



2020/21 Economic Study

Conducted by U of M Dearborn iLabs for the East and West Dearborn Downtown Development Authorities



313-943-3141

#DowntownDearborn

info@downtowndearborn.org

www.downtowndearborn.org

Overview

In February 2021, Dearborn businesses were invited to participate in an online survey administered by UM-Dearborn's Center for Innovation Research, iLabs, in order to help the City of Dearborn and the East and West Dearborn DDAs better understand the impact of the COVID-19 pandemic on the business community. The survey also gathered information about overall business health, including sales, operating hours, number of employees, changes in products/services, as well as financial support applied for and received.

80% of respondents reported being located in the 48124 zip code - 60% of which located in the West DDDA. The most frequent response was from restaurants, cafés and bars that serves food.

The usable response sample size was small (15 responses), therefore, it is recommended to hold additional focus groups based on types of businesses to further gather data and input.

30%

Decrease in Sales

73%

Business Hours Decreased

40%

Noted a Decrease of up to 10 hours

86%

Changed How Products and Services Offered

Strategic Next Steps

At the beginning of the year, more than 50% of the businesses expected their number of full-time staff employed at their business to stay the same, as well as 39% of their part-time. However, based on current conversations with businesses, finding employees is the number one issue.

The other areas of need are: awareness of the variety and depth of business assistance available; strengthening businesses' social media and ecommerce.

DDDA Economic Recovery Strategy:

Improve & Expand City and DDDA Websites

Assist Businesses with eCommerce & Social Media Strategy

Promote Employment Opportunities & Incentives

Business Resource Outreach (BAT) including partnerships, technical support and funding sources

Industry Focus Groups to Gauge Further Needs

Where Businesses Found COVID Support

Business Assistance

The majority of businesses reported contacting the SBA and Wayne County for business assistance in the past 12 months.

COVID Funding Programs

Respondents most often applied for the Federal Paycheck Protection Program, Michigan Small Business Relief Loan, SBA Disaster Assistance Loan, and the Wayne County Small Business Relief Loan.

2021 Business Forecast

↑ Sales

86% of Respondents



Sales to Remain the Same

