



DEARBORN REIMAGINED: NEW BRAND UNVEILED

Inclusive Year-long Initiative Underscores Dearborn as a City of Diversity, Innovation and Connectedness

December 10, 2019 | DEARBORN, Mich. – Today, after a year-long, comprehensive and inclusive development process, Dearborn leaders unveiled a new brand, positioning the city as one of diversity, innovation and connectedness. Messaging, design and implementation toolkits are being delivered to local community leaders, business owners and residents to assist with the rollout of the initiative.

Driven by the goal of unifying Dearborn’s assets under one brand to support economic growth and development, the comprehensive plan defines the eight unique business districts in Dearborn, which encompasses the East and West Downtowns and Souk, Civic, South End, MoCa, Innovation and University-Fairlane Districts. With a population of 100,000 in Dearborn, the brand was further developed through the feedback of more than 1,900 community members and business owners and advanced by more than 30 stakeholders who took part in ongoing strategic planning efforts – including leaders from Dearborn Downtown Development Authorities, Dearborn Chamber of Commerce, the City of Dearborn, Ford Land and other major Dearborn institutions.

“All steps of this process were ultimately shaped by those who know what makes Dearborn unique, including its amenities and sense of belonging, and at the same time, are able to identify new opportunities for growth and evolution. Given the variety of socioeconomic demographics represented, this brand offers past, present and future residents and business owners the opportunity to rediscover Dearborn in a new way and strengthen community pride,” said Cristina Sheppard-Decius, executive director of the East and West Dearborn DDAs. “The rollout of this initiative does not reflect an end to a process, but rather, a beginning opportunity to embrace and live out a brand that reinforces Dearborn’s legacy as a city defined by talent, drive and diversity.”

A list of strategic goals shaped the effort, and with this reimagined brand now underway, Dearborn aims to:

- attract and retain top talent

- encourage the workforce and college students to live, play and stay in Dearborn
- drive complementary businesses to locate and operate in the districts and support the downtown vision
- increase commercial and residential property values
- drive tourism and enhance area colleges' brand appeal and student population growth

"Dearborn is a very welcoming community, with a strong sense of identity. We're proud that people from many backgrounds have chosen us as their home and place to engage with neighbors in so many different ways. We have what you need here, and you're close to the best the region has to offer. We're known for our innovation, and we're taking yet another forward-looking step by encouraging people to promote how great it is to be part of the Dearborn community, whether you live here, work here or invest here," said Mayor John B. O'Reilly, Jr.

Following a public kickoff event with O'Reilly, Jr. in November 2018, individuals and businesses were encouraged to participate in corresponding surveys, available in both English and Arabic, online and at key community locations. Ultimately, Dearborn captured more than 1,900 survey responses, available [here](#).

After initial individual and business input was analyzed, key stakeholders attended a Visioning Work Session which allowed for thorough representation and widespread collaboration, and thereafter, met weekly. Community members were invited to follow the branding progress and share comments and questions with the branding team by visiting brandingdearborn.com – an open community insight website and forum.

"Since the beginning of this initiative, we encouraged community members to become engaged and express their opinions freely," said Dan Merritt, vice chairman of the East Dearborn Downtown Development Authority and owner of Green Brain Comics. "With this new brand, we're representing those who live here and highlighting the great amenities and features that have made this city one we are proud to share with the world."

"I am confident this city-wide brand will pay off for Dearborn businesses and patrons alike," said Sam Abbas, chairman of the West Dearborn Downtown Development Authority, vice chair of the Dearborn Area Chamber of Commerce, Owner of Afor Concepts, Brome Modern Eatery and soon-to-open in Wagner Place, The Great Commoner. "Downtown Dearborn is anticipating the eager participation of business owners to fully embrace the new brand. Over time, I am excited to see shoppers and diners experience this new cohesion when visiting their local favorites or discovering Dearborn's hidden gems."

The branding toolkit includes materials and resources for stakeholders to promote and adopt the brand, such as stickers, logos, maps, style guides and an updated Dearborn narrative. To access the materials, review the branding timeline and more, please visit brandingdearborn.com.

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