



Contact Information

Rochester DDA

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About the DDA

What is the Rochester Downtown Development Authority?

The Rochester Downtown Development Authority (DDA) was established in 1982 to enhance the quality of life for the City of Rochester residents through revitalization of the downtown district.

The DDA utilizes the Main Street Four-Point Approach, a guiding set of principles for downtown management as set forth by the National Main Street Center, a division of the National Trust for Historic Preservation. The Four-Point Approach includes Design, Organization, Promotions and Economic Restructuring. The DDA has standing committees assigned to execute the tasks of each of the four points. The DDA recently created a fifth standing committee – the Green City Committee, which addresses incorporation of green

principles in all programs of the DDA. Downtown Rochester is a member of Main Street Oakland County, the first county-wide Main Street program in the country.

The DDA Board of Directors includes business owners, property owners, residents and liaison members from the City Council, Chamber of Commerce, Rochester Community Schools and Oakland University.

The DDA Staff consists of an Executive Director, Marketing Coordinator, Events Coordinator and Business Development Assistant.

The DDA is funded through Tax-Increment Financing (TIF). This means that taxes paid within the DDA District are re-invested in the district annually.

New Streetscape?

DDA Committees

Committees include members of the DDA Board, business owners, property owners and residents. These volunteers are the backbone of the DDA and provide the hard work and support that continues to keep our program at the forefront of downtown development.

Each committee has a Work Plan that is approved annually by the DDA Board and is used as the guide for the committee’s direction. Tasks are assigned to individuals and to the committee as a whole to encourage ownership of the program.

Site Development (Design)

Enhances the physical appearance of the downtown, encouraging new construction, revitalization of existing buildings and long-term development planning.

Current Projects:

- Downtown Wayfinding Program
- Alley Improvement Plan
- Revitalization of Depot Plaza Park
- Establish Downtown Entrance to Municipal Park
- Planning for Main Street Reconstruction (2012)

Organization

Raises awareness of DDA programs to stakeholders, businesses and residents; recruits volunteers for all DDA committees and events.

Current Projects:

- *Downtown* Newsletter
- Social Media Initiatives
- Volunteer Development
- Building Community Relationships
- Advocacy for DDA Projects



Business Development (Economic Restructuring)

Strengthens the district’s existing economic base while identifying emerging sectors and opportunities for new development; active business retention program.

Current Projects:

- Bi-Annual Downtown Property Tour
- Monthly Business Recruitment Visits
- “Golden Door” Secret Shopper Program
- Rochester Business Assistance Teams (RBAT)
- Speaker Series/Merchant Forums

New Streetscape?

Promotions

Markets and promotes the downtown’s assets to the Metro Detroit area and beyond through special events, promotions and overall awareness. The Promotions Committee is funded through a PSD (Principal Shopping District) Assessment, a self-imposed assessment funded by the property owners and businesses.



Current Projects:

- The Big, Bright Light Show Expansion
- Re-Imagining of DDA Website – www.DowntownRochesterMI.com
- Annual Image Campaign
- In Town Magazine
- Community Partnerships Through DDA Events

Green City Committee

To inspire the community to invest in its future through the adoption of green initiatives; to instill a sense of pride by establishing Rochester as a leader in the green movement.



Current Projects:

- New Business Recycling Program
- Expansion of Bike Rack Program
- Monthly “Green” Program at Farmers’ Market
- Outreach to Local Schools
- Earth Day Expo 2010

How Can You Be Involved?

If you are interested in volunteering, please contact Nancy Voges at 248/656-0060. Whether you want to give an hour, a day or join a committee, there are always opportunities to work with the DDA.

DDA Mission Statement

To maximize the economic development potential of Downtown Rochester for the benefit of the community by maintaining an on going, comprehensive downtown management program with broad-based community involvement, seeking reuse of historic and architecturally significant buildings whenever possible, respecting the natural environment, and by preserving downtown’s overall unique historical character.

Downtown Rochester DDA Map

