



WHO WE ARE & WHAT WE DO

Mission:

- The Woodward Avenue Action Association (WA3) is a Michigan nonprofit corporation, a 501(c)(3) charity, working to enhance and improve the visual, economic, functional and historic significance of the 27-mile Woodward Avenue Corridor through public, private, local and regional partnerships.

Why:

- Woodward is Michigan's "main street" and thread of economic vitality in southeast Michigan. It's home to more than 300 historic sites, 150 annual events and 55 major attractions. Its exclusive designation as one of *America's Byways*[™] is helping foster an ambitious economic development strategy for the long-term vitality of Woodward Avenue, its affected communities and the health of the region.

Programs and Priorities for 2006-07:

WA3 programs and projects follow the National Trust for Historic Preservation's Main Street Plan four-step approach with projects described under the following 4 Core areas.

Organization:

- Planning for a permanent WA3 office/Woodward 'Welcome' Center
- Implement an active Volunteer and "Friends of Woodward" Program
- Expand website and develop monthly e-newsletter

Design & Beautification

- Conduct Woodward Clean-Up and regular clean up/graffiti removal efforts
- Implement a Woodward Mini-grant Program for municipalities to encourage public space improvements (lighting, benches, crosswalks, etc.)
- Development of a Woodward Loan Program for private business improvements

Business & Corridor Promotion:

- Development of Woodward Audio Tours
- Develop one major or a series of events celebrating Woodward's 200th Anniversary in 2007
- Expand and recruit more business participation in 'Shop Woodward' program for business attraction
- Promote Woodward brand merchandise

Tourism & Transportation:

- Installation of a series of Woodward "Tributes" to interpret the story of Woodward as a national Byway
- Development of an International Marketing Strategy for Woodward to broaden tourism efforts
- Obtaining funds and leveraging relationships with stakeholders towards mass transit on Woodward

Economic Revitalization & Historic Preservation

- Work to identify potential Corridor Improvement Areas (CIA's) along Woodward to develop methods to sustain and leverage improvements
- Continue preservation and redevelopment work at Ford Highland Park Plant and Piquette (T-Plex) for public use.

Funding & Membership Support:

- Private: Tax-deductible annual memberships range from \$50 to \$500. The WA3 depends on membership from Woodward businesses, individuals, brokers, property managers, developers, corporations, residents, property owners. The WA3 also obtains corporate contributions and foundation grants.
- Public: Annual dues paid by member communities: Detroit, Highland Park, Ferndale, Pleasant Ridge, Huntington Woods, Royal Oak, Berkley, Birmingham, Bloomfield Hills, Bloomfield Township, Pontiac and Wayne and Oakland counties, based on portion of Woodward frontage
- Grants: Federal Highway Administration National Scenic Byway funding, foundation grants, State Planning and Research grants.

Significance and Influence:

- The WA3 influences support through grants, public and private memberships and community partnerships.
Since 2000, the WA3 has helped leverage close to \$4 million locally and nationally to benefit Woodward Avenue planning, improvements and economic development activities
- 1999 – Woodward designated a Michigan Heritage Route
- 2002 – Woodward designated a National Scenic (America's) Byway™

Leadership:

- 34-member Board of Directors represented by the mayor and a business representative from each of the 11 member communities and various Advisory Members
- Various at-large and Advisory Membership comprised of Woodward business stakeholders

Volunteers:

- Opportunities to become involved in various ad-hoc membership committees that help direct and implement projects
- Annual events and projects also offer opportunities for community volunteers.

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