EAST AND WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITIES
BOARD OF DIRECTORS MEETING

I. Call to Order

II. Roll Call

III. Joint Meeting Chair for June 2019: Chairman Abbas

IV. WDDDA Secretary/Treasurer Temporary Meeting Appointment

V. Approval of the May 2019 Meeting Minutes

VI. Treasurer's Report

A. Receipt of Funds

VII. Action Items

A. Joint Board Actions
   1. Design Guidelines
   2. Sponsor Policy
   3. FYE2020-22 Budget Adoption
   4. Budget Carry Forwards
   5. July Meeting – Info Session Only Per Public Act 57

B. WDDDA Actions Only
   1. Wagner Park Event Amenities
   2. Friday Nites Vendor Amendment
   3. Friday Nites Beer Tent MOU with Chamber

C. EDDDA Actions Only
   1. Trash Receptacles
   2. Intercept Survey
   3. Caribbean Festival
   4. Music In the Park Amendment

VIII. AAW Presentation

IX. Branding Positioning and Design Concepts Presentation

X. Committee Reports

XI. DDDDA Executive Management Team & ECD Reports

XII. Call to Board of Directors

XIII. Call to Audience 3 min./guest

XIV. Adjournment
AGENDA OVERVIEW

Action Items

**JOINT ACTIONS**

**Receipt of Funds**
The DDDAs need to recognize receipt of funds from November 1, 2018 – June 15, 2019. A resolution with the list of funds received during this period will be presented at the table for the meeting for the Boards to recognize.

**Design Guidelines**
Downtowns across the United States use design guidelines to educate businesses and property owners in their downtowns of the best practices and preferred set of design standards for their downtowns and the properties within them. They also serve as the criteria for incentive programs focused on façade and building improvements. At the April 2019 Joint DDDA Board Meeting, the DDDAs adopted the Open Door Dearborn business incentive to encourage business investment and recruitment. Included in this Board packet are the recommended set of design guidelines to support this program, prepared by the Executive Management Team and SmithGroup with the input and advice from the Design/EV Committee, for the Boards’ approval.

**Sponsor Policy**
At the request of the Boards, the Executive Management team drafted a sponsorship policy to help the Boards best determine approving future sponsorships of other organizations’ events, programs and marketing opportunities. Also included in this policy is how the DDDAs themselves will pursue sponsors to support its own programs and events. This helps set a standard in both directions.

Included in the attachments are a Sponsor-Provider Policy and a Sponsor-Seeker Policy.

Both policies seek to establish fair and transparent protocols regarding sponsorship opportunities. The need for two policies addresses the reality that the DDDAs will, at different times, play the role of sponsor-provider and that of sponsor-seeker.

The Sponsor-Provider Policy outlines the criteria and decision making process that the DDDAs will utilize when receiving sponsorship requests from other organizations.

The Sponsor-Seeker Policy outlines the criteria and decision making process that the DDDAs will utilize when approaching other organizations to serve as sponsors of the DDDAs.

The Boards reviewed these policies at the February and March 2019 Joint Board meetings. Legal has reviewed and modified the language to the criteria to reflect Public Act 57/DDA purpose and powers. The final draft is now attached for adoption.
**FYE2020-22 Budget Adoption**

At the April 2019 DDDA Joint Meeting, the DDDAs approved a budget to be presented to City Council for adoption. City Council has adopted FYE2020-22 budgets as presented by the DDDAs. Per State law, the DDAs then need to adopt the budgets as adopted and included in the Board packet. DDA Boards should also adopt the budget to recognize any changes Council may make during budget hearings, which periodically happens. No changes were made. However, in the event that a DDA Board disagrees with any Council changes or foresees any other changes, this would be the opportunity to act on this.

**Budget Carry Forwards**

The fiscal year is coming to a close, and at this time, Finance requests that any budget carry-forwards be submitted. These would be for items, projects or programs in which funding from FYE2019 has been dedicated towards that will continue and be completed in FYE2020 or if a project didn’t start, but is anticipated to start in the future budget year and those funds are needed to fulfill the project. Below is a list of those items for each Board, as well as resolutions reflecting the approval of the carry-forwards.

<table>
<thead>
<tr>
<th>Item</th>
<th>WDDDA</th>
<th>EDDDA</th>
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<tr>
<td>Branding</td>
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<td>$87,790</td>
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<td>Planning Items: Downtown Vision Plan, City Hall Park, Lighting, etc.</td>
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<td>$40,000</td>
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<td>Streetscape: ie: Trash Cans, Bike Racks</td>
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<td>Business Incentive</td>
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**July Meeting – Info Session Only**

Traditionally, the DDDAs have not held a July meeting. It is recommended this year to take that time to commit to the required Information Session per Public Act 57. Per the Act, DDAs must hold two info sessions per year. This would fulfill one of the two sessions. The Act also state the intent of these meetings is to discuss goals and plans for the DDAs. Originally it was planned to hold this session immediately following the June meeting, but considering the agenda and time necessary for the June meeting, it is recommended to move this to July. It is also recommended in the future to not hold these contiguous with a Board meeting so that the information sessions truly meet the intent of the law and gives it the attention it deserves. Notice must be given to the taxing jurisdictions 14 days ahead of time. The July meeting will be July 18, 2019, at 8am.

**WDDDA ACTIONS ONLY**

**Wagner Park Amenities**

As discussed at the April 2019 Joint Board meeting, the WDDDA is transitioning its events to Wagner Park and adjacent West Village Drive area. The WDDDA budgeted for event amenities to be added for the festivities and area. Initially, an upgraded portable bathroom (bathroom trailer as opposed to port-o-johns) was projected, but the cost of the bathroom trailer was extremely high and it is recommended to invest in the future in a permanent public bathroom facility instead. Therefore, after discussion with the Design EV committee and Ford Land, it is recommended to invest in bistro tables and chair, street blockades and portable carts to add to the community event environment. The WDDDA budgeted $15,000 for FYE2019 and another $15,000 for FYE2020.
Service providers for the following items have already been procured per the Board’s approval at the May 2019 meeting:

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</thead>
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<tr>
<td>Ideal Shield</td>
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<td>TransSupply</td>
<td>Class III Barricades</td>
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There was also a need for additional for three “Road Closure” signs for the Class III Barricades totaling $91.50 from Malko Media, which has been added to the amended resolution attached.

Anti-ram blockades and the bistro tables and chairs are still in process for competitive pricing through Purchasing at this time, and the following are expected to be presented at the Board meeting with the recommended vendor and amounts confirmed:

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<td>Vendor TBD</td>
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<tr>
<td>Vendor TBD</td>
<td>Bistro Tables &amp; Chairs</td>
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**Friday Nites Vendor Amendment**

Modifications are needed for the service providers for Friday Nites, therefore a resolution is attached reflecting those changes. They include:

- S&R Rentals for tent and fencing - reduced by $500;
- KLA Laboratories - increased by $500;
- removal of print advertisement from Bewick Publications totaling $2000;
- Nickel & Saph increased $120 for insurance;
- Police costs at $1200;
- and Malko Media was added for $1000 for stage and sponsor banners.

**Friday Nites Beer Tent MOU with Chamber of Commerce**

Previously, the intent of this year’s beer tent for Friday Nites was to be under the management and control of a local business (restaurant/bar). Both the Executive Management Team and Ford Land exhausted all efforts to retain a business for this in the new event area, and therefore, reached out to the Chamber of Commerce to partner with them on this. The Dearborn Area Chamber of Commerce has agreed to step in and help with this. Attached is a memorandum of understanding related to this partnership. The understanding is that alcohol sales will cover costs for both parties first, and then the net profit will be split between the Chamber and WDDDA. The WDDDA has already budgeted for the costs related to the tent, barrels and fencing. Police provides the fencing at no cost, as long as it is set up during normal business hours. The Executive Management Team and volunteers therefore will move the barricading at the end of the evening to open up the street to reduce that cost. These are then picked up on Mondays following the event. Costs the Chamber will cover include the liquor bond, application, insurance, police labor and product. The Chamber and WDDDA will provide or work with other local organization to help staff volunteers for the tent and exit points as required by law.
Costs for the beer tent per event totals $2305 per event and are as follows:

- Tent & barrels $355
- License $50
- Beer $800
- Insurance $250 per event
- Bond $50
- Police labor per event $800 - 2 officers, $80 per hour

A memorandum of understanding is as follows:

- WDDDA responsible for tent, barrels, tables, chairs, fencing, and ½ of Police labor costs.
- Chamber responsible for license, bond, insurance, product/materials for beer, and ½ of police labor costs.
- Chamber will provide event report of sales after each event with a final total at the end of the season.
- Net proceeds after all costs will be split between the WDDDA & Chamber by September 30, 2019.
- WDDDA and Chamber to work jointly on assuring appropriate volunteer levels are met to manage beer tent and exits throughout the events.

**EDDDA ACTIONS ONLY**

**Trash Receptacles**

A street inventory was conducted and identified that trash receptacles were needed in the EDDDA. The Design/EV Committee and Executive Management prepared a scope to be competitively solicited for pricing by Purchasing. The preferred style of receptacle is attached in the supplemental materials. The receptacles will have varying color tops and matching inserts in order to reflect the creative side of the EDDDA. The EDDDA has $10,552.49 remaining in the budget for streetscape amenities, and the selected vendor for up to 10 receptacles will be finalized and presented at the Board meeting.

**Intercept Survey**

Over a year ago, the EDDDA received competitive quotes for an intercept survey to be conducted in the EDDDA for its trade area market. Those quotes come in higher than anticipated. Also, UofM Dearborn was explored as an option, and those options also came in higher than anticipated and were renegotiated, but still exceeded the EDDDA’s budgeted amount. This item has now been resolicited this spring, and proposals should be available for this coming Board meeting.

**Caribbean Festival**

The Executive Management Team was approached by the Caribbean Cultural & Carnival Association who has annually held a two-day festival in Detroit for the last 40 years. The association is seeking a new location to hold their festival and are interested in City Hall Park. The Caribbean Cultural & Carnival Association, a 501c3 organization, seeks to host their Caribbean Festival in City Hall Park on August 10 from 11am to 10pm, and on August 11, from 12pm to 10pm. With over 5,000 attendees and their focus on celebrating culture and the arts with music, food and vendors from the Caribbean culture, this event is a great fit for the East Downtown. It will also include a Parade of Costumes on Saturday, August 10th at 12pm to 1pm on the sidewalks of East Downtown on the south side of Michigan Avenue around City
Hall Park. Anticipated attendees will range up to 1000 for the parade. The same format and floor plan of Jazz on the Ave will be used for the Caribbean Festival at City Hall Park, in addition to some vendors and parade floats will be on display on Maple Street. The festival needs the public parking lot on the south side of John Nagy Drive between Maple and Schaefer for staging of the parade attendees.

The Executive Management Team met with the festival organizers, City departments, including Police, DPW and Recreation, to discuss the new Caribbean Festival needs and recommendations, as well as the street closure recommendation for both events. Since the EDDDA already has the stage and porta-johns in City Hall Park for the Jazz on the Ave events, the festival can use these facilities. The Caribbean Festival will pay for any additional service to the porta-johns. Also, by minimizing the parade route to the sidewalks south of Michigan Avenue around City Hall Park, this will reduce the need for Police services. The festival organizers will be responsible for any additional City costs related with the event.

The request of the EDDDA is to support a recommendation for partnering with the Caribbean Cultural & Carnival Association by assisting them with their event logistics planning and coordination with the City, use of the stage and porta-johns, and recommendation to Council for the street closure on Maple between Michigan and John Nagy Drive.

**Music in the Park**
The Executive Committee recommends adding the sale of hot dogs for the music series based on the request and input of the event organizer, Denguhlanga Julia Kapilango. A resolution is attached for this additional service at Music in the Park, increasing the budget from $6620 to $7720.

**BRANDING POSITIONING PRESENTATION**
Tom Wither, AAW, will provide a brief presentation on the new program launched with the City of Dearborn for EV Mobility.

**BRANDING POSITIONING PRESENTATION**
Octane Design and Applied Storytelling will present at 9am an update on the Branding campaign. They will review the Dearborn Personality Character (attached in supplemental materials), as well as the Positioning Statement that is recommended by the Advisory Committee. A positioning statement is the leading story amongst the many stories that make up Dearborn. The Advisory Committee has worked it down from three statements. Attached in the supplemental materials are all three that they reviewed and considered. With the Boards final input, one leading statement will be selected. It does not mean the others are not used, because they are a big part of the Dearborn story; they will just be blended into the fabric of the total story. The team will also present two design concepts for review, input and discussion. After the positioning is selected at this meeting, the next step will be to finalize the design concepts for the Boards to accept and approve.
I. Call to Order
Joint DDDA Chair Scott Saionz called the meeting to order at 8:07 am.

II. Roll Call
Chairman Scott Saionz called the roll of Board members.
WDDDA: A quorum was present.
EDDDA: A quorum was not present.

III. Joint Meeting Chair for May 2019: Scott Saionz

IV. WDDDA Secretary/Treasurer Appointment & Nominations
The WDDDA Board has a vacancy on the Executive Committee. The position of Secretary/Treasurer is currently open. WDDDA Board Members interested in running for the position need to notify Chair Sam Abbas or Executive Director Cristina Sheppard-Decius. In the interim, motion was made by Director John McWilliams to appoint Jackie Lovejoy to the position of Acting Secretary/Treasurer for the May 2019 Board Meeting. Motion was seconded by Director Jim Jernigan. Approved by all. No dissenting votes.

V. Approval of the April 2019 Meeting Minutes
EDDDA: The minutes from the April 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Dan Merritt and supported by Director Janice B. Cislo to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the April 2019 Board meeting were presented for approval. It was moved by Acting Secretary/Treasurer Jackie Lovejoy and supported by Director Mohammed Hider to approve the minutes as presented. A voice vote unanimously approved.

VI. Treasurer's Report
A. Receive & File Report
EDDDA: Maria Buffone from Finance reviewed the financial statement dated April 29, 2019. Revenue to date totaled $947,651. Total expenditures totaled $841,682. The current cash position equals $1,161,624.00 and it is estimated the EDDDA’s cash position at the end of the fiscal year would be $547,517. Maria also noted that carry forwards from the prior fiscal year are not yet reflected in the reports. Chairman Scott Saionz asked that the minutes show the Treasurer’s Report as received and filed.

WDDDA: Maria Buffone from Finance reviewed the financial statement dated April 29, 2019. Revenue to date totaled $951,775. Total expenditures totaled $563,776. The current cash position equals $1,093,223.00 and it is estimated the WDDDA’s cash position at the end of the fiscal year would be $535,796. Maria also noted that carry forwards from the prior fiscal year are not yet reflected in the reports. Chairman Scott Saionz asked that the minutes show the Treasurer’s Report as received and filed.
VII. Action Items (Part 1)
Due to East not having a quorum, West DDDA Action Items were moved to beginning of actions items. Joint and East DDDA Action Items were held until quorum met.

A. WDDDA Actions Only
1. Farm to Table Liquor License
Resolution introduced to obtain a Special Event Liquor License for Farm to Table. The WDDDA resolved to authorize the application for the Special Event Liquor License for June 15, located at 22001 Michigan Ave. adjacent to Wagner Place West. The WDDDA authorizes the following expenditures: $50 for application fee to be reimbursed to POW! Strategies, Inc. and up to $1500 for the insurance bond with Nickel & Saph. The WDDDA authorizes the Chairperson, Vice Chairperson and Acting Interim Secretary to execute liquor license. The WDDDA further authorizes the Executive Director to execute a contract with Nickel & Saph for the special event liquor license bond. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Mayor Jack O’Reilly. Voice vote passed unanimously.

2. Wagner Park Amenities
Resolution to expend $3284 plus shipping costs from 296-6100-911-51-00 to purchase fabric bollard covers for $1233.98 and Class III Barricades $2049.50. These funds come from $15,000 already budgeted for FYE2019 and FYE 2020 for Wagner Park event amenities. For WDDDA, Director Mark Guido motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

2a. Wagner Park Event Amenities - Electrical Panel
Resolution introduced in meeting to give authority to WDDDA Executive Director to make electrical panel decision for Wagner Park location if cost is under $3000. For WDDDA, Mayor Jack O’Reilly motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

3. Farmers Market Vendor Amendment
This amendment to the Farmers & Artisans Market_Service Providers notes reduction in price for Aframe signs, so to move from PostNet as original supplier, to Malkomedia, due to cheaper price. For WDDDA, Director Mohammed Hider motioned to approve; seconded by Mayor Jack O’Reilly. A voice vote passed unanimously.

4. Friday Nites Vendor Amendment for Banners
This resolution is to create patches to apply to banners to indicate new location of events at Wagner Park. It is resolved that the WDDDA authorizes $540 from the Community Promotions budget #296-6100-911-51-00 for banner patches provided by Malkomedia. It is further resolved that the WDDDA Director is authorized to execute contract on behalf
of WDDDA. For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Mohammed Hider. A voice vote passed unanimously.

VIII. Discussion Items
No items brought forth at this time.

IX. Committee Reports
Committee reports can be found in the supplemental board packet information that Executive Director Cristina Sheppard-Decius emailed out prior to the meeting.

X. DDDA Executive Management Team Report & ECD Report
Executive Management: Cristina Sheppard-Decius sent a full Executive Management Team Summary to the board prior to the meeting. Team updates can be found in the summary.

ECD Report:

XI. Action Items (Part 2)
Quorum was met for East DDDA at 9:15am so continued with Action Items for Joint and East DDDA.

A. Approval of the April 2019 Meeting Minutes
EDDDA: The minutes from the April 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Dan Merritt and supported by Director Janice B. Cislo to approve the minutes as presented. A voice vote unanimously approved.

B. Joint Action Items

1. Network Relocation
Resolution introduced to approve relocating internet and network equipment to a storage room in DDDA office suite and authorize rewiring and cable installation in the new equipment area. This work will be done by CBTS for $2239.97, to be split evenly between EDDDA and WDDDA. It further states EDDDA and WDDDA will split the cost of $561 evenly to purchase new firewall with Jensen IT. The resolution authorizes Executive Director to execute a contract with CBTS for this work. Motion to approve for EDDDA was made by Director Mark Guido; Mayor Jack O’Reilly seconded. A voice vote passed unanimously. Motion to approve for WDDDA was made by Director Jackie Lovejoy; Mayor Jack O’Reilly seconded. A voice vote passed unanimously.

2. Comcast Cable Contract
Resolution introduced to execute contract with Comcast cable for Internet services and equipment at a total cost of $187.50 per month, split evenly between EDDDA and WDDDA. A one-time installation fee of $49.00 will also be split evenly between EDDDA and WDDDA. Mayor Jack O’Reilly moved to approve for EDDDA; Director Mark Guido seconded. A voice vote passed unanimously. Director Jackie Lovejoy moved to approve for WDDDA; Director Mohammed Hider seconded. A voice vote passed unanimously.

2a. Artspace Connector Internet and Phone
Resolution introduced in meeting to amend Artspace agreement to end internet and phone utilities charges in lease contract. For EDDDA: Director Mark Guido motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously. For WDDDA: Mayor Jack O’Reilly motioned to approve; seconded by Director Mark Guido. A voice vote passed unanimously.

3. Ladies Night Transportation
Resolution introduced to approve reimbursing POW! Strategies for transportation services due to cancellation of transportation provider week of event. $500 cost is to be split evenly between EDDDA and WDDDA. For EDDDA, Director Janice Cislo moved to approve; seconded by Director Jay Kruz. A voice vote passed unanimously. For WDDDA, Mayor Jack O’Reilly motioned to approve; seconded by Director Mark Guido. A voice vote passed unanimously.

4. Volunteer T-shirts
Resolution introduced to approve purchase of volunteer t-shirts. EDDDA will get 100 out of 150 shirts for $620. WDDDA will get 50 out of the 150 shirts for $320. The Executive Director was authorized to initiate a contract with Printctee LLC for 150 shirts at a total cost of $940. For EDDDA, Mayor Jack O’Reilly motioned to approve; seconded by Director Jan Cislo. A voice vote passed unanimously. For WDDDA, Director Mohammed Hider motioned to approve; seconded by Director Jackie Lovejoy. A voice vote passed unanimously.

5. Event Photography
Resolution introduced to build an inventory of photography for EDDDA and WDDDA. The EDDDA authorizes up to $1875 from the photography budget #297-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography. This resolution authorizes the Executive Director to execute the contracts with On Location Photography and JWhite Photography. For EDDDA, Director Jan Cislo motioned to approve; seconded by Director Jay Kruz. A voice vote passed unanimously.

For WDDDA, authorizes up to $3100 from Photography budget #296-6100-911-51-00 for FYE 2019 and FYE 2020 for summer event and general district photography. The WDDDA authorizes the Executive Director to execute contracts with On Location Photography and JWhite Photography.
Photography and JWhite Photography. For WDDDA, Director Jackie Lovejoy motioned to approve; Director Mohammed Hider seconded. A voice vote passed unanimously.

For both resolutions, it was noted to include a minimum picture threshold for both EDDDA and WDDDA.

**C. EDDDA Actions Only**

1. **Spring Perennial Exchange Speaker Change**
The speaker cancelled so this was a No Action item.

**XII. Call to Board of Directors**

Director Janice Cislo noted that tents are in the parking lot against mural near Jay’s in city lots. It was noted council had approved them for Ramadan.

It was noted that portajohn in front of Wine Captain was still there.

Council recently approved outdoor seating for M Cantina.

Green Brain Comics held a free comic book day, Vice-Chairperson Dan Merritt noted. Over 1200 people were in attendance and over 400 pounds of food donations collected. He also noted Mayor O’Reilly attended.

Acting Secretary/Treasurer Jackie Lovejoy had one ticket available for a board member to attend the May 21 Michigan Chamber Day. She encouraged everyone to the June 19 Taste of Dearborn. Tickets are buy one, get one free with code. Visit dearbornareachamber.org for details on these and other events.

Chair Sam Abbas commented that parking is getting worse at Wagner area. Mayor O’Reilly mentioned concern of structure always being full.

Chair Sam Abbas commented that trash hauler GFL not making regular pickups. He also noted that residents are dumping garbage in bins. Businesses are being ticketed.

Chair Sam Abbas mentioned he is currently in litigation regarding Yogurtopia.

It was also mentioned, August 2 is Cruise in Dearborn.

Director Karen Nigosian asked where streets were to close for June 7 and if her building would be blocked.

Cristina Sheppar-Decius introduced new Operations Manager, Janet Bloom who started May 15, 2019 and new summer intern, Baileigh Pomrenke, who started May 13, 2019.
XIII. Call to Audience
No business/announcements.

XIV. Adjournment
Chair Saionz adjourned meeting at 9:40 am.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

Jackie Lovejoy, Acting Secretary-Treasurer for May 2019 meeting, WDDDA
城的Dearborn
West Downtown Development Authority (WDDDA)

准备于五月三十一日，2019年

### 预算与财务报告

#### 收入

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#### 花费

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<tr>
<th>描述</th>
<th>2017年实际</th>
<th>2018年实际</th>
<th>2019年预算</th>
<th>2020年预算</th>
<th>2021年预算</th>
<th>2022年预算</th>
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<tr>
<td>工资和奖金/兼职</td>
<td>$4,925</td>
<td>$4,830</td>
<td>$4,925</td>
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<td>社会合同服务</td>
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<td>其他费用-非资本</td>
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<td>修复和维护用品</td>
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<td>营销和促销</td>
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<td>415</td>
<td>936</td>
<td>936</td>
<td>313</td>
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<td>其他运营费用</td>
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<td>150,000</td>
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<td>田纳西-布朗菲尔德复兴发展机构</td>
<td>21,354</td>
<td>119,900</td>
<td>150,610</td>
<td>150,610</td>
<td>132,940</td>
<td>-</td>
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<tr>
<td>社区推广和农民市场总预算</td>
<td>$537,897</td>
<td>$708,335</td>
<td>$592,660</td>
<td>$1,163,680</td>
<td>$727,779</td>
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<tr>
<td>社区推广和农民的市场总费用</td>
<td>$113,474</td>
<td>$142,199</td>
<td>$292,780</td>
<td>$478,700</td>
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<td>总支出</td>
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<td>$708,335</td>
<td>$592,660</td>
<td>$1,163,680</td>
<td>$727,779</td>
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#### 资产负债表

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<tr>
<th>描述</th>
<th>2017年实际</th>
<th>2018年实际</th>
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<tr>
<td>可用现金或等价物</td>
<td>$976,493</td>
<td>$707,523</td>
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<td>2019年预算</td>
<td>$671,600</td>
<td>$527,793</td>
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<td>2020年预算</td>
<td>$707,523</td>
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<td>2021年预算</td>
<td>$292,806</td>
<td>$272,793</td>
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<td>2022年预算</td>
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### 结论

- 收入总额：$573,873
- 费用总额：$537,897
- 结余：$35,976
- 1%的年度收入

数据由City of Dearborn West Downtown Development Authority (WDDDA)提供，资料截止至2019年5月31日。
### Annual Report Expenditures

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<tr>
<td>Transfer - Brownfield Redevelopment Authority</td>
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### DOWNTOWN DEVELOPMENT/Community Promotions

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<td>Branding</td>
<td>18,861</td>
<td>-</td>
<td>65,000</td>
<td>251,500</td>
<td>98,871</td>
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<td>64,981</td>
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<td>General Marketing - (Banners, Printing, Social Media)</td>
<td>7,054</td>
<td>4,625</td>
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<td>15,296</td>
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<td>9,487</td>
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<td>Dearborn Community Fund Sculpture Initiative</td>
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<td>5,900</td>
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<td>(5,900)</td>
<td>100</td>
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<td>Hery Ford Promotion Pkg</td>
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<td>Website (Constant Contacts - 3 yrs.)</td>
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<td>275</td>
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<td>Website Hosting (1yr renewal) &amp; Domain Reg</td>
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<td>Friday Nites Concert Series &amp; Food Truck Rally</td>
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<td>21,890</td>
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<td>15,285</td>
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<td>W. Village Commons Programs &amp; Wagner Place Programs</td>
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<td>17,946</td>
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<td>Wagner Place Park Equipment</td>
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<td>(1,234)</td>
<td>13,766</td>
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<td>(2,725)</td>
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<td>Art Month, Art Spark, Pocket Park Mural, Pop-Student</td>
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<td>Fall Promotions</td>
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<td>-</td>
<td>307</td>
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<td>Bike Dearborn</td>
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<td>12,465</td>
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<td>11,789</td>
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<td>Restaurant week</td>
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<td>11,789</td>
<td>(2,609)</td>
<td>6,022</td>
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<td>20,000</td>
<td>11,789</td>
<td>(2,609)</td>
<td>6,022</td>
<td>20,000</td>
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### Total Marketing & Promotions

**Total District Beautification:** $107,127 $ 142,364

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<td>Total Marketing &amp; Promotions</td>
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<td>Audited</td>
<td>Adopted</td>
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<td>Amended</td>
<td>Amended</td>
<td>Actual</td>
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<td>FY2022</td>
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</table>

**Director's Expenses**

- **Executive Director**
  - FY2017: 95,203
  - FY2018: 94,570
  - FY2019: 48,000
  - FY2020: 30,950
  - FY2021: 30,950
  - FY2022: 30,950

- **Operations Manager**
  - FY2017: 12,500
  - FY2018: -
  - FY2019: 12,000
  - FY2020: 12,000
  - FY2021: 12,000
  - FY2022: 12,000

- **Design and Planning Manager**
  - FY2017: -
  - FY2018: 9,771
  - FY2019: 27,900
  - FY2020: 27,900
  - FY2021: 27,900
  - FY2022: 27,900

- **Communications Manager- PR**
  - FY2017: 30,000
  - FY2018: 30,000
  - FY2019: 40,000
  - FY2020: 40,000
  - FY2021: 40,000
  - FY2022: 40,000

- **Salaries & Wages-Part Time**
  - FY2017: 5,305
  - FY2018: 5,202
  - FY2019: -
  - FY2020: -
  - FY2021: -
  - FY2022: -

- **Building Rental**
  - FY2017: -
  - FY2018: -
  - FY2019: 11,000
  - FY2020: 11,000
  - FY2021: 11,000
  - FY2022: 11,000

- **Office Expenses**
  - FY2017: 1,805
  - FY2018: 3,350
  - FY2019: 7,950
  - FY2020: 7,938
  - FY2021: 3,864
  - FY2022: 4,074

- **Phone**
  - FY2017: 413
  - FY2018: 413
  - FY2019: 938
  - FY2020: 938
  - FY2021: 938
  - FY2022: 938

- **Office Cleaning**
  - FY2017: 413
  - FY2018: 413
  - FY2019: 938
  - FY2020: 938
  - FY2021: 938
  - FY2022: 938

- **Other Operating Expenses**
  - FY2017: -
  - FY2018: -
  - FY2019: 1,250
  - FY2020: 1,250
  - FY2021: 1,250
  - FY2022: 1,250

**Total Planning & Administration**

- FY2017: $146,373
- FY2018: $146,684
- FY2019: $193,040
- FY2020: $141,163
- FY2021: $141,163
- FY2022: $21,537

**Principal & Interest Expense**

- FY2017: $150,000
- FY2018: $150,000
- FY2019: -
- FY2020: -
- FY2021: -
- FY2022: -

**Total Principal & Interest Expense**

- FY2017: $150,000
- FY2018: $150,000
- FY2019: -
- FY2020: -
- FY2021: -
- FY2022: -

**Total Expenditures**

- FY2017: $538,897
- FY2018: $708,335
- FY2019: $962,660
- FY2020: $1,103,660
- FY2021: $1,146,799
- FY2022: $1,198,241

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<tbody>
<tr>
<td>Property Tax Capture</td>
<td>313,361</td>
<td>331,579</td>
<td>337,617</td>
<td>337,617</td>
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<td>BRA Tax Captures</td>
<td>465,013</td>
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<td>State, Local Community Stabilization Authority</td>
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<td>-</td>
<td>23,733</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Interest Income</td>
<td>10,246</td>
<td>16,257</td>
<td>17,621</td>
<td>17,621</td>
<td>19,028</td>
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</tr>
<tr>
<td>Donations from Private Sources</td>
<td>15,761</td>
<td>22,965</td>
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<td>75,000</td>
<td>42,800</td>
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<td>Insurance &amp; Bond</td>
<td>-</td>
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<td>35,681</td>
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<td>72,840</td>
<td>68,770</td>
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<td>$826,360</td>
<td>$873,048</td>
<td>$978,328</td>
<td>$978,328</td>
<td>$959,726</td>
<td>$38,870</td>
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<td>Salaries &amp; Wages-Part Time</td>
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<tr>
<td>FICA/Medicare, City Share</td>
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<td>Other Professional Services (Office Expenses)</td>
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<td>Contract Services</td>
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<td>R&amp;M Services, Copiers</td>
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<td>Community Promotion</td>
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<td>Insurance &amp; Bonds</td>
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<td>Communications</td>
</tr>
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<td>Training &amp; Transportation</td>
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<td>Office Supplies</td>
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<td>Equipment - Non Capital</td>
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<td>Repair &amp; Maintenance Supplies</td>
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<td>Postage</td>
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<td>Memberships</td>
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<td>Reference Materials</td>
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<tr>
<td>Licenses, Fees &amp; Permits</td>
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<tr>
<td>Other Operating Expenses</td>
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<td>Sub-total Operations</td>
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<td>Projects:</td>
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<tr>
<td>Architect/Engineer Svc</td>
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<tr>
<td>Construction Contractor</td>
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<tr>
<td>Licenses, Fees &amp; Permits (Project)</td>
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<tr>
<td>Undistributed Appropriation</td>
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<td>Sub-Total Capital</td>
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<td>Transfer - Brownfield Redevelopment Authority</td>
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<td>Total Revenues Over (Under) Expenditures:</td>
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<td>Revenues Over (Under) Expenditures:</td>
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City of Dearborn
East Downtown Development Authority (EDDDA)
Prepared as of May 31, 2019

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<th>FY2017</th>
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<th>Actual Budget</th>
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<th>Actual Budget</th>
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<td>337,617</td>
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<td>464,566</td>
<td>475,250</td>
<td>475,250</td>
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<td>778,374</td>
<td>796,145</td>
<td>812,867</td>
<td>812,867</td>
<td>807,995</td>
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<tr>
<td>21,979</td>
<td>-</td>
<td>-</td>
<td>23,733</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10,246</td>
<td>16,257</td>
<td>17,621</td>
<td>17,621</td>
<td>19,028</td>
<td>-</td>
</tr>
<tr>
<td>15,761</td>
<td>22,965</td>
<td>75,000</td>
<td>75,000</td>
<td>42,200</td>
<td>-</td>
</tr>
<tr>
<td>10,246</td>
<td>16,257</td>
<td>17,621</td>
<td>17,621</td>
<td>19,028</td>
<td>-</td>
</tr>
<tr>
<td>15,761</td>
<td>22,965</td>
<td>75,000</td>
<td>75,000</td>
<td>42,200</td>
<td>-</td>
</tr>
<tr>
<td>465,013</td>
<td>464,566</td>
<td>475,250</td>
<td>475,250</td>
<td>464,099</td>
<td>-</td>
</tr>
<tr>
<td>778,374</td>
<td>796,145</td>
<td>812,867</td>
<td>812,867</td>
<td>807,995</td>
<td>-</td>
</tr>
<tr>
<td>21,979</td>
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<td>-</td>
<td>23,733</td>
<td>-</td>
<td>-</td>
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<tr>
<td>10,246</td>
<td>16,257</td>
<td>17,621</td>
<td>17,621</td>
<td>19,028</td>
<td>-</td>
</tr>
<tr>
<td>15,761</td>
<td>22,965</td>
<td>75,000</td>
<td>75,000</td>
<td>42,200</td>
<td>-</td>
</tr>
<tr>
<td>10,246</td>
<td>16,257</td>
<td>17,621</td>
<td>17,621</td>
<td>19,028</td>
<td>-</td>
</tr>
<tr>
<td>15,761</td>
<td>22,965</td>
<td>75,000</td>
<td>75,000</td>
<td>42,200</td>
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<tr>
<td></td>
<td>FY2017</td>
<td>FY2018</td>
<td></td>
<td></td>
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<tr>
<td>--------------------------------</td>
<td>----------</td>
<td>----------</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Cash Position</td>
<td>$1,125,196</td>
<td>$1,233,147</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add Current Receivables</td>
<td>9,435</td>
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</tr>
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<td>Add Unearned Income</td>
<td>38,870</td>
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<td></td>
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<tr>
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<td>(11,982)</td>
<td>(1,495,581)</td>
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<tr>
<td>Less Encumbrances</td>
<td>(242,266)</td>
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<td></td>
</tr>
<tr>
<td>Less Uncommitted Budget</td>
<td>(371,735)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Ending Estimated Cash Position June 30</strong></td>
<td><strong>$1,811,354</strong></td>
<td><strong>$1,233,147</strong></td>
<td></td>
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<tr>
<th></th>
<th>FY2019</th>
<th>FY2020</th>
<th>FY2021</th>
<th>FY2022</th>
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<td>1,125,196</td>
<td>1,233,147</td>
<td>749,830</td>
<td>512,292</td>
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<td>1,025,463</td>
<td>1,090,671</td>
<td>1,129,072</td>
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<tr>
<td>Add Unearned Income</td>
<td>1,495,581</td>
<td>1,263,001</td>
<td>1,137,451</td>
<td>1,138,621</td>
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<tr>
<td>Less Current Liabilities</td>
<td>(1,012,264)</td>
<td>(1,263,001)</td>
<td>(1,137,451)</td>
<td>(1,138,621)</td>
</tr>
<tr>
<td>Less Encumbrances</td>
<td>(242,266)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Less Uncommitted Budget</td>
<td>(371,735)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ending Estimated Cash Position June 30</strong></td>
<td><strong>$1,811,354</strong></td>
<td><strong>$1,233,147</strong></td>
<td><strong>$749,830</strong></td>
<td><strong>$512,292</strong></td>
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</table>

10% of annual income

10% of annual income

(1) Long Term Note Receivable booked on Balance Sheet

(1) $475,250 Redico reimbursement budget
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<tr>
<th>DOWNTOWN DEVELOPMENT</th>
<th>FY2017</th>
<th>FY2018</th>
<th>FY2019</th>
<th>FY2020</th>
<th>FY2021</th>
<th>FY2022</th>
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<tbody>
<tr>
<td></td>
<td>Actual</td>
<td>Actual</td>
<td>Budget</td>
<td>Budget</td>
<td>Budget</td>
<td>Budget</td>
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<td>General Marketing- (Banners, Printing, Social Media)</td>
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<td>0</td>
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<td>3,458</td>
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<td>1,552</td>
<td>1,552</td>
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<td>Branding</td>
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<td>-</td>
<td>65,000</td>
<td>26,710</td>
<td>22,829</td>
<td>64,861</td>
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<td>Henry Ford Promotion Pkg</td>
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<td>5,600</td>
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<td>5,600</td>
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<td>Metro Mode Issue Media - Social Media Promos</td>
<td>-</td>
<td>-</td>
<td>24,000</td>
<td>16,000</td>
<td>6,000</td>
<td>-</td>
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<td>GTM Brochure Distribution- Social Media Promos</td>
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<td>-</td>
<td>4,250</td>
<td>1,750</td>
<td>1,250</td>
<td>4,250</td>
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<td>Main Street Materials- Social Media Promos</td>
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<td>-</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>-</td>
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<td>4,080</td>
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<td>5,425</td>
<td>72,840</td>
<td>9,714</td>
<td>7,000</td>
<td>20,000</td>
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<td>Holiday Decor</td>
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<td>9,756</td>
<td>-</td>
<td>10,000</td>
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<td>7,500</td>
<td>-</td>
<td>7,500</td>
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<td>37,575</td>
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<td>3,892</td>
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<td>Fall Décor</td>
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<td>-</td>
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<td>Community Art Enhancement</td>
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<td>-</td>
<td>-</td>
<td>20,000</td>
<td>20,000</td>
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<td>Pocket of Perception (student art project)</td>
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<td>-</td>
<td>5,000</td>
<td>8,000</td>
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<td>4,658</td>
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<td>2,485</td>
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<td>Website Hosting &amp; Domain Reg</td>
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<td>592</td>
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<td>City Hall Park Events</td>
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<td>3,500</td>
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<td>Holiday Promotions (Holiday Open House, Santa, Events)</td>
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<td>-</td>
<td>3,000</td>
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<td>(1,635)</td>
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<td>Eastborn Clean UP</td>
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<td>1,500</td>
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<td>-</td>
<td>1,813</td>
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<tr>
<td>Community Promotion (Mobile App)</td>
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<td>-</td>
<td>1,197</td>
<td>-</td>
<td>-</td>
<td>1,197</td>
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<tr>
<td>Big Read</td>
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<td>-</td>
<td>1,197</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>


Annual Report Expenditures

STREETSCAPE PROJECTS

PUBLIC FACILITIES

| Transfer - Brownfield Redevelopment Authority | 465,013 464,566 |
| Public Facilities Parking Master Plan M20006 | 1,700 7,880 |
| Artspace (Downtown Master Plan, City Hall Park Arch design, AANM) Alley, Mural Parklet | 25,180 |
| Commercial Property Appearance (streetscape, tree well removals, bike racks, trash cans) | 4,250 |
| Building / Business Incentive | |

Total Public Facilities: 466,713 501,876 526,850 796,974 464,999 (153,978) 176,897 785,824 536,240 537,650 539,330

Social Media Promotions Total: - 34,682 34,250 34,250 20,090 (7,830) 6,330 34,250 34,250 9,250 9,250

Holiday Décor and Installation Total: 16,500 20,646 17,500 17,500 17,256 - 244 17,500 27,500 27,500 27,500

<table>
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</thead>
<tbody>
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<td>Insurance &amp; Bonds</td>
<td>1,370 3,255</td>
<td>4,110 4,110 3,762</td>
<td>3,762</td>
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<td>348</td>
<td>4,110</td>
<td>6,260</td>
<td>6,540</td>
<td>6,830</td>
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<td>Audit Services</td>
<td>694 772</td>
<td>763 763 763</td>
<td>763</td>
<td>-</td>
<td>-</td>
<td>763</td>
<td>800</td>
<td>800</td>
<td>800</td>
</tr>
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<td>Building Rental</td>
<td>24,740 25,000</td>
<td>11,000 11,010 10,033</td>
<td>10,033</td>
<td>(976)</td>
<td>(1)</td>
<td>11,010</td>
<td>11,010</td>
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<td>Cleaning</td>
<td>1,800 1,800</td>
<td>900 900 750</td>
<td>750</td>
<td>(150)</td>
<td>-</td>
<td>900</td>
<td>900</td>
<td>900</td>
<td>900</td>
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<tr>
<td>Office Security</td>
<td>300 150</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

**Directors Expenses:**

| Salary, Wages, & Benefits | 72,468 55,573 | - | 544 543 | - | 1 | 544 | - | - |
| O&O Director | - | - | 48,000 48,000 | 42,340 | (19,778) | (91) | 48,000 | 47,996 | 47,996 | 47,996 |
| Operations Manager | - | - | 30,950 30,950 | 23,873 | - | - | 30,950 | 30,950 | 30,950 | 30,950 |
| Design and Planning Manager | - | - | 12,000 12,000 | 7,900 | - | - | 12,000 | 12,000 | 12,000 | 12,000 |
| Event Manager | - | - | 7,075 | 17,100 | 14,250 | - | 17,100 | 17,100 | 17,100 | 17,100 |
| Communications Manager PR Firm | 15,000 | 30,064 | 40,000 | 40,000 | 32,498 | (7,502) | 1 | 40,000 | 40,000 | 40,000 | 40,000 |
| Unemployment Compensation | - | - | 7,240 | - | 7,240 | 7,240 | 7,240 | - | - | - |

| Office Expenses | 3,437 5,575 | 10,200 | 9,070 | 3,927 | - | 10,415 | 11,500 | 11,500 | 11,500 |
| Reference Materials | 28 28 | 100 | 100 | - | - | 100 | 100 | - | - |
| - | - | 1,190 | 1,190 | 513 | - | 677 | 1,190 | 1,190 | 1,190 | 1,190 |
| Postage | - | - | 100 | 100 | 154 | - | (54) | 200 | 100 | 100 | 100 |
| Repair & Maintenance Supplies | - | - | 1,120 | - | (1,120) | 0 | - | - | - | - |
| Phone | 1,240 720 | 850 | 850 | 63 | (70) | 709 | 65 | - | - | - |


| Licenses, Fees & Permits | - | 300 | 300 | - | - | 300 | 300 | 300 | 300 | 300 |
| Debt Service Fees (Utilities) | 502,757 536,989 | 1,250 | 1,250 | - | - | 1,250 | 1,250 | 15,455 | 15,455 | 15,455 |

**Total Planning, Administration and Directors Expenses** 121,740 130,429 177,263 185,047 141,368 (29,605) 14,874 184,587 187,046 180,886 180,376

**Total Expenditures** $1,261,639 $1,451,257 $1,164,283 $1,507,191 $893,190 $242,266 $371,736 $1,495,581 $1,263,001 $1,137,451 $1,138,621
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Design Guidelines for Open Door Dearborn Business Incentives Program

Date Adopted:
Motion by:
Seconded by:

WHEREAS: The EDDDA and WDDDA are committed to promoting the downtown districts by aiding in efforts to address vacancies, beautification, and attraction within the districts; and

WHEREAS: The EDDDA and WDDDA seek to establish the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions; and

WHEREAS: At the April 18, 2019 board meeting, the WDDDA adopted the Open Door Dearborn Business Incentive Program in conjunction with the EDDDA to revitalize Downtown Dearborn; therefore be it

RESOLVED: The WDDDA adopts the presented design guidelines for Open Door Dearborn, subject to review by corporation counsel.

Yes:
No:
Abstained:
Absent:
Adopted:
WHEREAS: The EDDDA and WDDDA are committed to promoting the downtown districts by aiding in efforts to address vacancies, beautification, and attraction within the districts; and

WHEREAS: The EDDDA and WDDDA seek to establish the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions; and

WHEREAS: At the April 18, 2019 board meeting, the EDDDA adopted the Open Door Dearborn Business Incentive Program in conjunction with the WDDDA to revitalize Downtown Dearborn; therefore be it

RESOLVED: The EDDDA adopts the presented design guidelines for Open Door Dearborn, subject to review by corporation counsel.
WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) seeks to establish a policy to guide decisions on which sponsorship opportunities to pursue; and

WHEREAS: The WDDDA seeks to establish fair and transparent protocols regarding sponsorship opportunities; and

WHEREAS: The EDDDA understands that the WDDDA can be either a sponsor-provider or a sponsor-seeker at different times; be it

RESOLVED: The WDDDA adopts the Sponsor-Provider Policy presented that establishes the criteria and decision making process that the WDDDA will utilize when receiving sponsorship requests from other organizations; further be it

RESOLVED: The WDDDA adopts the Sponsor-Seeker Policy that establishes the criteria and decision making process that the WDDDA will utilize when approaching other organizations to serve as sponsors of the DDDAs.
EAST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

DDDAs’ Sponsorship Policies

Date Adopted:

Resolution by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) seeks to establish a policy to guide decisions on which sponsorship opportunities to pursue; and

WHEREAS: The EDDDA seeks to establish fair and transparent protocols regarding sponsorship opportunities; and

WHEREAS: The EDDDA understands that the WDDDA can be either a sponsor-provider or a sponsor-seeker at different times; be it

RESOLVED: The EDDDA adopts the Sponsor-Provider Policy presented that establishes the criteria and decision making process that the EDDDA will utilize when receiving sponsorship requests from other organizations; further be it

RESOLVED: The EDDDA adopts the Sponsor-Seeker Policy that establishes the criteria and decision making process that the EDDDA will utilize when approaching other organizations to serve as sponsors of the DDDAs.

Yes:
No:
Abstained:
Absent:
Adopted:
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

FYE2020-22 BUDGET ADOPTION

Date Adopted:

Resolution by:

WHEREAS: Section 28 of Public Act 197 of 1975 requires that the Directors of the West Dearborn Downtown Development Authority (WDDDA) prepare and submit an operating budget for the WDDDA each year; and

WHEREAS: The WDDDA approved a 3-year budget for FYE2020-22 at the March 21, 2019, meeting to be submitted to the City of Dearborn City Council for approval and adoption; and

WHEREAS: The City of Dearborn approved and adopted the budget on June 5, 2019, as submitted by the WDDDA; and

RESOLVED: That the WDDDA adopts the FYE2020-22 budget as adopted by City Council on June 5, 2019; and

RESOLVED: That unexpended FYE 2018 appropriations shall be carried forward for completion of WDDDA activities initiated by June 30, 2019.

Yes:
No:
Absent:
WHEREAS: Section 28 of Public Act 197 of 1975 requires that the Directors of the East Dearborn Downtown Development Authority (EDDDA) prepare and submit an operating budget for the EDDDA each year; and

WHEREAS: The EDDDA approved a 3-year budget for FYE2020-22 at the March 21, 2019, meeting to be submitted to the City of Dearborn City Council for approval and adoption; and

WHEREAS: The City of Dearborn approved and adopted the budget on June 5, 2019, as submitted by the EDDDA; and

RESOLVED: That the EDDDA adopts the FYE2020-22 budget as adopted by City Council on June 5, 2019; and

RESOLVED: That unexpended FYE 2019 appropriations shall be carried forward for completion of EDDDA activities initiated by June 30, 2019.

Yes:
No:
Absent:
WHEREAS: The City of Dearborn’s process for carrying forward any budget items from the current fiscal year to the future fiscal year, in this case, FYE2019 to FYE2020, and submittals must be provided by July 5, 2019;

WHEREAS: The WDDDA and EDDDA have the following projects in which funding needs to be carried forward into FYE2020 in order to complete the projects:

<table>
<thead>
<tr>
<th>Item</th>
<th>WDDDA</th>
<th>EDDDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
<td>$152,629</td>
<td>$87,790</td>
</tr>
<tr>
<td>Planning Items: Downtown Vision Plan, City Hall Park, Lighting, etc.</td>
<td>$20,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Streetscape: ie: Trash Cans, Bike Racks</td>
<td>$16,513</td>
<td>$10,956</td>
</tr>
<tr>
<td>Business Incentive</td>
<td>$15,000</td>
<td>$7,760</td>
</tr>
<tr>
<td>Community Art</td>
<td></td>
<td>$20,000</td>
</tr>
</tbody>
</table>

RESOLVED: That the WDDDA authorizes carrying forward $152,629 for Branding and $20,000 for the Planning Items, $16,513 for Streetscapes, and $15,000 for Business Incentives from FYE2019 to FYE2020.
WHEREAS: The City of Dearborn’s process for carrying forward any budget items from the current fiscal year to the future fiscal year, in this case, FYE2019 to FYE2020, and submittals must be provided by July 5, 2019;

WHEREAS: The WDDDA and EDDDA have two projects in which funding needs to be carried forward into FYE2020 in order to complete the projects:

<table>
<thead>
<tr>
<th>Item</th>
<th>WDDDA</th>
<th>EDDDA</th>
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<tbody>
<tr>
<td>Branding</td>
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</tr>
<tr>
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<td>$16,513</td>
<td>$10,956</td>
</tr>
<tr>
<td>Business Incentive</td>
<td>$15,000</td>
<td>$7,760</td>
</tr>
<tr>
<td>Community Art</td>
<td></td>
<td>$20,000</td>
</tr>
</tbody>
</table>

RESOLVED: That the EDDDA authorizes carrying forward $87,790 for Branding and $40,000 for the Planning Items, $10,956 for Streetscapes, $7,760 for Business Incentives and $20,000 for Community Art from FYE2019 to FYE2020.
Absent:
WHEREAS: As required by Public Act 57, the EDDDA and WDDDA must hold two public information sessions per calendar year; and

WHEREAS: The EDDDA and WDDDA hold joint Board meetings monthly; and

WHEREAS: The EDDDA and WDDDA agree that holding the required public information session jointly per Public Act 57 should be held separately from the regular joint meeting; therefore, be it

RESOLVED: The EDDDA and WDDDA agree to cancel the regular joint Board meeting on July 18, 2019; be it further

RESOLVED: The EDDDA and WDDDA agree to hold a public information session per Public Act 57 requirements on July 18, 2019, in lieu of the regularly scheduled joint Board meeting.
Date Adopted:

Resolution by:

WHEREAS: As required by Public Act 57, the EDDDA and WDDDA must hold two public information sessions per calendar year; and

WHEREAS: The EDDDA and WDDDA hold joint Board meetings monthly; and

WHEREAS: The EDDDA and WDDDA agree that holding the required public information session jointly per Public Act 57 should be held separately from the regular joint meeting; therefore, be it

RESOLVED: The EDDDA and WDDDA agree to cancel the regular joint Board meeting on July 18, 2019; be it further

RESOLVED: The EDDDA and WDDDA agree to hold a public information session per Public Act 57 requirements on July 18, 2019, in lieu of the regularly scheduled joint Board meeting.

Yes:

No:

Absent:
WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA plans to host a majority of its events at Wagner Park and recognizes the importance of having the proper event amenities in order to promote safety, security, comfort, and accessibility to all event attendees;

WHEREAS: The WDDDA budgeted $15,000 for FYE2019 and $15,000 for FYE2020 for Wagner Park event amenities; therefore be it

WHEREAS: The WDDDA authorized the expenditure of $3,284 plus shipping costs from 296-6100-911-51-00 to purchase event amenities for Wagner Park including Bollard Covers and Class III Road Closure Barricades; be it further

RESOLVED: The WDDDA authorizes the expenditure of $91.50 from 296-6100-911-51-00 to purchase event amenities for Wagner Park including Road Closure signage; be it further

RESOLVED: The WDDDA authorizes the expenditure of $________ from 296-6100-911-51-00 to purchase event amenities for Wagner Park including Anti-Ram Barricades; be it further

RESOLVED: The WDDDA authorizes the expenditure of $________ from 296-6100-911-51-00 to purchase event amenities for Wagner Park including bistro tables and chairs; be it further

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for these amenities with the vendors listed below:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideal Shield</td>
<td>Fabric Bollard Covers</td>
<td>$1233.98</td>
</tr>
<tr>
<td>TransSupply</td>
<td>Class III Barricades</td>
<td>$2049.50</td>
</tr>
<tr>
<td>Malko Media</td>
<td>Road Closure Signage</td>
<td>$91.50</td>
</tr>
<tr>
<td>TBD</td>
<td>Anti-Ram Barricades</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Yes:
No:
Abstained:
Absent:
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Friday Nites 2019 Amendment_Service Provider Amendment June 2019

Date Adopted:
Moved by:
Seconded by:

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The Friday Nites events sponsored by the WDDDA has been successful in bringing visitors to the District and growing in numbers each year; and

WHEREAS: The WDDDA reviewed a projected budget of $42,520 in expenditures for the 2019 Friday Nites events with revenue anticipated of $10,000; and

WHEREAS: The S&R Rentals tent and fencing were reduced by $500, KLA Laboratories was increased by $500, $2000 for print advertisement was removed from Bewick Publications, Nickel & Saph increased $120, and Malko Media was added for $1500 for banners, therefore be it:

RESOLVED:

1. That the WDDDA obligates $42,520 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Friday Nites events; and

2. The WDDDA director is authorized to execute contracts on behalf of the WDDDA with the companies listed below for Friday Nites, subject to review and approval by Corporation Counsel:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan Generator</td>
<td>generator</td>
<td>$ 1,200.00</td>
</tr>
<tr>
<td>Jimmy’s Party Rental</td>
<td>bounce house</td>
<td>$ 700.00</td>
</tr>
<tr>
<td><strong>S&amp;R Rentals</strong></td>
<td>beer tent, fencing</td>
<td><strong>$ 9,000.00</strong></td>
</tr>
<tr>
<td>KLA Laboratories Inc.</td>
<td>sound system &amp; staffing</td>
<td><strong>$ 3,000.00</strong></td>
</tr>
<tr>
<td>Gail &amp; Rice</td>
<td>Booking agent services</td>
<td>$ 8,800.00</td>
</tr>
<tr>
<td>Service Provider</td>
<td>Service Description</td>
<td>Cost</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-----------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Recreation</td>
<td>stage set up and tear down</td>
<td>$500.00</td>
</tr>
<tr>
<td>Beshara</td>
<td>Printing - Posters/Brochure</td>
<td>$320.00</td>
</tr>
<tr>
<td>Brendel’s Septic</td>
<td>Portajohns</td>
<td>$750.00</td>
</tr>
<tr>
<td>Facebook via POW! Strategies</td>
<td>Social Media</td>
<td>$500.00</td>
</tr>
<tr>
<td>iHeart</td>
<td>Radio</td>
<td>$15,000</td>
</tr>
<tr>
<td>Nickel &amp; Saph</td>
<td>Insurance</td>
<td>$520.00</td>
</tr>
<tr>
<td>Malko Media</td>
<td>Banners</td>
<td>$1,000</td>
</tr>
<tr>
<td>City of Dearborn</td>
<td>½ of Police Labor (shared with Chamber)</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

Yes:  
No:   
Abstained:  
Absent:  
Adopted:  


WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Friday Nites 2019 Beer Tent Partnership with Chamber

Date Adopted:
Moved by:
Seconded by:

WHEREAS: The WDDDA hosts the Friday Nites Music & Foodie Rallies on the fourth Friday of June, July and August to increase awareness and patronage of businesses and activities in the District; and

WHEREAS: The beer tent is a popular component of the event that is usually sponsored and provided by a local restaurant; and

WHEREAS: The Dearborn Area Chamber of Commerce agreed to assist the WDDDA in providing the beer tent for the 2019 due to the unavailability of another restaurant in the district; and

WHEREAS: The costs of the beer tent are estimated at $2305 per event, and with an anticipated income of $2000-$2500 per event; therefore be it:

RESOLVED: The WDDDA agrees to the following understanding with the Dearborn Area Chamber of Commerce:
1. The WDDDA is responsible for tent, barrels, tables, chairs, fencing, and ½ of Police labor costs;
2. The Chamber is responsible for the liquor license, bond, insurance, product/materials for beer, and ½ of police labor costs;
3. The Chamber will provide an event report of sales after each event with a final total at the end of the season;
4. Net proceeds after all costs will be split between the WDDDA & Chamber by September 30, 2019.
5. WDDDA and Chamber will work jointly on assuring appropriate volunteer levels are met to manage beer tent and exits throughout the events.

Yes:
No:
Abstained:
Absent:
WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) wishes to advocate and promote a clean, safe and attractive downtown by repairing and purchasing and installing trash receptacles throughout the district; and

WHEREAS: A street inventory was conducted and recommended that twenty-five (25) trash receptacles were needed throughout the district; and

WHEREAS: A design and scope of 10 receptacles is recommended for FYE2019 for competitive pricing; therefore, be it

RESOLVED: The EDDDA authorizes an amount not to exceed $10,552.49 from the Streetscape Amenities budget line item for the purchase of up to 10 trash receptacles from ________________ (vendor).
EAST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

East Downtown Dearborn Trade Area Intercept Survey 2019

Date Adopted:
Resolution by:

WHEREAS: The EDDDA may conduct market research and analysis of the downtown in order to plan and implement market strategies; and

WHEREAS: The EDDDA competitively solicited proposals for an intercept survey to be conducted in the district for summer 2019;

RESOLVED: That the EDDDA authorizes expending $________ from FYE2019 Contract Services 297-6100-911-34-90 with ____________ (vendor) to complete an intercept survey of the East Downtown Dearborn district.

Yes:
No:
Absent:
EAST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Caribbean Festival 2019

Date Adopted:

Moved by:

Seconded by:

WHEREAS: The Caribbean Cultural and Carnival Association approached the East Dearborn Downtown Development Authority (EDDDA) to assist in coordinating City approval for bringing their 40-year event, the Caribbean Cultural Festival, from Detroit to City Hall Park in Dearborn in 2019 on August 10 from 11am to 10pm, and August 11 from 12pm to 10pm; and

WHEREAS: Executive Management met with the festival coordinators and City Departments to determine the best layout and logistical requirements for a successful events, as well as any costs associated with the event; and

WHEREAS: The EDDDA will provide the stage and porta-johns already on-site for Jazz on the Ave; and

WHEREAS: The Caribbean Cultural and Carnival Association will be responsible for any and all costs associated with City labor or materials for the event, as well as any additional servicing needed for EDDDA porta-johns; and

WHEREAS: The closure and use of Maple Street and the John Nagy Parking Lot in the EDDDA district is necessary for the Caribbean Cultural Festival for event purposes and to improve pedestrian safety; therefore, be it

RESOLVED: The EDDDA hereby recommends to City Council the use and closure of the John Nagy public parking lot on the south side of John Nagy Drive between Maple Street and Schaefer for the Caribbean Festival on August 10 and 11, 2019, for event and parade display purposes; be it further
RESOLVED: The Caribbean Cultural and Carnival Association agrees to pay for any costs associated with City labor or materials for the event, as well as any additional servicing needed for EDDDA porta-johns.

Yes:
No:
Abstain:
Absent:
WHEREAS: The EDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The Music in the Park events sponsored by the EDDDA has been newly created to replace Tunes at Noon with the goal to bring visitors to the District and promote local entertainment; and

WHEREAS: The EDDDA reviewed a projected budget of $6,620 in expenditures for the 2019 Music in the Park events; and

WHEREAS: The EDDA agrees to reimburse Heavenly Hot Dogs for all combo’s sold minus what customers buy up to 100 combo’s at $4.12 per combo, not to exceed $400 per event date. Vendor will keep track and supply Jean Smith with a copy of total number of combo sales through the evening at the end of the event; and

WHEREAS: The new projected budget expenditures is $7,720; therefore, let it be

RESOLVED:

1. That the EDDDA obligates $7,720 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2019 Music in the Park events; and

2. The EDDDA director is authorized to execute contracts on behalf of the EDDDA with the companies listed below for Music in the Park, subject to review and approval by Corporation Counsel.

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denguhlanga Julia Kapilango</td>
<td>Booking agent services</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Malko Media</td>
<td>stage banners</td>
<td>$200.00</td>
</tr>
<tr>
<td>KLA Laboratories Inc.</td>
<td>sound system &amp; staffing</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Beshara</td>
<td>Printing - Posters/Brochure</td>
<td>$320.00</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Facebook via POW! Strategies</td>
<td>Social Media</td>
<td>$600.00</td>
</tr>
<tr>
<td>Heavenly Hot Dogs</td>
<td>Sell hotdogs on June 12, 19, 26, July 10</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Yes:
No:
Abstained:
Absent:
Adopted:

Changes that were made: Heavenly Hot Dogs were added to be sold on June 12, 19, 26, and July 10 for $400 each night.
SUPPLEMENTAL MATERIALS
# TABLE OF CONTENTS

## 1.0 INTRODUCTION

- Overview 5
- Guiding Principles 6
- Process 7

## 2.0 FACADE FEATURES

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- Lighting 16
- Signs 18
- Awnings and Canopies 20
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- Glossary of Terms 24
The design guidelines for Dearborn’s east and west downtowns are intended to promote the Dearborn Downtown Development Authorities’ (DDDA) set of expectations for building design. These guidelines were developed to complement the City of Dearborn’s zoning regulations to provide a graphic representation of their application and a set of guiding principles for rehabilitation and new building design. The design and construction of both new buildings and existing buildings should follow these recommendations to ensure East and West Downtown Dearborn maintain their vibrant, walkable, historic charm while blending new buildings into the fabric of the existing character. The intent of these design guidelines is to support the strategic vision of both the DDDA’s and the City of Dearborn’s Master Plan.

Conformity with these guidelines will be used as a determining factor for the DDDA to award grants, including facade improvement and sign improvement grants.

Future phases of these guidelines will include new building design and site design principles.

EXISTING DOWNTOWN DEARBORN CHARACTER

Dearborn’s downtowns both use Michigan Avenue as their “main street,” providing two central hubs for activity. Storefronts line Michigan Avenue and adjacent streets, providing a vibrant, walkable downtown atmosphere for shopping and dining. Many buildings contain upper floors for apartments and offices, contributing to a mixed-use environment emblematic of Michigan’s historic downtowns. An overarching goal of these guidelines is to preserve, restore, and rehabilitate Dearborn’s historic facades.
GUIDING PRINCIPLES

- Promote an authentic, vibrant downtown atmosphere
- Encourage a walkable, engaging street edge
- Preserve historic structures while promoting compatible infill
- Draw upon local design traditions
- Ensure quality building materials endure over time
- Unify East and West Downtown through their historic attributes and connection along Michigan Avenue to provide consistent and cohesive design
- Improve and reinforce quality building design, upkeep, and renovation that draws visual appeal and interest
- Connect businesses to public space through building form and public space urban design standards
The guidelines should be used in initiating project designs for the East and West Downtown Dearborn districts and for assessing the viability and compatibility of those designs with existing and desired neighborhood patterns.

The type of review necessary for your project will depend on the individual project. The DDDA Office or the City of Dearborn Planning and Economic and Community Development Departments can assist you in determining what review processes are necessary based on your project. If more than one review process is necessary for a project, the order of review is dependent on the scale or type of project, and some review processes can happen simultaneously. Please see the City’s Guide to Development for more information on the City’s review processes.

The City of Dearborn and the DDDA strive to meet the needs of an applicant’s timeline and avoid unnecessary delays. However, please review the following information to help determine which review may be necessary, and the potential deadlines or timeframes.

Prior to submitting an application to the City’s design review committee, the property owner, the property developer, or his authorized agent may request an informal meeting of the DDDA Design/Economic Vitality Committee, or with City/DDDA administration to discuss the proposed development.

At this time, the owner or developer may present a sketch plan of the proposed development for informal review and comment. The sketch plan should consist of a rough outline of the proposed development, and may be a free-hand, penciled sketch of the parcel, showing the proposed layout of buildings, roads and other features which may be of assistance in fully understanding the nature of the development proposal.

When applying for the Open Door Dearborn incentive program, applicants should refer to the application process outlined in the Open Door Dearborn document. Formal plans are required with final application. Contact the DDDA office for assistance in processing an application.

Applicants for the Open Door Dearborn incentive program shall be encouraged to maintain and restore the existing historic or original character of the building to the furthest extent possible. Relationships of the proposed building to the downtown business district shall be considered. Proposed structures shall be related harmoniously to the terrain and existing buildings in the vicinity which have a visual relationship to the proposed buildings or structures. The DDDA can be contacted per the information provided below:

DDDA Office
13615 Michigan Avenue
Dearborn, MI 48126
313-943-3141
info@downtowndearborn.org
2.0 FACADE FEATURES

FACADE COMPOSITION

DEFINITION
The facade is the portion of the building facing the street. Facade Composition is the way the face of the building is organized. A good facade composition is naturally pleasing to the eye and shapes a comfortable street.

GOAL
Create a comfortable and enticing street through balanced building facade shape. Employ strong hierarchy or organization of the building elements to shape a pleasing facade composition.

Elements of Facade Composition:

A. Defined base
B. Grid-like organization
C. Defined middle and top
D. Consistent scaling of windows and patterns compatible with neighboring buildings
FACADE COMPOSITION

STRATEGIES
Apply some of these tips to achieve a balanced, welcoming facade:

- Define a base, middle, and top
- Use an organizational grid to group and align elements
- Place materials that convey strength at the base of the building
- Align common elements along the street where a distinct alignment pattern already exists
- Use design features such as columns, moldings, and cornices to define facades into distinct building modules or bays
- Organize window size and number to be consistent across multiple building facades, creating a scaled and proportioned appearance
- Allow vertical elements to read, creating a picture frame around the storefront

COMMON MISTAKES
- Splitting the building into two even portions, base and top with no middle. This makes a building feel short, disproportionate, and unwelcoming
- Long expanses of one material type, either vertically or horizontally
- Using too many different materials

Expression lines create a vertical articulation of base, middle, and top of a facade

Buildings are organized into horizontally repeated modules to reflect traditional building and lot widths
GROUND FLOOR DESIGN

DEFINITION

**Ground Floor Design** includes the street face of the building from the sidewalk to the level of the second floor. This includes storefronts and entrances, entrances to upper levels, awnings and canopies. Ground floor design considers materials, proportions, and placement of building elements.

GOAL

Create a pedestrian-friendly atmosphere through transparency, materials, and scale. Ground floor facades should be composed of a mix of glass and traditional high quality building materials.

STRATEGIES

- Keep storefront window sills no more than 2-feet above the interior finished floor
- Extend storefront windows and doors up to the horizontal expression line. Use spandrel panels as necessary above ceiling height
- Provide a high percentage of transparent glass (70% minimum preferred) on the ground floor to engage pedestrians along the sidewalk and provide window displays
- Clearly define the main entrance with a change in material or color, trim, canopy or awning, or a recess in the building facade to allow for door swing
- Orient the primary building facade perpendicular to the street and provide a secondary entrance if abutting an alley or parking lot
- Window and door frames shall be consistent with historical materials and complement the facade

COMMON MISTAKES

- Bringing the sill elevation up too high to screen interior seating. This creates awkward proportions and is not welcoming to passersby
- Closing the Michigan Avenue or primary street-facing entrance
- Covering up historic facades with inappropriate materials
- Long, blank walls without windows, doors, or a change in architectural features
- Ground floor windows may not be made opaque by window treatments (except operable sunscreen devices) or tinted glass. A minimum of 80% of the window surface shall allow a view into the building interior for a depth of at least 12 feet
UPPER FLOOR DESIGN

STRATEGIES
- Size and place windows consistently
- Use the same color mullions and framing on windows in the upper story as in the ground floor
- Maintain a continuous rhythm of windows into bays
- Orient windows vertically (see graphic at right)
- Provide at least 25% windows of the upper story facade (50% preferred)

COMMON MISTAKES
- Replacing arched windows with rectangular windows
- Changing the number, location, size by cutting new wall openings, blocking in windows, and installing replacement windows that do not fit the opening
- Using tinted glass

Upper floor windows should be vertically oriented or otherwise subdivided by vertical mullions
ARCHITECTURAL DETAILS

DEFINITION
Architectural Details are features on the building that do not relate to its function, but contribute material texture and visual interest to buildings. They reflect the period when the building was constructed and connect an entire building to the human scale. Architectural details may also be referred to as embellishment or ornament.

GOAL
Provide layers of visual interest at different distances near to the building. Relate the building to the human scale and historical context. Retain architectural details original to historical structures and introduce complimentary details in new construction.
ARCHITECTURAL DETAILS

STRATEGIES

- Retain, rehabilitate, or restore detail elements on historical buildings such as cornices, window and door trim, columns, piers, and carved detail work
- Coordinate colors on the building wall, trim and moldings, cornice and parapet, signs, and primary entrance
- Retain the historic integrity of the facade
- Repair deteriorated historic features and replace only those elements that cannot be repaired
- Encourage the restoration of a mid-century storefront (not just Italianate), which has gained architectural significance in its own right
- Replacement elements should be comparable in size, shape, texture, and finish
- Provide preventive maintenance such as rust removal, caulking, and repainting
- Design new additions in a manner that makes clear what is historic and what is new, while still compatible

COMMON MISTAKES

- Removing or radically changing architectural details that define the historic character of the building
- Failing to treat causes of deterioration
- Using a substitute material for replacement that does not convey the visual appearance of the architectural detail or is physically incompatible
- Adding new architectural details which are not present in the character of the building or are incompatible in size, scale, material or color

Examples of Architectural Detail:

- A Cornice
- B Lintel
- C Brick coursing articulation
- D Pilasters
- E Transom
- F Sill/kickplate
MATERIALS

GOAL
Retain and rehabilitate existing historical materials. Create new buildings with respect to historical context and construction. Select high quality building materials for authenticity and longevity.

STRATEGIES
- Use high quality, durable building materials
- Incorporate materials at the ground floor that will resist frequent contact with the public over time. Exterior Insulation and finish system (EIFS), stucco, and similar materials can be easily damaged when located at ground level
- The type and detailing of building materials shall be consistent on all sides of a structure that are open to public view
- Use complementary materials in terms of color, texture, scale and orientation. Variation in materials should be intentional, providing horizontal and/or vertical expression
- Materials, particularly when synthetic equivalents are used, should provide appropriate depth to the facade and appear structurally accurate
- Use exterior colors, facade or roof materials or the combination of colors and materials that are harmonious in hue, texture, tone and intensity with the existing building, adjacent buildings and surrounding downtown area
- Bright or contrasting colors may be used on trim only. Limit the number of colors to no more than four that are complimentary
- Generally, wall surfaces that have not been painted should remain unpainted, such as brick, cast concrete, block or stone. Restore brick and mortars to original color – do not paint

COMMON MISTAKES
- Removing or radically changing materials that define the historic character of the building
- Layering incompatible new building materials over an existing facade
- Replacing damaged or deteriorating materials without addressing root causes of damage or deterioration, such as water leakage
- Painting masonry which is historically unpainted
- Cladding with siding such as rough sawn wood, aluminum siding, rustic shingles and shakes, and plastic panels
- Varying materials in a non-structural way with too much frequency
- Do not sandblast or high pressure wash brick. Evidence shows that these methods do irreversible damage to wood and masonry surfaces. Use a professional contractor who knows how to apply a chemical wash instead

DEFINITION
Materials are appropriate as delineated in the table below and on the next page.

<table>
<thead>
<tr>
<th>WALL MATERIALS VISIBLE FROM STREETS</th>
<th>PRIMARY BUILDING MATERIAL (MIN.)</th>
<th>SECONDARY BUILDING MATERIAL AND TRIM (MAX.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First and Second Floor Elevations</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Above second floor</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Materials:

A. Stone Base
B. Brick
C. Stone Lintel
D. Vertically-oriented windows

14 Downtown Dearborn | East and West DDAs

May 2019
MATERIALS

**PRIMARY: MASONRY: BRICK**
Brick, including veneer, is a preferred primary material. Synthetic, such as concrete, should be in scale similar to genuine brick. Ceramic tiles are acceptable, especially in historic Art Deco facades.

**PRIMARY: MASONRY: STONE**
Native stone, or its synthetic equivalent, is appropriate. Synthetic, such as concrete, should be in scale similar to genuine stone.

**SECONDARY: SIDING: WOOD, FIBER CEMENT, OR HARDY PLANK**
Siding, whether wood or synthetic, is only appropriate as a secondary building material. Aluminum and vinyl siding are not permitted.

**SECONDARY AND ACCENTS: METAL**
Historic metal cladding is appropriate as a primary material. Modern metal paneling is only appropriate as a secondary material. Metal trim is appropriate as an accent material.

**ACCENTS: SYNTHETIC STUCCO**
Stucco and its synthetic equivalents such as EIFS are only appropriate as a secondary material or trim above the ground floor.

**ACCENTS: SPLIT-FACED BLOCK**
Split-faced concrete block should only be used as a functional trim on piers, foundation walls, or chimneys.
LIGHTING

GOAL

Lighting can contribute to the overall sense of place and cohesion of the downtown districts by highlighting distinctive architectural features and characteristics of a building while improving safety for pedestrians.

STRATEGIES

- Provide shielded and focused lighting that directs light downward
- Provide adequate illumination to provide customer safety at front and rear entries
- Minimize impacts of lighting on neighboring properties
- Choose decorative light fixtures compatible with the building design
- Use warm temperature LED or incandescent lighting
- Direct lighting at signage
- Soft uplighting may be used to highlight unique architectural features
- Interior lighting in window displays should be spot lit at product or display. Keeping a light on throughout the night is important for safety and evening interest
- Consider lighted trees, café/patio or bistro lights with market style lights

COMMON MISTAKES

- Outlining windows or other features with LED rope lighting
- Back lit awnings
- Using lighting that moves, flashes, or makes noise
- Out of scale fixtures
- Aiming light into the eyes of pedestrians
- Halogen or other “cool” lighting
LIGHTING
SIGN

GOAL

Downtown Signs should be scaled for the pedestrian and mounted on the building in the sign band area of the facade. Signs should relate to the architecture in material, shape, and color. All signs must meet the standards of the City of Dearborn Zoning and Sign Ordinances.

STRATEGIES

- The design and scale should complement the intended traditional “main street” character and pedestrian orientation envisioned for the downtown

- Restrict signage to the name of the business located on the site. Buildings with multiple tenants on secondary floors shall be limited to one sign per main floor tenant and one multi-tenant business directory listing

COMMON MISTAKES

- Signs should not obstruct windows, views of the architectural details of the building, or pedestrian circulation
- Signs with flashing lights, digital displays, and other repetitive illumination. Electronic signs are only permitted as secondary signage to serve a message board function
- Cabinet signs are not permitted
BOARD SIGNS
Individual letters mounted to a board framed with a finished edge and mounted to a sign band area between the first and second floors above awnings.

LETTER SIGNS
Individually mounted letters of metal, acrylic, or individually illuminated letters.

PROJECTING SIGNS
Blade signs hung 90 degrees perpendicular to the facade from ornamental brackets.
AWNINGS AND CANOPIES

GOAL

Awnings and Canopies help define the street level for pedestrians, but most importantly provide shelter from the sun and rain for pedestrians and storefront window displays. They are intended to highlight entrances and windows and should generally line up with adjacent awnings and transom windows.

STRATEGIES

- Select 45-degree canvas awnings or horizontal canopies of glass, metal, or wood
- Size awnings to be visually contained within the framework of building elements or architectural details
- Retractable awnings are encouraged as an energy-efficient mechanism for managing light and air
- Replace shingled mansard-style awnings with straight-shed awnings
- Discourage areas for birds to linger
- Structural elements that support canopies shall be primed and painted, anodized, or powder-coated

COMMON MISTAKES

- Relying on the awning as primary signage
- Blocking too much of the window or sign band
- Odd shapes, bullnose, and bubble awnings or are prohibited
- Post-supported canopies are not permitted
- Internal illumination is not permitted
SIDEWALK CAFÉS AND PATIOS

GOAL
Outdoor dining helps create vibrancy of the downtown streetscape. An outdoor dining area or sidewalk café is comprised of sets of tables and chairs and umbrellas or canopies for patrons to eat and drink.

STRATEGIES

- Maintain a clear path for pedestrians (5- to 6-feet preferred)
- Maintain clear path between the building entrance and the sidewalk
- Enclose a designated outdoor seating area with a railing, planters or similar barrier along the perimeter
- Ensure shading devices, such as retractable awnings and umbrellas do not project into the clear sidewalk area (minimum 8-feet clearance)
- Use market-style lights to create a sense of atmosphere to illuminate patio areas on private property
- Obtain a sidewalk café permit from the City (and MDOT if along Michigan Avenue)
- Maintain a clean café area with daily cleanings

COMMON MISTAKES

- Placing planters, sandwich board signs, or other street furniture in the clear sidewalk area
- Stacking tables and chairs when not in use
- Permanently attaching chairs and tables to pavement in the right-of-way
SIDEWALK CAFÉS AND PATIOS

Dooryard Sidewalk Amenity
6' Min Zone

SMITHGROUP
GLOSSARY OF TERMS

Articulation, horizontal. The arrangement and proportion of facade materials and elements (windows, doors, columns, pilasters, and bays) into discreet bays.

Articulation, vertical. A visual distinction between a buildings base, middle, and top. A distinct and separated ground floor area is created through the use of a horizontal expression line, such as a string course, change in material or textures, awnings or canopies, or sign band between the first and second stories.

Awning. A roof-like covering cantilevered, projected or suspended from a building, usually of canvas, metal, or similar material and often adjustable, placed over the sidewalk, windows, or doors to provide protection from sun and rain. It is distinguished from a canopy because it is not permanent, nor a structural portion or architectural feature of the building and does not support substantial weight.

Canopy. A bracketed or suspended cover projecting from the building over the sidewalk, or a roof-like covering placed over the sidewalk, windows, or doors, to provide protection from sun and rain and, unlike an awning, it is a permanent, durable, structural portion of the building as opposed to a light covering of canvas, metal or other similar material.

EIFS. Exterior Insulation and finish system. A synthetic alternative to stucco.

Elevation. The exterior face of a building.

Expression line. A line prescribed at a certain level of a building for the major part of the width of a facade, expressed by a variation in material or by a limited projection on such as a molding, balcony or canopy.

Facade. The building elevation built along the build-to line on the Primary Frontage.

Fenestration. Openings in the building wall, including windows, doors and open areas. When measuring fenestration, framing elements (such as muntins) with a dimension less than 1 inch are considered part of the opening.

Ground Floor. The first story of a building with an entrance at street level.

Pilaster. A column embedded into the wall.

Storefront. A frontage type appropriate for the ground floor of commercial / retail buildings. Storefronts provide large windows with transparent views into the building interior.

Street edge. The edge of the built form that establishes the envelope of the street.

Synthetic. Man-made or not natural.

Transom window. A window pane located above a door or main window, oriented horizontally.

Upper stories. Any story above the ground floor.
POLICY FOR PROVIDING SPONSORSHIPS
(DDDAs as Sponsors)

I. PURPOSE
1. Set out the criteria and decision making process for the East and West Dearborn Downtown Development Authorities (DDDAs) in their roles as sponsors of other organizations, events, or projects.
2. Ensure fair, transparent, and lawful sponsorship practices.

II. AUTHORITY
1. MCL 125.4207 specifically defines the power of the DDA Boards.
2. Boards may plan and propose the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multi-family dwelling unity which may be necessary or appropriate to the execution of a plan which aids in the economic growth of the downtown district.
3. Boards may plan, propose, and implement an improvement to a public facility within the development area to comply with barrier free design requirements.
4. Boards may develop long-range plans, designed to halt the deterioration of property values in the downtown district and to promote the economic growth of the downtown district, and take steps to persuade property owners to implement the plans to the fullest extent possible.
5. Boards may implement any plan of development in the downtown district necessary to achieve its purposes.
6. Boards may make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.
7. Boards may acquire, own, convey, lease land and other property if the authority determines it is reasonably necessary to achieve its purposes.
8. Boards may improve land, construct, rehabilitation, restore and preserve, equip, improve, maintain, repair, and operate any building and any necessary or desirable appurtenances within the downtown district for the use of any public or private person or corporation.
9. Boards may fix, charge, and collect fees, rents, and changes for the use of any building or property under its control.
10. Boards may accept grants and donations of property, labor, or other things of value from a public or private source.
11. Boards may construct public facilities.
12. Boards may create, operate, and fund marketing initiatives that benefit only retail and general marketing of the downtown district.
13. Boards may create, operate, and fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease.
14. Boards may create, operate, and fund retail business incubators in the downtown district.
POLICY FOR PROVIDING SPONSORSHIPS
(DDDAs as Sponsors)

III. CRITERIA FOR EVALUATING SPONSORSHIP REQUESTS – When a request is made for the DDDAs to sponsor an activity, the following should be considered:

1. If a monetary sponsorship is requested, what is the overall budget for such activity?
2. How much of the budget will be utilized for this sponsorship? How much will be left in the budget if this sponsorship is approved?
3. Is the entity/person requesting a sponsorship in default to the City for any reason?
4. Is the entity/person requesting a sponsorship located in the downtown district?
5. Does the sponsorship plan or propose the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, existing building, or multiple-family dwelling unit which aids in the economic growth of the downtown district?
6. Does the sponsorship plan, propose, and implement an improvement to a public facility within the development area to comply with barrier free design requirements?
7. Does the sponsorship assist in the development of long-range plans designed to halt the deterioration of property values in the downtown district or to promote the economic growth of the downtown district?
8. Does the sponsorship implement any plan of development in the downtown district necessary to achieve the purposes?
9. Does the sponsorship improve land, construct, rehabilitation, restore and preserve, equip, improve, maintain, repair, and operate any building and any necessary or desirable appurtenances within the downtown district for the use of any public or private person or corporation?
10. Does the sponsorship create, operate, or fund marketing initiatives that benefit only retail and general marketing of the downtown district?
11. Does the sponsorship create, operate, or fund a loan program to fund improvements for existing buildings located in a downtown district to make them marketable for sale or lease?
12. Does the sponsorship create, operate, or fund retail business incubators in the downtown district?
13. How will the DDDAs be recognized for such sponsorship?

IV. VETTING

1. Has the entity/person requested a sponsorship in the past? How much has the DDDA spent for this sponsorship in the past?
2. What benefits did the DDDAs derive from past sponsorships with this entity/person?
3. Check references.
5. Make recommendation to DDDA Board and provide supporting information.
POLICY FOR PROVIDING SPONSORSHIPS
(DDDAs as Sponsors)

VI. RECOGNITION OF THE DDDAs
1. The DDDAs and their joint Downtown Dearborn initiative shall be represented by name and logo as Downtown Dearborn in all promotions, as well as respective DDDA district logos, if different.

V. SPONSORSHIP MANAGEMENT
1. Sponsorships will be documented with a sponsorship contract between the DDDAs and the sponsor-seeker.
2. Sponsor-seekers and sponsorships will be tracked in a database for reporting purposes by the DDDAs’ Executive Management Team.

VIII. REVIEW AND EVALUATION
This policy shall be reviewed by the Promotions Committee every two years. Recommended changes shall be presented to the DDDA Boards for review and approval. Revisions will be completed by the DDDA staff.

APPROVED BY BOARD OF DIRECTORS: XX/XX/20XX

APPROVED AS TO FORM:

_______________________
CORPORATION COUNSEL
POLICY FOR SEEKING SPONSORSHIPS

(DDDAs as Sponsor-Seekers)

I. PURPOSE
   1. Set out the criteria and decision making process for the East and West Dearborn Downtown Development Authorities (DDDAs) in their roles as sponsor-seekers.
   2. Diversify and generate revenue for the DDDAs’ operations, programs, events, special projects, and campaigns.
   3. Ensure fair, transparent sponsorship practices.

II. AUTHORITY
   1. MCL 125.4207 specifically defines the power of the DDA Boards.
   2. Boards may accept grants and donations of property, labor, or other things of value from a public or private source.

III. CRITERIA FOR EVALUATING POTENTIAL SPONSORS. When the DDAs are requesting or accepting grants or donations for a particular activity, the following should be considered:
   1. If a monetary sponsorship is made, to which activity and budget will that sponsorship be applied?
   2. Will this sponsorship increase the spending budget or offset the costs that are already budgeted?
   3. If another kind of donation is made, to which activity will it be used? Was it budgeted? Will this donation reduce the expenses contained in the budget?
   4. What is the sponsor’s affiliation to the DDAs or to the City? Is the sponsor located in the DDA?
   5. Does the sponsor expect anything in return? What is the sponsor’s understanding of what it will receive or how it will benefit from providing the sponsorship?
   6. Once received, how will the grants/donations be used?
   7. How will the sponsor be recognized for the sponsorship?
   8. Has the sponsor pledged a sponsorship in the past that it has not fulfilled?

IV. SPONSOR SELECTION & VETTING
   1. Has the sponsor supported activities in the past?
   2. How was the sponsorship applied?
   3. What did the DDA provide in return to the sponsor in the past?
   4. Prepare a list of sponsorships’ names and list the grants or donations to be recognized by the Board.

V. SPONSORSHIP TYPES
   1. Limited Sponsorships are fully-compliant with the sponsorship policy, pertain to particular events or single programs only.
      a. Research and recruitment of Limited Sponsorships shall be vetted by the committee overseeing the project, event or program. Final authorization of Limited Sponsorships shall be presented to the Board for approval with a recommendation from the DDDAs’ executive director.
POLICY FOR SEEKING SPONSORSHIPS

(DDDAs as Sponsor-Seekers)

2. Downtown Champion Sponsorships pertain to organizational projects, programs or campaigns that support either more than one program, project, event of initiative of the DDDAs, or are an exclusive (one-time) project or program, and/or have a duration that exceeds more than six months.
   a. Selection and authorization of Downtown Champion Sponsorships will first be vetted by the committee overseeing the project, event or program.
   b. Authorization of Downtown Champion Sponsorships under $25,000 shall be presented to the Board for approval with a recommendation from the DDDAs’ executive director.
   c. Authorization of Downtown Champion Sponsorships over $25,000 shall be presented to the Board for approval with a recommendation from the DDDAs’ executive director.

VI. SPONSORSHIP MANAGEMENT
1. The DDDAs will draft and administer a sponsorship contract with the sponsor.
2. Sponsors and sponsorships will be tracked in a database for reporting purposes.

VII. REPRESENTATION OF THE DDDAs
1. The DDDAs and their joint Downtown Dearborn initiative shall be represented by name and logo as Downtown Dearborn in all promotions, as well as respective DDDA district logos, if different.

VIII. REVIEW AND EVALUATION
This policy shall be reviewed by the Promotions Committee every two years. Recommended changes shall be presented to the DDDA Boards for review and approval. Revisions will be completed by the DDDA staff/executive management team.

APPROVED BY BOARD OF DIRECTORS: XX/XX/20XX

APPROVED AS TO FORM:

_________________________________
CORPORATION COUNSEL
Chair Options

5599C – Bryant Park Furniture Collection® (your requested chair)
As the name implies, we developed our version of this timeless design for Bryant Park in NYC. Our 5599 style (pictured above) is a great chair, but the frames (5mm) and slats (10mm) are not as thick as those of our other chairs, as these were designed to be lighter, as specified by the Bryant Park Conservancy. Also, our 5599 Bryant Park Chair has the original (100-year-old) design with the slats affixed with rivets, which can make changing a damaged slat more challenging.

All of our other frames (at 7mm) are nearly 40% thicker and that difference means that the frames would be difficult to bend even if a heavy person leaned the chair back on two legs (which they should not do, as it is not safe). Also, the slats on all of our other chairs are substantially thicker as well (at 13mm). If a slat should ever need replacement, our special bolting system allows slats to be replaced easily, if required. Of course, the thicker slats are sturdier, so they are less likely to need replacing.

5508 Chair (recommended)
Our recommendation for a heavier duty wood slat chair would be our 5508 style (see the image below). This chair has slightly curved slats with gently rounded slat ends. The standard style is European Chestnut wood with a Walnut stain and clear protective coating. We could also do the wood in the same natural color slats as on the 5599 style, with a lead-time.

5517 Chair (recommended)
For a similarly heavy duty chair, but with durable metal slats, please consider our 5517 model.
These are being used in many venues, including ‘The High Line’ in NYC…

**Dining Table Options**

**Wood Square Table**

![Wood Square Table](image)

**Metal Square Table**

![Metal Square Table](image)

**Color Choices**

If you are willing to wait, there is a choice of 20 standard powder-coat colors for the metal frames and also for the tops, if metal tops are chosen. Please see the attached. You can also specify a different stain or paint color for the wood. All paint colors are in the RAL color system.

**Lead-time**

We can ship in stock items as listed above, within a few days of your order placement. Anything not in stock is considered to be a ‘Special Order’ item, simply meaning there is a lead time. If ordered now, your order could be placed into our production arriving to us the end of June. We would need to have your order quickly to get it into the production schedule.

**Umbrellas**

**We also offer our Swiss handcrafted umbrellas.** These umbrellas are made using the finest solution dyed fabric for lasting vibrant colors and are constructed for high wind venues in the Alps, so you can rely upon their durability. We have sizes from 6+’ to 26+’ giant market umbrellas.
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Table</td>
<td>4113C</td>
<td>Folding Café Table - Square Chestnut Top - Steel Frame</td>
<td>TBD (Natural, Walnut or Paint Finish)</td>
<td>TBD</td>
<td>28 W x 28 L x 29 H</td>
<td>8</td>
<td>$875</td>
<td>$374</td>
<td>Wood Square Folding Table</td>
</tr>
<tr>
<td>Dining Table</td>
<td>4113S</td>
<td>Folding Café Table - Square Steel Top and Frame</td>
<td>Not Applicable</td>
<td>TBD</td>
<td>28 W x 28 L x 29 H</td>
<td>8</td>
<td>$549</td>
<td>$235</td>
<td>Metal Square Folding Table</td>
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<tr>
<td>Chairs</td>
<td>5508C</td>
<td>Dijon Folding Café Chair - Chestnut Wood Slats - Steel Frame</td>
<td>TBD (Natural, Walnut or Paint Finish)</td>
<td>TBD</td>
<td>16 W x 14 D x 33 FH x 18 SH</td>
<td>30</td>
<td>$235</td>
<td>$100</td>
<td>Dijon Chair</td>
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<tr>
<td>Chairs</td>
<td>5517S</td>
<td>Paris Café Folding Chair - Steel Frame and Seat</td>
<td>Not Applicable</td>
<td>TBD</td>
<td>17 W x 14 D x 33 FH x 18 SH</td>
<td>30</td>
<td>$237</td>
<td>$101</td>
<td>Paris Cafe Chair</td>
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<tr>
<td>Chairs</td>
<td>5599C</td>
<td>Bryant Park Folding Chair - Chestnut Wood Slats - Steel Frame</td>
<td>TBD (Natural, Walnut or Paint Finish)</td>
<td>TBD</td>
<td>17 W x 17 D x 32 FH x 18 SH</td>
<td>30</td>
<td>$224</td>
<td>$96</td>
<td>Bryant Park Chair</td>
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</table>
Standard Colors

- Classic Ivory RAL 1014
- Zinc Yellow RAL 1018
- Melon Yellow RAL 1028
- Pure Orange RAL 2004
- Flame Red RAL 3000

- Purple Red RAL 3004
- Bordeaux Wine RAL 3007
- Traffic Red RAL 3020
- Lilac RAL 4005
- Magenta RAL 4010

- Signal Blue RAL 5005
- Light Blue RAL 5012
- Turquoise RAL 5018
- Dark Green RAL 6012
- Yellow Green RAL 6018

- Mint Green RAL 6029
- Steel Grey RAL 7012
- Jet Black RAL 9005
- Silver Grey RAL 9006
- Traffic White RAL 9016
Surface Guard Temporary Barrier

Fixed Surface Mounted and Crash Rated Barrier System

The Surface Guard barrier system is the preferred choice for temporary event protection. Large events create targets for senseless acts of violence. Easily deploy the entire system in 20 minutes and provide anti-crash security at any event. The Surface Guard barricades protect event goers from accidental or targeted vehicular attacks and allow for pedestrian traffic to flow seamlessly through the barricade wedges.

Read the Surface Guard Case Studies!

Features

- IWA14 Crash Test Certified to a 5,500 pound vehicle travelling at 30 mph
- IWA14 Crash Test Certified to a 15,500 pound vehicle travelling at 20 mph
- Mounts on top of roadway for easy deployment and removal
- Ideal for temporary event protection
- Small storage footprint
- Lightweight and easy to transport
- Allows for pedestrian traffic flow

**Interested in this product?**

Contact Us

---

**Surface Guard Crash Test**

**Surface Guard Deployment**
Site Furnishings: Stingray Waste Receptacles

Code: 2020
Stingray, Waste Receptacle

Waste Receptacle, 42 US gal., 160 litres

Materials: • All steel construction, heavy gauge HRS.

Finish: • RAL super durable TGIC-free polyester rust-proof powder coating.

Features: • Side opening, allows easy and ergonomic access to waste receptacle.
• Latch closing.
• Unique design is part of a family of integrated products.
• Clean detailing in a rugged practical application.
• Easy installation in any location.

Dimensions: • 39" high x 23" in diameter.

Installation: • Holes provided for anchor mounting.

Warranty: • 1 year warranty against defective workmanship.

Code: 2020-Green

Colour Options:

Below standard colour options available:

Red  Black  Blue  Green  Yellow

Logos and other corporate identification can be added with minimum order quantities.

5280 John Lucas Dr.  Ph.: 905.332.5700  www.FrostSiteFurnishings.com
Burlington, ON, Canada  Fax: 905.332.7105  info@FrostProductsLtd.com
L7L 5Z9

Description and specifications applicable on date issued. Frost reserves the right to make improvements or changes without notice.
Site Furnishings: Stingray Waste Receptacles

**Code: 2020**

Stingray, Waste Receptacle

**Overview**

A latch is employed to secure the door in the closed position. The latch is located in the centre of the unit on the same side as the Frost logo. Push the door inward and pull on the latch to allow the door to swing outward.

When mounting the unit in a corner allow for door clearance.

Insure unit is placed in a level area.

Anchor hole locations. Insure unit is leveled using shims prior to anchoring.
Hi Christina... please forward below to your e-blast creators
Thanks--Tom

Inviting all Dearborn DDA members to join the City of Dearborn’s EV-Mobility and Economic Stimulus program.

Increase Your Business and Help Support the City of Dearborn

GAME-CHANGING ‘HYBRID’ ADVERTISING/SPONSORSHIP DIGITAL MARKETING OPPORTUNITY

- IMPACTING ROI... With the City’s help all 32,000 Dearborn Households/10,000+ businesses will be Made Aware of this Program and Community Benefitting Digital Coupons and Advergames
- IMAGE-ENHANCING... You and Your Business Recognized at a Media Event With Congresswoman Debbie Dingell& Wayne County CEO Warren Evans (Senator Peters & Governor Whitmer Pending)
- BRAND AWARENESS... Your Business/Organization Recognized on High-Visibility Signage at the Entrance to the Dearborn Administration Center (DAC)

### Digital Advertising/Sponsorship Packages
Starting at Only $200 per Year ###

For Complete details Call Tom Wither at 866-643-5724 or email tom@aawfunding.com
Dearborn Brand Personality Summary

June 5, 2019
Introduction
Dearborn Personality:
Intro

Personality is a cornerstone of brand development.

If the positioning is the main tool for differentiating a brand on the basis of a big idea, the personality is the main tool for differentiating a brand on the basis of style and sensibility. The personality helps to shape the brand’s look, feel and tone of copy.

Strong brands succeed in part because they develop distinctive, memorable, appealing personalities that feel unlike those of other brands in their category.
Some cities struggle to find an engaging personality because they lack the raw materials from which personality gets built including a rich history, a distinctive culture, and a distinctive physical or natural environment.

Dearborn doesn’t have that problem. Over the course of our discovery, stakeholders identified a number of qualities that contribute to a distinct Dearborn vibe and sense of place.

Developing a distinctive look and feel for the Dearborn brand involves interpreting these qualities in a variety of ways and combinations, drawing on different inspirations as a starting point.
Character & Personality: Stakeholder Keywords

- Connected
- Creative
- Accessible
- Smart
- Down-to-earth
- Homey
- Welcoming
- Having grit
- Real
- Authentic
- Vibrant
- Diverse
- Inclusive
- Sense of community
- Homey
- Welcoming
- Having grit
- Real
- Authentic
- Vibrant
- Diverse
- Inclusive
- Sense of community
Dearborn Personality Suggested

In the way Dearborn expresses itself and the way others perceive it, Dearborn will be smart, down-to-earth, diverse, creative and real.

This personality aligns with a city that thinks about how it will lead in providing services and a good quality of life tomorrow as well as today; a city that attracts a growing class of enterprising, can-do, individuals; a city that prides itself on homeyness and a sense of community; and a city that values the authentic character it has developed over time.

This personality is both rich and consistent. It also sets Dearborn apart from other cities in the region.

These qualities combine to make Dearborn distinctive, interesting, and ultimately hard to forget.
Dearborn Personality Archetype

Key suggested personality attributes for Dearborn correspond most closely to the archetype of the Hands-On Creator

• Expressed by historical Dearborn figures as as Henry Ford, brands such as Carhartt and Ford, and businesses such as Dearborn Glass Academy, among many others.
• This archetype aligns strongly with Innovation brand driver.
• Differentiates Dearborn from other regional city brands while aligning it with both Ann Arbor and Detroit.

Archetype
A description of the brand as if it were a person, using one of several timeless individual “types” that appear across cultures and historical periods.
The archetype is a useful shorthand tool for quickly and confidently adopting a consistent, on-target tone in brand communications.
Thank You
APPLIED STORYTELLING

for market advantage.©
Introduction
Dearborn Positioning:
Intro

Positioning is a cornerstone of brand development.

Strong brands succeed in part because they develop and maintain clear, focused, well-defined and differentiated positions. This is true of city brands no less than brands of any other kind.

No city brand succeeds by attempting to be all things to all people. The best city brands zero in on a single idea that they can own through consistent, focused and ongoing efforts to express it.
Dearborn Positioning: Opportunities

Some cities struggle to find a credible position because they’re hard to distinguish from their neighbors or because they just don’t have a lot of “there there”.

Dearborn doesn’t have that problem. Over the course of our discovery, we’ve identified a number of strengths—at least three—around which Dearborn can build a credible position.

Each of these strengths serves as the basis for a distinct positioning scenario. In our opinion, any of the three scenarios can work for Dearborn. The next step is to choose the one scenario from among them that seems best suited to differentiating the brand and satisfying the strategic goals the DDAs have set forth.

What happens to the scenarios that don’t get chosen? Not to worry. The underlying strengths that have defined them don’t go away. They’re still a part of the brand story. They’re just not the lead part.
Dearborn Positioning: Aligning with Strategic Goals

Match goals to scenarios. Consider the various positioning scenarios with respect to the goals shown here. These goals, developed as part of the DDAs’ strategic planning efforts.

- **Attract and retain top talent.**
  People don’t choose companies on their own merits alone. They also consider the surrounding community. We want the most in-demand talent to discover what a smart, satisfying choice Dearborn can be.

- **Encourage the workforce to live, play and stay in Dearborn during the work day, after hours, and on weekends.**
  In the healthiest and most interesting cities, downtown doesn’t close down when the workday is over. We want to showcase the many offerings that make downtown Dearborn a great place to spend time all the time.

- **Drive complementary businesses to locate and operate in the districts and support the downtown vision.**
  Dearborn planners and civic leaders have identified several key districts that already serve as lively commercial hubs, each with their own distinct character. We want the story we tell to paint a compelling picture of each.

- **Engage stakeholders of all kinds and encourage stakeholder investment.**
  We want the story we tell to be so exciting and relevant that Dearborn businesses and individuals see themselves reflected in it—and help to tell it.

- **Increase commercial and residential property values in Dearborn.**
  A powerful story can drive demand for property just like a strong brand can drive demand for products. In this way, building a strong Dearborn brand stands to benefit every property owner in our city.

- **Drive tourism.**
  The scope of brand development extends not only to businesses and residents but also to increasing Dearborn’s appeal as a destination worth visiting for shopping, dining, entertainment, cultural and recreational offerings.

- **Encourage students to live, stay and play in Dearborn while enhancing area colleges’ brand appeal and student population growth.**
  Dearborn is home to a University of Michigan campus as well as an excellent two-year college. Through the brand exercise, we want to strengthen the connection between the city and the schools.
Discovery Findings
Discovery Findings

The following takeaways from our discovery effort summarize the brand positioning opportunities we subsequently developed.

The effort that yielded these takeaways included site visits, interviews with various Dearborn groups and individuals, a visioning session involving a cross section of community stakeholders and, importantly, a community-wide survey of residents and business owners that yielded nearly 2,000 responses.
Takeaway 13

Dearborn has an opportunity to exploit its unique relationship to Detroit relative to other area towns and cities.

- Dearborn is one of the few cities that is contiguous with Detroit.
- Detroit is a quick commute from Dearborn.
- Dearborn and Detroit enjoy a strong connection via the Michigan Avenue corridor. Dearborn enjoys an especially strong connection to Corktown.
- Dearborn and Detroit share aspects of a “gritty” character.
- Other cities ignore Detroit in their marketing or actively position against it.

91% of Dearborn business say that “being close to all of the resources and amenities of Downtown Detroit is a benefit of living in Dearborn.”

“Very connected to Detroit, yet separate. Unmatched cultural offerings.”

Dearborn Individual

“What Dearborn lacks (places to shop), it makes up for in proximity to other activities/places. You’re no more than 45 minutes from everything important - downtown Detroit, outdoor recreation like at Kensington and all your friends in other cities.”

Dearborn Individual

Significance

We see an exciting opportunity to explore differentiating Dearborn from other cities by touting its relationship to Detroit—something other cities don’t do, or actively counter.
Positioning

Dearborn has a strong story to tell about being a center of innovation...

• Dearborn has a strong history of innovation—in particular of building and making things.
• The recent repositioning of The Henry Ford and THF-sponsored events such as Maker Faire are strong examples of Dearborn innovation.
• Beaumont, The University of Michigan-Dearborn and Ford Motor Company are strong examples of innovators at the corporate level.
• Dearborn public schools are widely recognized as innovators in primary and secondary education.
• Ann Arbor is renowned for innovation but its focus is somewhat different: Dearborn has an opportunity to complement it, not compete with it.

Opportunity Alert
Dearborn has an opportunity to position itself relative to Ann Arbor as more practical vs. theoretical—as a place where things are made, not only imagined.

Significance
We see this story as highly differentiating. With the exception of Ann Arbor, no other city is telling it. “Connecting the dots” of innovation in the community will make it more credible.
Positioning

Dearborn has an opportunity to position itself around being the perfect combination of urban amenities and a sense of belonging.

- Stakeholders assert that Dearborn is large enough that “you don't really need to go anywhere else” for variety in shopping, dining, entertainment, recreation or other amenities.
- Stakeholders also note that Dearborn is big enough “that there are always new things to discover.”
- Dearborn has a city center with civic institutions and community programs that one might expect of a city many times its size.
- Dearborn is small enough that an individual can feel as if he or she can still engage in “small town chatter”, participate in community networks, and make an impact in city government.

Question
What are the images that reinforce the impression of Dearborn as a city versus a town?
Positioning & Promise:
“What Makes Dearborn So Special?”
“What’s in Dearborn for Me?”
Scenario 1

Hands-On Innovation

Making What’s Next
Where Innovation Gets Real
Makers Welcome
Hands-On Innovation

Here’s why:

• **Ownable: Yes, in a relative sense.** No other regional city is making this claim or has the fundamentals to do so, except Ann Arbor. Relative to Ann Arbor, Dearborn is less about research and more about making, less cerebral and more muscular. The two cities can be positioned as complementary, not competitive.

• **Credible. Yes.** Dearborn has the essential industry, assets and heritage to make this claim stick.

• **Relevant: Yes, with work.** “Innovation” is very business-y. Dearborn needs a well-rounded value proposition. Messaging must tie “innovation” to realizing opportunities and the idea of achieving one’s own potential—in other words, lifestyle appeal.

• **Defensible: Yes.** Other towns and cities simply focus on other things such as charm, walkability or creativity. By nature, an Innovation positioning is more suited to a forward-looking city than a frozen-in-time town. Beyond that, no other city in the region has the industry and heritage to make a strong claim to this positioning.
<table>
<thead>
<tr>
<th>Positioning</th>
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<tbody>
<tr>
<td><strong>Scenario 1</strong></td>
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<table>
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<tr>
<th><strong>STATEMENT</strong></th>
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<tbody>
<tr>
<td>Dearborn is a center of next-gen innovation—where makers and doers find what they need to take their visions from paper into production.</td>
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<table>
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<tr>
<th><strong>BASIS</strong></th>
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<tbody>
<tr>
<td>Demonstrable proof around:</td>
</tr>
<tr>
<td>• Strong History of Innovation—Esp. Re: Building and Making Things</td>
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<tr>
<td>• Strong Corporate and Institutional Innovators: Ford, Beaumont, THF, Carhartt, U of M, more.</td>
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<tr>
<td>• Solid Maker, Craft, Startup Culture w/ Good Core Assets (Space, etc.)</td>
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<tr>
<th><strong>DE-POSITIONER</strong></th>
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<tr>
<td>“Anywhere else is out to pasture.”</td>
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</tbody>
</table>
Scenario 1

The place to go beyond the drawing board.

Build what you have in mind.
Scenario 1

The place to go beyond the drawing board.

Here’s why:

• Ties innovation to a higher-order value of self-realization.
• Speaks to a specific type of next-gen individual who is likely to be most receptive to what Dearborn offers.
• Implies activity, accomplishment, success
• Strongly aligns with strong and real dimensions of Dearborn brand personality.
Scenario 2

The Perfect Balance

Urban Amenities Meet A Sense of Belonging
Scaled to Satisfy
Scenario 2

The Perfect Balance

Here’s why:

- **Ownable: Yes.** No other regional city of comparable size has anything like the “big city” mix of cultural, social and economic amenities that Dearborn has.
- **Credible. Yes.** As above.
- **Relevant: Yes.** For people who want to enjoy big city life without all the hassles, Dearborn provides an uncompromising option.
- **Defensible: Yes.** Dearborn’s civic infrastructure, built up over decades and amply supported today, would be difficult to replicate without years of aggressive, focused investment.
Scenario 2

STATEMENT

Of all the cities and towns in Metro Detroit, Dearborn is the one that delivers a full city experience—without sacrificing a sense of belonging.

BASIS

Demonstrable proof around:

- Sufficient Scale to Be Self-Contained
- Sufficient Variety to Invite a Sense of Discovery
- World-Class, Big City Cultural, Social and Recreational Amenities
- Strong Community Traditions & Organizations

DE-POSITIONER

“Who said you had to live in a metropolis to enjoy all the amenities of big city life?”
Scenario 2

Cosmopolitan meets community.

Enjoy all the big city offerings—without all the big.
Access all the amenities of big city life—without sacrificing a sense of belonging.
Scenario 2

Cosmopolitan meets community.

Here’s why:

• Appeals to next-gen individuals who don’t want to sacrifice sophistication and choice for a more family-oriented life.

• Evolves Dearborn’s “default” appeal [a comfortable, not-too-big city] to something with a little more edge.

• Invites exploration.

• Strongly aligns with strong and real dimensions of Dearborn brand personality.
Scenario 3

Detroit’s Sister City

Detroit’s Convenient, Connected Sister
The D, But Different
A D of Your Own
The Other D
Scenario 3

Detroit’s Sister City

Here’s why:

- **Ownable**: Yes. No other city can claim the same degree of physical proximity to Detroit, or shared history with it.

- **Credible**: Yes. The physical, economic and historical ties between the two cities is clear and undeniable.

- **Relevant**: Yes. As Detroit continues its comeback and becomes an increasingly desirable place to be, Dearborn gains by aligning with it.

- **Defensible**: Yes. As above. In addition, many cities have studiously ignored Detroit in their positioning and messaging. They’re not in a position to switch, even if they were to want to.
Positioning

Scenario 3

**STATEMENT**
Dearborn is the city that combines all the benefits of nextdoor proximity to Detroit with a flavor and appeal all its own.

**BASIS**
Demonstrable proof around:
- Extensive Shared Border with Detroit
- Close Proximity to Downtown Detroit
- Good Connectivity to Detroit
- Shared History
- “Benefits Beyond the D”: World Class Amenities, Amazing Services, Sense of Connected Community, etc.

**DE-POSITIONER**
“Love Detroit? Then keep it close by when you want to add a few extras to your lifestyle mix.”
Scenario 3

The best of Detroit at your fingertips, with extras.
Scenario 3

The best of Detroit at your fingertips, with extras.

Here’s why:

• Allows Dearborn to draft on Detroit’s strong, next-gen friendly brand.
• Alludes to a benefits and a quality of life that Detroit doesn’t offer.
• Positions relative to Detroit while keeping things positive.
• Invites discovery.
Positioning

Scenarios Summary

1. Hands-On Innovation
2. The Perfect Balance
3. Detroit’s Sister City
DOWNTOWN DEARBORN STEERING & EXECUTIVE COMMITTEE

- See POW! Strategies, Inc. report attached.
- Planning to schedule a working session with the Boards with Michigan Main Street for July/August.
- Sent Legal example service agreements from Downtown Grand Rapids, Inc. for review, discussion and estimate on time necessary to develop a similar agreement for the DDDAs with an umbrella organization.
- MOU reviewed by Executive Committee and then will be brought to Boards in August.
- A pledge of commitment for Board members will be drafted. Legal to review draft and then bring to Boards for discussion.
- Passing around a “Committee Sign Up” grid for the Board to assign themselves to a committee or cause.
- Vision Plan – drafting RFP scope of services to be bid.
- Purchasing Policy draft discussions between Legal and Purchasing.
- Volunteer time tracking form created and being tested by Promotions Committee.
- Volunteer manual completed.
- Executive Committee would like to pursue a holiday décor plan with English Gardens or another provider to see their recommendations.
- Office Flood Recovery and network relocation completed.

***Michigan Main Street Training, MDA & MSOC Trainings Invitation
  - June 19 – Pontiac – MSOC – Inter-Communications & Conflict Resolution – Open Invitation – notify Cristina Sheppard-Decius

PROMOTIONS/ORGANIZATION

- Event Analysis for May attached in supplemental materials.
- Branding update presented at June 20 Board meeting (see attached supplemental materials).
- Summer event materials distributed to businesses.
- Farm to Table event cancelled due to logistical issues and slow ticket sales.
- Open City entrepreneur event with Metromode will be June 20 at the Fishnet Studios.
- See article from Corp! Magazine attached.
- See Tanner Friedman quarterly report attached.
DESIGN/ECONOMIC VITALITY

Joint Items

- Tackling Vacancies Property Owner Roundtable schedule for June 26 at Wagner Place.

WDDDA

- Connector Streets construction anticipated to start late summer. Bidding still in process.
- Brady Site – Gateway Redevelopment – Waiting on Plan from MEDC.
- Wagner Place tenants under construction. DTE moving forward with underground connections.
- Wagner Place streetscape to be finished upon completion of DTE connections tentatively early Fall. Pavement markings and landscape materials completed.

EDDDA

- Schaefer Lighting project – PO completed and now in process.
- Sustainable Parking Lot project – REQ for design/build RFP submitted. Preparing RFP. Expecting about 3-4 month process.
- Artspace Connector is ready for lease beginning of June.
- Trash Receptacles – Artist receptacles will be explored later in summer.
- Blick is interested in partnering on a mural for the side of their building.
Q&A with Dr. Diana Abouali, new director of the Arab American National Museum

MJ GALBRAITH
THURSDAY, JUNE 13, 2019

Dearborn’s Monroe business corridor owners see bright future

TIMOTHY J. SEPPALA
THURSDAY, JUNE 06, 2019
Dinner, dancing, and dapper 1920s fashion planned in downtown Dearborn

MJ GALBRAITH THURSDAY, JUNE 06, 2019

Open City Dearborn: microDistricts in Downtown

WEDNESDAY, JUNE 05, 2019
TRANSPORTATION

Dearborn’s bikeshare is on a roll
CLAIRE CHARLTON THURSDAY, MAY 23, 2019

ENTREPRENEURSHIP

Omar Shiblaq on opening a business in Dearborn
MIKE GALBRAITH TUESDAY, MAY 21, 2019
COMMUNITY DEVELOPMENT

From Flat Rock to Northville: New park and miles of trailways announced throughout Wayne County
MJ GALBRAITHTHURSDAY, MAY 16, 2019

FEATICRE STORY

Gâteaux Patisserie brings old-world elegance to West Dearborn
TIMOTHY J. SEPPALA WEDNESDAY, MAY 15, 2019
Downtown Dearborn
Design & Economic Vitality Committee

May 22, 2019 @ 2pm
DDDA Office, 13615 Michigan Ave.

Attendance: Steve Horstman, Mark Guido, Mike Kirk, Cristina Sheppard-Decius, Kathleen Duffy, Tom Paison, Janet Bloom

1. Open Door Dearborn Incentives
   - Design Guidelines Review
     https://drive.google.com/open?id=0B942n9YsniLT1aA4S2hsVRlBMYk5ibWhMenhwbHk5bTdR
   - City Coordination with Guidelines & Incentive Program
     ♦ Define Design Committee. Go digital for initial review. Call meetings as needed. Application received by DDA. Copy goes to Tom at City. Have shared folder with maps and project details. Tom will collect comments to add to file. Suggested to do as three levels: level 1 – standard, level 2 – define, level 3 – major overhaul. Add to incentive page on website.

   - Target Recruits: See List Attached - https://drive.google.com/open?id=1VlVN1D1QGcqYv7cACXYFI7w5Jq2Jpl4
   - Communication: See Communications List: https://docs.google.com/document/d/1_G_srxuOKyM-lotHs2uQmdXBYwtqGPaVUS2bm84km/edit?usp=sharing
   - Funding Opps? MEDC & CRA – set up meetings with banks
   - Corridor Adoption – do pilot first, then send to corridor authorities.

2. Entrepreneur Round Table/ Metromode: June 20, 6-8 pm at Fishnet Studios – Repurposing Buildings

3. Tackling Vacancies Property Owner Roundtable
   - June 26 at 4pm at Wagner Place
   - Finalize Agenda https://drive.google.com/open?id=1MMtkCFzeoRU8qDoxVBj5ECWI0vCAYj
     ♦ Suggested to have MEDC attend.

   - Takeaways/Resources
     ♦ Review other communities to develop a benchmark
     ♦ Site Plan Review – coordinate review process and get items in early.

4. Updates & To Do’s
   a) Spring/Summer Amenities
      i) Trash Receptacles – EDDDA- finalized first-round/buyer processing; 2nd round – Art Project
      ii) Wagner Park Amenities – finalized/buyer processing
   b) RRC & Development Site Updates
      i) Brady Site – Report online? Public input still needed, discuss parking and grade; historic house stays
      ii) 5050 Schaefer – coming in with façade – June hearing
      iii) Howard & Between Decks (go back out after Brady) – waiting on commercial broker
      v) RRC List (Facade Targets) -EDDDA https://drive.google.com/open?id=1VlVN1D1QGcqYv7cACXYFI7w5Jq2Jpl4
      vi) FBC Update: Adopted by Council
   c) Streets Updates: Connector Streets/EDDDA Parking Lots/ Cultural Trail/MMTP
      i) Connector Streets construction late summer
      ii) EDDDA Parking Lots RFP for Design/Build being released

082
Coming out by next month or two

d) Incubator Hubs –
   i) Follow Up Needed with City on Commissary/Commercial Kitchens
      ♦ No incubator language in documents. Hold public hearing.
   ii) Private Incubator exploring Artspace

e) On-Deck Planning
   i) Meeting with Southwest Detroit Business Association/Michigan Ave. Biz - schedule meeting; what’s their boundary?
   ii) Downtown Master Plan/Vision Document – bid this out
   iii) Liquor License Process – needs to be clearly defined locally (single source document); Sgt. Faith

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>ASSIGNED TO:</th>
<th>NEXT STEPS:</th>
<th>BUDGET/ VOLUNTEER NEEDS/NOTES</th>
<th>IMPORTANT DOCS</th>
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<tbody>
<tr>
<td>Objective: Recruit Businesses (1.75)</td>
<td>Adam/Hassan/Andrea</td>
<td>TASKS</td>
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<td>Ecosystem—Networking/Incubator/Shared Space/ Accelerators/Pop Ups (2)</td>
<td>Hassan/Reaching out for New UofM Rep</td>
<td>• Recruitment of an Incubator/Co-Working Space</td>
<td>Metromode DRAFT Summary</td>
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<td>• Metromode Follow Up</td>
<td>Launch Lab Framework</td>
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<td>• Partners</td>
<td>Launch Dearborn Vision Plan Draft</td>
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<td>• Funding!!</td>
<td>Entrepreneur Ecosystem Committee Notes</td>
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<td></td>
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<td>• Hub Location: Commercial Kitchen Needed – Discuss Code Issues in downtown districts</td>
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<td>Business Start-up/Recruitment Incentive (4.67)</td>
<td>Andrea/Stacey/Steve/Jackie</td>
<td>TASKS</td>
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<td>• Incentives to Boards</td>
<td>Open Door Dearborn Vacancy Roundtable</td>
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<td>• Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop</td>
<td>Business Promotion Micro-Grant link</td>
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<td>• EDDDA Intercept Survey – Sent for Rebid</td>
<td>Open Door Dearborn Incentive link</td>
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<td>• Vacancy Roundtable – See above</td>
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<td>Business Assistance Programs/Trainings</td>
<td>Steve/Stacey/ Hassan</td>
<td>TASKS</td>
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<td>• Round Table with Entrepreneurs for Strategy on Needs/Missing Links</td>
<td><a href="https://staceygrant1.wixsite.com/launchlab">https://staceygrant1.wixsite.com/launchlab</a></td>
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<td>• Website Resource Draft – Partnership to Manage</td>
<td>Business Resource Incentives Document</td>
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<td>• Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed</td>
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<tr>
<td>Objective: Redevelop Sites (1.8)</td>
<td>Steve/Doug/Mike/Jennifer</td>
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<td>Redevelopment Ready Marketing of Sites (1.8)</td>
<td>Doug/Steve/Mike/Jennifer</td>
<td>• PRIORITY 1 SITES: Brady &amp; MI; 5050</td>
<td>Candidates for Façade Program: Merchants, Jiu Jitsu, and refer to previous</td>
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<td>• RRC NEXT STEPS:</td>
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<td>• Tour of Top 10 Development Sites – schedule with Ford Land – coordinate event - Lease sites (Developer Road Show) &amp; separate development sites (DABOR partnership potential)</td>
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<td>• Howard &amp; Michigan RFP – marketing needed?</td>
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<td>Program (2.25)</td>
<td>Huntington, Chase</td>
<td>list identified for EDDDA; FBC Code presentation and user guide; FBC Code -Business Overlay &amp; Sample Guidelines; Committee Notes; Suggested Design Asst. Firms</td>
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<td>Objective: Streetscape/Walkability Improvements (4) – 2 votes</td>
<td>Mark G</td>
<td></td>
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<td>Streets</td>
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<td>Presentation for Connector Streets &amp; Michigan Ave.</td>
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<td>MMTP draft plan link</td>
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<td>Tree Well Overview Overall Rendered Plan Schaefer Rendered Plan</td>
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<td>Public Spaces</td>
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<td>Using Public Sidewalks How To Sheet DRAFT</td>
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<td>FYE2020 - Art In Public Spaces Plan budgeted</td>
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<tr>
<td>Objective: Branding (2.6)</td>
<td>Cristina</td>
<td>Draft Summary of Visioning &amp; Survey Summary <a href="http://www.brandingdearborn.com">www.brandingdearborn.com</a></td>
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<tr>
<td>Wayfinding (3.83)</td>
<td>June 20 Information Session</td>
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</tbody>
</table>
Downtown Dearborn Promotions Committee

Attendance: Jean Smith, Cristina Sheppard-Decius, Katie Merritt, Katherine Lennon, Maria Darany, Kalette Willis, Baileigh Pomrenke, Janet Bloom

I. Impact Analysis & Final Expenses
   a. Due June 10:
      i. Shop Small / Winterfest
      ii. Martian Marathon
      iii. Ladies Night
         1. Same day as flooding. Over 300 participants. Collecting feedback from participating businesses. 9 out of over 30 have responded to date. Shuttle Service received positive response.
         2. Research doing a Discover Dearborn event which is open to all businesses (not ladies centric)
         3. ArtSpace had vendors with 50 attendees
         4. Research doing event at different times of year and review successful Ladies Nights events for helpful tips
         5. Research Downtown App which would track attendees, zip codes, attendance, event metrics
   iv. Spring Perennial Exchange
      1. Cut from 5 hours to 3 hours
      2. One speaker; 40 in attendance
      4. Look at May 9, 2020 as possible date
   v. Clean Up Event
      1. Stayed in budget

II. Second Quarter Events Tasks & Updates
   a. Farm to Table: Send Email of Invite to Committees/Boards, Organizations
   b. Summer Events
      i. See schedule in chart
      ii. Kalette would like to host DJ on a Friday night. No budget currently available.
iii. Dearborn Farmers & Artisans market has 25 vendors booked. DUFB, WIC Project Fresh, and Senior Project Fresh are submitted and approved. Working with Fair Food Network to get EBT and POS system up.

III. Volunteer / Committee Needs
   a. Committee / Event Needs – List of Volunteer Duties/Time/Responsibilities
   b. Volunteer Management Plan:
      i. Volunteer Manual currently being updated
      ii. Outreach Plan being developed
      iii. Tracking Form – ADD LINK
      iv. Review use of Passport system for volunteers to spurn an increase in volunteer hours
   c. Volunteer Recognition Event:
      i. September 21 (in conjunction with Artspace Open House) but need to confirm if Open House is scheduled.
      ii. Need to list what to recognize – suggested longest serving volunteer, newest volunteer, and volunteer of the year.
      iii. March / April 2020

IV. Sponsorships
   a. Policy – final edits from legal
   b. Recruitment of Sponsors for Jazz on Ave and Music in the Park
      i. Approach in Fall for 2020 season

V. Printing Deadlines
   a. Summer Brochure – final sponsor logos needed
   b. CTM Brochure awaiting shipment – will have 5K to distribute via Street Teams

VI. Metromode Contract
   a. Open City Event: June 20 at Fishnet Studios for networking with entrepreneurs and focus on redevelopment
   b. Instagram Takeover Opportunity - Kalette

VII. Social / Online Communication
   a. Business & Community Leader Profiles: Create a List on Google to Share with TannerFriedmann (Baileigh)
   b. Blogging – Set Up Blog Portal; Schedule /Sign Up Here: ADD LINK
   c. Student Instagram Take Over – re-earth in the Fall
      i. Provide framework, structure and instructions
   d. Hashtags listing for events

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>CHAMPION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Organizer</td>
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<td>---------------------------------------------------</td>
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</tr>
<tr>
<td>Feb. 11-17</td>
<td>Dearborn Restaurant Week</td>
<td>Sam Abbas</td>
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<td>March</td>
<td>Reading Month</td>
<td>Maryanne Bartles</td>
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<tr>
<td>April</td>
<td>Art Month</td>
<td>Emma Jean Woodyard</td>
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<td>April 13</td>
<td>Martian Marathon</td>
<td>Mo Hider</td>
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<td>May 1</td>
<td>Ladies Night</td>
<td>Chris Sickle</td>
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<td>May 4</td>
<td>Free Comic Book Day</td>
<td>Katie Merritt</td>
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<td>May 18</td>
<td>Spring Perennial Exchange</td>
<td>Katie Merritt</td>
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<td>June 7</td>
<td>Wagner Park Opening Day</td>
<td>Ford Land</td>
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<td>June 7 – Sept. 27</td>
<td>Farmers Market</td>
<td>Jean Smith (need a chairperson)</td>
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<td>June 7, July 12, Aug. 9</td>
<td>Kids Days</td>
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<tr>
<td>June 5 – July 10</td>
<td>Music in the Park</td>
<td>Julia Kapliango</td>
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<tr>
<td>June 14, July 19, Aug. 9 &amp; Sept. 14</td>
<td>Movies in the Park (West &amp; East Alternate)</td>
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<td>June 14 – Aug. 30</td>
<td>Trenchtown Festival</td>
<td>Kalette Willis</td>
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<td>June 15</td>
<td>Farm to Table</td>
<td>Maria Marzolo</td>
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<tr>
<td>June 28, July 26 &amp; Aug. 23</td>
<td>Friday Nites</td>
<td>Jim Jernigan</td>
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<td>July 17 – Aug. 21</td>
<td>Jazz on the Ave</td>
<td>Kalette Willis</td>
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<td>July 16 – Aug. 20</td>
<td>Tunes at Noon</td>
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<td>Fall Perennial Exchange</td>
<td>Katie Merritt</td>
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<td>Trick-or-Treat</td>
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<td>Doggone Dearborn</td>
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<td>Pumpkin Carving</td>
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<td></td>
<td>Beer Crawl</td>
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<tr>
<td></td>
<td>Shop Small</td>
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<td></td>
<td>Winterfest Market</td>
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</tbody>
</table>
BUSINESS RECRUITMENT STRATEGIES REPORT

Occupancy Rate: 96% WDDDA (up 2%); 85% (up 1%) EDDDA

Newest Openings/Opening Soon:

**WDDDA**
- Orange Theory - open
- Noah’s Smokehouse - open
- Wagner Place – coming soon:
  - Jolly Pumpkin – August
  - The Great Commoner – Fall/Winter
  - Paradise Indian – Summer/Fall
  - Modern Greek – Summer/Fall
  - Desert Rose – Retail - Fall
  - Lash & Company – Retail/Service - Fall
- Malik Al Kabob – July

**EDDDA**
- Al-Khabaz Bakery & Grill – open as of May
- Fishnet Studios is full - open
- Sharp Cuts - Open
- Sinbad Travel - Open
- Kidcadia – July
- 5050 Schaefer proposal under review at City

Also Coming Soon: Sheeba’s (former Kabuki) – coming soon
- Yoga Studio (former Lynch’s) – coming soon
- Medical (former Tenney Street) – under construction
- Keller Williams – coming soon
BUSINESS RECRUITMENT STRATEGIES REPORT

• Targeted Recruitment Mix defined for WDDDA
• Awaiting Purchasing bid for Intercept Survey for EDDDA – once survey and analysis completed, a Targeted Recruitment Mix will be defined. Goal: Fall 2019.
• Business Incentive Program Adopted by Boards in April 2019; Design Guidelines to be adopted June 2019.
• Identified Properties for Incentives & Façade Improvements – in process of approaching.
• Hosting Property Owner Roundtable on June 26 for “Tackling Vacancies”.
• Developing a Property Owner’s best practices guide and engagement for redeveloping buildings for artist/creative spaces.
• Metromode Open City local panel event on June 20 at Fishnet Studio focused on redeveloping buildings for artists/creatives.
• Artspace Connector spaces available for leasing starting June 2019.
EDDDA

- Artspace Connector
  - working with Artspace on promoting space availability in the rear (parking lot side) space
  - working with co-working/incubator space to fill front (park side) space
- Fishnet Studios – met with owner to start discussion on utilizing them as Best Practices Guide for property development
- Working with Kidcadia on pedestrian crossing issues in alley and Design Review items
- Assisting M Cantina with Sidewalk Café/Business Incentive
BUSINESS DEVELOPMENT UPDATE

WDDDA

• Working with WDDDA restauranteur to relocate in WDDDA due to property owner issues.
• Himalayan Flames – assisted with liquor licensing
• Assisting City with Malik Al Kabob electrical issues
• Exploring Bike Shop potential
• Identifying Target Recruits for former Nar Bar
• Trying to Reconnect with Michael Hamame on Property Items
BRANDING REPORT

Donations/Outreach:
- Dearborn Business Leaders Meeting – discussed need for funding support
- Ford Land’s 2020 contribution is in question – need to readdress that with Jeff Lynch, as well as the intent for Ford Land to lead the charge on sponsor recruitment.
- Grants and other sponsor support will be defined after strategy from Octane Design/Applied Storytelling is presented – they will also help to develop “pitch” for Fall sponsor pitch.

$480,000 Contract with Octane Design/Applied Storytelling
- Tasks 1 & 2 Complete – Task 2 Positioning Statements and Design Options to be Presented at June 20 Board Info meeting
- Task 3 - 20% Complete – Design System to be Completed by August
- Task 4 – Style Guide
- Task 5 – Branding Strategy
- Task 6 – Implementation
BRANDING REPORT

Funding to Date:

- City - $50,000 (initial upfront from 2015) – 10%
- Business Partners – 22%
  - Ford Land $100,000
  - Fairlane Town Center $5,000
- WDDDA $80,000 FYE 2018; $110,000 for 2019-2020 = $190,000 TOTAL – 40%
- EDDDA $50,000 FYE 2018; $110,000 for 2019-2020 = $160,000 TOTAL – 33%

Expenditures to Date: $122,400 Contract

- Additional Approved Expenditures:
  - Surveys $2,887
  - Meetings & Supplies: $1,209.20
Goal:
Continue to move the East and West Dearborn Downtown Development Authorities toward a unified organization that is focused on presenting Dearborn’s Michigan Avenue corridor as the regional destination within the community for arts, cultural, retail/restaurant commercial, tourism and entertainment.
Boards Continue to Meet Jointly, as well as Committees.

Memorandum of Understanding documenting current relationship—Presentation to Executive Boards June; Board Adoption August.

Sent DGRI Service Agreement Example to Legal for Review and Discussion.

By-Laws in Raw Draft Form – Complete by August for Review and Discussion.

Hold Working Session with Boards and Michigan Main Street in June/July.

Need to meet with State Treasury to Assure TIF is Safe. Complete by July.

Steering Committee to Meet with DEGC, Muskegon NOW, DGRI (follow-up) and Howell Main Street – Target late summer/fall.
Successful Fundraising March – May 31, 2019

- Beaumont $10,000 (Farmers Market & Jazz on the Ave)
- Kenwal $15,000 (Kids Days & Movies in the Parks)
- Jack Demmer Lincoln $9,500 (Farmers Market, Friday Nites & Farm to Table)
- Keller Williams $5,000 (Farmers Market, CTM Brochure, Tunes at Noon)
- S & R Event Rental (in-kind value of $5,000 – Farm to Table)
- KLA (in-kind value of $600 – Friday Nites)

Not Part of Budget, but a Success for Transformational Strategies:

- UofM Dearborn $27,000 (Bike Share to Zagster Contract)
FUNDING STRATEGY (Steps In Process)

- Work with Company’s executive boards to determine the fundraising strategy and resources needed to achieve the desired long-term budget strategy. Examine models used elsewhere and identify steps to achieve the stated goal by June 30, 2019.

- Identify the potential funding sources including City, County, businesses, institutions, foundations, donors, grants, etc. that may contribute to the budget shortfall by June 30, 2019.

- Plans for implementation of the strategy must be submitted in writing to the Company no later than July 31, 2019.

- Provide a list of contacts and schedule of recruitment/meetings made toward funding efforts.

Preparing for Fall Solicitation for 2020 Events
RECOMMENDED FUNDING STREAMS

- Tax Increment Financing (TIF)
- Operating Millages
- Special Assessments (PSD, BIDS, BIZ)
- Sponsorships (Event & Annual)
- Co-operative Advertising Fees
- Event/Facility/Service Fees
- Capital Campaigns
- Memberships/Fans of Downtowns
- Grants/Foundations
MAIN STREET/NON-PROFIT MODEL

- City/Town/County: 33%
- Downtown business & property owners: 10%
- Industries & businesses outside of Downtown: 24%
- Residents and grants: 24%
- Other (festivals/merchandise/fundraising events): 9%

FUNDRAISING TYPICAL SOURCES
<table>
<thead>
<tr>
<th>Project Description</th>
<th>Status/Notes</th>
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<tbody>
<tr>
<td>Providing Coordination of Bike Share Promotions, Recruitment of New Stations and Results of Program – 3 New Stations Launched at UofM Dearborn</td>
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<td>Wagner Place Streetscape - Nearing Completion; Final Completion expected Fall 2019 after DTE Underground and Overhead Removal Completed.</td>
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<td>Connector Streets – Out for Bids</td>
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<td>RRC Support (Gateway Project at Brady and Michigan Ave) – City awaiting Report</td>
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<tr>
<td>Michigan Main Street is ready/available to meet with Steering Committee and Boards to Review Cost/Benefit Analysis in June/July</td>
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<tr>
<td>EDDDA Parking Lots – Bid for Design/Build in Development</td>
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<tr>
<td>Schaefer Lighting – Waiting on Purchase Order</td>
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<tr>
<td>Business Incentive Program Adopted; Design Guidelines to be Presented June 20</td>
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<tr>
<td>Michigan Avenue Tree Well Removal/Redesign Plan (Completed &amp; Presented) &amp; Sidewalk Café Standards (Completed/City Review)</td>
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<tr>
<td>EDDDA Intercept Survey – Bid in Process</td>
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<tr>
<td>Business Resource Guide – Migrating Content to DowntownDearborn.org site</td>
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<tr>
<td>Maestro Data – migrating all data to Maestro - July</td>
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EVENT STATISTICS

Boards Requested Tracking of Event Budgets, including:

- a comparison between budget and actual revenues/expenditures;
- an impact statement detailing attendance;
- feedback from vendors; etc.

- Providing Report for Ladies Night, Spring Perennial Exchange & Clean Up Day at June 20 Meeting
OPERATIONS COMPLETED/ON-GOING

- Manage appearance and coordination of Company office customer service areas and displays.

- Serve as primary customer support representative for the office fulfilling client relations.

- Maintain daily work-week office operations. Office must be staffed M-F 8 a.m. – 5 p.m.

- Provide monthly meeting agendas, minutes, schedule meetings, and provide required notice. Board packets to be sent at least 4 days in advance. Provide action items separately from general information. Reduce printed materials.

- Organize storage areas and provide inventory reports.

- Track and manage distribution of all Company publications, including, but not limited to brochures, posters, and business guides.

- Maintain clean and visually appealing east and west Dearborn downtown districts. Physical appearance (landscaping, snow, etc.)—KEY TASK.
Operations Update

- Assist with the preparation of a solicitation to secure a contractor for snow removal services for 2019-20 winter season.
  - July/August Solicitation

- Organize two volunteer trainings during the Term
  - Board Orientation Training - July
  - Committee Trainings - August

- Development of Volunteer Management and Recruitment Work Plan
  - In Progress

- Plan for a Volunteer Recognition Program in 2019
  - September

- Systemize and improve bookkeeping and payables processes
  - On-Going
Recommend new Financial System Integration

- December

Assist with the establishment of Principal Shopping District assessments, if approved by Company’s Boards

- East – 2 Mill Levy – Fall Kick Off
- West – Did Not Approve

Complete PA57 Requirements - KEY TASK

- Completed Step 1 – Submittal of DDA/TIF Plans
- Completed Step 2 – Website Includes Pertinent/Required Info
- Step 3 – Reporting Due 180 Days After End of Fiscal Year

Initiate/administer parking lot projects in EDDDA.—KEY TASK

- Design/Build RFP in Process of Development
Create a new business location incentive program and funding plan.  
**KEY TASK**

- **Completed**

Oversee completion of Intercept Survey for EDDDA and update Company’s market analysis and recruitment strategy.  
**Bid In Progress**

Develop and implement an entrepreneur ecosystem plan – with a minimum of two collaborative co-working/incubator hubs located in the east and west Dearborn downtown districts.  
**Recruitment of EDDDA Location Nearing Completion**

Update website with available properties and business development programs.  
**Revising List**  
- Contacting Property Owners & Brokers for Details  
- August Target Completion
Complete Façade Improvement program development and design manual
- Completed
- and set goal to

Goal to secure funding in the amount of $20,000 for Façade Program
- Applying to MEDC Program for 2020 Distribution

Develop and distribute Façade Improvement program materials, and educate over 250 businesses.
- Summer/Fall – Awaiting Adoption of Design Guidelines

Recruit businesses/properties to participate in the Façade Improvement program
- In Progress
Assist with the preparation of a solicitation to secure contractor for City Hall Park design and manage such contract once awarded.

- Developing Scope of Work

Develop festival design and placemaking plans.

- WDDDA/Wagner Park Amenities in Progress

Secure new bike share locations within the districts for 2019 and increase ridership programs.

- Completed
  - See Ridership Report for May

Manage POP mural, Sculpture Initiative, and other art programs

- On-Going
  - Researching Other Options
  - Art in Public Spaces Plan Initiation in Fall 2019
<table>
<thead>
<tr>
<th>Task</th>
<th>Update</th>
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<tbody>
<tr>
<td>Develop a street design manual and marketing materials for outdoor</td>
<td>Seating Developed/Being Reviewed</td>
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<tr>
<td>seating, bike facilities, and street amenities.</td>
<td>Tree Well/Streetscape Plan Presented</td>
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<tr>
<td>Finalize banner and décor installation schedule with contractors for</td>
<td>Spring Banners Installed</td>
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<tr>
<td>2019</td>
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<tr>
<td>Assist with the preparation of a solicitation to secure a contractor</td>
<td>Exec Committees Interested in Pursuing an Outside Contractor Design</td>
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<td>for Holiday Décor for 2019</td>
<td>Plan</td>
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<tr>
<td>Assist with the preparation of a solicitation to secure other street</td>
<td>EDDDA Trash Cans in Progress</td>
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<td>amenities</td>
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</table>
EVENT SUMMARY

MAY 2019
Ladies Night Out/Spring Perennial Exchange
LADIES NIGHT OUT

<table>
<thead>
<tr>
<th>TOTAL BUSINESSES</th>
<th>WEST</th>
<th>EAST</th>
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</table>
| We had a total of 26 businesses who participated—we did not reach out to as many out of district businesses this year | ● Total of 19 businesses in the West  
   ● Baileys had over 12 individual vendors | ● Total of 7 businesses in the East  
   ● JB Bamboozles had almost 12 individual vendors |
Successes Deep Dive

Success 1

Shuttle Service
- Booked 2 shuttle busses which was much more successful
- Eliminated the wait time for participants

Success 2

Sponsorship & Participation
- Grew sponsorship dollars by $500
- Approximately 400-500 attendees between both districts

Success 3

iHeartMedia Marketing
- Increased marketing dollars to include iHeart
- Shannon appeared at Om Spa-excellent turnout
Challenges Deep Dive

**Challenge 1**
- Inclement Weather
  - Major flooding in the Db area
  - Southfield Freeway was closed due to flooding
  - Greenfield at 94W was closed due to flooding

**Challenge 2**
- Business Participation
  - Reevaluate how many businesses to include
  - What types of businesses

**Challenge 3**
- Foot Traffic
  - Review additional forms of marketing
BUDGET/ ACTUALS/ INCOME

**Budget**
- Total Budget: $6675

**Actual Expenditures**
- Actual Expenses: $6609.02

**Income**
- In district income: $530
- Out of district income: $150
- Sponsorships: $1150
- Total: $1830
Total of 5 eNewsletter with almost 2000 open/views

*Facebook*
- Engagements: 886
- Reach: 12,756
- Likes: 178
- Shares: 28
- Post Clicks: 986
- Done over 26 postings

*Instagram*
- Engagements: 64
- Reach: 929
- Likes: 28
- Shares: 28
- Post Clicks: 42
- Done over 3 postings

*Twitter*
- Engagements: 59
- Reach: 4511
- Likes: 2
- Shares: 4
- Post Clicks: 20
- Done over 4 postings

Total people reached over all platforms = 20,196!
iHeartMedia Marketing Metric
Dearborn Ladies Night Out with Shannon

Digital & Social Media Elements:
• 21k+ reached with Shannon’s online video
• 50,000 digital impressions delivered
• Lots and lots of happy fans at Om Spa!
## SPRING PERENNIAL EXCHANGE

### PARTICIPANTS
- We had almost 50 people come out
- Best turn out of all events
- 3 waves of people and plants came through
- Participants were very engaged!

### WEATHER
- There was some threat of rain, however it only misted briefly.
- Fairly nice weather, on the cooler side

### SPEAKER
- Total of 5 people participated with class
Successes Deep Dive

Success 1

Promotions Worked
- Social Media was effective. Most of the people who came said they saw the event on Facebook
- Posters also effective

Success 2

Community Participation
- Largest turn out for either West or East previous events
- Plants were very nice and people enjoyed the event

Success 3

Shortened Event Time
- Decreased the event time from 5 hours with 2 speakers, to 3 hours with 1 speaker
- The shorter event time seemed to fit better
Challenges Deep Dive

Challenge 1
Lack of Sponsorship
- We were unable to make connections with English Gardens
- Making attempts to partner with The Dearborn Garden Club as well.

Challenge 2
Lack of vendors
- Many vendors were unavailable
- Vendors didn’t want to return due to low turnout from the previous events

Challenge 3
Event Date
- Some discussions have been had to shift the event to a different day than the clean up
Due to the lack of participating vendors, there was no income generated from the event.
Total of 3 eNewsletter with over 1000 open/views

Engagements - 201
Reach - 3456
Likes - 55
Shares - 3
Post Clicks - 137
Done over 5 postings

Did not use Instagram

Engagements - 9
Reach - 332
Post Clicks - 138
Done over 1 post

Total people reached over all platforms = 4788!
<table>
<thead>
<tr>
<th>REV/EXP CATEGORY</th>
<th>BUDGET TOTAL</th>
<th>BUDGET DETAIL</th>
<th>ACTUAL</th>
<th>DIFFERENCE</th>
<th>VENDOR/SPONSOR [1]</th>
<th>DESCRIPTION</th>
<th>2018 ACTUALS</th>
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<tr>
<td><strong>EXPENSES</strong></td>
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<td>Print Ads</td>
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<td>-</td>
<td>Bewick Pubs Times Herald</td>
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<td>BUDGET DETAIL</td>
<td>ACTUAL</td>
<td>DIFFERENCE</td>
<td>VENDOR/SPONSOR [1]</td>
<td>DESCRIPTION</td>
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<tr>
<td>Banners/ signage</td>
<td>$ 150.00</td>
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<td>Malko Media</td>
<td>10-24x18 yard signs with stakes; $13/sign</td>
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<td>Name badges</td>
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<td>$ 75.00</td>
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<td>in house</td>
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<td>$ 70.52</td>
<td>$ 70.52</td>
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<td>Luau leis</td>
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<td><strong>Totals</strong></td>
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**REVENUES**

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<th>Difference</th>
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<tr>
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**Revenues Over (Under) Expenses**

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<th>Actual</th>
<th>Difference</th>
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<td></td>
<td>$ -</td>
<td>$ (4,925.00)</td>
<td>(6,208.02)</td>
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## EDDDA CLEAN UP

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<td>Tshirts</td>
<td>620</td>
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<tr>
<td>Gloves/Garbage</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1085.8</strong></td>
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</table>
Professional Photography
To effectively demonstrate the depth and breadth of activities and economic development taking place in Downtown Dearborn, quality photography is critical. We have worked to actively request quotes from and hire photographers to capture summer events in Downtown Dearborn, as well as images of the active Downtown (East & West). We successfully confirmed photographers for summer events, ensuring one event in each series will be captured. Before each event, we also work with Cristina Sheppard-Decius and team to develop a “shot list” for the event and coordinate the photographer on-site as needed.

Social Media Strategy
Tanner Friedman continues to work with Cristina Sheppard-Decius and the team to build Downtown Dearborn’s social presence and enhance engagement. Please see the completed (attached) social media metrics reported. As reported at the January 2019 board meeting, we are focused on the following goals regarding social media for the calendar year 2019:

- Increase Instagram followers by 10%
  - To date: GOAL MET – 22.3% increase as of June 10, 2019 (624 followers)
- Increase Twitter post frequency by 15%
  - To date: 32% to goal - (36 of 112 total Tweets needed to reach goal)
- Use Facebook Live at a minimum of 5 events
  - To date: 60% to goal (Launched Facebook Live at 3 events to date; Collectively, Facebook Live videos have garnered more than 3,000 views)
- Notable metrics from social media report:
  - Nearly 244,000 impressions earned from March 20 – June 10, 2019
  - Gained followers across all active social media channels – Twitter, Facebook and Instagram

Media Relations
It has been an active quarter for media relations. Please see the media grid (attached) for a complete list of activity and media coverage for numerous events and initiatives. We created and distributed to media a comprehensive summer events release that encompassed the summer events calendar. Looking ahead, we are working to actively seek media opportunities for Downtown Dearborn, reflective of transformational strategies. Media placement highlights include:
• *Corp! Magazine* (Michigan’s only statewide business publication) interview regarding economic development and commercial real estate. Cristina Sheppard-Decius interviewed. Will run in forthcoming May/June edition of Corp! and online.

• WDIV and WWJ coverage of Martian Marathon

• WWJ coverage of Free Comic Book Day with via interview with Dan Merritt

• *Fox 2 Detroit* – Ladies Night in-studio segment

• *Press & Guide* coverage of recent Wagner Park/Farmers & Artisan Market opening

• *910 AM* interview providing an overview of summer activity and development in Downtown Dearborn

**Event Support**

• Martian Marathon – Media relations

• Free Comic Book Day – Developed social media content, developed e-newsletter content, media relations

• Ladies Night - Developed media materials and placed event on various community calendars, executed media outreach and supported Fox 2 segment in studio via social media

• Perennial Exchange – Developed website content and “slider” image, coordinated professional photography, developed e-newsletter content, provided on-site social media support

• EDDA Clean Up – Developed website content and “slider” image, coordinated professional photography, worked with Erin Byrnes to develop recap for e-newsletter

• *(CANCELED) Farm-to-Table FUNDinner* – Created and executed social media promotional strategy, media relations (secured placements on Fox 2 and Dearborn Patch), developed imagery for social media and website, drafted content for promotional materials, developed specialized e-blast, coordinated with M Cantina PR counsel to coordinate outreach, community calendar listings. Once the event was canceled, our team worked to develop communications to registrants, standby statements for media and unwind any executed activities.

• Wagner Park Opening/Farmers & Artisans Market – Worked with elected officials to extend invitations and coordinate participation in ribbon cutting ceremony, helped coordinate speaking order/presentation, coordinated professional photography and provide on-site support, coordinated with Ford Land staff on media relations efforts, media relations support, provided on-site social media support
Branding Dearborn
We have continued to support the #BrandingDearborn project, as needed. Members of our team continue to be engaged in regular meetings and participated in an initial design review on June 3.

DowntownDearborn.org
Tanner Friedman is actively collaborating with Cristina Sheppard-Decius and team, along with website builder Essential IT, to update/draft and facilitate launch of website content. Most recently, we designed and facilitated “slider” images on the home page to draw attention to critical programs and initiatives.

E-Newsletter
We continue to curate and draft content for all e-newsletters, distributed bi-weekly, to members of the community. Eight newsletters have been distributed to date, each to a list of nearly 1,800 email addresses.

MetroMode
Tanner Friedman continues to support Downtown Dearborn’s MetroMode partnership. We recently participated in a quarterly editorial brainstorming session and will work to promote the June 20 Open City.

Advertising
We have worked on advertising concept design/execution for Downtown Dearborn’s advertising contract with The Henry Ford and have created multiple ads for The Giant Screen Experience and digital platform.

Zagster Bike Share
We developed a social media contest to launch in late June to promote and encourage usage of the Downtown Dearborn Zagster bike share system. Prizes will be randomly awarded to those who share photos of bike share usage.
Communications Support
In addition to the items detailed above, Tanner Friedman continues to provide general communications support. Some of the items we have coordinated/advised on in Q2 include:

- Drafting/editing letter to potential sponsors/supporters
- Reviewing/editing summer calendar collateral material
- Exploring ways to work more closely with Dearborn Area Board of Realtors (DABOR) to highlight real estate opportunities in Downtown Dearborn
- Foundational work to support annual report, as required by Michigan Downtown Association (MDA)
### Downtown Dearborn Media Placements 2018

#### MEDIA RECAP REPORT

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<th>DATE</th>
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<td>Explore all four popular spots in Dearborn's Ford Historic District neighborhood</td>
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<td>2/4</td>
<td>How to save your restaurant during Restaurant Week</td>
<td>The Arab American News</td>
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<td>2/5</td>
<td>Dearborn Restaurant Week After Week After Week: When is the Restaurant Week in Your Neighborhood?</td>
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<td>2/6</td>
<td>Metro Detroit Living News</td>
<td>Detroit News</td>
<td>27,333</td>
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<tr>
<td>2/11</td>
<td>Dearborn Restaurant Week presents Klee Kaye</td>
<td>The J</td>
<td>19,666</td>
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<td>2/11</td>
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<td>2/12</td>
<td>Out &amp; About: Dearborn Restaurant Week underway</td>
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<td>2/13</td>
<td>Eat Michigan: Eat, Plus More dining news</td>
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<td>2/13</td>
<td>If things to do this weekend</td>
<td>Grain's Detroit Business</td>
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<td>Dearborn participating in initiative with goal of funding city-owned electric vehicles</td>
<td>Dearborn Press &amp; Guide</td>
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<td>Super woman fatally shot in Dearborn</td>
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<td>3/6</td>
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<td>Workshops scheduled for proposed budget for fiscal year 2020 in Dearborn</td>
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<td>Tour Guide to 14 April Arts Dearborn 2015</td>
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<tr>
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<td>Gallery Kelly opens April Arts Month and showcases 10 Dearborn art galleries</td>
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<tr>
<td>4/1</td>
<td>Lake Party Kickoff Dearborn's April Arts Month at black box Gallery</td>
<td>Dearborn Press &amp; Guide</td>
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<tr>
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<td>Dearborn plans bike share program to increase community access</td>
<td>Michigan Public Health Week Partnership</td>
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<td>UM-Dearborn launches campus bike share program to increase community access</td>
<td>University of Michigan-Dearborn News</td>
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<td>Metro Detroit weather forecast: Bright and mild Saturday</td>
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<td>WWJ-AM: Martin's Marathon</td>
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<td>1</td>
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<td>4/15</td>
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<td>4/15</td>
<td>Annual Dearborn Mayor’s Arts Awards recognizes hometown artists, volunteers, and nonprofits</td>
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<td>Dearborn Press &amp; Guide</td>
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<td>4/15</td>
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<td>4/15</td>
<td>UM-Dearborn launches campus bike share program</td>
<td>The University Record</td>
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## MEDIA Recap Report

### Downtown Dearborn Media Placements 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Subject/TITLE</th>
<th>Media Outlet</th>
<th>Impressions</th>
<th>TF Earned</th>
<th>Tone</th>
<th>Rating Criteria</th>
<th>Rating Score</th>
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<tbody>
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<td>4/18</td>
<td>Affordable Destinations for a Family Vacation</td>
<td>Reader's Digest</td>
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<td>4/21</td>
<td>Police called over sales dispute in Dearborn</td>
<td>Dearborn Press &amp; Guide</td>
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<td>UM-Dearborn Launches Campus Bike Share Program</td>
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<td>4/25</td>
<td>Human Remains Found in Dearborn Police</td>
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<td>1</td>
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<td>4/26</td>
<td>Human Remains Found in Dearborn</td>
<td>CBS Detroit</td>
<td>6,333</td>
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<td>4/30</td>
<td>Ladies Night</td>
<td>FOX 2</td>
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<td>5/1</td>
<td>Dan Smith on Upcoming Events</td>
<td>10 AM</td>
<td>25,200</td>
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<td>5/4</td>
<td>Dearborn Bike Share System Re-opens</td>
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<td>5/22</td>
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<td>5/29</td>
<td>Farmers &amp; Artisans Market at Wagner Park</td>
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<td>5/31</td>
<td>Music in the Park</td>
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</tr>
<tr>
<td>5/31</td>
<td>Dearborn stories you might have missed this week</td>
<td>Patch</td>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>6/1</td>
<td>Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events</td>
<td>Patch - Dearborn</td>
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<td>Patch - Oakland Township - LG</td>
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<td>Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events</td>
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<td>Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events</td>
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<td>6/3</td>
<td>Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events</td>
<td>Patch - Clawson</td>
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<td>6/3</td>
<td>Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events</td>
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<td>6/3</td>
<td>Dearborn's 2019 Summer Calendar: 13 Not-To-Miss Events</td>
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<td>3</td>
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<td>6/6</td>
<td>Farmers &amp; Artisans Market, Operns on June 7 at new Wagner Park in Dearborn</td>
<td>Dearborn Press &amp; Guide</td>
<td>1,143</td>
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<td>6/6</td>
<td>Dearborn Hosts New Farm-to-Table Dining Event</td>
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<td>6/8</td>
<td>Bizarre Foods Delicious Destinations- At Arner</td>
<td>Travel Channel</td>
<td>2,31,000</td>
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**TOTALS/AVERAGES**: 15,365,177 impressions, 34 TF earned, 53 1s, 2 2s, 6 3s, 46 4s, 15 5s, 39 6s, 54 7s, 2.483871 RATING SCORE

### Rating Legend

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<th>Description</th>
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<td>3</td>
<td>Ideal Placement</td>
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<td>Preferred Placement</td>
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<td>1</td>
<td>Acceptable Placement</td>
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**Article Count:** 61
Group Report

March 20, 2019 – June 10, 2019

Understand growth and health of your social profiles
Included in this Report

Downtown Dearborn
Downtown Dearborn
Group Activity Overview

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>243.8k</td>
<td>3,829</td>
<td>2,294</td>
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</tbody>
</table>

Group Audience Growth

AUDIENCE GROWTH, BY DAY

Audience Growth Metrics | Totals | Total Followers % Change
---|---|---
Total Followers | 5,966 | 4%
Twitter Followers Gained | 30 | 2.9%
Facebook Fans Gained | 133 | 3.2%
Instagram Followers Gained | 101 | 23.2%
Total Followers Gained | 264 | 4%

Total followers increased by 4% since previous date range.
Group Message Volumes

MESSAGES PER DAY

![Graph showing messages per day from March to June with peaks on specific dates.]

**Sent Messages Metrics**

<table>
<thead>
<tr>
<th>Sent Message</th>
<th>Totals</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Twitter Tweets and DMs Sent</td>
<td>26</td>
<td>160%</td>
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<tr>
<td>Facebook Posts Sent</td>
<td>93</td>
<td>138.5%</td>
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<td>Instagram Messages Sent</td>
<td>33</td>
<td>371.4%</td>
</tr>
<tr>
<td><strong>Total Messages Sent</strong></td>
<td><strong>152</strong></td>
<td><strong>171.4%</strong></td>
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</table>

**Received Messages Metrics**

<table>
<thead>
<tr>
<th>Received Message</th>
<th>Totals</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Twitter Messages Received</td>
<td>24</td>
<td>71.4%</td>
</tr>
<tr>
<td>Facebook Messages Received</td>
<td>323</td>
<td>63.1%</td>
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<tr>
<td>Instagram Comments Received</td>
<td>12</td>
<td>140%</td>
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<tr>
<td><strong>Total Messages Received</strong></td>
<td><strong>359</strong></td>
<td><strong>65.4%</strong></td>
</tr>
</tbody>
</table>

Message volume increased by **-171.4%** since previous date range

Message volume increased by **-65.4%** since previous date range
**Group Impressions**

**IMPRESSIONS PER DAY**

![Impressions Graph]

**Impressions Metrics**

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Totals</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>Twitter Impressions</td>
<td>26,294</td>
<td>70.1%</td>
</tr>
<tr>
<td>Facebook Impressions</td>
<td>208,571</td>
<td>137.6%</td>
</tr>
<tr>
<td>Instagram Impressions</td>
<td>8,886</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total Impressions</strong></td>
<td><strong>243,751</strong></td>
<td><strong>120.3%</strong></td>
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</table>

**Total Impressions increased by 120.3% since previous date range**
Group Engagement

ENGAGEMENTS PER DAY

<table>
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<tr>
<th>Profile/Page</th>
<th>Total Fans / Followers</th>
<th>Fan / Follower Increase</th>
<th>Messages Sent</th>
<th>Impressions</th>
<th>Impressions per Message Sent</th>
<th>Engagements per Message Sent</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Dearborn</td>
<td>1,061</td>
<td>2.91%</td>
<td>26</td>
<td>26,294</td>
<td>1,011.3</td>
<td>383</td>
<td>14.7</td>
</tr>
<tr>
<td>Downtown Dearborn (Business)</td>
<td>4,281</td>
<td>3.23%</td>
<td>93</td>
<td>208,571</td>
<td>2,242.7</td>
<td>3,063</td>
<td>32.9</td>
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<tr>
<td>Downtown Dearborn</td>
<td>624</td>
<td>12.03%</td>
<td>33</td>
<td>8,886</td>
<td>269.3</td>
<td>383</td>
<td>11.6</td>
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</tbody>
</table>
COMMERCIAL DEVELOPMENT LOOKING UP

Optimism is high around the state

Designers say office and retail suites available at 37 Ottawa provide “extraordinary views, incredible architectural details and amenities.”

IMAGE COURTESY CWD REAL ESTATE INVESTMENT
t's been seven years, but Grand Rapids-based CWD Real Estate Investment is finally about to debut its latest successes in the city with the opening of the building at 37 Ottawa Street in May, and the grand opening of the AC Hotel next door, on Monroe Street, set for June 3.

The location places businesses at the epicenter of urban activity and offers a deeper connection to the community and its history. The two properties will activate the area and link landmark destinations within the City of Grand Rapids.

“We have restored a lot of old buildings and we made the commitment to do the best we could with what we had, given the market realities of Grand Rapids,” said Sam Cummings, co-managing partner of CWD Real Estate.

Cummings isn’t surprised by the success of development in Grand Rapids, noting the real estate “fundamentals,” including quality of life issues inherent in west Michigan, and what he called “extraordinary access” to natural resources, as well as important conservation efforts and access to outdoor public recreation.

“It’s a beautiful place to live ... It’s incredibly accessible to basic services and to an increasing number of exciting things to do,” Cummings pointed out. “Plus, it’s incredible value. We believe there still is opportunity for price growth, both for rental rates and outright property values. If you look at peer cities, they’re much more expensive, and the quality of life (in Grand Rapids) is much better.”

Statistics back optimism

With an unemployment rate (2.9 percent) that’s lower than the national average and a flurry of late 2018 retail activity in the Grand Rapids area, Rob Alderink thinks the area is poised for an even bigger 2019.

Alderink, a retail specialist with Grand Rapids-based real estate firm NAI Wisinski of West Michigan, made the observation as part of the brokerage’s fourth-quarter 2018 market report, which details successful retail developments in that part of the state, and forecasts good things for 2019.

“The retail market was very strong in 2018,” Alderink said. “Interest from retailers also remains strong in the Grand Rapids metro markets, such as Wealthy Street, Michigan Street, Bridge Street and other neighborhoods. The West Michigan retail market is expected to remain active in 2019.”

Statistics from the quarterly report seem to back that claim. For instance:

- Overall vacancy rate in the retail market dropped some 2 percent, from 7.5 to 5.4 percent.
- The Southwest and Northwest submarkets each experienced a decline in vacancy while the Northeast and Southeast submarkets remained flat, and the Lakeshore submarket experienced a slight decrease in vacancy.
- Kent County has a record number of hotel rooms under construction and some new construction in the NE East Beltline corridor.

NAI Wisinski’s report for 2019’s first quarter shows why Alderink is confident about economic success this year:

- The Cheesecake Factory signed a lease for 8,500 square feet at Woodland Mall and will debut in West Michigan in October. It will be the eatery’s second Michigan spot; the first is in Novi.
- Woodland Mall has seen new retailers, including REI, Black Rock Bar & Grill this summer and Von Maur this fall.
- City Barbecue, which owns 41 locations in 12 markets, will open a location on 28th Street in Kentwood this year.
- Grand Rapids-based Long Road Distillers plans to open its second off-site tasting room in Grand Haven.
- Wixom-based Boyne Country Sports, an outdoor retailer with locations across the state, plans to open its seventh store in Grand Rapids this fall.

Leaders are encouraged

Business Leaders of Michigan, a roundtable organization whose members drive nearly one-third of the state’s economy, said in a recent release that optimism remains strong among the business community, with most leaders anticipating continuing growth during the remainder of 2019.
“Michigan’s leaders remain bullish on their ability to grow jobs and investment,” said Doug Rothwell, the organization’s president and CEO. “Any uncertainty expressed by the state’s senior executives is grounded in the unknown surrounding international trade changes.”

Most respondents—80 percent—think the U.S. economic outlook is going to stay about the same during the next six to 12 months, while just over 67 percent believe Michigan will also remain stable.

Lauren Leach, director of Real Estate Advisor Services for Conway McKenzie, a global management consulting and financial advisory firm with Michigan offices in Detroit and Grand Rapids, said commercial real estate is a successful venture at this point, but that a variety of factors will determine its success in the future.

Leach said commercial investors can plan on a few things:

- Ride-sharing will start to have an impact on retail real estate, specifically impacting malls and lifestyle centers. Consumers can expect to see fewer parking spaces per square foot of retail space in the future, she said. “This is due to the growth of ride-sharing services which has allowed more consumers to arrive at stores without cars. Many mall landlords now have designated ride-sharing drop-off/pick-up areas.” Furthermore, she said, municipalities are taking action and are encouraging “smart growth” by reducing the amount of parking spaces required for approval in new development projects. Wise landlords with liquidity will “focus heavily on redevelopment of shopping centers to stay relevant and focus on adding entertainment concepts.” Restaurants, movie theaters, and kid-friendly interactive concepts will be highly sought-after.

- Amazon is growing its business as a manufacturer, directly competing with marketplace sellers by identifying top-selling products they can make and sell on their own.

- Technology continues to play a great role in retail, Leach pointed out. For example, she said, retailers are using “augmented reality” to allow consumers to see a product in relation to his or her own specific space.

- Changes are coming to “big box” stores. Many big-box retailers have filed for bankruptcy or closed locations (Kmart, etc.). Owners, Leach pointed out, are “starting to see that big-box locations may not work in today’s environment, so they’re adapting and repurposing those spaces.”

- Office users are taking retail space. Non-traditional users—urgent care, schools, offices, spas—are attractive to shopping center owners who want diversity and to become “e-commerce proof.”

“You can’t get your nails done or be tutored online,” Leach said.

**Things are looking up**

While statistics like those being reported by NAI Wisinski on the state’s west side portend good things, Eric Larson believes things are looking up economically all over the state.

The CEO of Downtown Detroit Partnership, Larson said the state’s economic picture is “encouraging,” coming off what he called “a really strong eight years” under former Governor Rick Snyder, an administration he said had “a balanced focus on statewide issues as well as urban policy.”

Larson is confident that economic success will continue under Governor Gretchen Whitmer, where he says the “fiscal responsibility in the state and the city of Detroit are on solid ground.”
Larson says he’s “very interested in how we carry into the next chapter. I think it’s really where the focus is going to be for the next four years and, potentially, eight years.”

A number of things have Larson encouraged:
• The investment in the local educational system and job training Detroit Mayor Mike Duggan’s administration is focused on. “It has provided the idea we have a chance to retrain and retool a segment that hasn’t been able to participate in the rising tide the economy has provided,” Larson said.
• The “kind of things” being done with Wayne County Community College, having two-year vocational degrees instead of pushing for four-year degrees. “I think there’s a tremendous opportunity to create a real lifestyle with that.”
• Little Caesars Arena, Larson said, is driving a lot of jobs and traffic.
• The Wayne County Jail site and “being able to transition from what was a failed situation to a win-win for the county” that “gets a new justice system and opens a huge development in the core of downtown.”
• The return of industrial development, first with Fiat Chrysler last year and with Google.

“Over the last five years, we’ve had major project announcements that have not only moved the needle in terms of tax base, but also in confidence and resiliency,” Larson said. “These are very, very encouraging signs that put pressure on us locally to be able to deliver, not only in the projects that make people want to come back, but also in the living environment.”

Local investment helps
That kind of success is being seen elsewhere, as well. In Dearborn, for example, officials are seeing not only a lot of new investment, but a “lot of reinvestment,” with older buildings being repurposed for future success.

Cristina Sheppard-Decius, executive director of both East & West Dearborn Downtown Development Authorities, said that, as a result, the community is seeing a growing percentage of occupancy in its retail footprint.

For instance Ford Land, a subsidiary of Ford Motor Co., owns and operates some 5 million square feet of commercial office space, including developmental space in its hometown.

Artspace, a nonprofit providing artist housing, studios, arts centers and arts-friendly businesses in the U.S. Photo courtesy Artspace.

Sheppard-Decius said the city’s occupancy rate continues to rise.

“We’re seeing more and more commercial opportunities,” she said. “I see a lot of local investment, local people who are committed to improving the neighborhoods.”

She said that kind of commercial success is also leading to a larger demand for residential space around the downtown area, particularly space available for lease.

“There’s a lot of demand for that from the workforce,” she said. “The leasing area has grown exponentially. Employees are looking to go to spaces that are economical that they can afford, but have access to the amenities of the downtown area.”

“(Leasing) gives them a little mobility, in that they’re not locked into something long-term,” she added. “It’s the economy structure right now. Market rates are so high, leasing becomes more attractive.”

All of that, on top of what is happening in Detroit, has made Sheppard-Decius optimistic.

“When I look at it as a regional dynamic, the growth in Detroit is helping growth in areas nearby,” she said. “If (developers) can’t find something in Detroit, they can find it in the nearby communities. It’s good to see good things happening in Detroit. That helps all of us.”
ADOPTED MAY 2019
RESOLUTIONS
WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: The shared DDDA office will now coordinate direct service with Comcast;

RESOLVED: The WDDDA authorizes the amendment of the Artspace Connector agreement to end internet and phone service charges; be it further

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for these amenities with the Artspace Connector.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O’Reilly, Director Janice B. Cislo, Director Mark G. Guido
No: 
Abstained: Director Joseph Bojovic, Director Judith McNeeley, Director Mary O’Bryan, and Director Kamal Turfah
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Artspace Connector Internet and Phone Service

Date Adopted: May 16, 2019
Moved by: Director Mark G. Guido
Seconded by: Director Jackie Lovejoy

WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: The shared DDDA office will now coordinate direct service with Comcast;

RESOLVED: The WDDDA authorizes the amendment of the Artspace Connector agreement to end internet and phone service charges; be it further

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for these amenities with the Artspace Connector.

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No:
Abstained:
Absent: Director Audrey Ralko
WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: Access to reliable internet and Wi-Fi services is necessary to the operations of the EDDDA, WDDDA, and the DDDDAs' office; and

WHEREAS: The previous internet connections and equipment were lost as a result of flooding; therefore be it

RESOLVED: The EDDDA authorizes the Executive Director to execute a contract with Comcast for Internet services and equipment at a total cost of $187.30 per month, split evenly with the WDDDA; and be it further

RESOLVED: The EDDDA authorizes a one-time installation fee of $49.00, split evenly with the WDDDA.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido
No: Abstained: Absent: Director Joseph Bojovic, Director Judith McNeeley, Director Mary O'Bryan, and Director Kamal Turfah
WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: Access to reliable internet and Wi-Fi services is necessary to the operations of the EDDDA, WDDDA, and the DDDAs’ office; and

WHEREAS: The previous internet connections and equipment were lost as a result of flooding; therefore be it

RESOLVED: The WDDDA authorizes the Executive Director to execute a contract with Comcast for Internet services and equipment at a total cost of $187.30 per month, split evenly with the EDDDA; and be it further

RESOLVED: The WDDDA authorizes a one-time installation fee of $49.00, split evenly with the EDDDA.
WHEREAS: The EDDDA recognizes the value in community involvement and volunteerism with the district; and

WHEREAS: The WDDDA and EDDDA routinely recruit volunteers to assist with community events and projects; and

WHEREAS: The EDDDA’s support of the Eastborn Neighborhood Clean Up event budgeted for volunteer t-shirts;

WHEREAS: It is recommended that the EDDDA and WDDDA invest in 150 volunteer t-shirts to be used for multiple events and promotion of the DDDAs, including the Eastborn Neighborhood Clean Up; therefore be it

RESOLVED: The EDDDA approves an amount up to $620 for 100 of the 150 volunteer shirts; be it further

RESOLVED: The Executive Director is authorized to initiate a contract with PrintCitee LLC for 150 volunteer t-shirts at a cost of $940.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O’Reilly, Director Janice B. Cislo, Director Mark G. Guido
No:
Abstained:
Absent: Director Joseph Bojovic, Director Judith Mcneeley, Director Mary O’Bryan, and Director Kamal Turfah
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

DDDA Volunteer T-Shirts

Date Adopted: May 16, 2019
Moved by: Director Mohammed Hider
Seconded by: Director Jackie Lovejoy

WHEREAS: The EDDDA recognizes the value in community involvement and volunteerism with the district; and

WHEREAS: The WDDDA and EDDDA routinely recruit volunteers to assist with community events and projects; and

WHEREAS: The EDDDA’s support of the Eastborn Neighborhood Clean Up event budgeted for volunteer t-shirts;

WHEREAS: It is recommended that the EDDDA and WDDDA invest in 150 volunteer t-shirts to be used for multiple events and promotion of the DDDAs, including the Eastborn Neighborhood Clean Up; therefore be it

RESOLVED: The WDDDA approves an amount up to $320 for 50 of the 150 volunteer shirts; be it further

RESOLVED: The Executive Director is authorized to initiate a contract with PrintCitee LLC for 150 volunteer t-shirts at a cost of $940.

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No: 
Abstained: 
Absent: Director Audrey Ralko
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Farm to Table Special Event Liquor License

Adopted: May 16, 2019
Moved by: Director Jackie Lovejoy
Seconded by: Mayor John B. O’Reilly

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The Farm-to-Table FunDinner event organized by the WDDDA will attract visitors to the district and raise necessary funds downtown events; and

WHEREAS: A special event liquor license through the State of Michigan is needed for the Farm-to-Table event to be successful; and therefore, be it

RESOLVED:
1. The WDDDA authorizes the application for a special liquor license to serve alcohol on June 15, 2019, to be located on West Village Drive between Mason and Monroe Streets, adjacent to Wagner Place West located at 22001 Michigan Avenue for the Farm-to-Table FunDinner be considered for approval. It is the consensus of this body that the application be for issuance.

2. The WDDDA authorizes the following expenditures associated with the license and application:
   ● $50.00 for the application fee to be reimbursed to POW! Strategies, Inc.; and
   ● Up to $1500 for the insurance bond with Nickel & Saph.

3. The WDDDA authorizes the Chairperson, and the Vice-Chairperson, acting as Interim-Secretary, to execute the liquor license application; and

4. The WDDDA authorizes the Executive Director to execute a contract with Nickel & Saph for the special event liquor license bond.

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O’Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No:
Abstained:
Absent: Director Audrey Ralko
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Friday Nites Banner Patches 2019

Date Adopted: May 16, 2019
Moved by: Director Jackie Lovejoy
Seconded by: Director Mohammed Hider

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The Friday Nites events sponsored by the WDDDA has been successful in bringing visitors to the District and growing in numbers each year; and

WHEREAS: Banner patches for the 20 Friday Nites street pole banners are needed to reflect the new location of the events at Wagner Park; therefore, be it

RESOLVED:

1. The WDDDA authorizes the expenditure of $540 from the Community Promotions Budget # 296-6100-911-51-00 for banner patches on the Friday Nites street pole banners provided by Malkomedia; and

2. The WDDDA director is authorized to execute contract on behalf of the WDDDA.

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O’Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No:
Abstained:
Absent: Director Audrey Ralko
WHEREAS: The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The EDDDA and WDDDA held the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS: The shuttle and transportation services between the East and West Downtowns originally planned for the event cancelled the week of the event; and

WHEREAS: Transportation between the two downtowns was essential to the success of the event and the partnering businesses; and

WHEREAS: The executive boards of the EDDDA and WDDDA authorized the Executive Director to seek an alternate transportation service provider; therefore be it

RESOLVED: The EDDDA authorizes reimbursing POW! Strategies in amount of $500 for Ladies Night transportation services with TOP Limousine Services, split evenly with the WDDDA.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido
No:
Abstained:
Absent: Director Joseph Bojovic, Director Judith Mcneeley, Director Mary O'Bryan, and Director Kamal Turfah
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Ladies Night Event 2019 Shuttle Transportation

Adopted on:   May 16, 2019
Moved by:  Director  Mark G. Guido
Seconded by: Mayor John B. O’Reilly

WHEREAS:   The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS:   The EDDDA and WDDDA held the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

WHEREAS:   The shuttle and transportation services between the East and West Downtowns originally planned for the event cancelled the week of the event; and

WHEREAS:   Transportation between the two downtowns was essential to the success of the event and the partnering businesses; and

WHEREAS:   The executive boards of the EDDDA and WDDDA authorized the Executive Director to seek an alternate transportation service provider; therefore be it

RESOLVED:   The WDDDA authorizes reimbursing POW! Strategies in amount of $500 for Ladies Night transportation services with TOP Limousine Services, split evenly with the EDDDA.

Yes:  Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O’Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No:
Abstained:
Absent: Director Audrey Ralko
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Date Adopted: May 16, 2019
Moved by: Director Mohammed Hider
Seconded by: Mayor John B. O’Reilly

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA authorized a budget of $25,540 in expenditures, $23,500 in income for the Farmers & Artisans Market, and specific service providers for the event at its January 17, 2019 Joint DDDA Board meeting; and

WHEREAS: A modification to the selected vendors and expenditures is recommended due to the need for Membership Renewal with Farmers Market Coalition for POP (Power of Produce) Club resource materials; therefore, be it

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA with the amended list of companies below for Dearborn Farmers & Artisans Market, subject to review and approval by Corporation Counsel:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste the Local Difference</td>
<td>Advertisement- magazine</td>
<td>$100.00</td>
</tr>
<tr>
<td>Edible WOW LLC</td>
<td>Advertisement- magazine</td>
<td>$1,700.00</td>
</tr>
<tr>
<td>Farmers Market Coalition via Jean Smith</td>
<td>Membership renewal- POP Club related materials/ resources</td>
<td>$40.00</td>
</tr>
<tr>
<td>Michigan Agritourism Association</td>
<td>Advertisement- magazine</td>
<td>$125.00</td>
</tr>
<tr>
<td>Bewick Publications</td>
<td>advertisement- newspaper</td>
<td>$300.00</td>
</tr>
<tr>
<td>Beshara Printing</td>
<td>posters- 100 &amp; yard signs &amp; brochure</td>
<td>$710.00</td>
</tr>
<tr>
<td>Ann Arbor Symphony Orchestra</td>
<td>opening day entertainment</td>
<td>$300.00</td>
</tr>
<tr>
<td>Gary Niemenski</td>
<td>musical entertainment at the market</td>
<td>$540.00</td>
</tr>
<tr>
<td>Amy Loskowski</td>
<td>musical entertainment at market</td>
<td>$1,080.00</td>
</tr>
<tr>
<td>Robin Horlock</td>
<td>musical entertainment opening day</td>
<td>$400.00</td>
</tr>
<tr>
<td>Dearborn School of Music</td>
<td>musical entertainment at market</td>
<td>$405.00</td>
</tr>
<tr>
<td>Larry Arbour</td>
<td>musical entertainment at market</td>
<td>$135.00</td>
</tr>
<tr>
<td>Company</td>
<td>Service Description</td>
<td>Amount</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Jimmy's Party Rentals</td>
<td>bounce house</td>
<td>$300.00</td>
</tr>
<tr>
<td>PostNet</td>
<td>printing of market bags &amp; A frame signs</td>
<td>$1000.00</td>
</tr>
<tr>
<td>Essential IT, LLC</td>
<td>web hosting and maintenance/updates</td>
<td>$720.00</td>
</tr>
<tr>
<td>Malko Media</td>
<td>banners- over the street &amp; market tents</td>
<td>$1,775.00</td>
</tr>
<tr>
<td>Michigan Farmers Market Assoc. (MIFMA)</td>
<td>Dues for membership- advertisement</td>
<td>$200.00</td>
</tr>
<tr>
<td>Nickel &amp; Saph</td>
<td>Insurance</td>
<td>$1500.00</td>
</tr>
<tr>
<td>Facebook via POW! Strategies</td>
<td>Social Media</td>
<td>$500.00</td>
</tr>
<tr>
<td>Brendels Septic</td>
<td>Portajohns</td>
<td>$1929.00</td>
</tr>
</tbody>
</table>

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian  
No:  
Abstained:  
Absent: Director Audrey Ralko
WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: Access to reliable internet and Wi-Fi services is necessary to the operations of the EDDDA, WDDDA, and the DDDDAs office; and

WHEREAS: The previous internet connections and equipment were lost as a result of flooding; therefore be it

RESOLVED: Relocating the internet and network equipment to a storage room in the DDDA office suite will prevent future damage to equipment and it will improve access and reliability of internet and network services; therefore be it

RESOLVED: The EDDDA authorizes a rewiring and cable installation into the new equipment storage area; be it further

RESOLVED: The EDDDA authorizes the purchase of a new firewall with Jensen IT in the amount of $561, split evenly with the WDDDA; be it further

RESOLVED: The EDDDA authorizes the Executive Director to execute a contract with CBTS for network relocation and wiring installation services at a cost of $2239.97, split evenly with the WDDDA.

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O’Reilly, Director Janice B. Cislo, Director Mark G. Guido
No:
Abstained:
Absent: Director Joseph Bojovic, Director Judith McNeeley, Director Mary O’Bryan, and Director Kamal Turfah
Network Relocation

Date Adopted: May 16, 2019
Resolution by: Director Jackie Lovejoy
Seconded by: Mayor John B. O'Reilly

WHEREAS: The EDDDA and WDDDA maintain a shared DDDA office at the Artspace Connector; and

WHEREAS: Access to reliable internet and Wi-Fi services is necessary to the operations of the EDDDA, WDDDA, and the DDDDAs office; and

WHEREAS: The previous internet connections and equipment were lost as a result of flooding; therefore be it

RESOLVED: Relocating the internet and network equipment to a storage room in the DDDA office suite will prevent future damage to equipment and it will improve access and reliability of internet and network services; therefore be it

RESOLVED: The WDDDA authorizes a rewiring and cable installation into the new equipment storage area; be it further

RESOLVED: The WDDDA authorizes the purchase of a new firewall with Jensen IT in the amount of $561, split evenly with the EDDDA; be it further

RESOLVED: The WDDDA authorizes the Executive Director to execute a contract with CBTS for network relocation and wiring installation services at a cost of $2239.97, split evenly with the EDDDA.

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O’Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No:
Abstained:
Absent: Director Audrey Ralko
WHEREAS: The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown through walking, shopping, and holiday environment shots; and

WHEREAS: The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture 2019 summer event and general district photography; therefore, let it be

RESOLVED: The EDDDA authorizes up to $1875 from the Photography budget # 297-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography; be it also

RESOLVED: The EDDDA requests adding a minimum picture threshold in photography contract for summer event and general district photography; be it also

RESOLVED: EDDDA authorizes the Executive Director to execute the contracts with On Location Photography and JWhite Photography for the following amounts:

<table>
<thead>
<tr>
<th>FYE 2019</th>
<th>COST</th>
<th>PROVIDER</th>
<th>BOARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perennial Exchange May 18 EDDDA</td>
<td>$600</td>
<td>JWhite Photography</td>
<td>EDDDA</td>
</tr>
<tr>
<td>Friday Nites June 7 WDDDA</td>
<td>$1600</td>
<td>JWhite Photography</td>
<td>WDDDA</td>
</tr>
<tr>
<td>Music in the Park June 12 EDDDA</td>
<td>$375</td>
<td>On Location Photography</td>
<td>EDDDA</td>
</tr>
<tr>
<td>Farm to Table June 15 WDDDA</td>
<td>$600</td>
<td>JWhite Photography</td>
<td>WDDDA</td>
</tr>
<tr>
<td>FYE2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movies in the Park July 19 EDDDA</td>
<td>$375</td>
<td>On Location Photography</td>
<td>EDDDA</td>
</tr>
</tbody>
</table>
| Tunes at Noon July 16  
WDDDA | $375 | On Location Photography | WDDDA |
| 1/2 Day of General Shots  
WDDDA/EDDDA in July/August | $1050 | On Location Photography | Split Equally EDDDA/WDDDA |

Yes: Chairperson Scott Saionz, Vice Chairperson Dan Merritt, Secretary-Treasurer Jay P. Kruz, Mayor Jack O’Reilly, Director Janice B. Cislo, Director Mark G. Guido

No:

Abstained:

Absent: Director Joseph Bojovic, Director Judith McNeeley, Director Mary O’Bryan, and Director Kamal Turfah
WHEREAS: The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA and EDDDA recognize the need to build an inventory of photography that best demonstrates the culture, life and vibrancy of the downtown through walking, shopping, and holiday environment shots; and

WHEREAS: The WDDDA and EDDDA mutually agree to divide the costs for a photographer to capture 2019 summer event and general district photography; therefore, let it be

RESOLVED: The WDDDA authorizes up to $3100 from the Photography budget # 296-6100-911-51-00 for FYE2019 and FYE2020 for summer event and general district photography; be it also

RESOLVED: The WDDDA requests adding a minimum picture threshold in photography contract for summer event and general district photography; be it also

RESOLVED: WDDDA authorizes the Executive Director to execute the contracts with On Location Photography and JWhite Photography for the following amounts:

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<td>EDDDA</td>
</tr>
<tr>
<td>Farm to Table June 15 WDDDA</td>
<td>$600</td>
<td>JWhite Photography</td>
<td>WDDDA</td>
</tr>
<tr>
<td><strong>FYE2020</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movies in the Park July 19 EDDDA</td>
<td>$375</td>
<td>On Location Photography</td>
<td>EDDDA</td>
</tr>
</tbody>
</table>
| Tunes at Noon July 16  
| WDDDA | $375 | On Location Photography | WDDDA |
| 1/2 Day of General Shots  
| WDDDA/EDDDA in July/August | $1050 | On Location Photography | Split Equally EDDDA/WDDDA |

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O’Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian

No:

Abstained:

Absent: Director Audrey Ralko
WEST DEARBORN
DOWNTOWN DEVELOPMENT AUTHORITY

Wagner Park Event Amenities

Date Adopted: May 16, 2019
Moved by: Director Mark G. Guido
Seconded by: Director Jackie Lovejoy

WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA plans to host a majority of its events at Wagner Park and recognizes the importance of having the proper event amenities in order to promote safety, security, comfort, and accessibility to all event attendees;

WHEREAS: The WDDDA budgeted $15,000 for FYE2019 and $15,000 for FYE2020 for Wagner Park event amenities; therefore be it

RESOLVED: The WDDDA authorizes the expenditure of $3,284 plus shipping costs from 296-6100-911-51-00 to purchase event amenities for Wagner Park including Bollard Covers and Class III Road Closure Barricades; be it further

RESOLVED: The WDDDA Executive Director is authorized to execute contracts on behalf of the WDDDA for these amenities with the vendors listed below:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideal Shield</td>
<td>Fabric Bollard Covers</td>
<td>$1233.98</td>
</tr>
<tr>
<td>TransSupply</td>
<td>Class III Barricades</td>
<td>$2049.50</td>
</tr>
</tbody>
</table>

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian
No:  
Abstained:  
Absent: Director Audrey Ralko
WHEREAS: The WDDDA recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

WHEREAS: The WDDDA plans to host a majority of its events at Wagner Park and recognizes the importance of having the proper event amenities in order to promote safety, security, comfort, and accessibility to all event attendees;

WHEREAS: The WDDDA budgeted $15,000 for FYE2019 and $15,000 for FYE2020 for Wagner Park event amenities; therefore be it

RESOLVED: The WDDDA authorizes the expenditure less than $3,000 for the purchase of an electrical panel and its installation; be it further

RESOLVED: The WDDDA Executive Director is authorized to select vendor and execute contracts on behalf of the WDDDA for this amenity with the selected vendor.

Yes: Chairperson Sam Abbas, Vice Chairperson James M. Jernigan, Mayor Jack O’Reilly, Director Thomas L. Clark, Director Jackie Lovejoy, Director John L. McWilliams, Director Mark G. Guido, Director Mohammed Hider, Director Karen Nigosian

No:

Abstained:

Absent: Director Audrey Ralko