red Ale.
- Chilled Summer Cucumber Salad: Straight from the garden cucumber, sliced and tossed w/ a cool & creamy vinaigrette w/freshly picked dill. Finished w/ a pinch of coarse sea salt and freshly cracked peppercorn. Pairs nicely w/ our Lily's Lite Lager.

Entree at Royal Oak Brewery

- Louisiana Jambalaya: Andouille sausage, ham, chicken and shrimp simmered in a spicy tomato sauce with peppers, onions and mushrooms. Served on a bed of rice with fresh garlic bread
- Beef Stroganoff: Braised and sliced Top Sirloin with mushrooms, roasted cipollini onions and red wine demi-glace over pappardelle pasta. Served with ROB garlic bread

Dessert or Nightcap Drink at Motor City Gas

- Whiskey Flight: Belly Up Bourbon (High Rye Bourbon), Royal Oaked Rye (High Corn Rye whiskey) and Apple Sauce (Apple flavored Wheat Whiskey)
- Frozen Orange Creamsicle (Virgin or with Bourbon)
- Rose Paloma (Virgin, Bourbon or Vodka)
- Housemade Limoncello Cordial
- Neopolitan Dessert from Give Thanks Bakery

- Carrot Cake from Give Thanks Bakery

ITALIAN MENU

Appetizer at Bigalora

- Wood Roasted Heirloom Carrots: with balsamic glaze, goat cheese, peanuts
- Risotto Balls: with saffron rice, mozzarella, peas, Bolognese, marinara

Salad at D'Amato's

- Caesar: Romaine, Parmesan and herb croutons tossed in a classic peppercorn Caesar dressing
- D'Amato's: Mixed greens, red onions, cherry tomatoes, and Parmesan tossed in a red wine vinaigrette dressing

Entree at Trattoria da Luigi

- Pollo Tosca: Parmigiano Batter Dripped Chicken Breast and Sauteed Golden Brown. Drizzled with Lemon Butter Sauce.
- Vitello Involitini: A Southern Italian specialty. Veal Cutlet rolled with Prosciutto and Provolone sauteed with White Wine and Sage.

Dessert or Nightcap Drink at Pronto!

- Cannolis
- Tiramisu Pudding
- Apreol Spritz: Apreol, sparkling wine, club soda and lemon
- Negroni: Tanqueray gin, sweet vermouth and Campari

2025 – August 14

The Royal Oak Dinner Stroll takes place on Thursday, August 14th and features a 4-course meal, with each course at a different restaurant.

The Royal Oak Dinner Stroll takes place on Thursday, June 12 and features a 4-course meal, with each course at a different restaurant.

- There are two routes to choose from - Latin American and Seafood.
- Purchase a ticket for a specific seating time and route.
- Stroll Seatings begin at: 5:00pm, 5:45pm, 6:30pm and 7:15pm
- Tickets must be purchased in advance. No refunds.
- 45 minutes are allotted per course and guests may be seated at communal tables.
- No menu substitutions or alternate menus available.

Guests choose one option for each course after arriving at the event. See below for full menus for each route.

LATIN AMERICAN MENU

Appetizer #1 at Cantaritos Mexican Bar and Grill

- Mexican Street Corn: Corn off the cob, queso fresco, tajin and mayo
- Taquitos: 2 crispy rolled corn tortillas, filled with shredded chicken. Served with lettuce, pico de gallo, sour cream and queso fresco.

Appetizer #2 at Iron Horse

- Mini Mexican Pizza: Two fried corn shells, refried beans and ground beef topped with enchilada sauce, Mexican cheese, tomato, and cilantro.
- IHRO Side Salad: Lettuce blend, queso fresco, cucumber, tomato, red onion, carrot, and crisp chickpeas with a lemon-cilantro vinaigrette.

Entree at Mesa Tacos and Tequila

- Chicken Enchiladas: Corn tortillas, Mexican cheese, sour cream, queso fresco, beans & rice. Salsa verde or roja
- Taco Flight: Birria Taco, Carne Asada Street Taco, and Grilled Chicken Alambra Taco. Served with beans and rice.

Dessert or Nightcap Drink at Tequila Blue/526 Main

- Cinnamon Churros
- Spicy 526 Margarita

SEAFOOD MENU

Appetizer at Blind Owl

- Yellowtail Fiesta Ceviche Shooter: Sushi-grade Yellowtail, Zesty Lime + Orange Juices, Jalapeño, Creamy Avocado, Tomatoes, Tajin and Cilantro
- Grilled Shrimp Shawarma Taco: Grilled Shrimp Asada, Flour Tortilla, Garlic Sriracha Aioli, Ginger Red Cabbage Slaw, Seasoned Steak Potato Slice, Sheep Feta Cheese, Tomato, Jalapenos, Dill Pickle, Fresh Cilantro

Ramen at JINYA Ramen Bar

- Shrimp Wonton: Pork and shrimp broth with shrimp and chicken wonton, green onion, and kikurage served with thin noodles.
- Spicy Creamy Vegan: Vegetable broth with tofu, green onion, spinach, crispy onion, garlic chips, garlic oil, chili oil and sesame seeds served with thick noodles.

Entree at Alchemi

- Shrimp and Crab Cakes with Remoulade Sauce: Served with Michigan Sweet Corn Maque Choux over House Made Tagliatelle.
- Thai 'Chu Chee' Salmon: Seared Spice Crusted Norwegian Salmon with a savory Thai Curry Sauce. Served with Saffron Rice and Swiss Chard Kimchi.

Dessert or Nightcap Drink at the side bar

- Strawberry Shortcake: Shortcake with Vanilla Ice Cream topped with Fresh Sweetened Strawberries
- Pink Squirrel
- Mudslide

2024 August

- This 2024 August promotion featured four restaurants in a trial run of the new event. The success of the event paved the way for a multi-week event that can involve many additional locations in the spring, summer and fall of 2025.
- Guests purchased tickets to the strolling dinner, which included a different course at 4 venues, with a short stroll to the next course.
- The event featured an appetizer at Oak City Grille, salad at Trattoria da Luigi, entrée at Lily's Seafood & Grill and dessert or nightcap drink at 526 Main.
- The event sold out all 4 seatings (5pm, 5:45pm, 6:30pm and 7:15pm) and an additional seating was added for 8pm.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$22,500
AMOUNT CURRENTLY BUDGETED	\$22,500
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.)*

This is a budgeted amount for this fiscal year and, as such, will have no adverse impact on revenue.

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.)*

DDA Executive Director and Deputy Director time will be limited, with no more than two hours supporting the event.

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.

This promotion connects with items in the Sustainability & Climate Action Plan:

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.

- 2024, August – First Dinner Stroll
- 2025, June 12 – Second Dinner Stroll
- 2025, August 14 – Third Dinner Stroll
- 2026, April 7 – DDA Marketing and Business Relations Subcommittee reviewed the Restaurant Stroll.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to support the Dinner Stroll in 2026 for an amount up to \$15,000.

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to support the marketing for the Dinner Stroll in 2026 for an amount up to \$7,500, after more details about the marketing tactics are provided to justify this spend.

ATTACHMENTS:



Royal Oak Dinner Stroll

Proposal for DDA Funding

2025 Recap + Results

- The success of the Royal Oak Dinner Stroll program in 2024 led to the expansion of the program in 2025.
- On June 12 and August 14, guests were invited to the Royal Oak Dinner Stroll which, once again, featured a 4-course meal, with each course at a different downtown Royal Oak restaurant.
- 4 routes were offered this year: Italian, Brewery, Latin American and Seafood.
- Guests purchased tickets to the strolling dinner, which included a different course at 4 venues, with a short stroll to the next course.
- 16 restaurants were featured in 2025, up from 4 in 2024.
- 370 guests attended the event in 2025, up from 215 in 2024.
- Guests attended from 59 different cities in 2025, up from 36 in 2024.



2026 Event

- This year's Royal Oak Dinner Stroll would be a 2-part series, with strolls being offered at 2 different times – spring, summer or fall with a goal of increasing attendance to 250 per date.
- Themes for each week could be centered around location, cuisine type, holidays, etc, based on input from participating restaurants.
- Fee includes a \$7,500 budget for advertising and event supplies.
- Remaining money from ticket sales goes directly to restaurants for food and staffing costs.

DDA Requested Investment: \$22,500

About the Producers

Jon Witz has produced more than 50 major events attended by millions of people over the past 23 years including Arts, Beats & Eats, Detroit River Days, Soaring Eagle Dine & Drink Series, Royal Oak Holidays, Winter Blast, Taco Fest, Rock'n'Rides, Pontiac Power Week, the NCAA Big Dance in Detroit (2009), the 2006 Detroit Super Bowl Festivities and many more.

Stephanie McIntyre has been producing community events and festivals for over 20 years including Dragon on the Lake in Lake Orion, FoolMoon + FestiFools in Ann Arbor, Wine Stroll, Beer Stroll, Brunch Bites and Royal Oak Restaurant Week in Royal Oak, as well as many others.



Thank you

Jon Witz

Jonathan Witz & Associates

248-225-1212 | jon@artsbeatseats.com

Stephanie McIntyre

SAM Event Management

810-772-6603 | steph@sameventproductions.com



DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Arts Beats and Eats Contract Extension
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	April 22, 2026

EXECUTIVE SUMMARY

The Downtown Development Authority has committed \$150,000 of support per year since 2023 and is committed to maintaining that level through 2027. The organizers of Arts, Beats and Eats are requesting an increase of support to \$175,000 annually for 2028 and 2029.

The “Arts, Beats, Eats Festival Footprint” in Placer.ai reports the event as #2 in Michigan after the Ann Arbor Street Fair and #89 nationally. During the most recent year the organizers reported visitation of 345,000 people.

Attendance, DDA Funding and Customer Acquisition Cost

Date	Attendance	Base DDA Funding	Additional DDA Funding	Total DDA Funding	Customer Acquisition Cost (Total DDA Funding / Attendance)
2030	TBD	\$175,000	TBD	TBD	TBD
2029	TBD	\$175,000	TBD	TBD	TBD
2028	TBD	\$175,000	TBD	TBD	TBD
2027	TBD	\$150,000	\$40,000	\$190,000	TBD
2026	TBD	\$150,000	\$40,000	\$190,000	TBD
2025	345,000	\$150,000	\$37,500	\$187,500	\$0.54
2024	345,000	\$150,000	\$0	\$150,000	\$0.43
2023	350,000	\$150,000	\$0	\$150,000	\$0.43
2022	365,000	\$150,000	\$0	\$150,000	\$0.41
2021	375,000	\$150,000	\$0	\$150,000	\$0.40

Annual visitation data from Placer.ai presents some important trends around visit frequency, median age, the rank of the event nationally, in Michigan, and locally, and what the busiest days are. The Placer Visits are taken from “Ranking Index” for Michigan visits. This does include people without cell phones in the totals. It is natural to expect these numbers vary from those reported by the event promoter, as both use different methodologies to collect their data.

Year	Visit Frequency	Median Age	Rank USA	Rank Michigan	Rank Local 15 mi	Top Day	Average Stay	Median Stay	Placer Visits
2019	1.17	37.6	88	2	1	Sat	123	90	356,500
2020									
2021	1.13	37.4	53	2	1	Sun	118	88	190,100

2022	1.15	37.5	48	2	1	Sat	131	102	194,200
2023	1.12	37	48	2	1	Sat	127	89	223,400
2024	1.13	37.8	96	2	1	Sun	127	89	296,200
2025	1.14	37.9	89	2	1	Sat	125	89	205,206

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$177,500
AMOUNT CURRENTLY BUDGETED	\$177,500
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 is no current revenue impact. The impact would increase by \$25,000 for years 2028, 2029, and 2030.

Offsetting this is taking a second look at funding the inflatable playscape. For the \$10,000 that the DDA spent, this attracted 3,500 people with 14.9% being from Royal Oak zip codes. This amounted to a \$2.85 customer acquisition cost, more than 5X the event as a whole. Further, it is not clear how the inflatable playscape is a clear mission fit with the DDA. There may be others who are a better fit for this activity. Removing \$10,000 while adding \$25,000 would lead to a net increase of only \$15,000.

Less likely to remove are the \$27,500 of food vendor fees. In 2025 the DDA provided partial payment of booth or food truck fees for iFreeze Creamery, Lil Bros, Luigi, Cafe Muse, Jinya, Golden Cone totaling \$11,000. A question has been raised about whether businesses still need assistance with paying vendor fees as they did during the pandemic. The result is mixed. Some businesses are struggling to break even or have even been operating at a loss. Providing support for application fees so they are not a barrier for participation, will help to generate more desperately needed revenue. Other businesses which are successful might need a smaller vendor fee amount. What we propose is having three tiers that businesses can ask for based on demonstrated need:

Amount	Need Level	Percentage DDA of Total
\$1,000	Low Need	25%
\$2,000	Moderate Need	50%
\$3,000	High Need	75%

The DDA can work with Jonathan Witz & Associates to determine the appropriate level to fund each business based on their demonstrated need.

Additionally, the DDA paid for catering from six businesses: Fifth Avenue, Luigi, 526/Tequila Blue, Office Coffee Shop, Side Bar, Give Thanks for \$16,500. The business case for continuing this is to support the food and dining sector. Whether the needs will be as great in 2028-2030 as they were 2020 and forward is unclear. For that reason, we include these fees for the next two years of the existing contract, and provide TBD for 2028-2030. Fairness is an important consideration for which businesses are given catering opportunities. For that reason it is recommended to expand businesses engaged for catering from those that already have

benefited from this support in prior years. Additionally, some businesses may be unable to have a booth during the festival but could arrange a catering order. In this instance, providing an opportunity to do catering only is important.

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.)*

Arts, Beats and Eats is a premier event attracting hundreds of thousands of people to Royal Oak. For many businesses it is a top visitation and sales day. Staff spends on average 80 hours to prepare for the event. Additionally, staff often participates in the four days of the event to ensure things go smoothly.

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. Community connectivity is achieved through people attending the ABE Festival.

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. ABE provides recreation opportunities for residents and visitors over the Labor Day weekend.

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 event.

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. Pedestrians are safer during the event because several major streets are closed.

5.1. Create and promote a network of social engagement opportunities for multiple generations. Social engagement will occur throughout the event from concerts, to food, to the art on display and the opportunity to interact with artists.

This event connects with the Sustainability & Climate Action Plan:

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.

- November 2025. DDA Annual Report present results of Arts, Beats and Eats in 2024.
- June 2025. Downtown Royal Oak Visitor & Resident Survey conducted. Receive extensive feedback about events held in Royal Oak.
- May 18, 2025. The 2025-2026 event slate is presented for DDA Board and stakeholder input.
- March 4, 2025. Request for restaurant support funding for Arts, Beats and Eats made before the DDA Business Development and Marketing Committee.
- November 20, 2024. Development Fund budget presented with \$150,000 for Arts, Beats and Eats through 2027.
- October 18, 2023. The Arts, Beats and Eats Festival Agreement 2025-2027 was presented at a DDA Board meeting.
- October 9, 2023. Fifth Restated Festival Agreement with the City Commission was approved that does not include the DDA as a party to the agreement.
- October 3, 2023. Mr. Witz attended the DDA Business Development and Marketing Committee to present Festival Agreement for 2025-2027.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to enter into a contract to support Arts, Beats and Eats at the \$175,000 level each year from 2026 to 2030.

BE IT RESOLVED, the Royal Oak Downtown Development Authority hereby approves the DDA Executive Director to provide an additional \$15,000 of support Arts, Beats and Eats in 2026 and 2027 to expand opportunities for businesses to participate.

ATTACHMENTS:

2025 MICHIGAN LOTTERY ARTS, BEATS & EATS CONTRACT EXTENSION REQUEST

MICHIGAN  LOTTERY.

arts beats & eats



Presented by
 flagstar



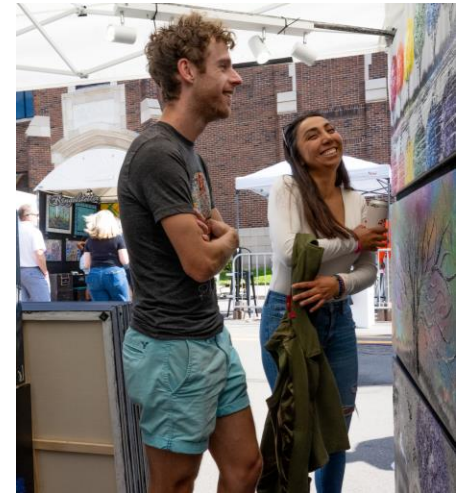
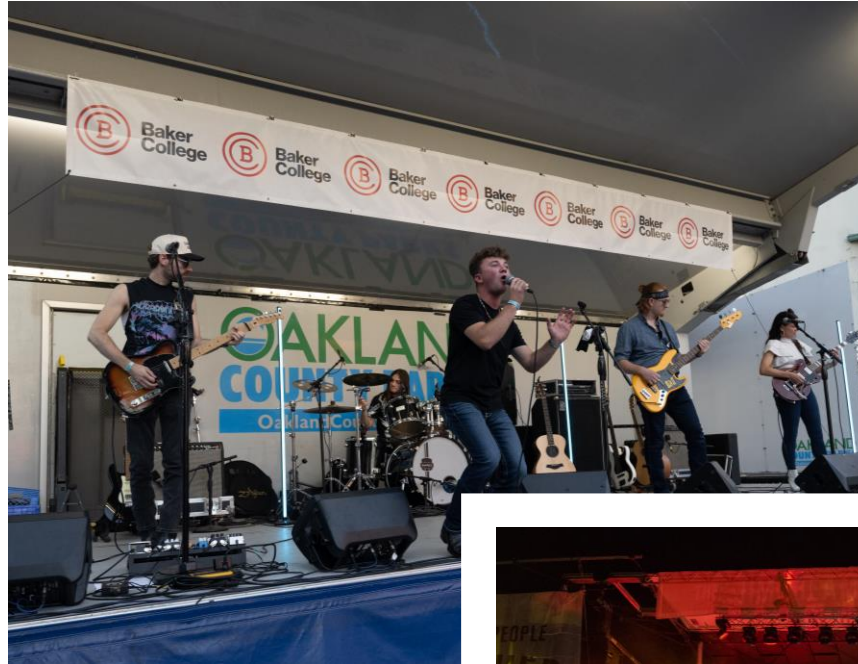
FESTIVAL OVERVIEW:

- The largest and most attended four-day festival in the State of Michigan
- A world class juried fine art fair ranked as high as 7th in the US by Sunshine Artist Magazine and 4th in the US by Art Fair Source Book
- Has raised more than \$8.3 million for local non-profits in the region and \$1.5 million for Royal Oak non-profits since it moved to Royal Oak in 2010
- Showcases live music with nine entertainment stages featuring a variety of music themes
- Offers 60 plus restaurants and food trucks with an array of different food styles
- Has significant family programming



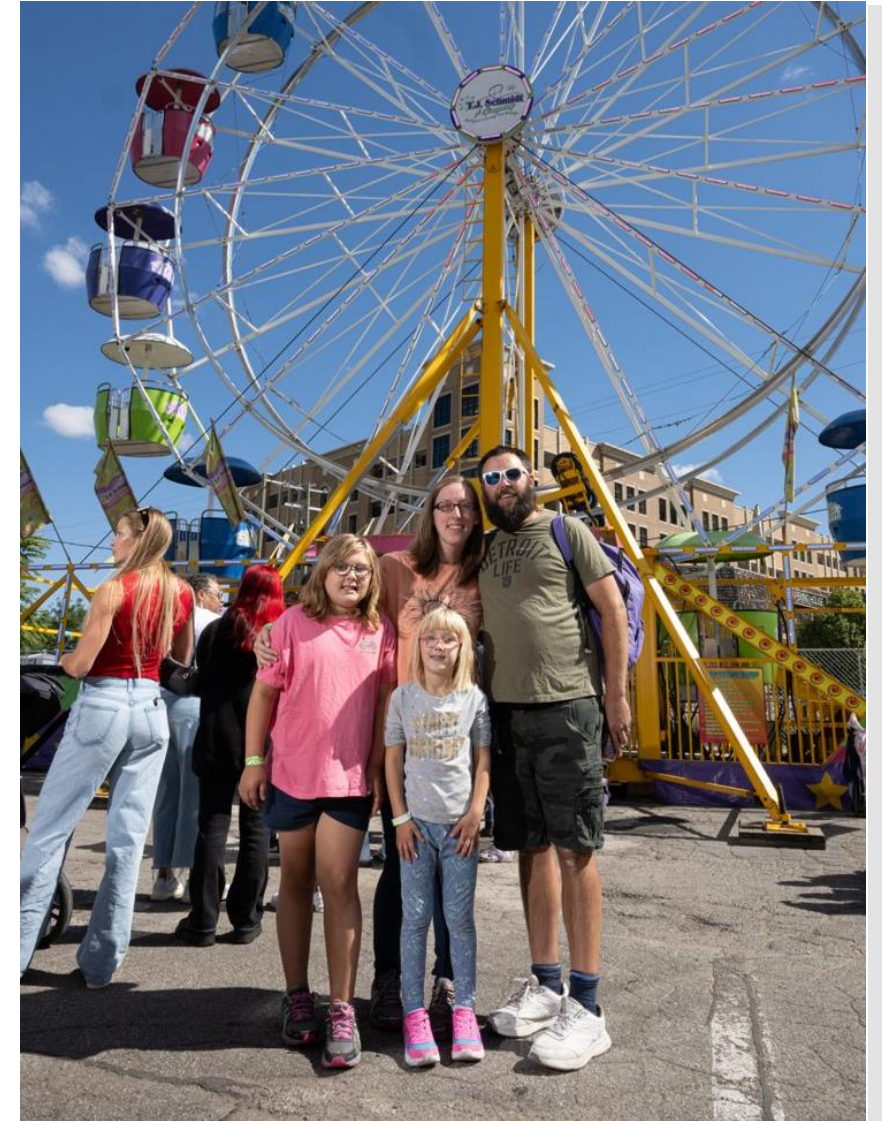
FESTIVAL INVESTMENT MADE:

- Arts, Beats & Eats (ABE) has a fixed budget of \$3.1 million
- ABE invested \$150,000 in advertising, delivering media value that mentioned the city of Royal Oak in nearly \$600,000 of ad value
- ABE provided paid staff to support promotion of the downtown dollars program valued at \$6,000



MARKETING VALUE TO THE CITY:

- ABE earned publicity valued at \$13,000,000 plus with over 1100 stories
- ABE generated local advertising that mentioned the City of Royal Oak valued at nearly \$600,000
- Total marketing and publicity valued at \$13.6 million plus



PLACER DATA TOP LEVEL TAKEAWAYS:

- For the Aug 29-Sept 1, 2025 time period ABE was the 89th of 16,422 destinations in the US with a healthy 205,200 people. Walt Disney World was #1 with 7.29 million. (See Ranking Index PDF, Ranking Index US XLSX)
- ABE is the #2 attraction in Michigan, only after the Ann Arbor Art Fair. Seeing how the Art Fair is technically held in July and not over Labor Day weekend, my takeaway is the Placer data how ABE is the #1 attraction in Michigan for that weekend (See Ranking Index Michigan XLSX)
- Placer Metrics show 120,900 visits with an average dwell time of 125 minutes. This is a 26% increase year-over-year. As we discussed this does not include people without cell phones and might not fully capture your paid tickets and official head count. It does, however, compare with other places and attractions in Placer head-to-head (See Property Overview PDF)
- Placer Metrics show a strong attendance from Royal Oak Residents
- Audience Overview shows Median Household Income higher than the state of Michigan, Media Age lower than the state, and Most Common Ethnicity more diverse. (See Property Overview PDF)
- Busiest days in order were Saturday (most visits), Sunday, Monday and Friday (least visits) (See Property Overview PDF)
- The peak visit time was 8pm, building up all day to that hour, and then tapering off after that.



ABE ADDITIONAL BENEFITS AND CONSIDERATIONS:

- Major community impact to regional non profits and those based in the City of Royal Oak
- Significant interaction between attendees and local businesses
- Strong attendance from Royal Oak residents
- Major collaboration on promotion and implementation of downtown dollars program



DDA INVESTMENT SPONSORSHIP REQUEST:

- DDA has pledged \$150,000 of support per year since 2023 and is committed to that level through 2027.
- ABE is requesting an increase of such support to \$175,000 annually, and such increase will be the first increase in five years.
- DOLLAR SUPPORT IN RELATION TO BUDGET remains very low compared to other events. ABE would be investing or raising a projected 16 times the DDA Investment into event funding.
- Reasons for increase are: cost of goods and entertainment have increased while sponsorship from other sources have stayed flat.
- Strong sponsorship support helps keep quality of show high while keeping fees down to the public to keep attendance at a high level.



2025 MICHIGAN LOTTERY ARTS BEATS & EATS MARKETING RECAP

Presented to City of Royal Oak

Cheap Trick
Cheap Trick



arts, beats & eats



Presented by
 **flagstar**

Media Platform:



FOX 2 WJBK

- Paid Spot Value: \$9,500
- Total Added Value Spots: \$27,675
- 95 Total Spots
 - News/Daytime – Monday – Friday 10am to 4pm
 - Prime Access
 - Late Fringe
 - Weekend News – Saturday – Sunday 11am – 6pm
 - Local News

Total Paid Spots: \$9,500

Total Added Value Spots: \$27,675

Total Overall Value: \$37,175

City of Royal Oak was included in paid and promotional value for a total of \$37,175

Media Platform:



Channel 4 WDIV

- Paid Spot Value: \$14,000
- Total Added Value Spots: \$17,340
- 187 Total Spots
 - Live In The D
 - News/Daytime
 - Weekend News
 - Local News

Total Paid Spots: \$14,000

Total Added Spot Value: \$17,340

Total Overall Value: \$31,340

City of Royal Oak was included in paid and promotional value for a total of \$31,340

Media Platform:



Channel 7 WXYZ

- Paid Spot Value: \$15,000
- Total Added Value Spots: \$7,000
- 106 Spots
 - Early Morning
 - Daytime
 - Early News
 - Early Fringe
 - Weekend
 - Overnight
 - Late Fringe

Total Paid Spots: \$15,000

Total Added Value Spots: \$7,000

Total Overall Value: \$22,000

City of Royal Oak was included in paid and promotional value for a total of \$22,000

Media Platform:



Detroit MetroTimes

- Total Paid Value: \$9,135
- Total Added Value that included City of Royal Oak : \$15,185
 - Cover Feature
 - 1 Two Page Spread
 - 1 Four Page Program Guide
 - 2 E-Blast over 20,000 Subscribers
 - 8 Web Banners
 - 3 E-Newsletters
 - 3 Social Media Posts

Total Paid Value: \$9,135

Total Promotional Value: \$15,185

Total Overall Value: \$24,320

City of Royal Oak was included in paid and promotional value for a total of \$24,320

Media Platform:



The Detroit News

- Total Added Value that included City of Royal Oak: \$60,000
 - 1 Half Page Print Ad
 - 1 Full Page Ad
 - 250k high impact digital paramount ad impressions on Detroitnews.com
 - VIP Reader Experience contest giveaway that includes:
 - (2) quarter page promotional ads
 - A minimum of (1) email blast to targeted lists from The Detroit News
 - One email blast to targeted lists from The Detroit News

Total Promotional Value: \$60,000

Total Overall Value: \$60,000

City of Royal Oak was included in promotional value for a total of \$60,000

Media Platform:



WJR 760AM

- Paid Spot Value: \$3,000
- Promotional Spot Added Value: \$24,400
- 320 Promotional Spots
 - Three (3) interviews with guests that showcase the entertainment value of Arts, Beats & Eats to the WJR listener
 - Interview breakdown by show: (1) 'JR Morning (1) All Talk (1) Focus (pending approval)
 - Forty-Six (46) promotional mentions to air on WJR
 - Inclusion in social media support
 - Event Spotlight posting at WJR.com

Total Paid Spots: \$3,000

Total Promotional Value: \$24,400

Total Overall Value: \$27,400

City of Royal Oak was included in paid and promotional value for a total \$27,400

Media Platform:



WDVD 96.3

- Paid Spot Value: \$4,000
- Promotional Spot Added Value: \$37,600
- Twenty (20) 30-second commercials to air M-F 6a-7p
- 85 live/recorded mentions on 96.3 WDVD and www.963WDVD.com
- Event listing on www.963WDVD.com
- One food drop by participating ABE restaurant with on-air interview during The Blaine Fowler Morning Show with Jon Witz
- Two live WDVD Street Team on-site appearances, each appearance included a minimum of fifteen (15) live promotional mentions and four (4) like-live call-ins
- Inclusion in (1) E-newsletter distribution to 96.3 WDVD listeners
- Social media exposure via 96.3 WDVD's Facebook and Twitter feeds

Total Paid Spots: \$4,000

Total Promotional Value: \$37,600

Total Overall Value: \$41,600

City of Royal Oak was included in paid and promotional value for a total \$41,600

Media Platform:



AUDACY – WWJ 950

- Paid Spot Value: \$5,352
- Promotional Spot Added Value: \$42,600
- 80 Promotional Spots
 - 80 :15 second promotional announcements from WWJ
 - Four full days of coverage: at least 16 stories each day (Friday–Monday).
 - Live reporting: Darrylin Horne provided live updates Friday afternoon.
 - 4 Exclusive interviews featured on-air & podcasted
 - 30x :15 second recorded promotional announcements
 - 30x :15 public service announcements highlighting ABE’s non-profit initiatives.
 - 20x bonus :30-second commercials to drive additional awareness and attendance.

Total Paid Spots: \$5,352

Total Promotional Value: \$42,600

Total Overall Value: \$47,952

City of Royal Oak was included in paid and promotional value for a total \$47,952

Media Platform:



AUDACY – ALT 98.7

- Paid Spot Value: \$3,720
- Promotional Spot Added Value: \$10,300
- 50 Promotional Spots
 - 30x :15-second recorded promotional announcements
 - 20x bonus :30-second commercials to drive additional awareness and attendance.

Total Paid Spots: \$3,720

Total Promotional Value: \$10,300

Total Overall Value: \$14,020

City of Royal Oak was included in paid and promotional value for a total \$14,020

Media Platform:



AUDACY - WOMC

- Paid Spot Value: \$6,640
- Promotional Spot Added Value: \$47,000
- 120 Promotional Spots
 - 30x :15-second promotional announcements supporting Arts Beats & Eats, driving awareness across the WOMC audience.
 - 90x extended-length promotional announcements (produced by 104.3 WOMC programming for maximum impact and excitement.

Total Paid Spots: \$6,640

Total Promotional Value: \$47,000

Total Overall Value: \$53,640

City of Royal Oak was included in paid and promotional value for a total \$53,640

Media Platform:



AUDACY - WYCD

- Paid Spot Value: \$14,300
- Promotional Spot Added Value: \$77,200
- 188 Promotional Spots
 - 50x :15-second promotional announcements supporting Arts Beats & Eats and sponsors
 - 138 extended-length promotional announcements produced by WYCD programming for maximum impact and excitement.

Total Paid Spots: \$14,300

Total Promotional Value: \$77,200

Total Overall Value: \$91,500

City of Royal Oak was included in paid and promotional value for a total \$91,500

Media Platform:



iHeart Media

- Paid Spot Value: \$32,000
- Promotional Spot Added Value: \$80,000
- Inclusion on station events calendars
- Promo support on WMXD, WKQI, WNIC and WLLZ
- Total of 228x Commercials + 150k streaming audio impressions
 - 57x :30s on-air commercials on WMXD
 - 57x :30s on-air commercials on WNIC
 - 57x :30s on-air commercials on WLLZ
 - 57x :30s on-air commercials on WKQI
 - 150,000 iHeartRadio streaming impressions

Total Paid Spots: \$32,000

Total Promotional Added Value: \$80,000

Total Overall Value: \$112,000

City of Royal Oak was included in paid and promotional value for a total \$112,000

Media Platform:

94.7 WCSX
DETROIT'S CLASSIC ROCK

105.1 THE BOUNCE

Detroit's *Throwback* Hip Hop and R&B

101 WRIF

Beasley Media Group

- Paid Spot Value: \$12,000
- Promotional Spot Added Value: \$22,743
- 218 Promotional Spots
 - 94.7 WCSX PROVIDED:
 - 43x Paid Commercials
 - 29x Promotional Commercials
 - 101.1 WRIF PROVIDED:
 - 50x Paid Commercials
 - 25x Promotional Commercials
 - 105.1 The Bounce PROVIDED:
 - 46x Paid Commercials
 - 25x Promotional Commercials

Total Paid Spots: \$12,000

Total Promotional Spots Added Value: \$22,743

Total Overall Value: \$32,743

City of Royal Oak was included in paid and promotional value for a total \$34,743

ARTS, BEATS & EATS

MEDIA BUY BREAKDOWN

Type of Media	Paid Media	Added Value	Overall Total for Soaring Eagle	Overall Total for Royal Oak Taco Fest
Print	\$9,135	\$75,815	\$84,320	\$84,320
Radio	\$81,012	\$341,843	\$422,855	\$422,855
Television	\$38,500	\$52,015	\$90,515	\$90,515
All Together Total	\$128,647	\$469,043	\$597,690	\$597,690

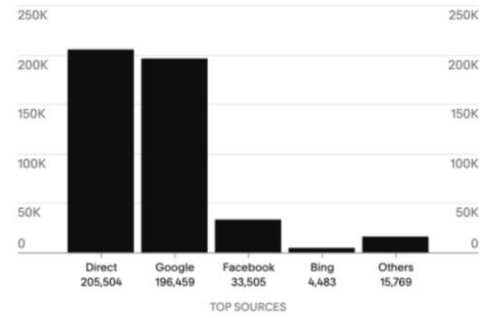
Arts, Beats & Eats 2025 Check Presentation

- An overall total of \$400,077 was donated to over 50 community organizations in Metro Detroit.
- Including \$150,000 to Royal Oak-based charities from festival proceeds

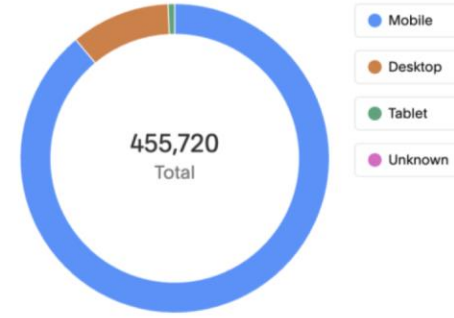


WEBSITE AUDIENCE

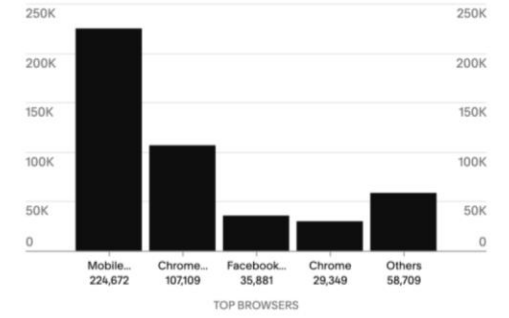
Top Sources by Visits [VIEW SOURCES](#)



Top Devices by Visits



Top Browsers by Visits



Traffic

Traffic [Traffic Sources](#) [Search Keywords](#) [Geography](#)



VISITS

456K

+33% yr/yr

BOUNCE RATE

55.75%

+3% yr/yr

UNIQUE VISITORS

284K

+18% yr/yr

PAGEVIEWS

838K

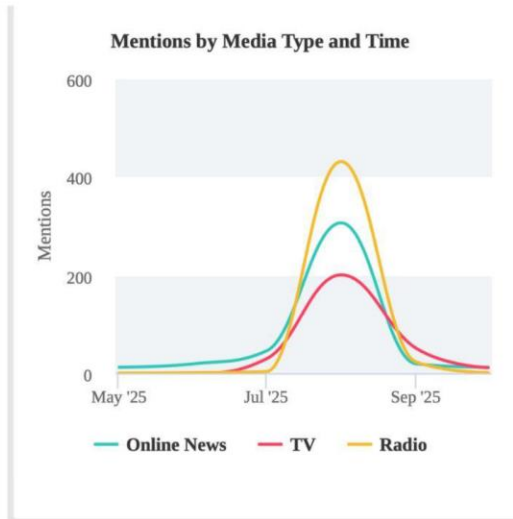
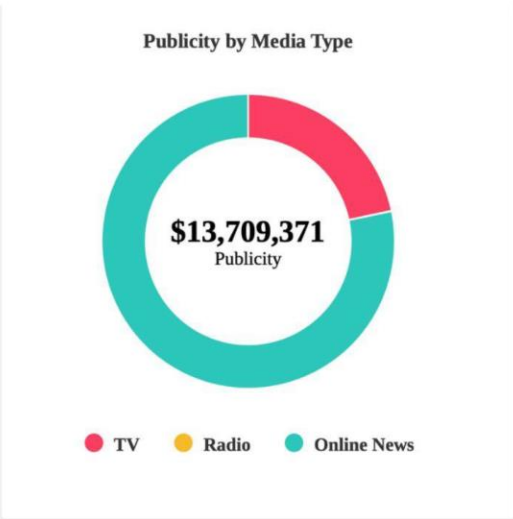
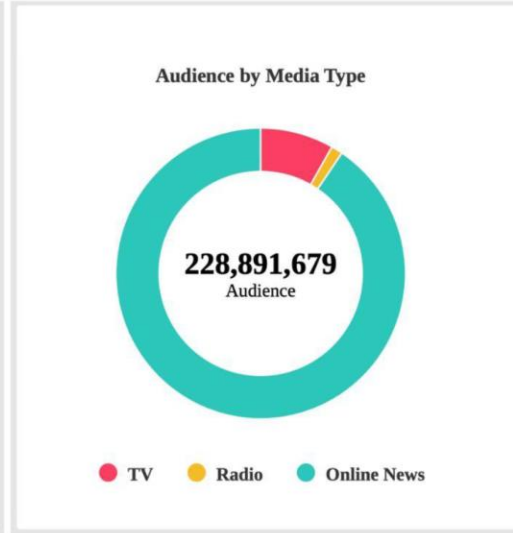
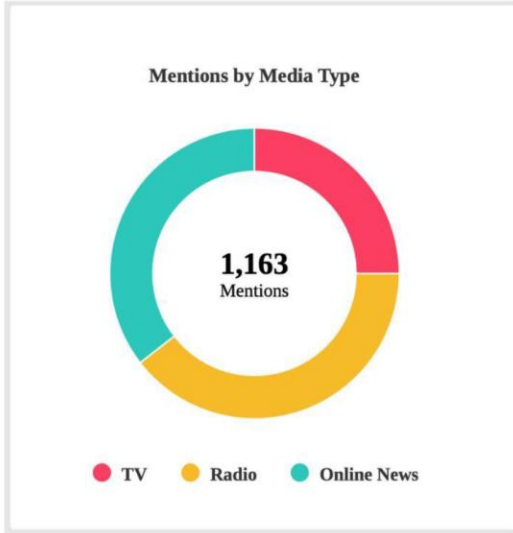
+29% yr/yr

DIGITAL MARKETING

PLATFORM	TOTAL SPENT	IMPRESSIONS	REACH
FACEBOOK	\$7,000	1,425,403	392,019
INSTAGRAM	\$2,000	306,735	93,665
TIKTOK	\$1,000	188,743	87,718
GOOGLE - DISPLAY	\$500	192,858	N/A
GOOGLE - SEARCH	\$500	31,612	N/A
OVERALL TOTAL	\$11,000	2,145,351	573,402

Arts, Beats & Eats Cision Report

Mention Analytics



1,163 Total Mentions

Mentions 1,163 **Audience** 228,891,679 **Publicity** USD \$13,709,371

Arts, Beats & Eats Cision Report

To see the full Cision Report with the media hits, and articles, you can view them here,

[FULL CISION REPORT](#)

MICHIGAN  LOTTERY.

arts beats & eats



Presented by
 **flagstar**

2025 MICHIGAN LOTTERY ARTS, BEATS & EATS PARTNERSHIP RECAP

Presented by Flagstar Bank



Dear Key Partners:

Once again, thank you for your support of the 2025 Michigan Lottery Arts, Beats & Eats Festival presented by Flagstar Bank.

This document provides an overall event summary, including attendance, marketing and promotional recaps, overall charitable giving recap and more.

Customized marketing statements and highlight photos will be distributed based upon contract. If you prefer a hard copy of this document, or any recap documents, please email nicole@artsbeatseats.com to request.



ATTENDANCE

Based on the amount of guests that paid admission and the amount of wristbands and tickets that were distributed to sponsors, contest winners, local stakeholders etc., our attendance for the festival was approximately **345,000** people. We are thrilled that so many people continue to make **Michigan Lottery Arts, Beats & Eats** a part of their Labor Day Weekend and **Oakland County's** favorite summer festival.

Friday 8/29: 75,000

Saturday 8/30: 105,000

Sunday 8/31: 90,000

Monday 9/1: 75,000

Total Attendance: 345,000

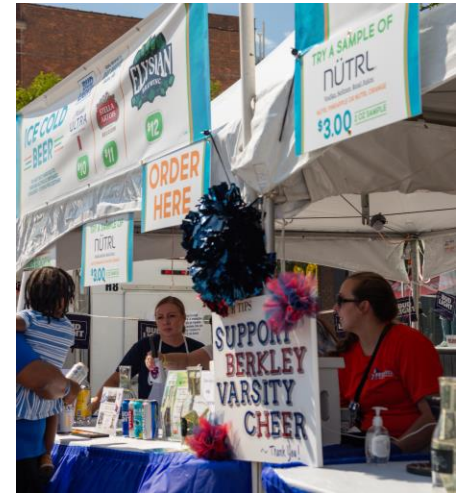


CHARITABLE GIVING

In 2025 the festival raised **\$400,076.87** for participating charities from a combination of the festival admission fees, beverage proceeds, and other special events. **\$150,004.58** was raised specifically for Royal Oak charities.

Flagstar Bank collaborated on the Canned Food Drive benefitting Forgotten Harvest and collected hundreds of pounds of food for local families.

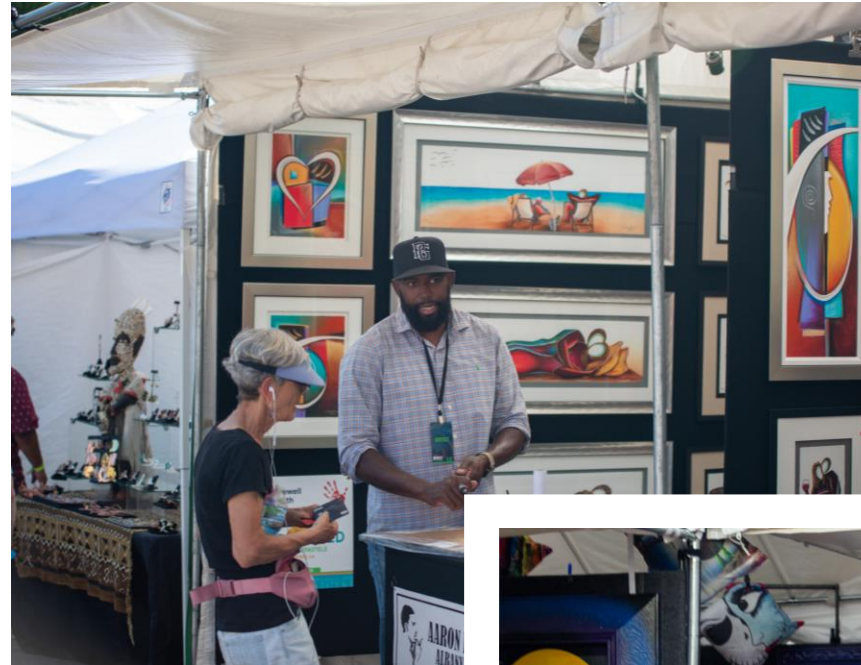
Corewell Health collaborated with the festival to bring back Family Days for Children with Autism, giving children and their family members free early access to the festival.



THE ARTS

The **Corewell Health Juried Fine Art Fair** attracted thousands of people to Washington, Lincoln and West 7th Streets. In surveys collected at the event's conclusion artists gave the event high marks in both sales opportunities and logistics.

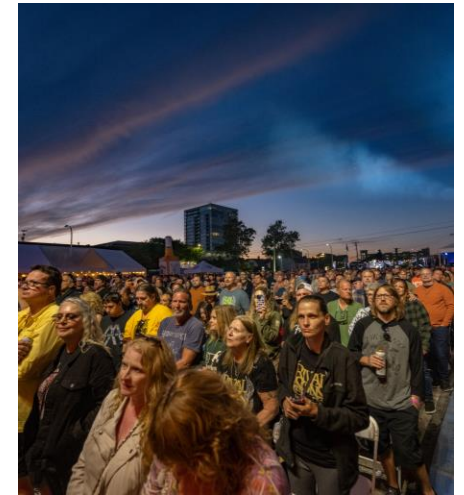
The festival was also ranked as **#24 in the best Art Fair in the Nation** for the Fine Art and Design Category in Sunshine Artist's 200 Best Shows. Sunshine Artist's annual 200 Best focuses primarily on artist show revenue, because that is the most objective indicator of a show's future success.



THE BEATS

The **Jim Beam National Stage** was packed each night with crowds cheering on I Love the 90's Tour Featuring Vanilla Ice, Rob Base, Young MC & C+C Music Factory, Sugar Ray, Neon Trees, Rival Sons, Highly Suspect, Joe Nichols, Randy Houser and more.

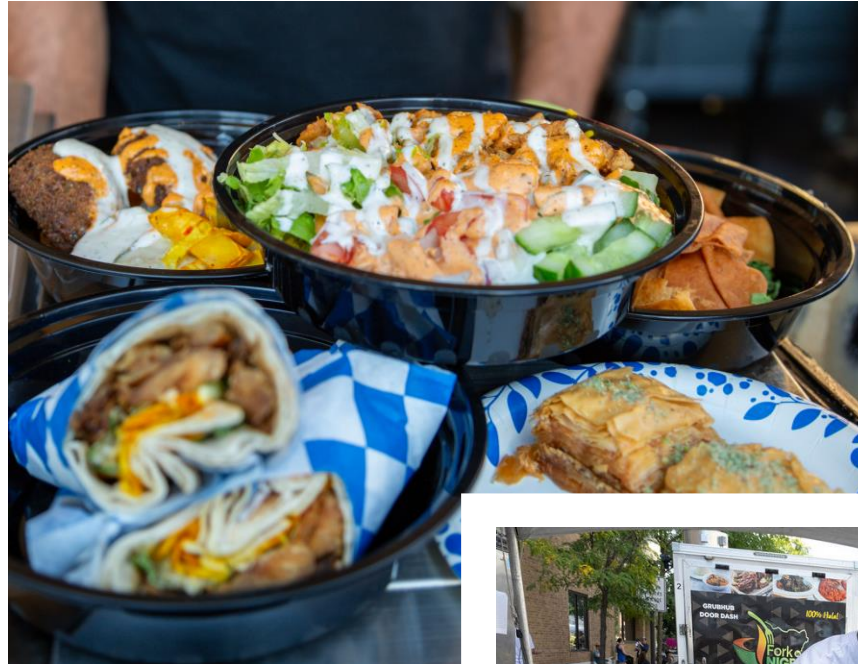
Our 10 local band stages drew large crowds throughout the weekend as well. Festival guests enjoyed over 200 different musical acts on the Soaring Eagle Casino & Resort Rock Stage, Baker College Country Stage, Bud Light Alternative Stage, Mike Morse Law Firm R&B Stage, House of Dank Stage, Flagstar Bank International Stage, OCC Acoustic Cultural Stage, 526 Main Stage and the DIA Kids Stage.



THE EATS

The festival featured 50 restaurants, including some of Metro Detroit's finest eateries, and the festival restaurant "veterans" gave a delicious array of choices for patrons. It was impossible to leave the festival hungry!

Favorite 2025 options included the Fork In Nigeria, Famous Dave's BBQ, Island Noodles, Luigi's, Taco Cartel, Princess Mediterranean and many more.



FAMILY PROGRAMMING

The festival once again provided fun family programming in the **Detroit News Kids Zone**, anchored with special stage performances curated by the **Detroit Institute of Arts**. **Mike Morse Law Firm** hosted “Project Back Pack” giving away a free backpack to each child just in time for their return back to school. The **Detroit Zoo** provided a colorful macaw-inspired craft and the opportunity to learn about fun animal facts in the Arts and Crafts area, the **Michigan Science Center** provided educational experiments, plus glitter tattoos – all free for families.

The festival also hosted a carnival and bounce houses from Inflatable Playscapes. Inflatable activities were provided free of charge courtesy of the **Royal Oak DDA**.



FEATURED SPONSOR ACTIVATIONS

Presenting sponsor **Flagstar Bank** returned with a revamped Culture on 4th program, highlighting local BIPOC businesses with an exciting entry way and scannable cube activation. Participants in culture on fourth received free or reduced rate booth spaces to sell and showcase products and services. Participants included Love Froyo, Fork in Nigeria, Dutton Farms, Pingree Detroit and more.

Corewell Health added it's support to the festival with a multi-year sponsorship that includes several festival favorite programs, the Juried Fine Art Fair, shuttle system and Family Days Events. They also sponsored and staffed the festival's "first aid stations" in partnership with Royal Oak EMS.



FEATURED SPONSOR ACTIVATIONS

House of Dank returned to this year's festival featuring their sales and consumption lounge that received rave reviews from the patrons. This amazing activation from Arts, Beats & Eats official cannabis partner **House of Dank**, involved collaboration from both city and state officials.

Their public facing activation – **Dank Land**, included a music stage to deliver top DJs, hip-hop, dance and skate demonstrations and more including DJ Chrome and DJ TWIZT; performances by hip hop artists DSAV, GasMask Mondo and Yung LXO; breakdancing from the Motor City Street Dance Academy; roller skating with Motown Roller Club and various entertaining acts from the Motley Misfits buskers.



FEATURED SPONSOR ACTIVATIONS

Kroger provided a interactive mural celebrating Farm to Table Produce. This experience brought together three core values: food, art and community. This year's interactive paint-by-numbers mural project invited festivalgoers of all ages to join in creating one of the largest collaborative mural installations ever presented at the event.

Students from **Baker College's Culinary Institute** partnered with Royal Oak restaurants for this year's festival to create exclusive dishes and beverages available across all four days of the festival. For every dish sold, \$1 supported Open Hands Pantry, a local nonprofit.

Oakland County kicked off their Veteran's Advocacy Campaign, "Be A Hero, Support A Hero" a VIP concert experience for 300 Veterans at the **Epic Eagles** concert on Sunday, August 31st. Veterans were provided VIP Seating, Drinks, Food and a Recognition Ceremony on the Jim Beam National Stage before the concert.



SUSTAINABILITY INITIATIVES

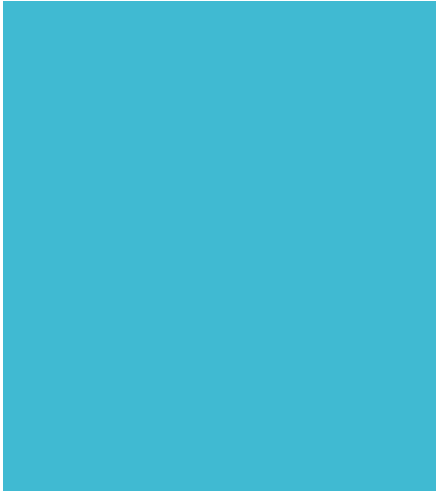
In a concerted effort to prioritize environmental sustainability, this year's festival implemented a series of initiatives aimed at reducing the festival's ecological footprint. Arts, Beats & Eats continued its policy to not to use single-use plastic bottles. This initiative was made possible due to partnerships with official beer sponsor **Anheuser Busch**, official soda sponsor **Faygo** and official water sponsor **Liquid Death**. For non-canned beverages, eco-friendly biodegradable corn-based cups were provided.

Official sustainability sponsor **Kroger** supported the efforts of the volunteer green team, collecting recyclable materials through out the footprint and Schupan Sustainability. Schupan utilized specialty designed bins to make it easy for patrons to identify collection points throughout the festival footprint.



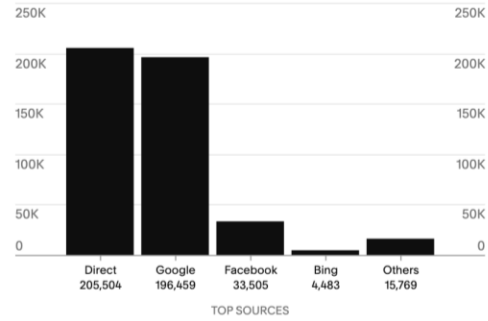
PUBLICITY RECAP

The enclosed media report details media coverage the festival received, as well as total stories and overall publicity value. In 2025 the festival received 1,193 News Stories, for an estimated total reach of impressions 228,891,679. Critical Mention values this publicity at \$13,709,371

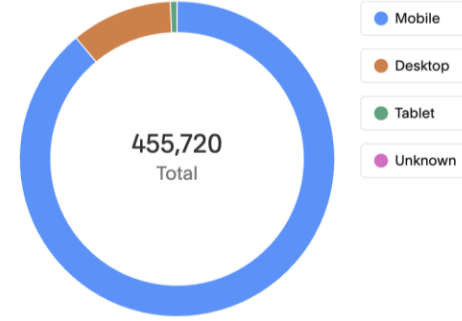


WEBSITE AUDIENCE

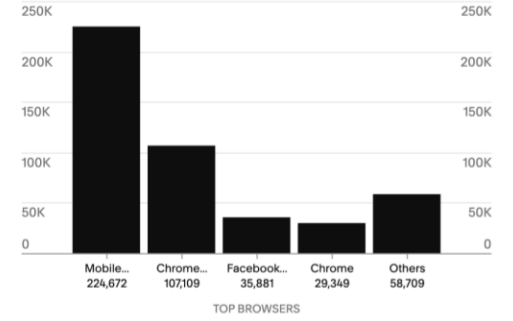
Top Sources by Visits



Top Devices by Visits

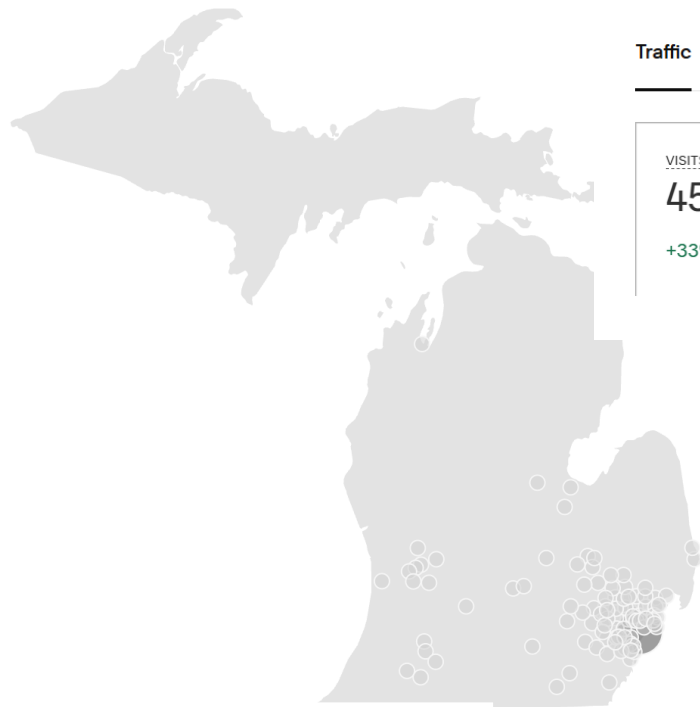


Top Browsers by Visits



Traffic

Traffic Traffic Sources Search Keywords Geography



VISITS

456K

+33% yr/yr

BOUNCE RATE

55.75%

+3% yr/yr

UNIQUE VISITORS

284K

+18% yr/yr

PAGEVIEWS

838K

+29% yr/yr

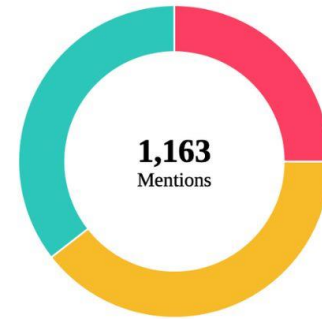
DIGITAL MARKETING

PLATFORM	TOTAL SPENT	IMPRESSIONS	REACH
FACEBOOK	\$7,000	1,425,403	392,019
INSTAGRAM	\$2,000	306,735	93,665
TIKTOK	\$1,000	188,743	87,718
GOOGLE - DISPLAY	\$500	192,858	N/A
GOOGLE - SEARCH	\$500	31,612	N/A
OVERALL TOTAL	\$11,000	2,145,351	573,402

PUBLICITY RECAP EXCERPT

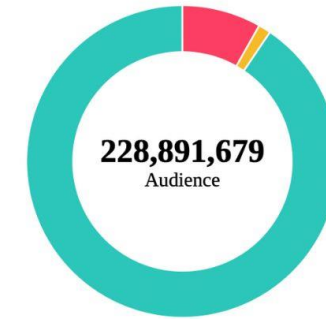
Mention Analytics

Mentions by Media Type



● TV ● Radio ● Online News

Audience by Media Type



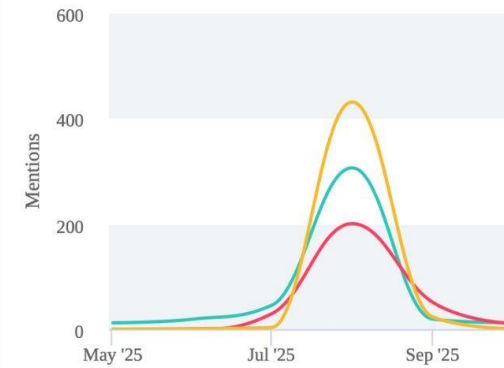
● TV ● Radio ● Online News

Publicity by Media Type



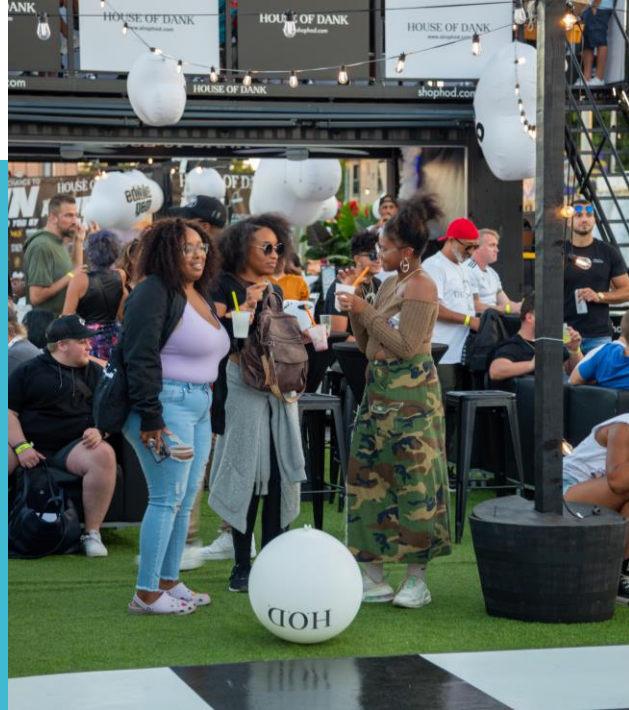
● TV ● Radio ● Online News

Mentions by Media Type and Time



1,163 Total Mentions

Page 88 of 151
Mentions 1,163 **Audience** 228,891,679 **Publicity** USD \$13,709,371



PROMOTIONAL MEDIA RECAP

We have included our promotional recap as a supplement to this document. The recap reflects that the event received **\$597,890** in promotional media value from our media sponsors and partners.

BY THE NUMBERS

Item	Number/Value
Event Attendance	345,000
Charitable Donations	400K
Artist Exhibitors	110
Restaurants Participants	60
Entertainment Acts	246
Website Audience	412K
Promotional Media Recap Value	\$627,600
Total Media Impressions	228,891,679
Publicity Value	\$13,709,371
Social Media Followers	47,575

THANK YOU

We are thrilled with the results of the 2025 Michigan Lottery Arts, Beats & Eats Presented by Flagstar Bank. This recap highlights so many positive results and collaborations including the attendance of 345,000 (5th best ever), and we are especially excited about the record \$4,000,000 plus that went to local non-profits taking our total donations to more than \$8.2 million since our founding year in 1998.

We will continue to take your feedback on how we can improve the event, our process and the overall experience of our partnerships, and please give us your feedback as we schedule individual meetings with you in the coming weeks.

Thank you for your contribution in making this year's festival one of the best ever..

Warm Regards,
Jon Witz Event Producer

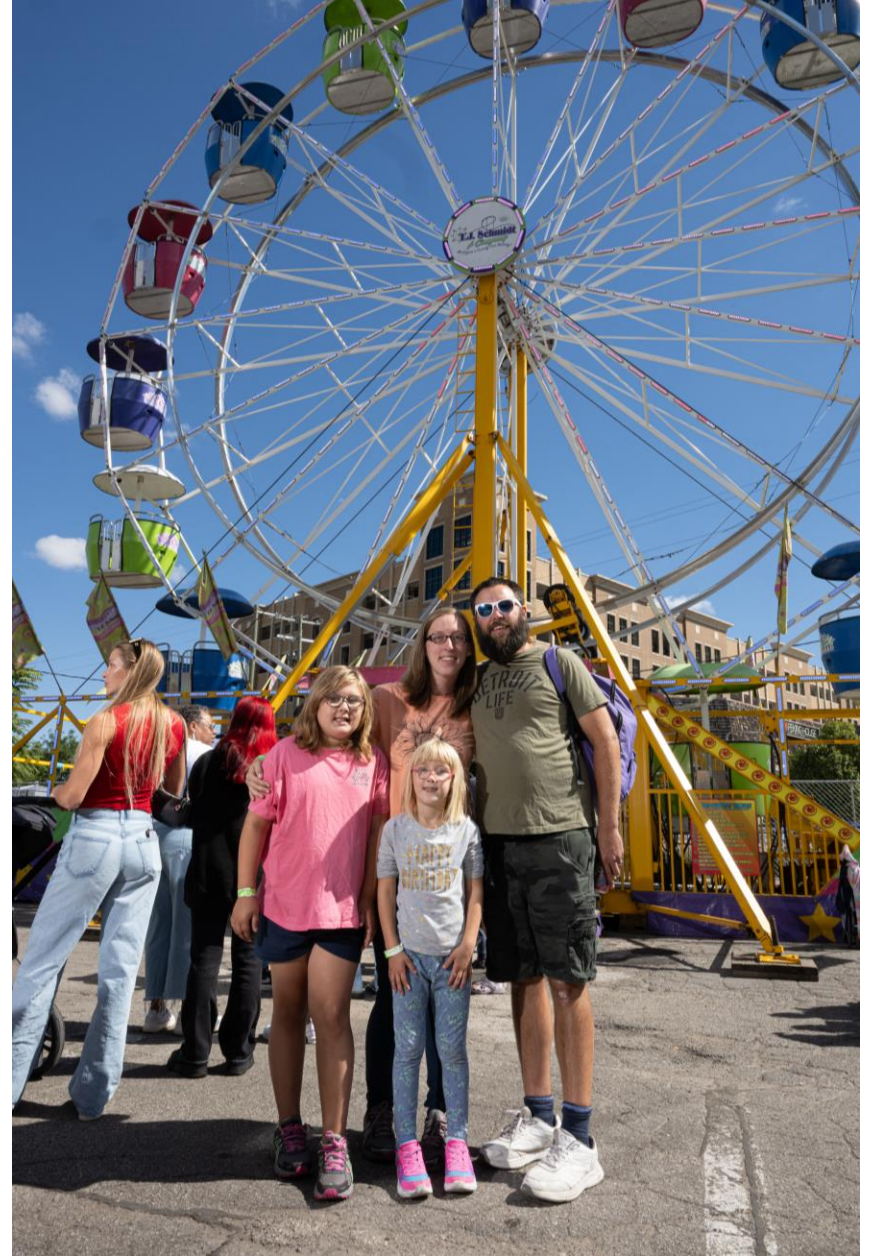














DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	505 S. Lafayette (Lafayette & 5th Street)
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	April 22, 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.

	Champion	505 S Lafayette
TIFA Impact Period	28 years	30 years
DDA TIFA capture	\$9.1 million	\$4.1 million
Total TIR	\$29,944,000	\$10 million
Acres	2.44 acres	0.20 acres
Affordable units	41 units	16 units
Affordable duration	20 years	20 years
Total units	209 units	54 units
% affordable units	19.6% affordable	29.6% affordable
Current taxable value	\$889,910	\$405,860
Taxable value at completion	\$20,900,000	\$7,000,000
Commercial redevelopment exemption certificate	Restrict captured revenues from local millage rates to the taxable value of only the land and any personal property for up to 10 years.	None requested.
Brownfield Redevelopment Authority / Planning Commission Approval	5/13/2025	
DDA Approval	6/11/2025	4/22/2026
City Commission Approval	6/23/2025	

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 approves the resolution forgoing tax increment revenue capture on parcel number 72-25-21-277-001 for a period of 30 years.

BE IT RESOLVED, the Royal Oak Downtown Development Authority asks for the Executive Director to coordinate improvements with the Akouri Development Group related to the Fifth Street Pedestrian Plaza, Phase 2, for the section between Washington Ave and Lafayette Ave.

ATTACHMENTS:

RESOLUTION

RESOLUTION APPROVING ROYAL OAK DOWNTOWN DEVELOPMENT AUTHORITY FORGOING TAX INCREMENT REVENUE CAPTURE ON PARCEL NUMBER 72-25-21-277-001

Minutes of a Regular meeting of the Royal Oak Downtown Development Authority ("DDA"), County of Oakland, Michigan, held on the 22 day of April, 2026 at 4:00 p.m., local time.

PRESENT: _____

ABSENT: _____

The following preamble and resolution were offered by _____ and seconded by _____.

WHEREAS, the City of Royal Oak, County of Oakland, Michigan (the "City") is authorized by the provisions of Act 57, Public Acts of Michigan, 2018, as amended ("Act 57"), to create a downtown development authority and a downtown development district; and

WHEREAS, the City Commission of the City of Royal Oak duly established the DDA, on November 1, 1976, which exercises its powers within the Downtown District (the "District") designated by the City Commission; and

WHEREAS, the City Commission has adopted, or may adopt, a Brownfield Plan pursuant to MCL 125.2663 for the eligible property, parcel number 72-25-21-277-001 and commonly known as 505 S. Lafayette (the "parcel") that is currently in the District; and

WHEREAS, the Developer, Akouri Group of Royal Oak, LLC, is developing an eligible parcel totaling 0.20 acres for mixed use. The development is expected to include 54 residential units; 16 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 3,000 square feet; and

WHEREAS, the DDA proposes to forego tax increment capture for the parcels and allow Royal Oak Brownfield Redevelopment Authority ("BRA") to capture tax increment revenues on the parcels pursuant to MCL 125.2663b(2) and the Tax Increment Finance Act, 2018 PA 57, MCL 125.4101 to 125.4915 for the duration of the Brownfield Plan.

NOW, THEREFORE BE IT RESOLVED the Royal Oak Downtown Development Authority ORDAINS:

1. It will forego tax increment revenues for parcel number 72-25-21-277-001 and allow Royal Oak BRA to capture tax increment revenues pursuant to MCL 125.2663b and the Tax Increment Finance Act, 2018 PA 57, MCL 125.4101 to 125.4915.
2. The DDA shall forego capture on the parcel for the entire duration of the Brownfield Plan as adopted by the City Commission, and

BE IT FURTHER RESOLVED should any section clause or phrase of this Resolution be declared by the courts to be invalid, the same shall not affect the validity of this Resolution as a whole nor any part thereof other than the part so declared to be invalid, and

BE IT FURTHER RESOLVED all resolutions or parts of resolutions in conflict with any of its provisions of this Resolution are hereby repealed.

AYES:

NAYS:

ABSTENTIONS:

ABSENT:

CERTIFICATION

I hereby certify that the foregoing Resolution was adopted by the Royal Oak Downtown Development Authority at a meeting duly called and held on April 22, 2026.

Royal Oak Downtown Development Authority

By: _____

Isaac Kremer

Its: Executive Director

DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP AGENDA ITEM

TITLE	Business Retention and Recruitment Fund
PRESENTER	Isaac Kremer, DDA Executive Director
MEETING DATE	April 22, 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.

Since launching the program and online application a few weeks ago, there have already been five requests (in the order received):

Business, use of grant	DDA grant	Match, cash	Match, inkind	Total Project Cost
1. Paladin Baking Company DBA Give Thanks Bakery, outdoor dining café	9,000	9,000	0	18,000
2. La crepe, marketing of business through TV commercial and radio spot	7,000	3,500	3,500	14,000
3. Creative Arts Studio, Inc., for a business expansion into a neighboring storefront	10,000	165,000	0	175,000
4. Rocket Printing, update the façade with paint, refacing front signage, and applying a stone finish	10,000	20,000	0	30,000
5. Oak House Deli, a new menu and equipment and beautification of the exterior	10,000	35,000	0	45,000
Total	46,000	232,500	3,500	282,000

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$46,000
AMOUNT CURRENTLY BUDGETED	\$0
FUNDING SOURCE/ GL NUMBER	247-729-85711

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.

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. Outdoor spaces created through this project will encourage people to gather.

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. The community will be enhanced through investment in public spaces, making Royal Oak more beautiful and functional.

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.

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. Some of the proposed projects will improve mobility.

COMMUNITY ENGAGEMENT

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

- 2008, May 21. Business recruitment package on the agenda for DDA Board.
 - 2025, December 12. Introduction of Deputy Director Julia Kalugar to lead recruitment and retention efforts.
 - 2025, December 17. PA Act 57 Informational meeting identified business recruitment and expansion fund as a “future project.”
 - 2026, January 21. 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.
 - 2026, February 25. 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 form a subcommittee to make award decision on funding requests to not exceed \$46,000.

ATTACHMENTS:

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Fifth Street Pedestrian Plaza
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	April 22, 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.

Construction Meeting

The team held the first biweekly progress meeting for the Fifth Street Pedestrian Improvement project on-site on April 8, 2026. Received update on progress of water main replacement. Discussed change order. Made sure site was ready for VIP visit later in the week.

Wayfinding Signage

Larger 4 foot by 6 foot mesh signs with directional arrows to businesses will replace the existing coro signs. Additionally, four larger mesh signs with renderings will also be added to the project site.

Gas Line Replacement

Consumers will be on site the week of April 20 to replace the gas line. This will involve closing the sidewalk on the north side of the street for several days.

Deliveries

Washington Ave has been used for delivery trucks creating an unsafe situation with pedestrians walking into oncoming traffic to avoid the trucks. With the final water main work the portion of sidewalk along Washington Ave at Fifth Street will totally be closed. Signs will instruct people that businesses are open, but pedestrians should cross at 4th or 6th street. Deliveries will need to be from Center Street instead of Washington Ave.

Center Street

Need to limit Center Street for contractors, employees, and deliveries. Seeking to eliminate public parking because it is making it impossible for deliveries to utilize Center Street.

Business Owner Meeting

Proposal has been made for an upcoming business owner and stakeholder meeting to be held on a regular basis. The next one will occur on site at 10am, alternating weeks, with Apr 22 being the next one. Location TBD.

- Upgrade of temporary pedestrian walk areas to a composite ground protection mat.

The overall deduction after these items are accounted for is (\$308,285.00). The DDA will also need to approach the Engineering Dept. on reimbursement of the approximately \$116,515.00 cost of items related to the watermain and sidewalk replacement. Also, the DDA purchase of the lights will require the DDA to budget approximately \$170,000.00 for the direct purchase of the poles and fixtures from one of the City authorized lighting distributors utilized by the City electrical dept.

The complete breakdown of these items is listed in the Contract Mod. No.1.

The revisions include a few edits from City Engineering to address the water main markups.

One additional provision added and accepted by Warren Contractors was for 8 additional work days to amend the contract date from August 15, 2026 to August 25, 2026 which would exclude the two Sundays. See attached Contract mod. No. 1 pending DDA approval.

Contract Modification 2

The 5th Street Plaza Improvement Contract Mod. No. 2 will include:

- Deletion of existing hydrant and valve assembly.
- Addition of a sewer pipe lead.
- Addition of a new hydrant and valve assembly.

The overall addition for these items is \$18,480.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$2,351,907
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.)*

Cost savings of \$323,600 have been achieved. The City purchasing the lights directly with their tax exempt status will lead to further savings. The prior project size has been reduced from \$2,657,027 to \$2,333,427 after Contract Mod 1, and increased \$18,480 to \$2,351,907.

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.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Royal Oak Downtown Development Authority requests the Executive Director to execute Contract Modification 1 and 2.

ATTACHMENTS:

Owner

City of Royal Oak
203 S Troy Street
Royal Oak, Michigan 48067

Contractor

Warren Contractors & Development Inc
14979 Technology Drive
Shelby Township, MI 48315

The following changes are authorized in accordance with the Contract Documents:

<u>Items</u>	<u>Description</u>	<u>Increase</u>	<u>Decrease</u>
Item 5	Miscellaneous Removals – 1 LS (Associated with replacement of 8” dia. WM)	\$2,100.00	-
Item 5	Miscellaneous Removals – 1 LS (Associated with 5 th Ave Deck) Add Lsum Sum @ \$5,643.00/LS	\$5,463.00	-
Item 9	Remove 4-Inch to 7-Inch Concrete Sidewalk – Add 35 SFT @ \$25.00/SF	\$875.00	-
Item 17	21AA Aggregate Subbase, 12-Inch – Add 55 CY @ \$102.00/CY	\$5,610.00	-
Item 34	Water Main, D.I Class 54, 4-Inch dia. Add 11/LF @ \$275.00/LF	\$3,025.00	-
Item 35	Water Main, D.I Class 54, 6-Inch dia. Add 25/LF @ \$330.00/LF	\$8,250.00	-
Item 36	Water Main, D.I Class 54, 8-Inch dia. Add 140/LF @ \$275.00/LF	\$38,500.00	-
Item 37	Fire Protection Connection, 4 to 6-inch dia. Add 1 @ \$3,850.00/EA	\$3,850.00	-
Item 42	Gate Valve and Box, 4-Inch dia. Add 1 @ \$3,850.00/EA	\$3,850.00	-
Item 44	Gate Valve and Box, 8-Inch dia. Add 1 @ \$9,850.00/EA	\$9,850.00	-
Item 46	Cap or Plug Ex. Watermain, 6-Inch to 12-Inch dia. Add 1 @ \$880.00/EA	\$880.00	-
Item 52	Curb Stop Valve, 1-Inch to 2-Inch dia.1 @ \$850.00/EA	\$850.00	-
Item 53	Curb Stop Boxes, 1-Inch to 2-Inch dia. Valves Add 1 @ \$500.00/EA	\$500.00	-
Item 54	Corporation Stop Valve, 1-Inch to 2-Inch dia. Add 1 @ \$800.00/EA	\$800.00	-
Item 55	Water Service, 1-Inch to 2-Inch dia. Add 35 @ \$83.00/LF	\$2,905.00	-
Item 58	6-inch Concrete Pavement- Add 125 SY @ \$100.00/SY	\$12,500.00	-
Item 64	Decorative Light Fixture, Type A – Delete 14 EA @ \$25,900.00/EA	-	(\$362,600.00)

<u>Items</u>	<u>Description</u>	<u>Increase</u>	<u>Decrease</u>
Item 65	Decorative Light Fixture, Type B – Delete 4 EA @ \$27,250.00/EA		(\$109,000.00)
Item 67	Festoon Lights – Delete 1 LS @ \$ 77,000.00	-	(\$77,000.00)
Item 70	Digital Kiosk – Delete 1 LS @ \$36,550.00	-	(\$36,550.00)
New Item 100	New Hydrant & Valve Assembly – Add 1 EA @ \$12,600.00/EA	\$12,600.00	-
New Item 101	Solar Powered Light Tower – Add 12 EA @ \$1,500.00/ EA = \$18,000.00	\$18,000.00	-
New Item 102	Decorative Light Fixture, Installation – Add 18 EA @ \$7,375/.00 EA	\$132,750.00	-
New Item 103	Ground Protection Mats - Add 80 @ \$120.00/EA	\$9,600.00	
Net Decrease/Increase to Contract:			<u>(\$323,660.00)</u>

Memorandum of Agreement/ Contract Article 2 shall be revised as follows:

2. **Completion.** That the Contractor agrees that they will prosecute the work under this Contract so as to bring it to full completion **by August 25, 2026**, and they further agrees that the DDA is hereby authorized to deduct and retain out of monies that may be due or become due them under this Contract the sum of **\$1,000** for each and every working day that the work remains uncompleted beyond the time limit named above, as amended by such extension of time as may be as allowed under this Contract, and that, in view of the difficulty of ascertaining the loss which the DDA will suffer by reason of delay in the performance of the work hereunder, the deduction and retention of such sum is to be considered not a penalty but the payment of liquidated damages stipulated beforehand by the parties hereto as representing the cost of additional inspection and engineering and the loss to the DDA of the use of the said construction of facilities.

Justification for Contract Modification:

Add replacement of existing 8" watermain and new fire hydrant on Northeast corner of S. Washington Avenue at direction of City staff. Add water service and fire protection line upgrades at 423 S,. Washington and 510 S. Washington. Substitute Heper Rhino lights/poles for Landscape Forms Typology Lights/poles. City will purchase light poles for installation by Contractor per Item No. 102.

- Original contract price prior to this contract modification: **\$2,657,027.00**
- The sum of **(\$323,600.00)** is hereby ~~added~~ deducted to the total contract price.
- The total adjusted contract price to date thereby is **\$2,333,367.00**

Eight (8) additional work days added to completion time for additional watermain work.

This document shall become an amendment to the Contract and all provisions of the contract shall apply hereto.

Accepted By: Warren Contractors & Development Inc.

Nick Cerullo

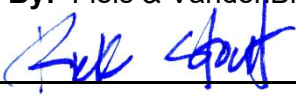
Digitally signed by Nick Cerullo
DN: C=US, E=nick@warrencondev.com, O="Warren
Contractors & Development, Inc.", CN=Nick Cerullo
Date: 2026.04.01 10:34:45-04'00'

Date 4/1/26

Recommended By: DDA Director

Date _____

Prepared By: Fleis & VandenBrink Engineering, Inc.



Date 04.01.26

Attachments: Revised Plan Sheets C-103, C106, C-109, C-112 & C-123 dated 03.26.26
Amended Section 10 – Project Specifications for new pay items No. 100-103



Owner

City of Royal Oak
 203 S Troy Street
 Royal Oak, Michigan 48067

Contractor

Warren Contractors & Development Inc
 14979 Technology Drive
 Shelby Township, MI 48315

The following changes are authorized in accordance with the Contract Documents:

<u>Items</u>	<u>Description</u>	<u>Increase</u>	<u>Decrease</u>
Item 56	Relocate Existing Hydrant and Valve Assembly – deduct - 1 EA @ (\$9,300.00)	-	(\$9,300.00)
Item 99	Sewer Pipe Lead SDR 26, 4-inch or 6-Inch dia. – Add 110 FT @ \$138.00 FT	\$15,180.00	-
Item 100	New Hydrant & Valve Assembly – Add 1 EA @ \$12,600.00/EA	\$12,600.00	-
Net Decrease/Increase to Contract:			\$18,480.00

Justification for Contract Modification:

Add new fire hydrant on Northeast corner of Fifth Street and Center Street and deduct 1 hydrant relocation at direction of City staff. Add additional Sewer Pipe Lead SDR 26, 4-inch or 6-Inch dia. along Fifth Street between sta. 16+00 and 16+50 at direction of City staff.

- Original contract price prior to this contract modification: **\$2,333,367.00**
- The sum of **\$18,480.00** is hereby added/~~deducted~~ to the total contract price.
- The total adjusted contract price to date thereby is \$2,351,847.00

This document shall become an amendment to the Contract and all provisions of the contract shall apply hereto.

Accepted By: Warren Contractors & Development Inc.

_____ Date _____

Recommended By: DDA Director

_____ Date _____

Prepared By: Fleis & VandenBrink Engineering, Inc.

 _____ Date 04.13.26

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Centennial Commons Maintenance
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	April 22, 2026

EXECUTIVE SUMMARY

Centennial Commons since opening in 2021 has become one of the most used public spaces in the downtown. A sponsorship agreement with Henry Ford Health system states “City agrees to keep the Downtown Park in first class condition and repair.” Several years into management of the Commons, there are deferred maintenance issues that have come up needing attention related to the statue, fountain, seating, walkways, furniture, and gaming equipment.

The original maintenance routine included the following regular tasks:

- Clean the park’s restrooms (563 hours, \$17,396)
- Lawn fertilization application (3 applications July to November, \$450)
- 20 flower baskets and watering on Troy and 3rd Street (\$11,323)

Additional maintenance

- Bronze statue maintenance (\$12,000)
- Fountain maintenance (\$2,345 pump)
- IPE seating and stage maintenance
- Festoon lighting
- Ice and snow removal
- Movable furniture
- Games

Date Logged	Project Description	Total Cost
9/18/2025	movable bollards need to be moved back (to avoid vehicle strikes)	0
9/18/2025	splash pad need bigger drain	10,000
9/18/2025	fountain grind granite to bullnose, install skate guards	0
9/18/2025	fountain statue needs coating for patina	18,000
9/18/2025	concrete apron on S Troy for truck egress near library	0
9/18/2025	stage decking cleaning, sealing, and treating	0
9/18/2025	seating features cleaning, sealing, and treating	0
9/18/2025	trees in southeast corner dying	0
9/18/2025	ping pong table needs sign about paddle and ball at library	0
9/18/2025	family style tables damaged, place chairs beside	0
9/18/2025	shut off valve for splash pad move outside of Worry Free enclosure	5,000
9/18/2025	turn off irrigation for events, app to shut off	5,000

9/18/2025	schedule allowing rest of lawn between events	0
9/18/2025	dog house for electric \$7K for install and uninstall (\$14K total)	30,000
4/8/2026	Bronze Statue maintenance	12,000

Bronze statue maintenance

This treatment will be executed on site. An aerial lift (45’ to 60’ reach w/ a two-man bucket) will be used to access all areas of the fountain.

Before any work commences, the sculpture will be visually inspected for any structural problems (nuts, bolts, welds, cracks, cast sections separating, etc.).

The existing condition of the object and the treatment performed will be documented in a written assessment and digital photographic format that will be submitted to the owner at the end of the project. When all preliminary and structural work is completed (if any) the object will be cleaned by dusting it off with compressed air, then rinsed to remove dirt and loose particles from the sculpture’s surface and wash away accumulated debris. The sculpture then will be washed with a non-ionic detergent (Triton X-100), soft bristle brushes, fine 3M pads and medium to high intensity water-wash (750 to 1250 p.s.i.). All existing weep holes will be cleaned out of any accumulated debris.

When dry, two coats of wax will then be carefully applied. Any excessive wax buildup will be removed with the appropriate solvents and any existing patina issues will be corrected. The Sculpture will then be buffed the following morning to highlight and enhance the form and texture of the sculpture. The stainless-steel stars will be buffed and polished. The plaques will be rewaxed and highlighted. The pedestal will be pressured washed only. When the project is completed, we will clean our area and dispose of all debris properly.

Fountain maintenance

New pump is required for cost of \$2,345. The overspray is causing washout around and beneath concrete flags. Need to better contain water within the fountain. Condition is worst in early morning when water pressure is highest and then becomes more manageable later in the day.

IPE seating and stage maintenance

IPE does age similar to cedar, developing a drift wood gray appearance. The best way to keep it looking natural without the graying is as follows:

Cleaning

Clean with a specific use product, Messmers Deck Cleaner, OxiClean, Penofin Pro-Tech Cleaner or Murphy’s Oil Soap Cleaner. For more difficult stains like oil or grease you might need TSP Eco Cleaner. Follow directions and use a soft bristle brush and hose. DO NOT POWER WASH! Power washing can cause lots of damage.

<https://www.messmers.com/messmers-wood-cleaner-and-brightener>

<https://www.penofin.com/wood-stains/pro-tech-wood-cleaner>

<https://www.murphyoilsoap.com/>

Sealing and treating

Make sure the wood is completely dry before this next step. Apply an oil based sealer, Messmers U.V. for Hardwood, or IPE Oil. Follow directions. I would recommend doing a test section to see results and have staff get the hang of the procedure. It should be done annually if desire is to keep it looking new.

<https://www.messmers.com/messmers-uv-plus-for-hardwood-decks>

<https://ipeoil.com/>

Festoon lighting

The current festoon lighting has a milky white plastic bulb as opposed to the more traditional glass bulbs with filament. Recommended to replace with traditional glass bulbs.

Ice and snow removal

In a meeting with the Department of Services on January 7, 2026, DPS Director Kevin Yee and Operations Manager Lee Collick clarified policies and agreed to follow up. A commitment to look into alternative to bulk salt was made to be more friendly for pets and to be less destructive to concrete. The pricing differential follows:

Current Salt

Bulk Rock Salt	\$59.28/ton		6 tons	\$355.00
Employee Cost Including Fringes	\$40.50/hr	x 4 hours	x 2 employees	\$324.00
			Total	\$679.00

Alternative Salt Option

Pet Friendly Mag Chloride	\$30ea 50lb bag	\$1200.00/ton	6 tons	\$7,200.00
Employee Cost Including Fringes	\$40.50/hr	x 4 hours	x 2 employees	\$324.00
			Total	\$7,524.00

Further discussion with the Sustainability Systems Manager Devan Dodge-Frye confirmed benefits of Calcium Magnesium Acetate over Sodium Chloride that is commonly used.

- Sodium Chloride is the most used but contains cyanide as an anti-caking agent that can be toxic to animals and is the most harmful for plants due to its high chloride levels.
- Magnesium Chloride: A good intermediate option, it's less toxic than sodium chloride (rock salt) and calcium chloride, with lower chloride levels, making it safer for plants and pets.
- Calcium Chloride: More effective at lower temperatures and less harmful than rock salt (no cyanide), but still contains chlorides that can harm plants and wildlife
- Calcium Magnesium Acetate : Considered the best choice by many sources, it's biodegradable, less corrosive, and less damaging to plants and concrete than traditional salts, but costs significantly more.

Movable Furniture

There is movable furniture, some that is already set out and others in storage. Each spring the furniture needs to be set out for another season. Any damaged furniture should be discarded.





Games

The ping pong table has routinely been without paddles and balls. Previously the Library helped to manage this. In 2025 the DDA asked Henry Ford Health System to help manage this. Still it has been inconsistent. Additionally, the chess tables are infrequently used as there is not equipment. Other public spaces have found having a “game library” or “game cart” protected from the elements and that may be locked or secured, can ensure that the equipment is present when needed.

Temporary Stage Placement

A temporary stage is being installed for spring and summer programming at Centennial Commons.

A temporary doghouse was installed and deinstalled to provide service for the stage. Each time it was placed and removed cost \$7,000. To avoid these recurring costs a permanent doghouse is being looked into for the site.

Fiscal Impact

BUDGET SUMMARY	
EXPENDITURE REQUIRED	\$12,000
AMOUNT CURRENTLY BUDGETED	\$12,000
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.)*

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.)*

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 vibrant public space will provide a valuable piece of social infrastructure.

2.2. Providing programs and spaces that promote physical and mental health. Centennial Commons provides 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:

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. Centennial Commons provides both a recreation opportunity and open space.

6.3.1 – Quality of Life: Support local small businesses and business retention. Businesses in the neighborhood will benefit from foot traffic generated by people visiting Centennial Commons.

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:

1.2d. 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. Centennial Commons provides 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.

Engagement highlights include:

- November 20, 2019. Agreement with Worry Free to provide maintenance and landscape services to provide hanging flower baskets, daily cleaning of restrooms.
- April 1, 2020. Effective date of start of 10 year sponsorship agreement with Henry Ford Health System to provide \$500,000 for maintenance and development of the park at \$50,000 per year for 10 years.
- November 24, 2020. RFP issued for Centennial Commons project.
- December 4, 2021. Official opening of Centennial commons.
- March 31, 2030. End date of sponsorship agreement with Henry Ford Health System.

PROPOSED DDA BOARD RESOLUTION:

BE IT RESOLVED, the Downtown Development Authority authorizes the Executive Director to enter into a contract with Venus Bronze Works, Inc., for annual maintenance of the “Star Dream” fountain for an amount not to exceed \$12,000.

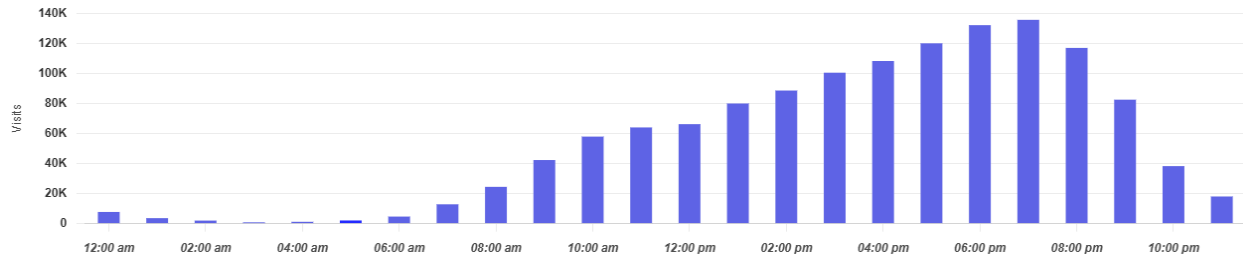
ATTACHMENTS:

Addendum on Centennial Commons Visitation

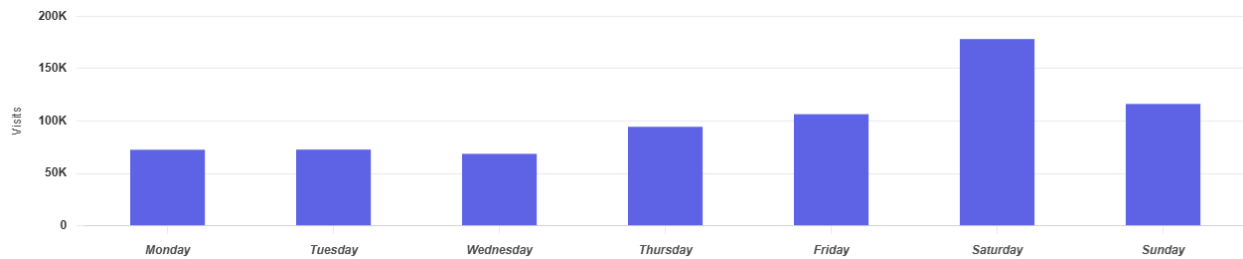
Officially opened on December 4, 2021. We've analyzed visitation from opening through October 20, 2025 through which date complete data is available to review.

Lifetime Visitation from December 4, 2021 to April 3, 2026

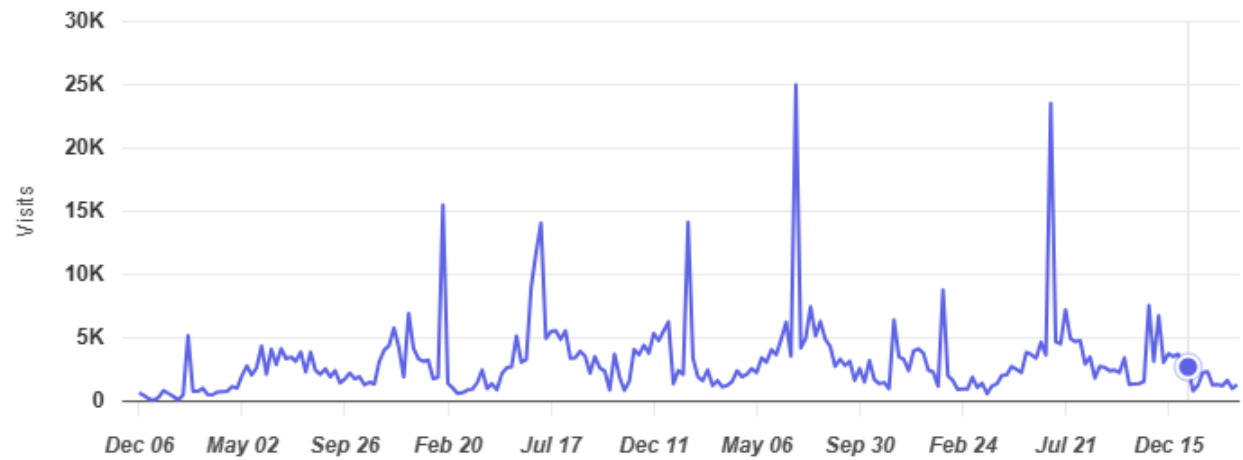
Hourly Visits



Daily Visits



Visits Trend



Top Visitation by Week

Rank	Week of	Visitation	Event
1.	7/1/2024	24958	Taco Fest 2024
2.	6/25/2025	23497	Taco Fest 2025
3.	2/12/2023	15485	
4.	1/29/2024	14137	Winter Blast 2024
5.	7/2/2023	14048	Taco Fest 2023
6.	6/25/2023	11736	Summer Concert Series 2023
7.	6/18/2023	8998	Summer Concert Series 2023
8.	1/22/2025	8776	
9.	11/12/2025	7558	Tree Lighting 2025
10.	7/22/2024	7450	Royal Oak Pride 2024
11.	7/16/2025	7227	Royal Oak Pride 2025
12.	11/26/2025	6749	Royal Oak Tree Lighting 2025
13.	11/18/2024	6424	Royal Oak Tree Lighting 2024
14.	8/5/2024	6302	
15.	1/1/2024	6266	
16.	6/17/2024	6260	
17.	12/3/2022	5792	
18.	8/6/2023	5570	Royal Oak Pride 2023
19.	7/23/2023	5560	
20.	12/24/2023	5542	
21.	7/16/2023	5490	
22.	12/10/2023	5370	
23.	2/12/2022	5198	
24.	7/29/2024	5170	
25.	5/28/2023	5140	
26.	7/9/2023	4962	
27.	7/15/2024	4962	
28.	7/23/2025	4943	
29.	6/10/2024	4909	
30.	8/12/2024	4904	
31.	7/30/2023	4883	
32.	12/17/2023	4793	
33.	8/6/2025	4792	
34.	7/30/2025	4713	
35.	7/2/2025	4695	Taco Fest 2025
36.	6/11/2025	4672	
37.	7/9/2025	4549	
38.	11/26/2023	4423	
39.	11/26/2022	4401	
40.	5/28/2022	4361	
41.	8/19/2024	4327	
42.	12/10/2022	4243	

43.	7/8/2024	4234	
44.	1/1/2023	4168	
45.	6/25/2022	4145	
46.	12/23/2024	4137	
47.	6/11/2022	4106	
48.	11/12/2023	4097	
49.	5/27/2024	4073	
50.	11/19/2022	4039	

Zipcode	City	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
48067	1. Royal Oak	21.487	152327	31622	26.19775
48073	2. Royal Oak	11.607	82287	13398	19.44868
48071	3. Madison Heights	3.37	23888	5119	27.2737
48237	4. Oak Park	2.485	17616	3929	28.70607
48220	5. Ferndale	2.454	17394	4266	32.49543
48072	6. Berkley	1.853	13136	4154	46.24805
48221	7. Detroit	1.808	12820	3407	36.19462
48070	8. Huntington Woods	1.343	9520	1922	25.29613
48076	9. Southfield	1.205	8540	2286	36.55261
48017	10. Clawson	1.165	8262	1551	23.11131
48092	11. Warren	1.055	7477	2098	39.00353
48030	12. Hazel Park	1.027	7278	1446	24.79424
48075	13. Southfield	1.007	7136	1699	31.24885
48009	14. Birmingham	0.959	6796	1297	23.58611
48091	15. Warren	0.898	6364	1255	24.56449
48212	16. Detroit	0.871	6172	1429	30.12861
48219	17. Detroit	0.849	6021	1381	29.76293
48234	18. Detroit	0.746	5286	658	14.2178
48235	19. Detroit	0.718	5089	1701	50.20661
48203	20. Detroit	0.709	5029	794	18.74852

Centennial Commons Annual Visitation (2021-2025)

2021 - Purple

2022 - Red

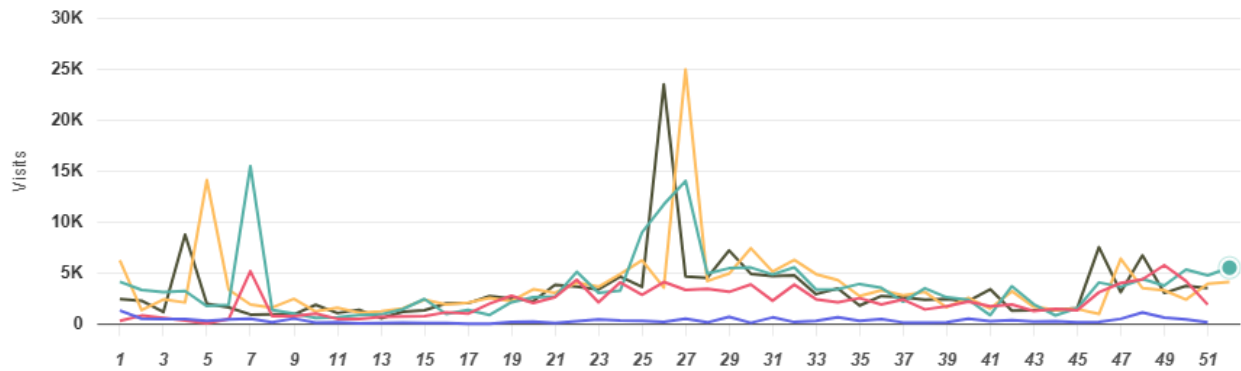
2023 - Green

2024 - Yellow

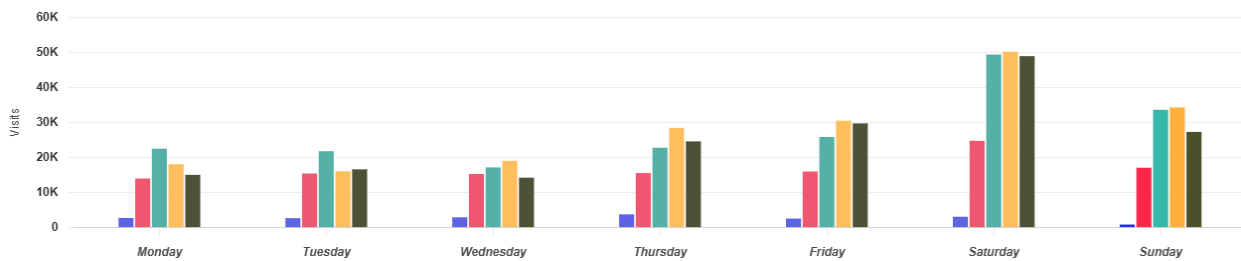
2025 - Black

Metrics	2021	2022	2023	2024	2025
Visits	18,684	118,044	192,985	196,470	176,342
Visits / sq ft	0.19	1.18	1.93	1.96	1.76
Size - sq ft	100072.1	100072.1	100072.1	100072.1	100072.1
Visitors	12150	69123	126321	128578	123159
Visit Frequency	1.54	1.71	1.53	1.53	1.43
Avg. Dwell Time	44	50	48	46	48
Panel Visits	331	2517	4368	5273	5670
Visits YoY	-83.90%	531.80%	63.50%	1.80%	-10.20%
Visits Yo2Y	-93.00%	1.60%	932.90%	66.40%	-8.60%
Visits Yo3Y	-91.80%	-55.50%	66.10%	951.60%	49.40%

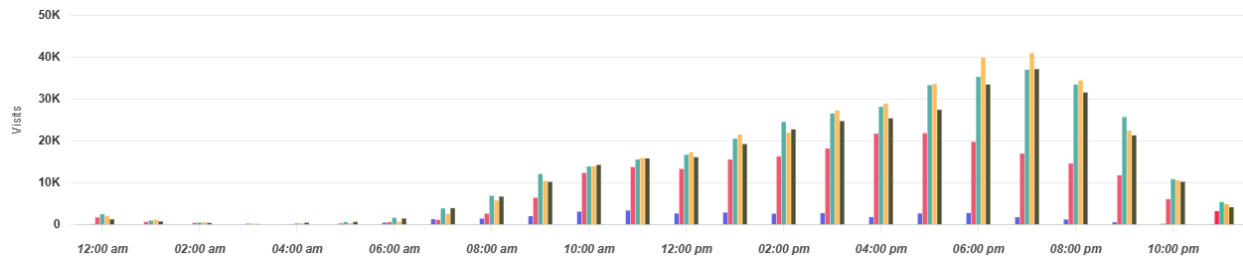
Visits Trend Weekly (2021-2025)



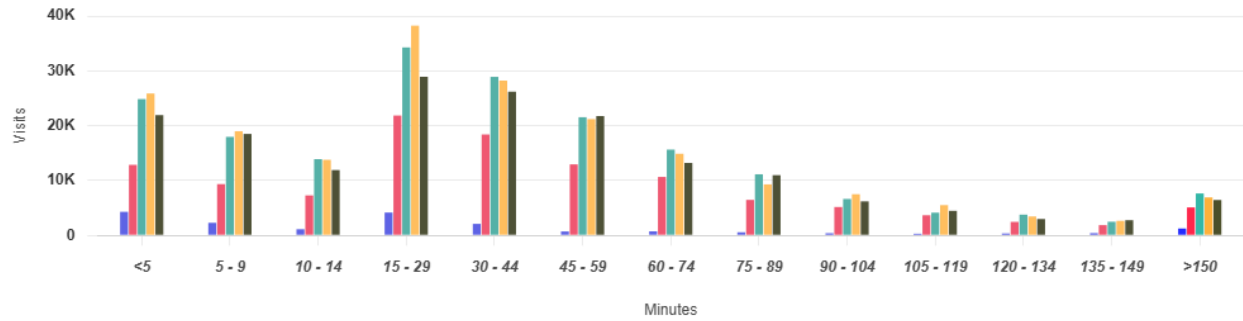
Daily Visits (2021-2025)



Hourly Visits (2021-2025)

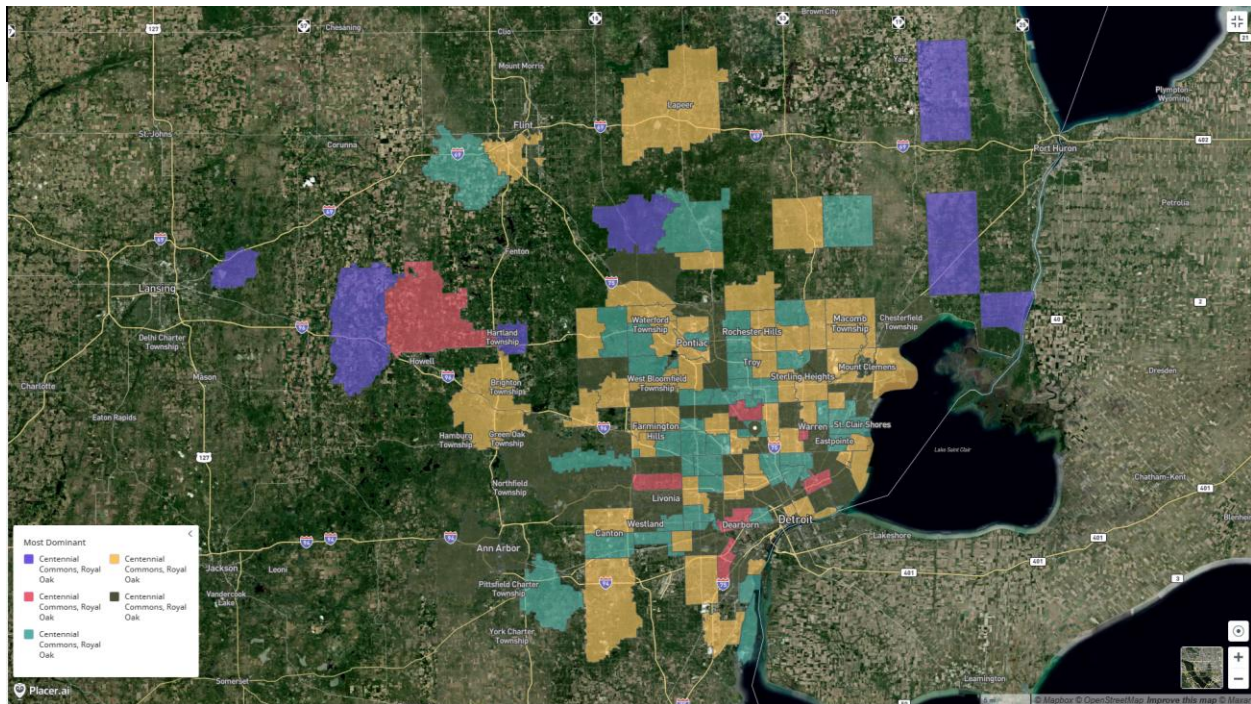


Visit Duration (2021-2025)



Visitation by Zip Code by Calendar Year (2021-2025)

Colors highlighted are peak visitation year for that zip code.



Zipcode	City	2021	2022	2023	2024	2025
48067	1. Royal Oak	3837	25382	43670	41837	35398
48073	2. Royal Oak	2765	22897	20514	18671	17865
48071	3. Madison Heights	500	2874	7323	7326	5692

48220	4. Ferndale	444	4408	3374	4181	4774
48237	5. Oak Park	379	2945	4017	5522	4509
48072	6. Berkley	72	2002	2415	3886	4281
48221	7. Detroit	91	870	3565	4753	3045
48092	8. Warren	89	756	1913	2125	2326
48076	9. Southfield	64	1048	2392	2543	2167
48070	10. Huntington Woods	197	1909	2794	2415	2045
48235	11. Detroit	212	440	676	1745	2026
48030	12. Hazel Park	152	985	2107	2334	1643
48075	13. Southfield		1121	2226	1863	1632
48219	14. Detroit		475	2358	1565	1622
48009	15. Birmingham	25	631	2178	2015	1613
48089	16. Warren	60	173	1226	1422	1505
48212	17. Detroit		1152	1873	1384	1482
48322	18. West Bloomfield	57	636	1260	1443	1453
48091	19. Warren	58	806	1868	2209	1336
48326	20. Auburn Hills	71	595	896	925	1329
48025	21. Beverly Hills	127	852	1145	1040	1291
48017	22. Clawson	86	1741	2468	2353	1242
48310	23. Sterling Heights	65	497	1086	1268	1205
48307	24. Rochester Hills	51	573	911	1346	1182
48224	25. Detroit	122	133	730	1027	1155
48038	26. Clinton Township		435	1280	1426	1153
48203	27. Detroit		425	1940	1335	1077
48085	28. Troy	51	409	1289	1429	1074
48304	29. Bloomfield Hills	39	734	1001	1060	1064
48066	30. Roseville	43	670	1498	982	1062
48234	31. Detroit	140	1028	1638	1578	1041
48202	32. Detroit	110	374	810	780	1034
48302	33. Bloomfield Hills	59	738	1168	1268	1031
48034	34. Southfield	81	445	1333	1306	1000
48214	35. Detroit			22	509	911
48021	36. Eastpointe	170	737	1303	1225	896
48093	37. Warren		496	1088	1537	883
48035	38. Clinton Township	190	88	696	504	876
48098	39. Troy		791	1411	1167	850
48088	40. Warren		689	1507	571	844

Comparison with Other Downtown Parks

Purple – Centennial Commons, Royal Oak

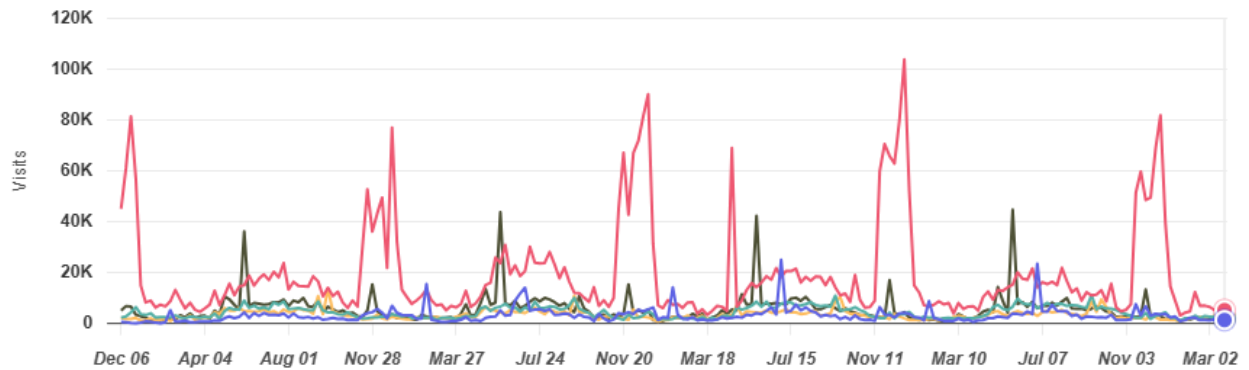
Red – Campus Martius Park, Detroit

Green – Riley Park, Farmington

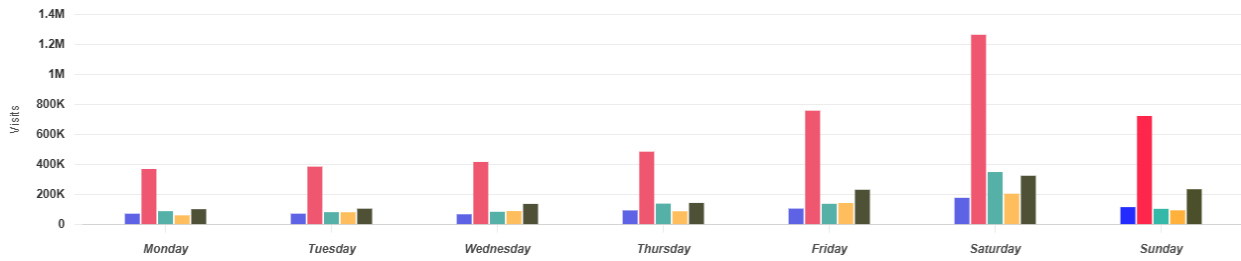
Yellow – Clarkston MI Depot Park, Clarkston

Black – Shain Park, Birmingham

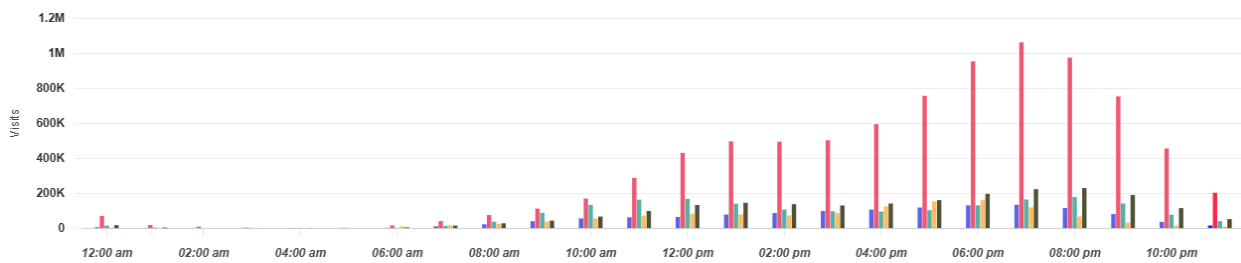
Visits Trend – Weekly (2021-2026)

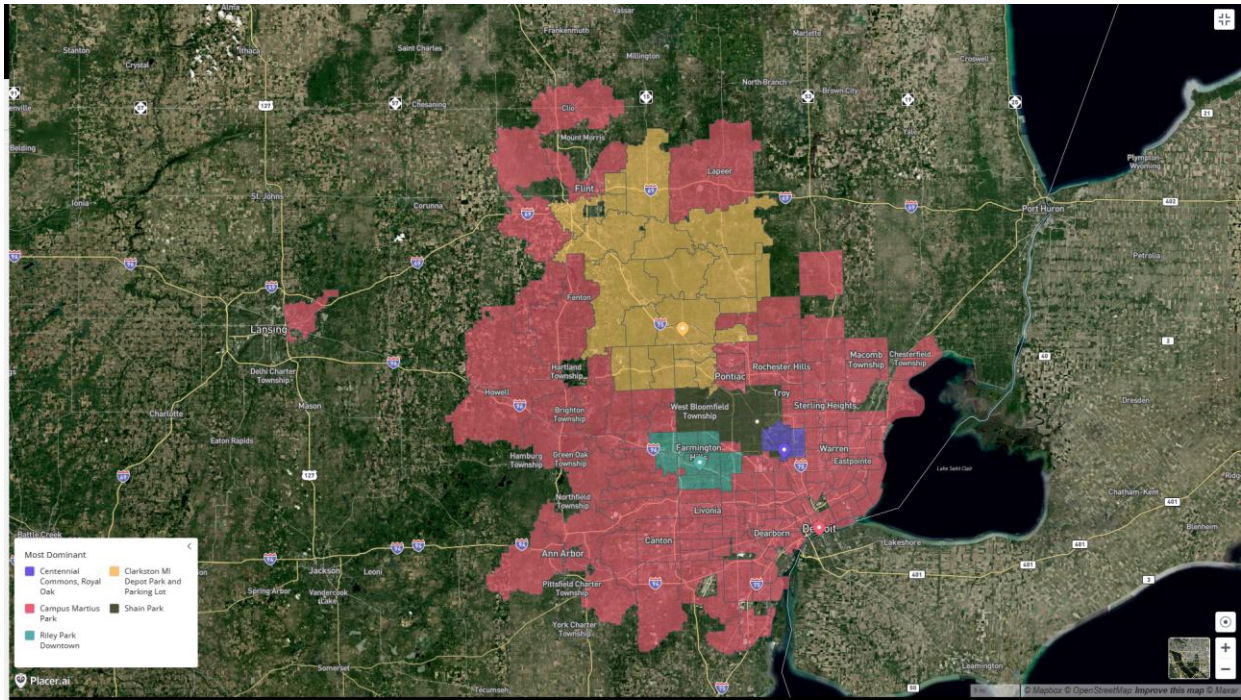


Daily Visits



Hourly Visits







VENUS BRONZE WORKS, INC.
CENTER FOR CONSERVATION
18612 Champaign Rd.
Allen Park, MI 48101
(313) 808-3195
(586)519-4661

City Of Royal Oak

Royal Oak Public Services

Attn: Lee Collick/Operations Manager

1600 N. Campbell Rd.

Royal Oak MI 48067

Date: March 26th, 2026

RE: Cost Estimate for the annual maintenance of the "Star Dream" fountain.

Dear Mr. Collick,

We are honored for the opportunity to provide you this cost estimate, for the conservation/maintenance treatment of such an important artistic fountain in our city of Royal Oak. The "Star Dream" was created by world renowned artist Marshall M. Fredericks.

We are all very fortunate that you and your department monitor the condition and provide care for these art objects in your collection. These works of art are valuable ties to our past and positive statements about our present and future.

Venus Bronze Works, Inc. is a member of **(AIC)**, the **American Institute for Conservation of Historic and Artistic Works**. Our Chief Conservator is a *Professional Associate* of the Institution. Most all of our personnel have been members of **AIC** since 1984. All of our treatments are proposed and executed in accordance with **AIC's: Code of Ethics and Guidelines for Practice**.

RE: Cost Estimate for the "Star Dream" Fountain annual maintenance.

Date: 03/26/26

Page: 2 of 3

Scope of Services

This treatment will be executed on site. An aerial lift (45' to 60' reach w/ a two-man bucket) will be used to access all areas of the fountain. Before any work commences, the sculpture will be visually inspected for any structural problems (nuts, bolts, welds, cracks, cast sections separating, etc.).

The existing condition of the object and the treatment performed will be documented in a written assessment and digital photographic format that will be submitted to the owner at the end of the project. When all preliminary and structural work is completed (if any) the object will be cleaned by dusting it off with compressed air, then rinsed to remove dirt and loose particles from the sculpture's surface and wash away accumulated debris. The sculpture then will be washed with a non-ionic detergent (Triton X-100), soft bristle brushes, fine 3M pads and medium to high intensity water-wash (750 to 1250 p.s.i.). All existing weep holes will be cleaned out of any accumulated debris.

When dry, two coats of wax will then be carefully applied. Any excessive wax buildup will be removed with the appropriate solvents and any existing patina issues will be corrected. The Sculpture will then be buffed the following morning to highlight and enhance the form and texture of the sculpture. The stainless-steel stars will be buffed and polished. The plaques will be rewaxed and highlighted. The pedestal will be pressured washed only. When the project is completed, we will clean our area and dispose of all debris properly.

Schedule

We will be ready to commence this project within one week upon approval of the cost estimate and mobilization payment. We anticipate approximately one to two weeks for its completion (weather permitting).

RE: Cost Estimate for the "Star Dream" Fountain annual maintenance.

Date: 03/26/26

Page: 3 of 3

Client's Responsibilities and Coordination

We will need the owner's representative to be easily available for all the decisions that may be needed for this project. Authorization to park the aerial lift (overnight) as near as possible to the object. A working water outlet/specked will be needed throughout the project.

Insurance

Venus Bronze Works maintains liability and workman's compensation insurance as required for most construction and Art Conservation projects.

Cost for Services

Venus Bronze Works Inc. will provide all labor, materials, equipment, and professional services as described in our **Scope of Services**, with the amount of...**\$12,000.00**. A mobilization payment of **\$4,000.00** is required. The balance will be invoiced upon completion of the project.

We at VBW appreciate the opportunity to assist you, in your continuous effort to care for your great collection.

if you have any questions, suggestions, or comments, or wish to discuss any aspect of this proposed Cost Estimate. Please contact us at 313-808-3195 or my partner Marissa Blake at 586-519-4661, Email: mzblake.96@gmail.com

We look forward to working with you on this and future projects.

Respectfully,

Venus Bronze Works, Inc.

Giorgio Gikas



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 NNN 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 Crosswell – (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 General Inquiries: (248) 356-8000 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 level: 3,544sf Rent: \$33.50/SF/YR NNN 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 + Electric 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 (+ utilities) 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 NNN 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: \$6.05/SF/YR #110: \$5.79/SF/YR #130: \$6.10/SF/YR #270: \$8.00/SF/YR (+ electric) 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: Contact for details. 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>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</p> <p>Square Footage: 3,769sf</p> <p>Lease Price: Withheld</p>	<p>Primary Leasing Contacts: Keystone Commercial Real Estate Kathleen Garmo (248) 406-1761 kgarmo@keystonecres.com</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 Square Footage: Ste 205: 552 Ste 208: 722sf Ste 224: 850sf Ste 300: 2,169sf Rent (SF/YR): Ste 205: \$24.00 Ste 208: \$23.00 Ste 224: \$23.00 Ste 300: \$22.00 (All MG) 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 Square Footage: Suite 120: 3,000 Suite 180: 1,700 Rent: \$25.00/SF/YR MG 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 Square Footage: 2,900sf Rent: \$15.00/SF/YR NNN 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 + Utilities 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 NNN 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: \$30.000/SF/YR NNN Build Year: 1910</p>	<p>Primary Leasing Contacts: NAI Farbman - (248) 353 0500</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>



Properties For Lease

Photograph	Address, Sqft, Cost, Misc	Contact Info
	<p>Potential Upcoming: 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>
	<p>Retail with turnkey salon buildout available; loft-style offices.</p> <p>Address: 301-303 W Fourth St, Royal Oak, MI 48067 Square Footage: First Floor Retail Space - Ste 100: 5,600sf Ste 300: 7,100-15,000sf Ste 450: 1,550sf Ste 450: 1,550sf Ste LL65: 200 Rent: LL65 & Ste 300: \$26.00/SF/YR MG Ste 100: \$26.00 NNN Ste 450: \$25.00 MG Ste 490: \$28.00 MG Build Year: 1929, Reno 2015</p>	<p>Primary Leasing Contacts: Atesian Properties Ara Atesian - (248) 362-2870</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: 400 S Main St, Royal Oak, MI 48067 Square Footage: 15,000sf 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 Square Footage: 15,000sf Sale Price: \$2,750,000 Build Year: 1939, Renovated 2005 Website: https://cpix.net/listings/20e12cc4-419-s-main-st/</p>	<p>Brokers: Peter Vanderkaay – (248) 321-7415 pvanderkaay@signatureassociate.com</p> <p>Marvin Petrous – (248) 505-4400 mpetrous@signatureassociates.com</p>
	<p>Fully stabilized, multi-tenant mixed-use investment opportunity in the heart of Downtown Royal Oak, one of Metro Detroit's most vibrant and walkable urban districts.</p> <p>Address: 106-110 S Main St Royal Oak, MI 48067 Square Footage: 10,832 SF Sale Price: \$3,500,000 Build Year: 1925, Renovated 2002 Website: https://cpix.net/listings/20e12cc4-419-s-main-st/</p>	<p>Brokers: Newmark Daniel Canvasser (248) 231-7556 General Inquiries: (248) 350-9500</p>

DOWNTOWN DEVELOPMENT AUTHORITY AGENDA ITEM

TITLE	Executive Director Report
PRESENTER	Isaac Kremer, Executive Director
MEETING DATE	April 22, 2026

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

- What We Have Worked on in the Last Month
 1. Improved site signage is in on Fifth Street Pedestrian Plaza project.
 2. Attended Main Street Oakland County Summit in Pontiac with Julia, Jen Brown, and Isaac.
 3. Julia coordinated SBA visit and meeting with local businesses, connecting with resources.
 4. Interviewed and prepared proposal to bring forward for DDA Intern this summer – providing much needed support for staff.
 5. Kickoff meeting with social media contractor. Posts began first week of April.
 6. Attended Sergeant Promotion Ceremony for Josh Little along with other city officials.
 7. Julia and Isaac attended the State of Chamber event. Heard updates including many references to DDA projects.
 8. Business retention and recruitment fund went live and five applications received.
 9. Lender match event on Apr 21 at Bamboo.
 10. Need Board member on Sun, Apr 26 for visit of American Planning Assoc.

- 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: