

**WE ARE
GREEKTOWN**

2020 ANNUAL REPORT



**GREEKTOWN
NEIGHBORHOOD
PARTNERSHIP**



GNP STAFF AND BOARD MEMBERS

2020 STAFF

Melanie Markowicz, *Executive Director*
DeJuan Rogers, *Neighborhood Services Assistant*

2020 BOARD OF DIRECTORS

Athina Papas, *Board Chair and President*
Tasso Teftsis, *Board Vice President*
Christos Moisesides, *Board Vice President and Treasurer (Treasurer August – December)*
Mark Miller, *Board Treasurer (January – August)*
Octaveious Miles, *Board Secretary (Secretary February – December)*
Tony Piraino, *Board Secretary (January – February)*
Marvin Beatty, *Board Member (February – December)*
Eileen Iannone, *Board Member (November – December)*

COMMITTEES

2020 GREEKTOWN FRAMEWORK STEERING COMMITTEE

Joseph Aubrey, *Park Rite*
Nick Aubrey, *Park Rite*
Marvin Beatty, *Greektown Casino-Hotel*
Cayla Chamberlin, *Rocket Community Fund*
David Cowan, *Downtown Detroit Partnership (August – December)*
Spero Dionisopoulos, *Golden Fleece Restaurant, Exodos Rooftop, Bakalikon*
Yanni Dionisopoulos, *Golden Fleece Restaurant, Exodos Rooftop, Bakalikon*
John Drake, *Greektown Casino-Hotel*
Maria Gatzaros, *Fishbones Rhythm Kitchen Café, 400 Monroe Associates*
Vince Keenan, *City of Detroit*
Shellie Lewis, *Old Shillelagh*
Melanie Markowicz, *GNP*
Hannah Mae Merton, *Rock Ventures*
Octaveious Miles, *GNP, Greektown Casino-Hotel*
Mark Miller, *GNP, Bedrock Detroit, JACK Entertainment (January – August)*
Christos Moisesides, *GNP, Fishbones Rhythm Kitchen Café, 400 Monroe Associates*
T Morris, *Bedrock Detroit*
Tom Paparaptis, *Cronus Communications*
Athina Papas, *GNP, Atheneum Suite Hotel, Pegasus Taverna*
Jim Papas, *Helicon Holdings*
Tony Piraino, *GNP, Firebird Tavern*
John Sivills, *City of Detroit*
Tasso Teftsis, *GNP, Astoria Pastry Shop, Red Smoke Barbeque*
Alana Tucker, *Downtown Detroit Partnership (January – May)*

2020 GREEKTOWN EVENTS COMMITTEE

Marvin Beatty, *Greektown Casino-Hotel*
Ryan Bufalini, *Greektown Casino-Hotel*
Ian Davis, *Old Shillelagh*
Alexa Graham, *Old Shillelagh*
Christina Hapipis, *The Greek, Level Two*
Monique Lazaros, *Old Shillelagh*
Vivian Lee, *Greektown Casino-Hotel*
Shellie Lewis, *Old Shillelagh*
Melanie Markowicz, *GNP*
Octaveious Miles, *GNP, Greektown Casino-Hotel*
Mark Miller, *GNP, Bedrock Detroit, JACK Entertainment (January – August)*
Christos Moisesides, *GNP, Fishbones Rhythm Kitchen Café, 400 Monroe Associates*
Jason Oziem, *Greektown Casino-Hotel*
Athina Papas, *GNP, Atheneum Suite Hotel, Pegasus Taverna*
Tony Piraino, *GNP, Firebird Tavern*
Tasso Teftsis, *GNP, Astoria Pastry Shop, Red Smoke Barbeque*

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NEIGHBORHOOD
PARTNERSHIP

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PHOTO CREDITS

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LETTER FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

2020 was unparalleled in terms of challenges, with the global pandemic affecting every aspect of life and business. Greektown too was deeply impacted. This past year was one of loss and grief, but also one of renewed hope, perseverance, and ingenuity. Greektown, no stranger to tough times, forged ahead, proactively planning for the future and reinventing itself as the state of business changed almost daily.

Greektown Neighborhood Partnership spearheaded the COVID-19 response in the neighborhood, partnering with city officials and agencies, other nonprofits and community development organizations, and responding to the needs of our business community. Many took the opportunity during closure to update and renovate their businesses. Our neighborhood came together when it mattered most. Our successes in reopening and staying open belong to all. We are proud of our Greektown community!

2020 underscored the importance of public spaces and the quality of the public realm and we are proud to welcome Detroiters and visitors back to enjoy downtown in celebration. While we shifted priorities and focused on small business resources and support, we also continued to move forward on the implementation of the *Greektown Neighborhood Framework Vision*. Charged with implementing our community's vision for the future, Greektown Neighborhood Partnership is launching a number of initiatives related to public space, vertical

development, programming and events, arts, culture, heritage, and mobility.

We are working on the next phase of development for the first public space in the district, the Plaza at Gratiot and Randolph, which will connect Greektown to the wider downtown core and drive pedestrian traffic into the heart of the neighborhood. Planning and design are soon to be finalized through a robust community engagement and design process, setting the stage for the project to be funded and shovels to be put in the ground. Greektown Neighborhood Partnership also continued to engage with partners and stakeholders to prepare and coordinate several massive development projects in and around the district, including the Exchange residential tower development, I-375 Improvement Project, and the Detroit Center for Innovation, while also addressing outdated zoning to support future economic investment. We also worked diligently to improve the district through landscaping, holiday décor and activations, and charting an actionable path for improved streetscapes.

2020 set the stage for significant neighborhood scale development, connectivity, and economic growth in the years to come. Faced with unprecedented challenges, the community proved that when we work together, there's nothing that is not possible. We are excited and look forward to a healthy and successful 2021!



Athina Papas
Board Chair and President



Melanie A. Markowicz
Executive Director



greektown is the eastern gateway to downtown and encompasses the community bounded by randolph to the west, gratiot to the north, i-375 to the east, and lafayette street to the south.

STRATEGIC DIRECTION

Mission

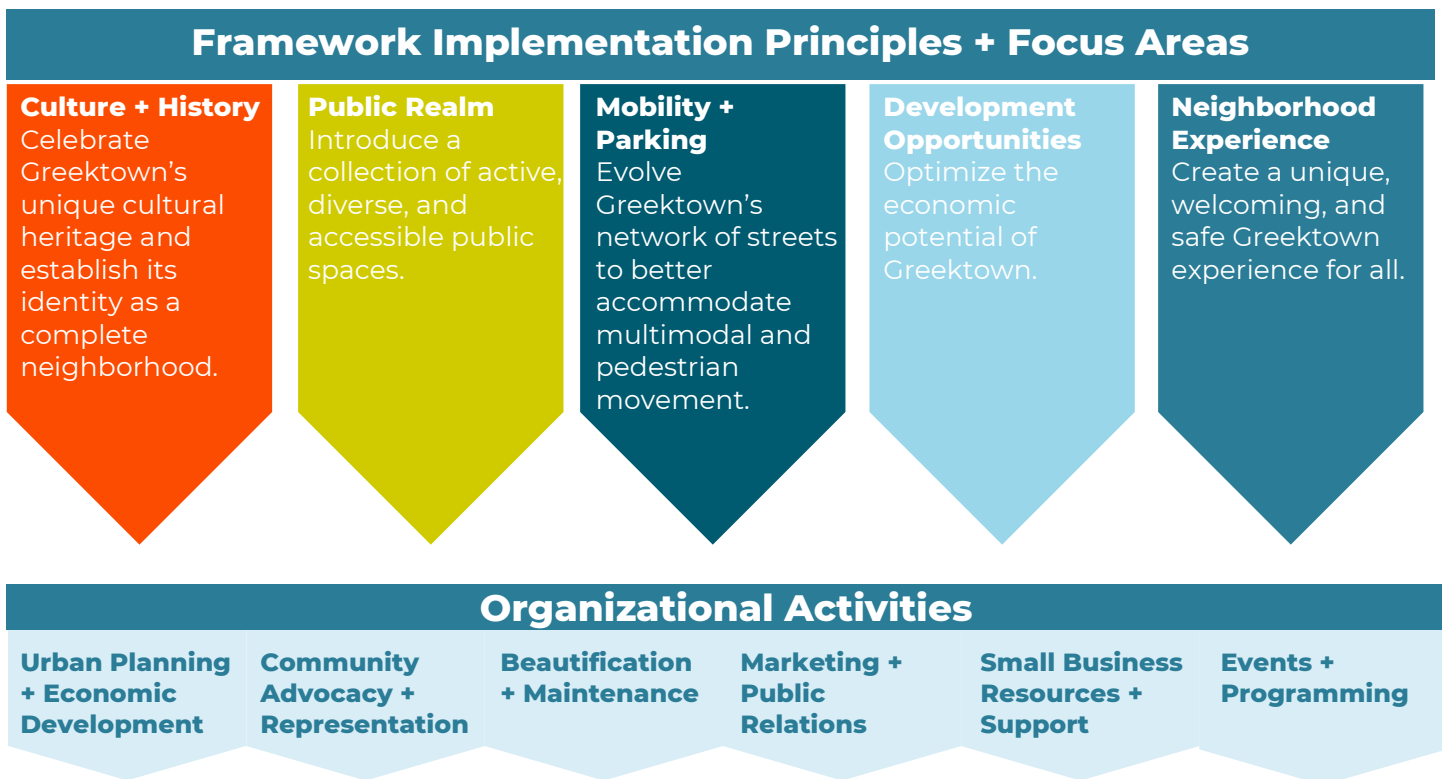
Greektown Neighborhood Partnership is a nonprofit organization dedicated to the long-term economic and cultural vibrancy of Greektown. Through partnerships, we advance the equitable development of the district through community and economic development programs, all while celebrating our cultural roots.

Vision

Historic Greektown is a beautiful, safe, and exciting mixed-use district that is welcoming to all.

Greektown Neighborhood Framework Vision

The *Greektown Neighborhood Framework Vision* is a privately funded and community-led urban planning initiative, created in close coordination with downtown stakeholders. The Greektown Neighborhood Partnership is charged with implementing this strategic vision for the future. The purpose of the Framework Vision is to unite the neighborhood, city leaders and planners, private developers, and other stakeholders behind a common vision for the future of Greektown. The creation and implementation of the Framework Vision, along with the expanded focus of the Greektown Neighborhood Partnership, ensures thoughtful development and transformation in the neighborhood. The Framework is the official City of Detroit Neighborhood Plan. Our organizational activities focus on the below project implementation principles and focus areas.



Community Development Approach

The development of public space creates community. Greektown proudly maintains a culturally and ethnically diverse patronage and development legacy that caters to people of all types of backgrounds. As the downtown landscape has changed dramatically in recent years, Greektown remains one of the few places that feels authentically welcoming to Detroiters. Greektown Neighborhood Partnership seeks to amplify the neighborhood's diverse history and culture in design, programming, and public art to create spaces that welcome everyone. Our community development approach focuses on community-led design, seeking to tap into groups which typically do not take part in community engagement. Fundamental to this process is rethinking equity, inclusion, and prevailing narratives. Development must be balanced with a sense of belonging and ownership.

TREASURER'S REPORT + 2020 FUNDRAISING

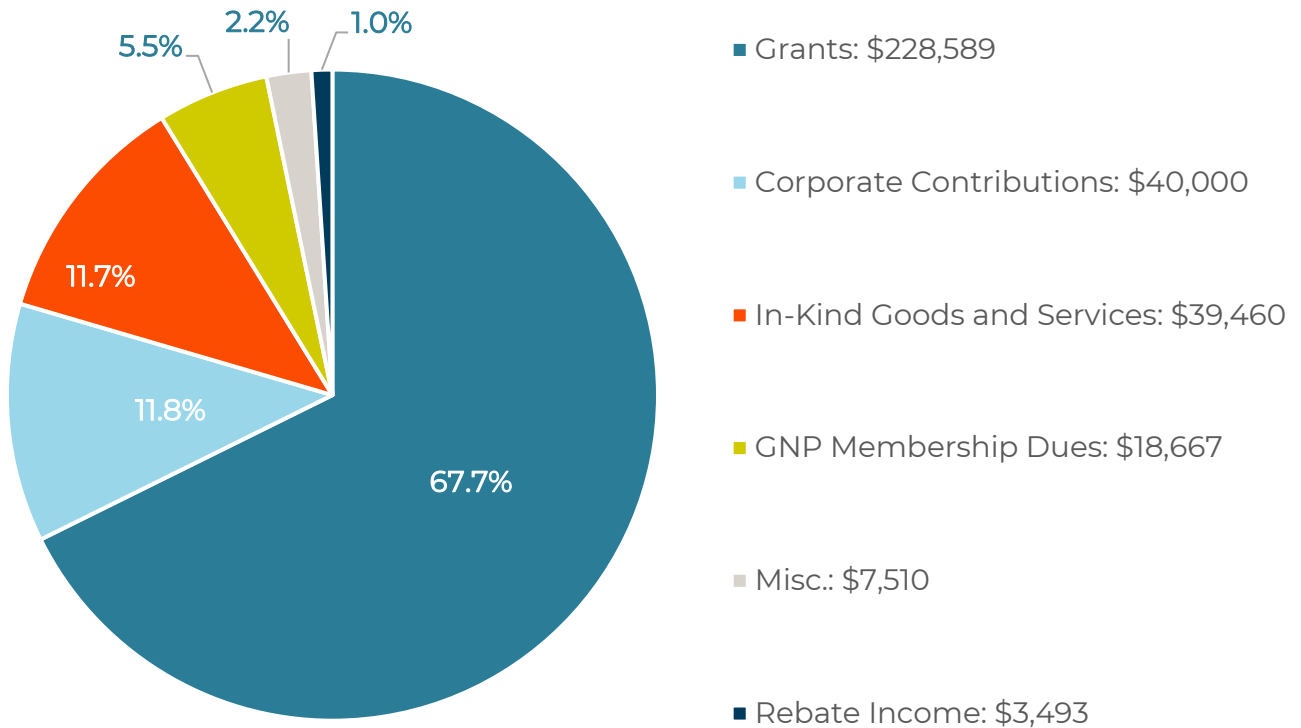
Thanks to the tireless efforts and support of GNP staff, board members, committees, volunteers, members, donors, and sponsors, GNP had a successful 2020. Our programming expanded and fundraising focused on supporting the next stage in the organization's growth and implementation of the *Greektown Neighborhood Framework Vision*.

Revenue earned through grants and corporate contributions made up the bulk of annual funding sources at approximately 90% of total actual revenue for the year. This includes the very generous support from Rocket Community Fund, Greektown Casino-

Hotel, Community Foundation for Southeast Michigan, PepsiCo., and various grants associated with the COVID-19 response. A special thanks to our partners for their in-kind contributions to Greektown including the Downtown Detroit Partnership, Bedrock Detroit, Rocket Community Fund, 400 Monroe Associates, Atheneum Suite Hotel, Helicon Holdings, and Astoria Pastry Shop.

We are grateful for our expanding network for their commitment to GNP's mission and work and look forward to 2021.

THE TOTAL VAUE OF FINANCIAL SUPPORT RECEIVED DURING CALENDAR YEAR 2020 WAS **\$337,719** COMPRISING:





MEMBERSHIP PROGRAM

Greektown Neighborhood Partnership is proud of our active and engaged Membership that work together for the betterment of the Greektown community. Our members are businesses, organizations, and individual partners that support and promote Greektown. The Membership Program offers individuals, businesses, and organizations with interest in the district a range of community services and benefits and strengthens the commitment of our community to the long-term economic and cultural vibrancy of Greektown. Membership Meetings are held monthly to discuss neighborhood concerns, priorities, and initiatives with special guest speakers and topics. In 2020, meetings focused on the response to COVID-19, small business resources, safety and security, capital improvements and design in the district, among others. Special guest speakers included representatives from the City of Detroit Mayor's Office, Department of Public Works, Planning and Development Department, Health Department, Detroit Police Department, Detroit Economic Growth Corporation, Downtown Detroit Partnership, and Detroit Metro Convention and Visitors Bureau.

2020 MEMBERS

Astoria Pastry Shop
Atheneum Suite Hotel
Bakalikon
Bedrock Detroit
Cronus Communications
The Exchange
Exodos Rooftop
Firebird Tavern
Fishbones Rhythm Kitchen Cafe
Golden Fleece Restaurant
The Greek
Greektown Casino-Hotel
Level Two Rooftop & Bar
Monroe St. Steakhouse
Old St. Mary's Catholic Church
Park Rite
Pegasus Taverna
PizzaPapalis
Red Smoke Barbeque
Second Baptist Church of Detroit



COVID-19 RESPONSE

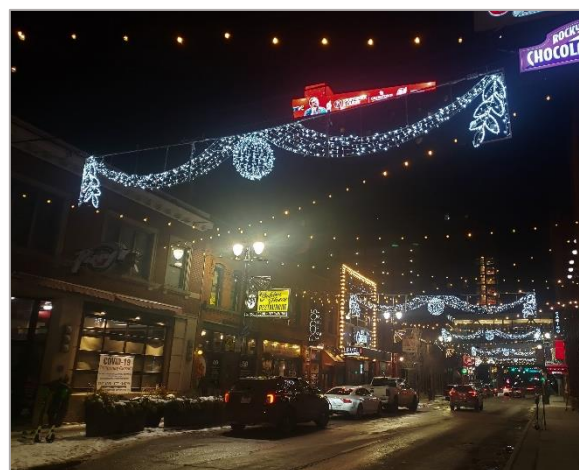
Greektown has been deeply affected by the impacts of COVID-19 and the Greektown Neighborhood Partnership took a leading role in supporting businesses, property owners, and the public during this challenging time. Since the onset of the pandemic, GNP has provided the community up-to-date and curated COVID-19 information and resources, interpreting the Governor's Executive Orders, and those coming from the Michigan Department of Health and Human Resources, Wayne County and City of Detroit Health Departments. We also connected businesses with employment and financial resources opportunities. Quickly adapting to hosting virtual community meetings, we provided technical assistance and special topic programming with guest speakers representing the City of Detroit Mayor's Office, Detroit Police Department, Department of Public Health, Department of Public Works, Planning and Development Department, Detroit Economic Growth Corporation, Downtown Detroit Partnership, and others. One-on-one assistance was also provided. We are also a Detroit Means Business Trusted Partner.



We also spearheaded specific programming and assistance to aid during the pandemic. GNP had Restaurant Carry-out Zones erected for all restaurant owners in the Greektown district that desired them. We worked with restaurant and bar owners district-wide, identifying opportunities for each business to have expanded outdoor cafes. As part of this effort, GNP explored the potential of a special al fresco zone to be located on Monroe Street between St. Antoine and Beaubien Streets. Greektown Neighborhood Partnership created and installed public signage in the district to reinforce social distancing and mask wearing. In partnership with the City of Detroit, we instituted weekend evening street closures over the warm months to provide more room for social distancing and crowd control mitigation. These closures included a partial alleyway closure and intermittent closures of streets during peak times. We were in constant contact with the City to determine approaches to mitigate issues in the public realm. We instituted increased policing and controls around congregation in surface parking lots, open intox, and loitering. We also piloted a scooter geofencing program in certain high volume areas at peak times for safety measure. This geofencing pilot has expanded to include the majority of the Downtown Detroit Partnership's parks and targeted geofencing at the Detroit Riverwalk.

NEIGHBORHOOD BEAUTIFICATION AND MAINTENANCE

Greektown Neighborhood Partnership coordinates beautification and maintenance in the district working closely with the Downtown Detroit Partnership, City of Detroit, and property and business owners. In 2020, we installed 21 hanging planter baskets throughout the district, cleaned and filled planter beds, replaced missing and dead trees, and seasonally pruned. We removed the Monroe Boardwalk for repair and reinstallation. Working with the Downtown Detroit Business Improvement Zone, we designed and installed new holiday trellises across the entire length of Monroe Street. The Plaza at Gratiot and Randolph also had a holiday lighting installation. We also upgraded and repaired Monroe's string lights. We continued to work with the BIZ Ambassador Program for daily cleanup services.



COMMUNITY ADVOCACY + REPRESENTATION

advocacy supports existing business and creates a healthy climate for economic growth and development.

Greektown Neighborhood Partnership advocates for the community through partnership and engagement, publicly representing the neighborhood. We attend governmental and organizational meetings, serve on committees, and directly facilitate conversations with public and private leaders in the community to ensure that Greektown's interests are served and considered.

We actively work with the City of Detroit, Detroit Economic Growth Corporation, Michigan Economic Development Corporation, Detroit Police Department, Downtown Detroit Partnership, and others to ensure the long-term economic and cultural vibrancy of the district. Greektown Neighborhood Partnership works with business owners large and small and connects resources to help businesses navigate the complex array of incentives and programs available.

GNP is a proud member of the Detroit Regional Chamber and have a special arrangement with the Detroit Metro Convention & Visitors Bureau that provides benefits to all GNP Membership.

Detroit Means Business Trusted Partner

GNP serves as a Detroit Means Business Trusted Partner, aiding in the response to COVID-19 through a communication network in partnership with the City of Detroit.

I-375 Improvement Project Advisory Committee

GNP serves on the Advisory Committee for this massive public infrastructure project and is actively working with MDOT and the City of Detroit to plan for the program, from design to construction. This project and construction mitigation will be a focal point for the Greektown neighborhood in the coming years.

Safety and Security Committee and CompStat for the Central Business District

This committee is a joint partnership between the Detroit Police Department and Downtown Detroit Partnership, and includes major downtown Detroit institutions and organizations. GNP proudly participates on this committee, representing the Greektown neighborhood. This group of safety professionals meets monthly to review and analyze crime trends to coordinate responses in an ongoing effort to keep Downtown safe.

Downtown Detroit Partnership Traffic and Parking Committee

Actively serving on this Committee, GNP helps to ensure that events, traffic, and parking concerns are addressed in this governmental forum.

Downtown Detroit Partnership and Downtown Detroit Business Improvement Zone (BIZ)

In 2020 we focused on each of DDP's programs to ensure that our district is truly getting the most out of each and every benefit. DDP delivers services of hospitality, cleaning, supplemental lighting and security, parks maintenance, urban planning and business outreach to benefit Downtown patrons. The financial contributions of Downtown property owners, including Greektown, through a special assessment enable the BIZ to serve the Downtown community in these important ways. We successfully advocated for Greektown representation on the Board of Directors.



DEVELOPMENT COORDINATION

Rezoning

In 2020, Greektown Neighborhood Partnership began the process of rezoning the Greektown district parcels to align with our vision for the future and to remove barriers to new development in the district. The current zoning in Greektown and Bricktown has long been out of sync with the City Master Plan and the future of our district as we have laid out in the *Greektown Neighborhood Framework Vision*. There are several parcels that are zoned B6, B4, PD, and SD5 that may no longer make sense. A zoning classification of B5 is proposed as more appropriate for current and future land use and encourages the type of development we would like to see moving forward. Working with the City Planning Commission staff, we identified parcels needing rezoning, conducted outreach with property owners, and held a community engagement meeting prior to bringing forward to public hearing for Commission and Council consideration in 2021.

The Exchange

A new residential development is underway in Greektown called The Exchange. Taking direct cues from the *Framework*, the development provides a residential component in our neighborhood. The project is a 16-story, 166,742 SF tower with 165 units including 12 condos and 153 apartment residences, achieving 20% affordable units. The first floor has opportunities for retail and office tenants, currently available for lease. Greektown Neighborhood Partnership has been working



closely with the Exchange developer and their team to ensure that design and integration with the Greektown neighborhood is achieved in ways that positively impact the community and improve quality of life in our district and downtown. In 2020, we held several community engagement meetings, stakeholder meetings, and presented in support of the development to attain city and incentive approvals. The development is breaking ground in 2021.

Detroit Center for Innovation

Greektown Neighborhood Partnership has been working on community engagement needs and strategies with the City and the developer of the forthcoming Detroit Center for Innovation slated for Greektown's northern parcels. The development will be anchored by a world-class new \$300 million, 190,000 square-foot research and education center operated by U-M. Programs for 1,000 graduate and senior-level undergraduate students will focus on high-tech research, education, and innovation, with the goal of supporting the economic development of Detroit and the state with a pipeline of talent. The Center will also include incubator and startup services, collaboration space for established companies, residential units, a hotel and conference center and event space. As this new development takes shape, GNP is actively involved in the forthcoming community engagement process and coordinating a cohesive design strategy for Greektown's streets and public spaces throughout the district.



Plaza as envisioned in the Framework, 2019.

PLAZA AT GRATIOT AND RANDOLPH

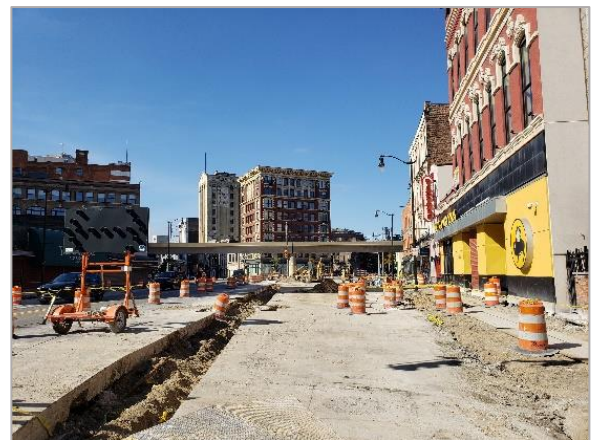
As imagined in the *Framework*, the large intersection on Randolph Street between Monroe and Gratiot will transform into a public pedestrian plaza and gateway to Greektown through a phased approach. The Plaza will connect Greektown to the central downtown and complement forthcoming development in the district by creating a pedestrian-friendly setting and supporting existing businesses in the area by driving pedestrian traffic. The Greektown Neighborhood Partnership and partners seek to transform a newly created public space into a multi-functional urban park plaza and gateway to Greektown where Detroiters can socialize, relax, dine, learn, and participate in cultural activities. Elements of the project include universal access, safety, greening, public art, and business and economic development, all while celebrating the district's strong cultural roots. Fundamental to the design and development is cultural heritage and arts interpretation that engages through an exploration of multiple ethnic narratives.

First Phase Construction

Coordinating with the City of Detroit and Department of Public Works, the first phase of this new public space development was completed in October 2019, with the area being brought up to sidewalk level, installation of electrical conduit, and lighting.



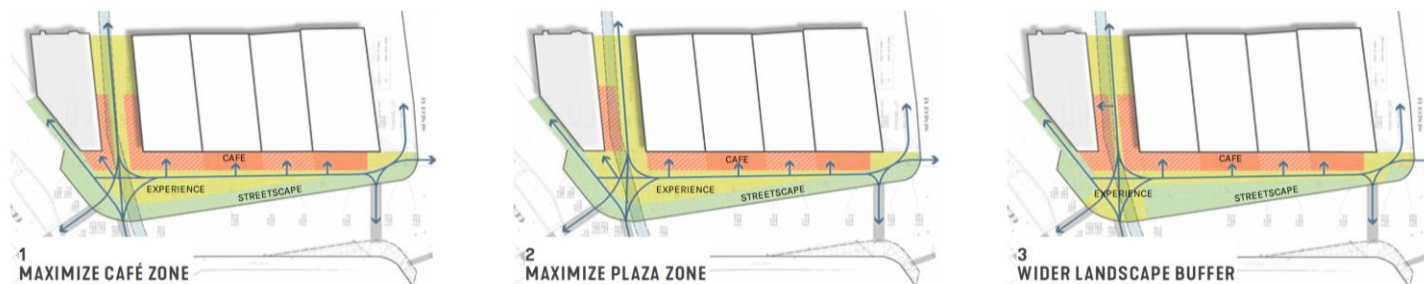
Randolph Street, August 2019.



Plaza during construction, October 2019.

Second Phase Pre-Development Planning + Design

In 2020, Greektown Neighborhood Partnership was awarded a grant to support the development of the Plaza through the Ralph C. Wilson Jr. Legacy Funds for Design and Access of the Community Foundation for Southeast Michigan. Through a highly competitive Request for Proposal process coordinated with project partners, Greektown Neighborhood Partnership hired SmithGroup to complete the plaza's pre-development planning and design services. The goal of the Randolph Plaza Pre-Development Project is to develop a long-term concept plan for the space as an urban pedestrian park plaza and future bicycle route, a gateway to Greektown, neighborhood destination, and an asset for Downtown Detroit. The community engagement and design of the plan for the space is currently underway.



Plaza Planning Circulation and Use Analysis, SmithGroup, December 2020.

Summer 2020 Challenge Detroit Project

The Plaza was also the focus of one of Challenge Detroit's 2020 summer challenge projects. As one of Challenge Detroit's summer nonprofit project partners, Greektown Neighborhood Partnership and the Downtown Detroit Partnership received the time and talent of five Fellows. Fellows used design thinking, project management, and community engagement skills to propel the project forward, directly informing the next phase of development in this new public space.

Summer/Fall 2020 Plaza Intervention

While the design for the Plaza is in process, Greektown Neighborhood Partnership worked with the City of Detroit, Michigan Department of Transportation, Downtown Detroit Partnership, and Rocket Community Fund to install a summer intervention in the space. This intervention's goals were to increase safety and inhibit crowd congregation and assist COVID-19 precautions by installing temporary planters and landscaping to cordon off dead space in the plaza's large hardscape.

We also worked with the City of Detroit, Michigan Department of Transportation, and businesses abutting the plaza to resolve jurisdictional permitting for outdoor cafes installation and operation for the season.



Plaza planter intervention, October 2020.

MARKETING + PUBLIC RELATIONS

marketing and public relations gives a voice to greektown and furthers its economic and cultural vibrancy.

The Greektown Neighborhood Partnership maintains social media channels for the district, and both coordinates and spearheads public relations efforts to promote initiatives, events, businesses, and neighborhood news. In 2020, we led media efforts featuring business reopenings, our community response to COVID-19, and new developments and planning efforts in the Plaza and the Exchange. Articles and television were published in the *Detroit News*, *Detroit Free Press*, *WDIV Click on Detroit*, *WXYZ Detroit*, *DBusiness Magazine*, *Fox2News*, *Crain's Detroit Business*, and *MLive*.



OUR 2020 SUPPORTERS

The Greektown Neighborhood Partnership takes this opportunity to express its appreciation to those contributing to our success. Many donors have been supporting GNP for years; others are new. We thank you all!

What follows is a list of our 2020 supporters who made monetary contributions post-marked, hand-delivered to GNP office or staff, or time stamped by fax, email, or on-line payment between January 1 and December 31, 2020. Every effort has been made to ensure that all donor listings are accurate. If there are omissions or errors, we sincerely apologize and will note a correction in next year's annual report. This list does not include regular Membership dues or in-kind donations.

\$50,000 or More:

- Rocket Community Fund
- Greektown Casino-Hotel
- Community Foundation for Southeast Michigan

\$10,000 – \$49,999:

- PepsiCo
- Wayne County
- Michigan Economic Development Corporation
- Small Business Administration

\$5,000 - \$9,999:

- Fabiano Brothers



**G R E E K T O W N
N E I G H B O R H O O D
P A R T N E R S H I P**

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