



America's Innovation Byway!

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 an All –America Road and National Scenic Byway. These designations recognize nationally significant roads and foster economic development through tourism and development for the long-term vitality of Woodward Avenue, its affected communities and region.

How:

- WA3 is the only organization in the state leveraging **Federal National Scenic (America's) Byway™** (NSB) funds as a mechanism to promote and enhance economic development and tourism in the region.

Who:

- 34-member Board of Directors represented by the mayor and a business representative from each of the 11 member communities and various Advisory Members including representatives from several key regional & state organizations - Downtown Detroit Partnership, University Cultural Association, New Center Council, MDOT, SMART, Wayne and Oakland counties.

Successes:

- **Since 2000, the WA3 has helped leverage close to \$5 million** in grants, public and private memberships and community partnerships to benefit Woodward Avenue planning, physical improvements and economic development activities.
- **2009 - The WA3 obtained the All-American Road designation for Woodward from the Federal Highway Administration joining the road to an elite collection of 37 other byways promoted internationally as sites integral to the American history.**
- 1999 – Designated Woodward a Michigan Heritage Route.
- 2002 – Designated Woodward a National Scenic Byway, joining the exclusive collection of 125 American roads, including Route 66, Pacific Coast Highway, the Santa Fe Trail and others.

Programs and Priorities for 2009-2010::

Beautification & Physical Improvements:

- Fund physical streetscape and public space improvements
- Complete two façade projects in Detroit in the 6-8 Mile Woodward Business District
- Continue progress on the South Oakland Non-Motorized Plan

Business & Corridor Promotion:

- Development of Woodward audio tours
- launch Woodward 3D Virtual Map

Tourism & Transportation:

- Erect of two "Woodward Tributes" in Detroit and Pontiac.
- Install signs identifying Woodward as a National Scenic Byway and All American Road

Economic Revitalization & Historic Preservation:

- Open the Ford Highland Park Plan to tours

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, private foundation grants, state planning and research grants and corporate foundation grants

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