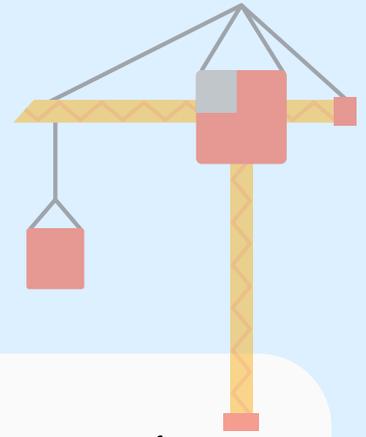


BERKLEY DDA

Retro Feel. Metro Appeal.

SEPTEMBER 2020 DDA UPDATE



WAYFINDING SIGNS

During the September meeting, Toledo Signs was approved as the fabricator for this long awaited project. Phase 1 of signs will be installed by December 2020.

FACADE GRANTS

Some downtown businesses are getting a face lift!

- Fresh Collective Kitchen & Market/VITRINE
- Articipate
- Amici's Kitchen and Living Room
- Pinspiration

NEWLY ELECTED DDA OFFICERS

- Chair: Andy Gilbert
- Vice Chair: Andrew Agbay
- Treasurer: Mitchell Moses

If you see them around town, please thank them for their dedication to Downtown Berkley.

BERKLEY PLAZA PROJECT

At the August meeting, the agreement for the Berkley Plaza was approved. This project is underway, and a timeline will be published soon. The DDA, City, and School District are excited about this partnership. Learn more at downtownberkeley.com

COMMITTEE UPDATE

Our dedicated volunteers are hard at work!

- **Business Development:** Available property report and opening a business flowchart
- **Marketing:** Pop-up Concerts, Fall Ladies Night Out Shopping Event, and prepping for MerriMonth
- **Organization:** At-Large Board Member recommendation and DDA officers nomination
- **Design:** Facade grant applications for various downtown businesses

BERKLEY DDA

Retro Feel. Metro Appeal.

SEPTEMBER 2020 DDA UPDATE



ADVERTISING UPDATE

Radio ads, print advertisements in local newspapers, and digital ads are all helping to drive people into Downtown Berkley to support our small businesses.



12 MILE CONSTRUCTION UPDATE

On August 31, traffic shifted from the north side of 12 Mile Rd to the south side. Project completion date is mid-October (weather permitting).

Looking forward to a brand new road!

DDA AND CHAMBER COLLABORATION

Both the Chamber and DDA are working together to help support our business community:

- Chamber vs. DDA educational video and collateral pieces
- Cohesive social media strategy to drive more awareness to our businesses



NEW BUSINESS ALERT

We are pleased to welcome the following new businesses to Berkley:

1. Fresh Collective Kitchen & Market (next to VITRINE Gallery)
2. Pinspiration (formerly Ashley's Grooming and the Vanity Room)

Blue and white snowflake lights will adorn both 12 Mile Rd. and Coolidge Hwy. again this holiday season

UPCOMING DDA EVENTS

- **September 25:** Pop-up Concert Series, 7 - 8:30 pm, green space between Odd Fellow's Antiques & Clark's Ice Cream
- **October 15 and October 16:** Citywide Halloween Ladies Night Out, 5 - 9 pm