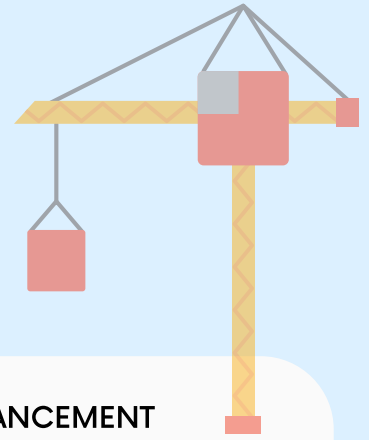


# BERKLEY DDA

Retro Feel. Metro Appeal.

DECEMBER 20 / JANUARY 21 DDA UPDATE



## ADVERTISING UPDATE

Digital ads, social media promotions, and news releases will start to ramp up to help drive people into Downtown Berkley. The DDA did approve to hire a company to help with a brand refresh and advertising campaign for this year.

## FACADE & PARKING LOT ENHANCEMENT

Attention Business and Property Owners: did you know the DDA has a grant for exterior facades and parking lot enhancements? We recently updated the application, and you can go to [downtownberkley.com](http://downtownberkley.com) to learn more.

## WELCOME STUDENT BOARD MEMBERS

Extending a big welcome to:

- Ailya Siddiqia
- Garrett Wyatt

We are looking forward to their help with downtown projects and initiatives.

## GATEWAY WEST

Also known as West 12 Mile, the DDA has approved a budget and will be forming a sub-committee to formulate a plan for beautification efforts. If you're interested in being on that committee, please contact Brian at Zalman's Treasures.

## COMMITTEE UPDATE

Our dedicated volunteers are hard at work!

- **Business Development:** Recruiting businesses to become part of virtual Downtown Berkley Main Street, powered by ShopLoyal
- **Marketing:** Hosting various fun & safe events and promotions to support Downtown Berkley businesses
- **Organization:** Updating by-laws, drafting plan for the DDA's non-profit, and working on budget
- **Design:** Formulating plan for DIA mural and drafting a plan for business outreach for DDA programs

# BERKLEY DDA

## Retro Feel. Metro Appeal.

DECEMBER 2020 DDA UPDATE



### OAKLAND COUNTY RESTAURANT RELIEF PROGRAM

In early December 2020, Oakland County Executive Dave Coulter announced the \$10 million Oakland Together Restaurant Relief Program, which will provide economic support to bars, restaurants and cafes that have been impacted by the COVID-19 pandemic.

The City, Chamber, and DDA are working together on this initiative to provide specific support for our restaurants, bars, and cafes.

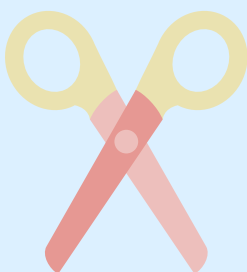
The DDA is also looking for continued ways to support ALL of our businesses in the DDA district. If you have an idea, please email [marketing@downtownberkeley.com](mailto:marketing@downtownberkeley.com)



### NEW BUSINESS ALERT

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

1. American Made Barber Shop



### DDA EVENTS AND PROMOTIONS

Our 21 Days of Berkley Promo was such a success that we're doing another one! **March into Berkley Promotion will occur from March 15 to April 2.**

Our famous Ladies Nights events are happening again this year! Save the Date for our first 2021 event - **Ladies Night Out: Take Me Out To Berkley - April 1 and April 2.**