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FOR IMMEDIATE RELEASE

Royal Oak Downtown Development Authority Establishes Business Recovery Programs, Dedicates \$2 Million to Help Local Small Businesses

Royal Oak, Mich., April 15, 2020 — The [Royal Oak Downtown Development Authority](#) voted to establish a \$2 million business recovery program aimed at providing aid to small businesses within the Royal Oak Downtown Development District affected by the coronavirus outbreak and related executive orders and emergency declarations. The DDA approved the resolution at its April 15th meeting, which was held virtually. The program will be funded from the DDA's fund balance.

Following this approval, the DDA staff will quickly develop programs that will have a significant impact on relief and recovery for small businesses. Chief among these are programs intended to provide financial relief for business owners, a buy-local program for residents and marketing campaigns, targeted towards patrons, welcoming them back to Downtown Royal Oak. Businesses that will be able to apply for the financial assistance include: Bars, restaurants, cafes, salons, retail establishments and entertainment venues.

"This is one of the most impactful projects that the DDA has ever implemented," said Sean Kammer, downtown manager. "I envision several programs coming out of this decision, notably a program to provide financial assistance to downtown businesses who are struggling to stay afloat."

The programs will be independent of efforts from other levels of government such as the recent Oakland County Small Business Stabilization Grant, the SBA's Paycheck Protection Program and Economic Injury Disaster Loan.

These initiatives are being solely funded from the DDA's own funds. The DDA received funds from the sale of a large parcel of land at Woodward and Interstate 696 to a development firm, who are presently constructing a residential development known as The Griffin. In addition, other developments in the downtown, such as the Henry Ford development, the Hyatt Place Hotel, the Etkin development have contributed to an increase in tax revenues to the DDA.

"We are in a unique position to do something major for our downtown businesses," added Kammer. "We are extremely grateful that this was approved, and we are able to support our community in a time of crisis. The increase in developments in Downtown Royal Oak has made this possible."



The programs are currently under development. Business owners can receive regular updates on the programs and when they can submit an application by signing up for the Downtown mailing list at downtownroyaloak.org.

About the Royal Oak DDA

The Downtown Development Authority's (DDA) mission is to promote economic growth and revitalization in Downtown Royal Oak. The DDA will accomplish this mission by improving and maintaining a solid and user-friendly infrastructure, marketing Downtown Royal Oak to consumers and businesses, and encouraging preservation of Royal Oak's downtown. By fulfilling this mission, and DDA will enhance not only downtown, but the entire City of Royal Oak.

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