



## Business Assistance

The Northville Downtown Development Authority (DDA) offers several business incentives and services to aid existing and prospective businesses.

### ■ Retail Market Study

The DDA contracted with the nationally recognized firm, Gibbs Planning Group, to complete its Retail Market Study for Downtown Northville. The 2005 study has detailed information that includes retail expenditures for various business segments, demographic trends, and recommendations for sustainable retail opportunities.

### ■ Marketing Plan

A marketing plan for Downtown Northville was developed and put into action on July 16, 2007. Downtown Northville's "timeless . . . with a twist" logo and brand is one of the many goals attained from the new Marketing Plan, which is available on the DDA web site.

The Northville DDA contracts with a graphic designer to create and coordinate marketing campaigns and advertisements for events in Downtown Northville, as well as a public relations coordinator to promote the campaigns and events taking place throughout the year.

### ■ Business Assistance Program

The Business Assistance Program, which began in 2008, is funded through DDA Tax Increment Financing. Fifty-fifty matching grants are periodically offered for Commercial Improvement and Technical Assistance.

Commercial Improvement Grants enable property or business owners to make exterior physical improvements, including signage, awnings, painting, and other building improvements through the grant process. Technical Assistance Grants enable business owners to utilize professional resources to aid in marketing their business, develop websites, etc. Additional information about the program's offerings is available on the DDA web site.

### ■ DDA Web Site

The DDA maintains an up-to-date web site which promotes the individual businesses located within the DDA boundaries, as well as downtown events held throughout the year. The web site is a complimentary service provided to businesses within the DDA.

In addition to the DDA web site, we are continuing our initiative with social utility network marketing. Our presence on sites such as Facebook and LinkedIn allow us to further promote Downtown Northville by connecting and reconnecting with Northville residents, visitors, merchants, and organizations that are part of the on-line community and want to come together and support everything Downtown Northville has to offer. The DDA also encourages business owners to join us on these social utility networks and to also establish on-line presence and identity for their individual business.

### ■ DDA Newsletter – "Northville Times"

Downtown Northville's electronic newsletter – "Northville Times" – is sent bi-monthly to a growing subscriber list consisting of community members. The newsletter features upcoming events taking place in the downtown, as well as news and highlights about Downtown Northville and its businesses.

For more information on these and other services, please contact the Northville Downtown Development Authority.

Northville Downtown Development Authority  
 215 W. Main Street  
 Northville, MI 48167  
 (248) 349-0345  
 loriwarddda@comcast.net

