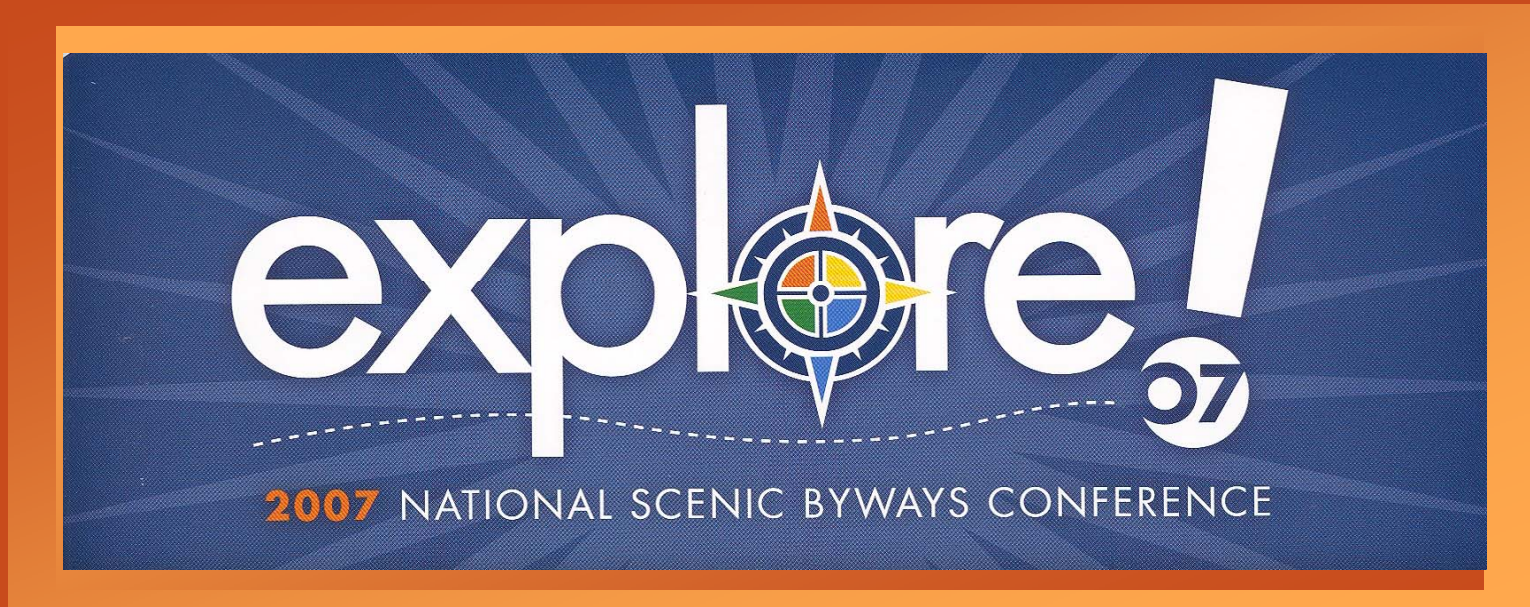


Developing Partnerships for Your Byway



Accomplishing your Goals with Help



Woodward Avenue a case study

A little about the byway. . .

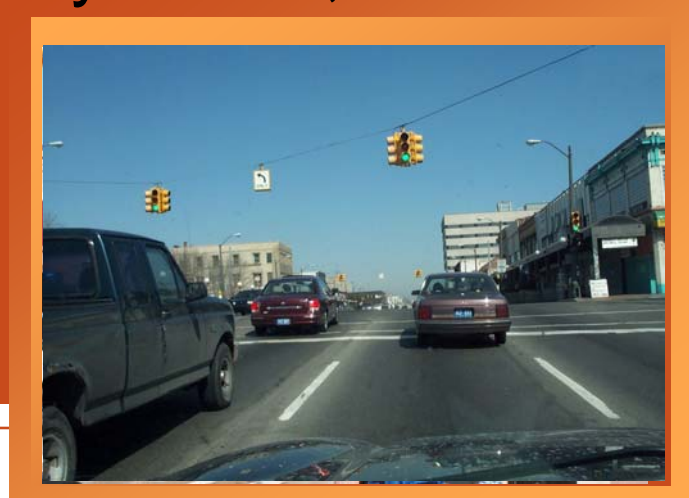
27-Mile Urban Byway
Detroit River to a loop terminus in Pontiac



- 2 counties, 10 cities, 1 township and 3 not-for-profit development corporations
- All dues paying members of the 501 (c) (3) Woodward Avenue Action Association – the byway management organization



- 140,000 live on the byway or in neighborhoods abutting the byway
- Average home value \$181,372
- Total of 30 historic districts
- Pedestrian friendly downtowns: Detroit, Highland Park, Ferndale, Royal Oak, Birmingham and Pontiac
- Up to 70,000 cars per day



- 150 Annual Events
- 50 Attractions/Venues
- 250 Registered Historic Sites
- 7 National Landmarks
- National Heritage Area
- Home to Tigers, Wings and Lions



Our Byway story is one of the Automobile and Music



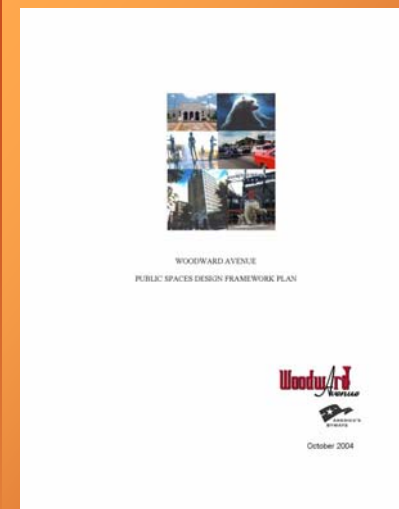
4 examples of Woodward's partnerships

- Crosswalk Improvements
- Merchandise
- Tributes
- Hands Along Woodward



Crosswalks and Public Space Improvements

- WA3 developed the Public Space Framework Plan and Vision.
- The plan indicated what elements needed to be the same along the byway and what elements could express unique personality of the community or district.
- The WA3 and all the local municipalities adopted the Plan.



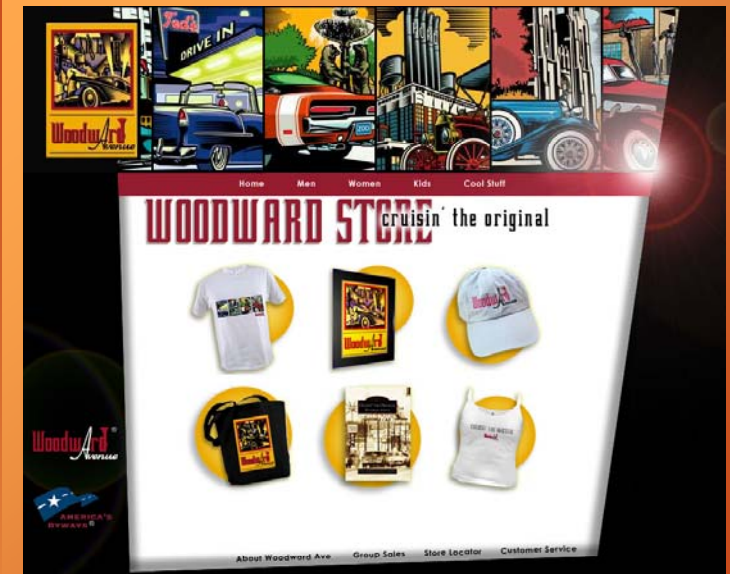


Partnership benefits

- WA3 applied for and received byway grant
- WA3's goal to advance to implementation the Framework Plan and crosswalks
- One district not for profit and one a municipality are advancing two crosswalk projects.
- Berkley and Midtown are providing the match to the grant and additional project funding.

Merchandising

- The WA3 wanted to promote the byway brand and was looking for a sustainable income source.
- A line of merchandise was created and an on-line store was created.
- The approach is to expand beyond the web store and incorporate custom group sales and opportunities to purchase wholesale and sell retail.



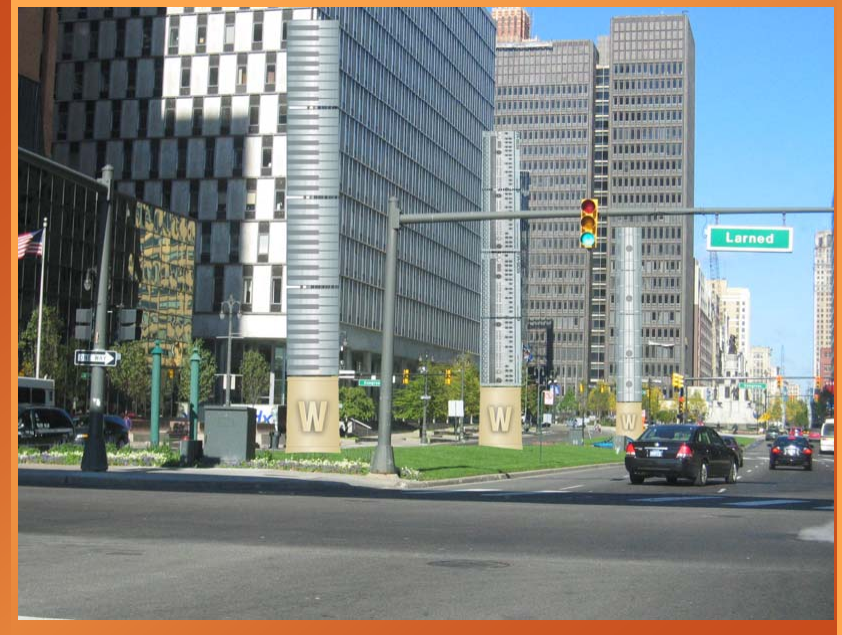


Partnership benefit

- Comerica Bank is placing an \$8,000 order for T-shirts, coffee cups and tote bags. New account members will receive this promotional gift.
- Comerica benefits as they align their bank with the byway and national treasure.
- WA3 benefits as the brand increases in public awareness and from proceeds of the sale.

Woodward Tributes

- WA3 has developed a Woodward Tribute Program.
- 30' iconic Totems which display a graphic image representative of the byways intrinsic qualities.
- 27 Totems in all with an audio component to tell the story
- Program installation costs are \$3.5 million



- Grant funding is available to install 2 Totems
- First Tribute is to be fabricated and installed this year in Ferndale with their contribution of Engineering Services
- WA3 is in discussion with both WOMC and Palace Sports & Entertainment to help fund the Tributes as a bonus when selling their advertising

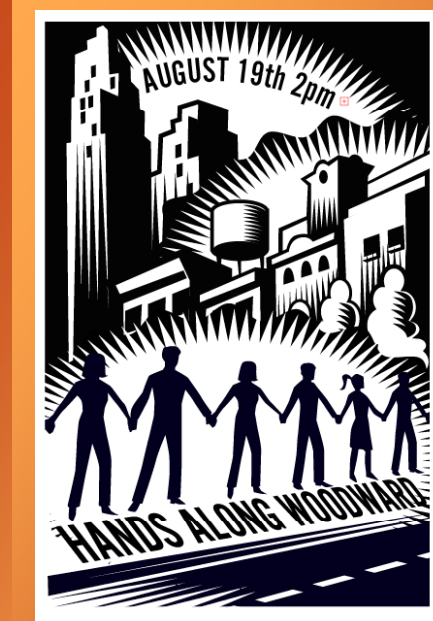


Partnership benefit

- Place Sports & Entertainment and WOMC are aligning themselves with the byway and national treasure.
- Place Sports & Entertainment and WOMC can sell an “exclusive” sales package which includes a Tribute associated with their client.
- WA3 benefits as the funding for the Tributes is realized and this new attraction is implemented bring visibility to the byway with the ability to tell the byway story with art and without having to get out of your automobile.
- Ferndale gets the first Tribute with the promotion and recognition.

Hands Along Woodward Avenue

- 2007 is Woodward Avenue's 200th birthday
- Hands Along Woodward - cross-community event stretching along the 27 miles of Woodward Avenue from the Detroit River to the city of Pontiac and involving 45,000 people forming a human chain symbolizing a region of strength, heritage, diversity and pride.
- Approached Gleaner's Food Bank as a partner – this event caps a 30-day food drive. Participants bring can food to participate.
- Woodward Businesses volunteer as food drop-off sites.

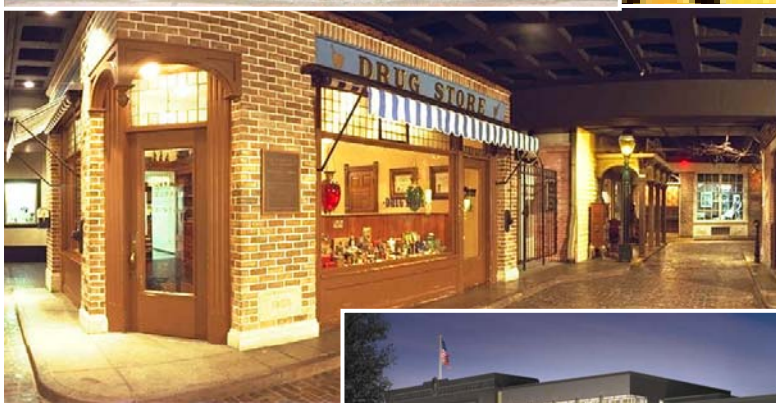


Partnership benefit

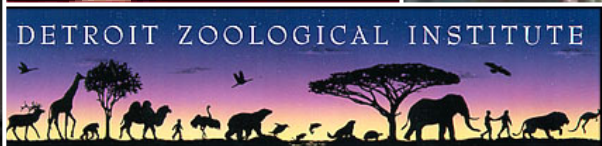
- Gleaners aligns themselves with the byway and national treasure.
- The Byway aligns with an organization benefiting those most in need.
- Gleaners and other food banks fill their cupboards and benefit those in need.
- Woodward Avenue and the byway received visibility and promotion – record setting event.

Lessons Learned

- Just because there doesn't seem to be a relationship between your efforts and another party don't assume there can't be a successful partnership.
- Think outside the box.
- Just because you want to see it done - - - doesn't mean you have to do it.
- If regulations cause you to be inflexible – partner with a flexible organization or form a arm that is flexible.
- Promote and recognize your partners.
- Small or limited staff is the very reason to establish partnerships.
- Think of what value you can bring to another organization.



Woodward Avenue



Woodward Avenue



**AMERICA'S
BYWAYS**