



**EAST DOWNTOWN DEARBORN**  
Neighborhood Feel. Totally Real.



## **EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING**

**THURSDAY, AUGUST 15, 2019**

**8:00 A.M. – 9:30 A.M.**

**Dearborn Administrative Center**  
16901 Michigan Avenue, Dearborn, MI

**I. Call to Order**

**Chairman J. Scott Saionz/Chairman Sam Abbas**

**II. Roll Call**

**Secretary Kruz & Interim WDDDA Secretary**

**III. Joint Meeting Chair for August 2019: J. Scott Saionz**

**IV. Approval of the July 2019 Meeting Minutes**

**V. Treasurer's Report**

**Finance/Treasurers**

**VI. Action Items**

**A. Joint Board Actions**

1. Metromode
2. Artspace Lease
3. Office Cleaning
4. MOU
5. Temporary Parking Signs
6. Fall Promotions
7. 2020 Board Calendar
8. MDA Fall Conference
9. AANM Gala
10. Shop Small

**B. WDDDA Actions Only**

1. Secretary/Treasurer Position
2. Bistro Tables

**C. EDDDA Actions Only**

1. Trash Receptacles

**VII. Committee Reports**

**VIII. DDDA Executive Management Team & ECD Reports**

**IX. Call to Board of Directors**

**X. Call to Audience**

**3 min./guest**

**XI. Adjournment**

# AGENDA OVERVIEW

---

## Action Items

### ***JOINT ACTIONS***

#### ***Metromode***

The contract with Metromode expires August 31, 2019 with the option of two 3-month renewals at \$12,000 per renewal split equally between the East and West DDDAs. During this current 6-month contract, they were to create 24 stories and one Open City speaker panel event, in which the content has been focused on building and showcasing Dearborn's entrepreneurial and talent economy. Metromode has been an important part of telling the Dearborn story of business, economic development and character of the community. Metromode is one part of a multi-faceted communications approach to spreading the Dearborn message. They have the ability to reach an audience that seeks positive, local economic news stories, and that no other news outlet does.

The quarterly report is attached and was also provided with last month's Board packet. The contract is also attached for in the supplemental materials for background purposes. Both Boards have budgeted accordingly to continue supporting this program through FYE2020.

#### ***Artspace Lease FYE2020***

The lease for the DDDAs' office in the Artspace Connector building doesn't expire until December 31, 2021, at a rate of \$1805 per month. The WDDDA began sharing the cost of the space in June of 2018 with the EDDDA who originated the lease agreement. Previously resolutions were not definitive to the dates and concurrent with the fiscal years, therefore, the attached resolutions clarify the approval through the end of the lease term.

#### ***Office Cleaning***

Resolution attached for office cleaning with Campbell's Cleaning Company through FYE2020.

#### ***DDDA's Memorandum of Understanding***

As the East and West DDDAs have jointly worked together over the last 3 ½ years, they have done so guided by five key transformational strategies for Downtown Dearborn and the drive to develop coordinated programming, management, volunteer committees and projects. The attached memorandum of understanding documents this collective approach to revitalizing and sustaining Downtown Dearborn. It also is a stepping-stone to future collective action, and it serves as a reminder for those who have been hard at work at this, as well as an educational piece for those new to DDDAs as to what our purpose and goals are together.

#### ***Temporary Parking Signs***

In order to encourage two-hour parking in the WDDDA parking lots during Homecoming, the Executive Management team secured 6 sandwich board signs promoting temporary two-hour parking for the parking lots on the north side of Michigan Avenue. The Executive Committee has also requested that parking signs directing consumers to free parking in the decks and lots be installed, which can be

handled first temporarily with additional sign boards for the sandwich board frames and then more permanently as we begin to explore wayfinding for the downtowns. The EDDDA Executive Committee also requested that temporary signage directing consumers to the free parking in the deck be expanded beyond just event parking days, therefore, resolutions for both requests are included in the board packet.

### ***Fall Promotions***

For the last four years, the DDDAs have jointly promoted the change of season with fall décor, an adopt-a-tree well program, trick-or-treat event in both downtowns and a pumpkin carving in City Hall Park

In addition to the fall décor that the DDDAs have budgeted with their landscape and maintenance program, Adopt-a-Tree-Well provides the Downtown businesses the opportunity to help dress up the area with festive fall decorations in the tree wells surrounding their brick and mortar locations.

Each business can easily participate in this community program by simply identifying which tree well they would like to adopt. Individual businesses provide Fall plants and/or decorations, and the DDA recognizes their efforts with a customized yard sign to place in their tree well, as well as in our promotion e-newsletter and on our social media.

Overall, it improved property aesthetics along with more attention for downtown business. It brings both downtown districts together with unity and conformity of décor fun. The Promotions Committee is planning to continue with the Adopt-a-Tree well program this year starting October 1, but does not require funding.

On October 19 from 1-3pm we will host the pumpkin carving event at City Hall Park if we are successful in procuring a pumpkin sponsor! Last year we had over 50 people participating in the pumpkin carving event due to inclement weather, but we still had a very committed crowd with many local families. We are looking for a sponsor to cover the cost of 100 pie pumpkins and 50 medium to large pumpkins (@\$400 cost or donated in-kind).

Both East and West Downtown districts will be treating kids and canine friends on October 26. Last year we had over 40 businesses participating in Trick-or-Treat between the East and West. We are hoping to have over 50 businesses participating in this year's festivities. Businesses are responsible to provide their own treats while the DDA provides promotional materials including posters and social media broadcasting. All participants are provided with a detailed map of both downtown districts with participating businesses numbered and listed for easy reference.

#### **Adopt-a-Tree-Well**

**Date: Month of October**

**Location: East & West Downtown Dearborn**

#### **The Event: Pumpkin Carving-**

**Date: Saturday, October 19**

**Location: City Hall Park**

**Time: 1pm to 3pm**

#### **The Event: Trick-or-Treat**

**Date: Saturday, October 26**

**Location: West Downtown- 3pm to 5pm; East Downtown 5pm to 7pm**

To promote all of the events collectively, we usually create a Fall Promotions poster and social media advertising, as well as any carving supplies needed for the pumpkin carving. The attached resolution is for approval of the expenditures.

### ***2020 Board Calendar***

Attached is the calendar and resolution for Joint DDDA Board Meetings in 2020. Annually, the Boards support a resolution confirming their meeting dates for the new year.

### ***MDA Fall Conference***

The Michigan Downtown Association holds an annual two-day conference providing education and networking opportunities for Boards, committees and staff of downtown organizations. In the past, both Boards have participated in various conferences of the MDA for these training and networking opportunities. The Executive Committee is interested in hearing of anyone's interest and availability to participate. Cost is estimated at @\$500 per person for registration, travel and lodging which the Boards can determine to provide for in its budgets. The annual conference this time is in Holland on November 7-8, 2019.

At the annual conference, they plan to give Community Revitalization awards on the following subjects:

1. Best Downtown Economic Development Project Under 1 Million Dollars
2. Best Downtown Economic Development Project Over 1 Million Dollars
3. Best Promotions & Marketing Project/Program: Small Town Under 10,000 Population
4. Best Promotions & Marketing Project/Program: Mid-size and Large Communities Over 10,000 Population
5. MDA Volunteer of the Year (a volunteer activity for MDA, not in a community)
6. Lifetime Achievement (this person does not have to be an MDA member and can be anyone for any downtown in Michigan)
7. NEW! People's Choice Award – MDA Facebook page will promote all submissions and one with the most likes wins!

Nominations are due September 13, 2019. If there is someone or something you would like to nominate, please contact the Dearborn DDDAs Executive Director for nomination guidelines. If you have a suggestion, we will take that too!

### ***AANM Gala***

For the past two years, the East and West DDDAs jointly sponsored the Arab American National Museum's Grand Gala event with a full-page ad and four seats at the event to help promote Downtown Dearborn. The shared cost is \$1500 (\$750 each) plus the cost of graphic design for the ad. This year it is planned for November 16 at the MGM Grand Detroit. The Executive Committee is recommending this again as part of our Community Promotions/General Marketing efforts at the same rate of \$1500 for the partnership with the AANM. Same ad as last year will be used.

## ***Shop Small***

In our fifth year of promoting Shop Small as a collaborative marketing campaign for East and West Downtown Dearborn, the promotions committee is recommending maintaining our marketing efforts as we had last year. We will continue to work together to assemble a wide selection of retailers and restaurants that offer great in-store deals and a chance to win amazing, local gifts donated by participating businesses. Our goal this year is to take the Passport mobile with a new APP for loyalty cards and promotions. We are still in the final review of the APP, which will be provided at the September Board meeting.

The event goal is to bring people outside of Dearborn into our community to shop and thereby increase revenue locally, as well as keeping local dollars local. We intend to do this through radio promotions/ broadcasting, and social media.

As we have done in the past, the following materials will be created as part of the campaign:

- Print materials include up to 10,000 passports (the size will be decreased to move people to the APP) and 150 posters
- Social media ads on Downtown Dearborn page running for 5 weeks total.
- Radio advertising on WNIC (the only all holiday station during that time) will start November 18–December 14 (this is extended to promote Winterfest event), including:
  - 106x :15 second commercials
  - 75x :30 second commercials on 100.3 WNIC on iHeartRadio
  - 100,000 digital display impressions on wnic.com
  - Jay Towers in the Morning “Secret Celebrity Prize Sponsor” for 2 weeks in flight
  - 20x live mentions as the Secret Celebrity Prize Sponsor
  - Estimated impressions: 3,229,300
  - 20 \$100 gift card shopping and dining packages to Downtown Dearborn businesses
- TV Advertising on WDIV Live in the D "12 Days of Xmas Promotion" where Downtown Dearborn will be the 4th day of Xmas and will be promoted each subsequent day thereafter (like the 12 days of xmas song) with the participation of local businesses providing 18 - \$100 gift certificates to give away on air. Runs starting December 4. We will also be featured on that 4th day where we can bring in 2-4 businesses to highlight and be interviewed on air.

Resolution is attached for approval of expenditures.

## ***WDDDA ACTIONS ONLY***

### ***Secretary/Treasurer Position***

The WDDDA Chairperson recommends Jeff Lynch of Ford Land as the Secretary/Treasurer for the remainder of 2019, filling the position previously held by Doug Van Noord of Ford Land. Jeff Lynch has accepted the nomination and a resolution from the Board is needed for approval.

### ***Bistro Tables***

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, Adirondack chairs, games, 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 been procured thus far:

Vendor	Purpose	Amount
Ideal Shield	Fabric Bollard Covers	\$1233.98
TransSupply	Class III Barricades	\$2049.50

Anti-ram blockades are estimated at \$80,000, and therefore, the executive management team has requested that the City of Dearborn Police Department provide any insights and research on grants or funding available through terrorism and community safety programs potentially provided at the federal or state levels before proceeding.

The bistro tables and chairs have been in buyer processing, as well as umbrellas and stands to provide the much-needed shade to the Wagner Park area. A resolution for the bistro tables and chairs may be ready for Thursday's meeting, and provided at the table for approval.

## ***EDDDA ACTIONS ONLY***

### ***Trash Receptacles***

A resolution is attached authorizing the purchase of the competitively bid trash receptacles needed for the EDDDA within the previously allotted budget of \$10,950. A total of 12 receptacles will be purchased with a colorized wrap for the can liner which will show through the perforations in the receptacle pictured below. The color will match the receptacle top and four different colors (green, red, blue and yellow) will be purchased to provide a creative touch to the streetscape.



CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
July 18, 2019  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

JOINT EAST & WEST : Mayor Jack O'Reilly(arrived 8:12am), Mark Guido

EAST DDA : Chairperson Scott Saionz, Vice Chairperson Dan Merritt,  
Secretary-Treasurer Jay P. Kruz, Director Janice B. Cislo,  
Director Julia Kapilango, Director Mary O'Bryan, Director  
Kamal Turfah

WEST DDA : Chairperson Sam Abbas(arrived 8:10am), Vice  
Chairperson James M. Jernigan, Director Thomas L. Clark,  
Director Mohammed Hider, Director Jackie Lovejoy,  
Director John L. McWilliams, Director Karen Nigosian

**MEMBERS ABSENT**

JOINT EAST & WEST :

EAST DDA : Director Judith A. McNeeley

WEST DDA : Director Audrey Ralko

**NON-MEMBERS PRESENT :**

CITY OF DEARBORN : Bill Irving (Legal), Maria Buffone (Finance), Jeff Watson  
(ECD), Sarah Cornett (Council), Cristina  
Sheppard-Decius(DDDA), Janet Bloom (DDDA)

OTHERS : N/A

**I. Call to Order**

Joint DDDA Chair Scott Saionz called the meeting to order at 8:03 am.

**II. Roll Call**

Vice Chairperson James M. Jernigan called the roll of Board members for West.  
Secretary/Treasurer Jay P. Kruz called the roll of Board Members for East.  
WDDDA: A quorum was present.  
EDDDA: A quorum was present.

**III. Joint Meeting Chair for July 2019: Chairman 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 Mark Guido to appoint James Jernigan to the position of Acting Secretary/Treasurer for the July 2019 Board Meeting. Motion was seconded by Director Tom Clark. Approved by all. No dissenting votes.

**V. Approval of the June 2019 Meeting Minutes**

EDDDA: The minutes from the June 2019 Board meeting were presented for approval. It was moved by Vice-Chairperson Dan Merritt and supported by Director Jan Cislo to approve the minutes as presented. A voice vote unanimously approved.

WDDDA: The minutes from the June 2019 Board meeting were presented for approval. It was moved by Director Karen Nigosian and supported by Director John McWilliams 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 June 30, 2019. Revenue to date totaled \$823,417. Total expenditures totaled \$926,821. The current cash position equals \$1,099,982 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$578,027.

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 June 30, 2019. Revenue to date totaled \$982,915. Total expenditures totaled \$786,147. The current cash position equals \$917,897 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$535,799.

Chairman Scott Saionz asked that the minutes show the Treasurer's Report as received and filed.

**VII. Action Items**



## **A. WDDDA Actions Only**

### **1. Farmers Market Vendor Agreement**

Resolution introduced to modify service provider information for Farmers Market. Insurance increase of \$690 for Nickel & Saph, original only noted estimated costs. Added in up to \$500 reimbursement for food tasting materials for POP Club and cooking demos to Jean Smith. For WDDDA, Director Mark Guido motioned to approve; seconded by Director James Jernigan. A voice vote passed unanimously.

### **2. Fund Reallocation for Fairlane Grounds**

Resolution to do a budget reallocation for FYE 2019 in order to pay Fairlane Grounds for services rendered in May 2019. The reallocation is \$9,452 moving funds from account ending 62-40 (plant materials) to account ending 34-90 (contractual). For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director Mohammed Hider. A voice vote passed unanimously.

## **B. EDDDA Actions Only**

### **1. AANM JAM3A Festival Letter of Support**

Resolution to support a new Arab American National Museum music, food and art event August of 2020. The AANM is pursuing a NEA Our Town grant to help fund the event and have asked the EDDDA to commit to promotion, support, logistic coordination, use of established equipment, and provide a letter of support by deadline of grant August 15, 2019. For EDDDA, Director Dan Merritt motioned to approve; seconded by Director Karen Nigosian. A voice vote passed unanimously.

### **2. Fund Reallocation for WH Canon**

Resolution for a budget reallocation for FYE2019 to pay WH Canon for services rendered May and June 2019. Cause of reallocation is due to payments for FYE 2018 were made in FYE 2019, shorting the budget. The reallocations of \$6,455 is moving from line item for contract services to landscape materials. Other adjustments were made in account 34-90 to cover costs of \$10, 012. For EDDDA, Dan Merritt motioned to approve; seconded by Director Jan Cislo. A voice vote passed unanimously.

### **3. Music in the Park Vendor Amendment**

Resolution to modify sound vendor at Music in the Park to reflect a reduction in cost for service. Vendor was changed from KLA Labs to Lion Sound (Kent Knight). Final cost is \$1000. For EDDDA, Dan Merritt motioned to approve; seconded by Director Jay Kruz. A voice vote passed unanimously; Mary O'Bryan recused herself from the vote.

### **4. Jazz on the Ave. Vendor Amendment**

Resolution to modify service providers for Jazz on the Ave for FYE 2020. These do not alter the overall budget for Jazz on the Ave. Modifications for Malkomedia for \$800 for event parking directional signs (qty. 2) and Michigan Ave. banner patches (qty. 52). For

EDDDA, Mayor Jack O'Reilly motioned to approve; seconded by Director Dan Merritt. A voice vote passed unanimously.

#### **VIII. Adjourn Special Meeting**

For EDDDA, Director Dan Merritt motioned to approve; seconded by Director Mark Guido. A voice vote passed unanimously.

For WDDDA, Director Jackie Lovejoy motioned to approve; seconded by Director James Jernigan. A voice vote passed unanimously.

Meeting adjourned at 9:30am to then begin the Public Act 57 - DDA Information Session meeting.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

---

James Jernigan, Acting Secretary-Treasurer for July 2019 meeting, WDDDA

---

**Financial Statement Summary**

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>							
Property Tax Capture	\$ 331,579	\$ 343,896	\$ 354,750	\$ 354,750	\$ -	\$ -	\$ 354,750
Brownfield Tax Capture	464,566	464,099	475,240	475,240	-	-	475,240
Local Community Stabilization Authority	-	23,733	23,740	23,740	-	-	23,740
Federal Sources (contra-revenue)	-	(142,029)	-	-	-	-	-
Donations from a Private Source	22,965	41,850	115,000	115,000	-	-	115,000
Interest Income	18,257	19,028	31,218	31,218	-	-	31,218
Miscellaneous Income	-	-	14,205	14,205	-	-	14,205
Contributions from the General Fund	35,681	72,840	11,310	11,310	943	-	10,367
Total Revenue	<u>\$ 873,048</u>	<u>\$ 823,417</u>	<u>\$1,025,463</u>	<u>\$1,025,463</u>	<u>\$ 943</u>	<u>\$ -</u>	<u>\$1,024,520</u>
<b>Expenditure</b>							
Part-time Wages	\$ 51,593	\$ 505	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	3,947	39	-	-	-	-	-
Workers Compensation Contribution	33	-	-	-	-	-	-
Audit Services	772	762	800	800	-	-	800
Sanitation Contractual Services	33,603	9,714	11,310	11,310	-	-	11,310
Other Professional Services	150	-	-	-	-	-	-
Development Contractual Services	133,045	239,615	359,856	359,856	-	114,483	245,373
Copier Repair & Maintenance Services	58	362	375	375	-	-	375
Building Rental	25,000	10,935	11,010	11,010	-	75	10,935
Community Promotion	154,922	180,604	339,980	339,980	213	49,810	289,957
Insurance	3,255	4,110	6,260	6,260	521	-	5,739
Communications	720	68	-	-	(206)	-	206
Training & Transportation	3,310	2,539	3,500	3,500	-	-	3,500
Office Supplies	642	746	4,125	4,125	-	-	4,125
Postage	4	154	100	100	-	-	100
Non-Capital Equipment	1,720	-	3,500	3,500	-	-	3,500
Repair & Maintenance Supplies	-	281	-	-	-	-	-
Planting Materials	7,057	11,775	30,000	30,000	-	-	30,000
Memberships	413	513	1,190	1,190	-	-	1,190
Reference Materials	28	-	-	-	-	-	-
Licenses, Fees, & Permits	-	-	300	300	-	-	300
Other Operating Expenses	536,989	-	15,455	15,455	-	-	15,455
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Operating Expenditures	<u>1,421,827</u>	<u>926,821</u>	<u>1,263,001</u>	<u>1,263,001</u>	<u>528</u>	<u>164,368</u>	<u>1,098,105</u>
Building Demolition Services	-	-	-	2,522	-	-	2,522
Architect & Engineering Services	4,250	-	-	60,256	-	16,831	43,425
Construction Contractor	25,180	-	-	137,785	-	137,147	638
Undistributed Appropriations	-	-	-	62,345	-	-	62,345
Total Capital Expenditures	<u>29,430</u>	<u>-</u>	<u>-</u>	<u>262,908</u>	<u>-</u>	<u>153,978</u>	<u>108,930</u>
Total Expenditure	<u>\$1,451,257</u>	<u>\$ 926,821</u>	<u>\$1,263,001</u>	<u>\$1,525,909</u>	<u>\$ 528</u>	<u>\$ 318,346</u>	<u>\$1,207,035</u>
Revenues Over/(Under) Expenditures	\$ (578,209)	\$ (103,404)	\$ (237,538)	\$ (500,446)	\$ 415	\$ (318,346)	\$ (182,515)

**Balance Sheet**

Cash Position			\$1,047,136
Current Receivables			1,745
Unearned Income			1,024,520
Current Liabilities			32,070
Encumbrances			(318,346)
Uncommitted Budget			<u>(1,207,035)</u>
Estimated Ending Cash Position	\$1,090,062	\$1,042,608	\$ 580,090

Expenditure Details	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>							
Sanitation Contractual Services	\$ 33,603	\$ 9,714	\$ 11,310	\$ 11,310	\$ -	\$ -	\$ 11,310
Fall Décor	814	-	-	-	-	-	-
Holiday Décor & Installation	20,646	17,256	27,500	27,500	-	1,135	26,365
Landscape & Maintenance	5,425	46,800	70,170	70,170	-	630	69,540
Snow Removal	37,575	38,536	45,000	45,000	-	2,573	42,427
Artspace, Public Space Design	25,180	-	10,000	10,000	-	34,581	(24,581)
Streetscape Enhancements	4,250	-	41,000	41,000	-	-	41,000
Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
Parking Master Plan (M20006)	7,880	-	-	262,908	-	153,978	108,930
East Dearborn Parking Lots (M20017)	535,386	-	-	-	-	-	-
Planting Materials	28,952	11,775	30,000	30,000	-	-	30,000
Total Beautification	\$ 699,711	\$ 124,081	\$ 244,980	\$ 507,888	\$ -	\$ 192,897	\$ 314,991
<b>Development</b>							
General Marketing (banners, printing, social media)	\$ -	\$ 4,035	\$ 30,000	\$ 30,000	\$ -	\$ 475	\$ 29,525
Branding	-	34,210	120,000	120,000	-	17,080	102,920
Graphic Design	-	340	5,000	5,000	-	-	5,000
Photography	1,325	1,125	5,000	5,000	-	900	4,100
Metro Mode / Issue Media	34,682	18,000	24,000	24,000	-	6,000	18,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	-	2,047	4,250	4,250	-	583	3,667
Website, Constant Contacts	-	226	230	230	-	-	230
Website Hosting & Domain Registration	1,020	801	1,350	1,350	-	534	816
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	15,000	-	10,000	10,000	-	-	10,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art Month	-	4,480	1,000	1,000	-	-	1,000
Pocket of Perception (student art project)	-	8,000	20,000	20,000	-	-	20,000
Fall Promotions	-	592	600	600	-	-	600
Holiday Promotions (Holiday Open House, Santa)	-	8,197	15,000	15,000	-	-	15,000
Shop Small Business Saturday	9,735	4,581	7,000	7,000	-	-	7,000
Restaurant Week	12,465	15,583	16,500	16,500	-	-	16,500
Big Read	-	-	1,000	1,000	-	-	1,000
Movies in the Park	1,774	2,110	2,000	2,000	-	2,832	(832)
Music in the Park	-	-	-	-	213	-	(213)
Tunes at Noon	4,858	8,495	-	-	-	-	-
City Hall Park Events	-	-	2,700	2,700	-	-	2,700
Jazz on the Ave	50,864	48,636	55,000	55,000	-	21,250	33,750
Eastborn Clean Up	-	448	1,500	1,500	-	-	1,500
Other Community Development	11,726	6,544	2,500	2,500	-	155	2,345
Total Development	\$ 154,949	\$ 181,147	\$ 339,980	\$ 339,980	\$ 213	\$ 49,809	\$ 289,958
<b>Planning &amp; Administration</b>							
Executive Director	\$ -	\$ 46,173	\$ 47,996	\$ 47,996	\$ -	\$ 23,798	\$ 24,198
Operations Manager	-	26,453	30,950	30,950	-	15,475	15,475
Design & Planning Manager	-	8,900	12,000	12,000	-	6,000	6,000
Event Manager	7,075	15,675	17,100	17,100	-	8,550	8,550
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	-	21,667	18,333
Unemployment	-	-	7,240	7,240	-	-	7,240
Total Directors Expenses	37,139	135,631	155,286	155,286	-	75,490	79,796
Wages & Benefits	55,573	544	-	-	-	-	-
Other Office Expenses	9,196	9,634	16,650	16,650	315	-	16,335
Office Cleaning	1,800	750	900	900	-	75	825
Building Rental	25,000	10,935	11,010	11,010	-	75	10,935
Non-Capital Equipment (light poles)	1,720	-	3,500	3,500	-	-	3,500
Other Operating Expenses (utilities)	1,603	-	1,250	1,250	-	-	1,250
DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	-	-	14,205
Transfer to Brownfield Redevelopment Authority	464,566	464,099	475,240	475,240	-	-	475,240
Total Planning & Administration	\$ 596,597	\$ 621,593	\$ 678,041	\$ 678,041	\$ 315	\$ 75,640	\$ 602,086
Expenditures	\$ 1,451,257	\$ 926,821	\$ 1,263,001	\$ 1,525,909	\$ 528	\$ 318,346	\$ 1,207,035

**Financial Statement Summary**

	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Revenue</b>							
Property Tax Capture	\$496,066	\$686,335	\$ 505,710	\$ 505,710	\$ -	\$ -	\$ 505,710
Brownfield Tax Capture	119,900	132,940	235,220	235,220	-	-	235,220
Local Community Stabilization Authority	12,332	25,313	25,320	25,320	-	-	25,320
Farmer's Market Federal Grant	-	1,424	1,000	1,000	-	-	1,000
Farmer's Market Miscellaneous	12,900	18,865	23,500	23,500	-	-	23,500
Donations from a Private Source	88,742	46,115	83,500	83,500	146	-	83,354
Interest Income	9,786	12,629	20,698	20,698	-	-	20,698
Miscellaneous Income	-	6,194	-	-	-	-	-
Contributions from the General Fund	39,102	53,100	35,000	35,000	2,917	-	32,083
Total Revenue	<u>\$778,828</u>	<u>\$982,915</u>	<u>\$ 929,948</u>	<u>\$ 929,948</u>	<u>\$ 3,063</u>	<u>\$ -</u>	<u>\$ 926,885</u>
<b>Expenditure</b>							
Part-time Wages	\$ 4,830	\$ 81	\$ -	\$ -	\$ -	\$ -	\$ -
City Share of FICA & Medicare	369	6	-	-	-	-	-
Workers Compensation Contribution	3	-	-	-	-	-	-
Audit Services	329	381	400	400	-	-	400
Sanitation Contractual Services	22,152	20,160	25,920	25,920	(2,880)	2,880	25,920
Development Contractual Services	253,616	347,411	499,826	499,826	(30,662)	116,892	413,596
Farmer's Market Contractual Services	5,089	10,953	22,000	22,000	(340)	2,502	19,838
Copier Repair & Maintenance Services	-	362	375	375	-	-	375
Building Rental	-	10,935	11,010	11,010	-	75	10,935
Community Promotion	137,110	249,086	341,345	341,345	368	90,200	250,777
Insurance	2,985	2,670	3,730	3,730	311	-	3,419
Communications	-	19	-	-	(206)	-	206
Training & Transportation	2,569	2,836	3,500	3,500	-	-	3,500
Office Supplies	693	746	4,125	4,125	-	-	4,125
Non-Capital Equipment	-	-	18,600	18,600	-	-	18,600
Repair & Maintenance Supplies	-	281	-	-	-	-	-
Planting Materials	8,276	6,766	30,000	30,000	(8)	-	30,008
Memberships	413	513	940	940	-	-	940
Other Operating Expenses	150,000	-	1,250	1,250	-	-	1,250
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Expenditure	<u>\$708,334</u>	<u>\$786,146</u>	<u>\$1,198,241</u>	<u>\$1,198,241</u>	<u>\$ (33,417)</u>	<u>\$ 212,549</u>	<u>\$1,019,109</u>
Revenues Over/(Under) Expenditures	\$ 70,494	\$196,769	\$ (268,293)	\$ (268,293)	\$ 36,480	\$ (212,549)	\$ (92,224)

**Balance Sheet**

Cash Position		\$ 851,078
Current Receivables		9,636
Unearned Income		926,885
Current Liabilities		80,057
Encumbrances		(212,549)
Uncommitted Budget		(1,019,109)
Estimated Ending Cash Position	\$787,019	\$906,009
		<u>\$ 635,998</u>

Expenditure Details	FY2018	FY2019	FY2020				
	Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance
<b>Beautification</b>							
Sanitation Contractual Services	\$ 22,152	\$ 20,160	\$ 25,920	\$ 25,920	\$ (2,880)	\$ 2,880	\$ 25,920
Holiday Décor & Installation	17,350	11,861	20,000	20,000	-	-	20,000
Landscape & Maintenance	55,820	152,785	219,080	219,080	(30,662)	30,660	219,082
Snow Removal	38,250	39,678	45,000	45,000	-	5,266	39,734
On-Street Bike Racks	516	-	6,000	6,000	-	-	6,000
Master Plan/Vision, Art in Public Spaces	-	-	10,000	10,000	-	-	10,000
Planting Materials	8,276	6,766	30,000	30,000	(8)	-	30,008
Total Beautification	<u>\$142,364</u>	<u>\$231,250</u>	<u>\$ 356,000</u>	<u>\$ 356,000</u>	<u>\$ (33,550)</u>	<u>\$ 38,806</u>	<u>\$ 350,744</u>
<b>Development</b>							
General Marketing (banners, printing, social media)	\$ 4,625	\$ 5,709	\$ 30,000	\$ 30,000	\$ (3,657)	\$ 1,908	\$ 31,749
Branding	-	118,371	120,000	120,000	-	67,920	52,080
Graphic Design	1,474	-	5,000	5,000	-	78	4,922
Photography	1,825	1,850	5,000	5,000	-	900	4,100
Metro Mode / Issue Media	30,000	18,000	24,000	24,000	-	6,000	18,000
Mobile App	-	1,197	3,750	3,750	-	-	3,750
CTM Brochure Distribution	5,852	2,047	4,250	4,250	-	583	3,667
Website, Constant Contacts	275	226	230	230	-	-	230
Website Hosting & Domain Registration	985	801	1,350	1,350	360	174	816
Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600
Community Art Enhancement	-	-	4,000	4,000	-	-	4,000
Dearborn Community Fund Sculpture Initiative	5,900	5,900	6,000	6,000	-	-	6,000
Art month, Art Spark, Pocket Park Mural, POP-Student	1,500	5,500	1,000	1,000	-	-	1,000
Fall Promotions	476	193	300	300	-	-	300
Holiday Promotions, Holly Berry Brunch Program	3,950	16,144	14,665	14,665	-	-	14,665
Shop Small Business Saturday	7,201	3,665	7,000	7,000	-	-	7,000
Restaurant week	12,465	17,581	16,500	16,500	-	-	16,500
Big Read	1,000	-	1,000	1,000	-	-	1,000
Tunes at Noon	-	-	-	-	400	1,625	(2,025)
Friday Nites Concert Series & Food Truck Rally	34,328	28,340	44,600	44,600	-	3,871	40,729
W.Village Commons & Wagner Place Programs	10,368	11,621	29,600	29,600	-	687	28,913
Wagner Place Park Equipment	-	2,280	15,000	15,000	-	-	15,000
Main Street Materials	790	-	-	-	-	-	-
Martian Marathon	619	375	500	500	-	-	500
Bike Dearborn	-	250	-	-	-	-	-
Kids Day	-	-	-	-	3,675	25	(3,700)
Farmer's Market Promotions	1,729	2,700	-	-	(410)	175	235
Farmer's Market Contractual Services	5,089	10,953	22,000	22,000	(340)	2,502	19,838
Building / Business Incentives	-	-	40,000	40,000	-	-	40,000
Other Community Development	13,336	4,229	2,000	2,000	-	6,255	(4,255)
Total Development	<u>\$149,387</u>	<u>\$263,532</u>	<u>\$ 403,345</u>	<u>\$ 403,345</u>	<u>\$ 28</u>	<u>\$ 92,703</u>	<u>\$ 310,614</u>
<b>Planning &amp; Administration</b>							
Executive Director	\$ 94,570	\$ 42,339	\$ 47,996	\$ 47,996	\$ -	\$ 23,798	\$ 24,198
Operations Manager	-	25,163	30,950	30,950	-	15,475	15,475
Design & Planning Manager	-	8,400	12,000	12,000	-	6,000	6,000
Event Manager, Farmer's Market Manager	9,771	24,413	27,900	27,900	-	13,950	13,950
Communications Manager, Public Relations	30,064	38,430	40,000	40,000	-	21,667	18,333
Total Directors Expenses	<u>134,405</u>	<u>138,745</u>	<u>158,846</u>	<u>158,846</u>	<u>-</u>	<u>80,890</u>	<u>77,956</u>
Wages & Benefits	5,202	87	-	-	-	-	-
Other Office Expenses	7,076	7,907	13,070	13,070	105	-	12,965
Office Cleaning	-	750	900	900	-	75	825
Building Rental	-	10,935	11,010	11,010	-	75	10,935
Non-Capital Equipment (lighting, repairs)	-	-	18,600	18,600	-	-	18,600
Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250
Parking Debt Contribution	150,000	-	-	-	-	-	-
Transfer to Brownfield Redevelopment Authority	119,900	132,940	235,220	235,220	-	-	235,220
Total Planning & Administration	<u>\$416,583</u>	<u>\$291,364</u>	<u>\$ 438,896</u>	<u>\$ 438,896</u>	<u>\$ 105</u>	<u>\$ 81,040</u>	<u>\$ 357,751</u>
Expenditures	\$708,334	\$786,146	\$1,198,241	\$1,198,241	\$ (33,417)	\$ 212,549	\$1,019,109

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Metromode Contract Extension Option 2019

Adopted:

Motioned by:

Seconded by:

- WHEREAS:** The EDDDA and WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and
- WHEREAS:** The EDDDA and WDDDA currently has a contract with Issue Media Group/Metromode which expires on 08/31/2019; and
- WHEREAS:** Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and
- WHEREAS:** The current agreement is for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; therefore, let it be
- RESOLVED:** That the EDDDA wishes to exercise the option for one, three month extension at \$12,000, to run September 1, 2019 to November 30, 2019, with monies split equally between EDDDA and WDDDA, and allocating from Community Promotions account 297-6100-911-51-00; further
- RESOLVED:** That the Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel.
- .

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Metromode Contract Extension Option 2019

Adopted:

Motioned by:

Seconded by:

- WHEREAS:** The EDDDA and WDDDA values and desires to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and
- WHEREAS:** The EDDDA and WDDDA currently has a contract with Issue Media Group/Metromode which expires on 08/31/2019; and
- WHEREAS:** Issue Media Group/Metromode provides economic development news stories and entrepreneur engagement discussions to build an entrepreneurial ecosystem through its MetroMode and SecondWave media platforms; and
- WHEREAS:** The current agreement is for six months at \$24,000 in total for 2019 from March 1, 2019 –August 31, 2019, with two three-month renewals at \$12,000 each, which will be equally split between the EDDDA and WDDDA; therefore, let it be
- RESOLVED:** That the WDDDA wishes to exercise the option for one, three month extension at \$12,000, to run September 1, 2019 to November 30, 2019, with monies split equally between EDDDA and WDDDA, and allocating from Community Promotions account 296-6100-911-51-00; further
- RESOLVED:** That the Executive Director be authorized to execute and sign the contract agreement; subject to review and approval by Corporation Counsel.
- .

Yes:

No:

Abstained:

Absent:



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Artspace Office Lease

Date Adopted:

Resolution by:

**WHEREAS:** At its November 9, 2017, Board meeting, the EDDDA resolved to move into one of the non-residential office spaces in the City Hall Artspace Lofts building; and

**WHEREAS:** The EDDDA Board executed a lease agreement on December 8, 2017, for an office in 13615 Michigan Avenue Building B, the designated commercial space in the City Hall Artspace Lofts building, for an office with a per square foot rental amount of no more than \$20; and

**WHEREAS:** The WDDDA Board agreed to sharing the office space with the EDDDA and adopted a budget for office lease for FYE2019 of \$11,000; and

**WHEREAS:** The EDDDA has been sharing this office space with the WDDDA since June of 2018 and has been paying half of the office's monthly rent (\$902.50) since July of 2018; therefore be it

**RESOLVED:** The EDDDA Board authorizes an amount not to exceed \$10,830 (\$902.50 monthly) for July 1, 2019-June 30, 2020, towards sharing an office with the WDDDA in 13615 Michigan Avenue Building B from building rental line item #296-6100-911-44-10.

Yes:

No:

Abstain:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Artspace Office Lease

Date Adopted:

Resolution by:

**WHEREAS:** At its November 9, 2017, Board meeting, the EDDDA resolved to move into one of the non-residential office spaces in the City Hall Artspace Lofts building; and

**WHEREAS:** The EDDDA Board executed a lease agreement on December 8, 2017, for an office in 13615 Michigan Avenue Building B, the designated commercial space in the City Hall Artspace Lofts building, for an office with a per square foot rental amount of no more than \$20; and

**WHEREAS:** The WDDDA Board agreed to sharing the office space with the EDDDA and adopted a budget for office lease for FYE2019 of \$11,000; and

**WHEREAS:** The WDDDA has been sharing this office space with the EDDDA since June of 2018 and has been paying half of the office's monthly rent (\$902.50) since July of 2018; therefore be it

**RESOLVED:** The WDDDA Board authorizes an amount not to exceed \$10,830 (\$902.50 monthly) for July 1, 2019-June 30, 2020, towards sharing an office with the EDDDA in 13615 Michigan Avenue Building B from building rental line item #296-6100-911-44-10.

Yes:

No:

Abstain:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

EDDDA OFFICE CLEANING CONTRACT FYE20

Adopted:

Motioned by:

Sseconded by:

**WHEREAS:** The EDDDA and WDDDA approved a contract with Campbell's Cleaning Company LLC for full office suite cleaning services for FYE19 and wish to extend the contract with this vendor; and

**WHEREAS:** The EDDDA and WDDDA currently split the office space cost at Artspace; therefore, be it

**RESOLVED:** That the EDDDA approves the execution of a one-year contract extension for cleaning services with Campbell's Cleaning Company, LLC for FYE2020 at \$150 per month for a contract total not to exceed \$1,800; further

**RESOLVED:** The contract cost is to be split equally between the EDDDA and WDDDA, with \$900 allotted from each DDA from their Contracted Services account.

Yes:

No:

Abstain:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## WDDDA OFFICE CLEANING CONTRACT FYE20

Date Adopted:

Resolution by:

**WHEREAS:** The EDDDA and WDDDA approved a contract with Campbell's Cleaning Company LLC for full office suite cleaning services for FYE19 and wish to extend the contract with this vendor; and

**WHEREAS:** The EDDDA and WDDDA currently split the office space cost at Artspace; therefore, be it

**RESOLVED:** That the WDDDA approves the execution of a one-year contract extension for cleaning services with Campbell's Cleaning Company, LLC for FYE2020 at \$150 per month for a contract total not to exceed \$1,800; further

**RESOLVED:** The contract cost is to be split equally between the EDDDA and WDDDA, with \$900 allotted from each DDA from their Contracted Services account.

Yes:

No:

Abstain:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Memorandum of Understanding -WDDDA and EDDDA 2019

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** Since 2016, The West Dearborn Downtown Development Authority (“WDDDA”) and the East Dearborn Downtown Development Authority (“EDDDA”), collectively “DDDA’s”, have worked collaboratively to create and maintain a vibrant Downtown Dearborn experience for all, unified by a shared vision for the community to improve the local economy; and

**WHEREAS:** The East & West DDDAs have used the Main Street approach to revitalize Downtown Dearborn to bridge the gap and unite the two downtowns by physically transforming Michigan Avenue and engaging community partners to improve the areas; and

**WHEREAS:** The DDDAs agree to financially support and provide an engaged volunteer base to achieve the overall vision; and

**WHEREAS:** The DDDAs agree to use Transformational Strategies to focus on the Downtown Dearborn Strategic Plan objectives that will help realize the vision; and

**WHEREAS:** The DDDAs agree to use collaborative actions to reach goals and objectives; therefore, be it

**RESOLVED:** The EDDDA agrees to enter into the Memorandum of Understanding with WDDDA to further the vision for Downtown Dearborn; let it be further

**RESOLVED:** That the EDDDA agrees that the Chairperson is authorized to execute the MOU on behalf of the EDDDA board, subject to Corporation Counsel approval.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Memorandum of Understanding -WDDDA and EDDDA 2019

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** Since 2016, The West Dearborn Downtown Development Authority (“WDDDA”) and the East Dearborn Downtown Development Authority (“EDDDA”), collectively “DDDA’s”, have worked collaboratively to create and maintain a vibrant Downtown Dearborn experience for all, unified by a shared vision for the community to improve the local economy; and

**WHEREAS:** The East & West DDDAs have used the Main Street approach to revitalize Downtown Dearborn to bridge the gap and unite the two downtowns by physically transforming Michigan Avenue and engaging community partners to improve the areas; and

**WHEREAS:** The DDDAs agree to financially support and provide an engaged volunteer base to achieve the overall vision; and

**WHEREAS:** The DDDAs agree to use Transformational Strategies to focus on the Downtown Dearborn Strategic Plan objectives that will help realize the vision; and

**WHEREAS:** The DDDAs agree to use collaborative actions to reach goals and objectives; therefore, be it

**RESOLVED:** The WDDDA agrees to enter into the Memorandum of Understanding with EDDDA to further the vision for Downtown Dearborn; let it be further

**RESOLVED:** That the WDDDA agrees that the Chairperson is authorized to execute the MOU on behalf of the WDDDA board, subject to Corporation Counsel approval.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019 Additional Temporary Parking Signage

Adopted:

Motioned by:

Seconded by:

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

**WHEREAS:** The WDDDA and EDDDA jointly organize and promote activities in their respective downtowns and realize the increased traffic at these events need directional guidance for free public parking and parking limited signage; therefore, let it be

**RESOLVED:** The EDDDA Board authorizes expenditure of an amount not to exceed \$1200 from Community Promotions/General Marketing towards the purchase of temporary directional signage for free parking and time limited parking.

Malko Media - Sign board inserts	WDDDA	\$200
Malko Media - Sign board inserts	EDDDA	\$200
Malko Media - A frame signs	WDDDA	\$1000
Malko Media - A frame signs	EDDDA	\$1000

Yes:

No:

Abstain:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019 Additional Parking Signage

Adopted:

Motioned by:

Seconded by:

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

**WHEREAS:** The WDDDA and EDDDA jointly organize and promote activities in their respective downtowns and realize the increased traffic at these events need directional guidance for free public parking and parking limited signage; therefore, let it be

**RESOLVED:** The WDDDA Board authorizes expenditure of an amount not to exceed \$1200 towards the purchase of directional signage for free parking and time limited parking.

Malko Media - Sign board inserts	WDDDA	\$200
Malko Media - Sign boards inserts	EDDDA	\$200
Malko Media - A frame signs	WDDDA	\$1000
Malko Media - A frame signs	EDDDA	\$1000

Yes:

No:

Abstain:

Absent:



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019 Fall Promotions Budget

Adopted:

Motioned by:

Seconded by:

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

**WHEREAS:** The WDDDA and EDDDA jointly budgeted, organize and promote Fall activities including the Adopt-a-Tree Well program, annual Trick or Treat event and pumpkin carving event that will benefit from the use of promotional materials, marketing, and other promotional media; and let it be

**WHEREAS:** The Fall and Winter events brochure and social media are budgeted from line item General Marketing/Printing; therefore, let it be

**WHEREAS:** Fall Promotions expenditures are estimated not to exceed \$1500 for the East & West DDDAs; therefore, be it

**RESOLVED:** The EDDDA Board authorizes expenditure of an amount not to exceed \$850 from Community Promotions #297-6100-911-51-00 towards the Marketing and Promotion of fall activities in 2019.

Trick or Treat Facebook ads	social media ads	\$100 (E&WDDDA)
Pumpkin Carving Facebook ads	social media ads	\$100 (EDDDA Only)
Donuts/Cider/tools/supplies	items for Pumpkin Carving event	\$100 (EDDDA Only)
Pumpkins	50 large/100 small	anticipated donation
Beshara	posters/fall & winter brochure	\$1200 (E&WDDDA)

Yes:

No:

Abstain:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019 Fall Promotions Budget

Adopted:

Motioned by:

Seconded by:

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

**WHEREAS:** The WDDDA and EDDDA jointly organize and promote Fall activities including the Adopt-a-Tree Well program, the annual Trick or Treat event and pumpkin carving event that will benefit from the use of promotional materials, marketing, and other promotional media; and let it be

**WHEREAS:** The Fall and Winter events brochure and social media are budgeted from line item General Marketing/Printing; therefore, let it be

**WHEREAS:** Fall Promotions expenditures are estimated not to exceed \$1500 for the East & West DDDAs; therefore, be it

**RESOLVED:** The WDDDA Board authorizes expenditure of an amount not to exceed \$650 from Community Promotions #296-6100-911-51-00 towards the Marketing and Promotion of fall activities in 2019.

Trick or Treat Facebook ads	social media ads	\$100 (E&WDDDA)
Pumpkin Carving Facebook ads	social media ads	\$100 (EDDDA Only)
Donuts/Cider/tools/supplies	items for Pumpkin Carving event	\$100 (EDDDA Only)
Pumpkins	50 large/100 small	anticipated donation
Beshara	posters/fall & winter brochure	\$1200 (E&WDDDA)

Yes:

No:

Abstain:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2020 WDDDA/EDDDA Schedule of Joint Meetings

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) Board requires meetings for its members to obtain important information, share opinions and concerns, and work to make East Downtown Dearborn a positive place; and

**WHEREAS:** The EDDDA Board wishes to work more closely with the West Dearborn Downtown Development Authority (WDDDA) to better collaborate, share information and opinions, and create a cohesive Dearborn; be it

**RESOLVED:** The EDDDA Board will continue to meet jointly with the WDDDA on the third Thursday of every month at 8:00 a.m. in the Dearborn Administrative Center (DAC); be it also

**RESOLVED:** The attached proposed EDDDA/WDDDA joint meeting schedule will be adopted for the 2020 calendar year.

Yes:

No:

Abstain:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2020 WDDDA/EDDDA Schedule of Joint Meetings

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) meets monthly to handle the economic, planning and financial matters of the downtown district per the requirements of Public Act 197;

**WHEREAS:** The WDDDA Board wishes to work more closely with the East Dearborn Downtown Development Authority (EDDDA) to better collaborate, share information and opinions, and create a cohesive Dearborn; be it

**RESOLVED:** The WDDDA Board will continue to meet jointly with the EDDDA on the third Thursday of every month at 8:00 a.m. in the Dearborn Administrative Center (DAC); be it also

**RESOLVED:** The attached proposed EDDDA/WDDDA joint meeting schedule will be adopted for the 2020 calendar year.

Yes:

No:

Abstain:

Absent:

## 2020 EDDDA/WDDDA Joint Board Meeting Dates\*

Board Meetings:

Third Thursday of Every Month at 8:00am,

Dearborn Administrative Center, 16901 Michigan Avenue, Dearborn, MI 48126\*\*

January 16	July 16
February 20	August 20
March 19	September 17
April 16	October 15
May 21	November 19
June 18	December 17

\*These dates are subject to cancellation

\*\*The meeting location is subject to change, with ample notice

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## MDA Annual Conference 2019

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The EDDDA collaborates with state-level organizations which focus on downtown revitalization; and

**WHEREAS:** The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose goal is to grow and promote downtown communities throughout Michigan. The MDA encourages the development, redevelopment, and continuing improvement of Michigan communities and downtowns; and

**WHEREAS:** The MDA hosts an annual conference to provide member organizations with advocacy support, education, and networking opportunities throughout the year; and

**WHEREAS:** The EDDDA will benefit from sending representatives to learn and network with members of the annual MDA conference on November 7-8, 2019, in Holland, Michigan; therefore, be it

**RESOLVED:** The EDDDA Board authorizes up to \$500 for the registration, lodging, and travel related to the 2019 MDA Annual Conference to send a board member to attend.

Yes:

No:

Abstain:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

MDA Annual Conference 2019

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The WDDDA collaborates with state-level organizations which focus on downtown revitalization; and

**WHEREAS:** The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose goal is to grow and promote downtown communities throughout Michigan. The MDA encourages the development, redevelopment, and continuing improvement of Michigan communities and downtowns; and

**WHEREAS:** The MDA hosts an annual conference to provide member organizations with advocacy support, education, and networking opportunities throughout the year; and

**WHEREAS:** The WDDDA will benefit from sending representatives to learn and network with members of the annual MDA conference on November 7-8, 2019 in Holland, Michigan; therefore, be it

**RESOLVED:** The WDDDA Board authorizes up to \$500 for the registration, lodging, and travel related to the 2019 MDA Annual Conference for one Board Member to attend.

Yes:

No:

Abstain:

Absent:



## A CALL FOR MDA AWARDS NOMINATIONS 2019

The Michigan Downtown Association is asking for nominations for its third annual MDA Awards. Winners will receive their awards during the MDA's annual Statewide Michigan Downtowns Conference in Holland, November 7-8, 2019.

**The deadline for award nominations is September 13, 2019** via email to [director@michigandowntowns.com](mailto:director@michigandowntowns.com) with "MDA Award Nominations" in the subject or post-marked letters sent to Michigan Downtown Association, PO Box 3591, North Branch, MI 48461.

There are six award categories. Nominees for categories 1 through 5 must be MDA members and/or from MDA member communities. There is a complete list of MDA members on our web site.

1. Best Downtown Economic Development Project Under 1 Million Dollars
2. Best Downtown Economic Development Project Over 1 Million Dollars
3. Best Promotions & Marketing Project/Program: Small Town Under 10,000 Population
4. Best Promotions & Marketing Project/Program: Mid-size and Large Communities Over 10,000 Population
5. MDA Volunteer of the Year (a volunteer activity for MDA, not in a community)
6. Lifetime Achievement (this person does not have to be an MDA member and can be anyone for any downtown in Michigan)

**NEW** this year, the People's Choice Award! Each project submission from categories 1-4 (as described above) will be featured on the MDA Facebook page, Michigan Downtowns, through September 13, 2019. The project with the most 'likes' and 'shares' combined will receive the People's Choice Award. Complete rules can be found on the MDA website, [www.michigandowntowns.com](http://www.michigandowntowns.com) and our Facebook Page.

### Nomination Information Required for all Award Categories:

- A. Community name
- B. Name of person or project being nominated
- C. Address of project or person
- D. Contact information for project or person
- E. Name and contact information of person making the nomination
- F. Project description/why do you feel this project or person should win this award? (250 words or less). Please note that nominated projects, both Economic Development and Promotions & Marketing must be completed and/or implemented.
- G. Number of full and part-time jobs created (if applicable)
- H. Total project cost
- I. Names of the primary project architect, engineer, and general contractor
- J. Age and architectural style of the building/project (if applicable)
- K. 3-4 photos (jpgs) of the interior and 3-4 photos (jpgs) of the exterior (if applicable)

**NOTE: All Nominations must be for achievements/projects within the past 1-3 years. All projects must be completed and implemented in order to be considered for the award.**



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## ARAB AMERICAN NATIONAL MUSEUM (AANM) GALA

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes attending events in support of East Downtown community organizations supports positive community outreach and creates an opportunity to promote the district; and

**WHEREAS:** The Arab American National Museum (AANM) has been a valued partner with the EDDDA in East Downtown Dearborn; and

**WHEREAS:** The AANM will hold their annual Grand Gala on Saturday, November 16, 2019, at The MGM Grand Detroit; be it

**WHEREAS:** The EDDDA and WDDDA intend to partner jointly in promoting the districts at the AANM Grand Gala with a Full Page Ad and four (4) tickets for a total of \$1500; be it

**RESOLVED:** The EDDDA approves an amount not to exceed \$750.00 from the Downtown Community Promotions/Other Community Development budget #297-6100-911-51-00 to sponsor the AANM Grand Gala 2019 in partnership with the WDDDA; further be it

Yes:

No:

Absent:

Abstain:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## ARAB AMERICAN NATIONAL MUSEUM (AANM) GALA

Date Adopted:

Resolution by:

**WHEREAS:** The West Dearborn Downtown Development Authority (EDDDA) recognizes attending events in support of Downtown community organizations supports positive community outreach and creates an opportunity to promote the district; and

**WHEREAS:** The Arab American National Museum (AANM) has been a valued partner with the downtown districts; and

**WHEREAS:** The AANM will hold their annual Grand Gala on Saturday, November 16, 2019, at The MGM Grand Detroit; be it

**WHEREAS:** The EDDDA and WDDDA intend to partner jointly in promoting the districts at the AANM Grand Gala with a Full Page Ad and four (4) tickets for a total of \$1500; be it

**RESOLVED:** The WDDDA approves an amount not to exceed \$750.00 from the Downtown Community Promotions/Other Community Development budget #296-6100-911-51-00 to sponsor the AANM Grand Gala 2019 in partnership with the EDDDA.

Yes:

No:

Absent:

Abstain:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Shop Small FYE2020

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011; and

**WHEREAS:** In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2018 over 7,500 neighborhood champions signed on to promote the day which grew exponentially in 2018 with over \$17.8 billion spent at small independent businesses on Small Business Saturday; and

**WHEREAS:** To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to continue to partner together to promote Small Business Saturday and holiday shopping through its joint Shop Small marketing campaign in 2019; therefore, be it

**RESOLVED:** The EDDDA authorizes the expenditure of up to \$5900 for the Shop Small marketing campaign from the Community Promotions/Shop Small budget line item account #297-6100-911-51-00;

iHeart Media	radio ads	\$7500
Facebook ads	social media ads	\$500
WDIV	"Live in the D" program	\$2500
Beshara	posters/passports	\$1300

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Shop Small FYE2020

Adopted:

Motioned by:

Seconded by:

**WHEREAS:** Small Business Saturday, a movement to encourage people to shop at small, local businesses on the Saturday after Thanksgiving, was initiated by American Express in 2010 and recognized by the U.S. Senate as an official day in 2011; and

**WHEREAS:** In 2012, American Express launched a national media campaign to promote the day and work with local businesses, and in 2018 over 7,500 neighborhood champions signed on to promote the day which grew exponentially in 2018 with over \$17.8 billion spent at small independent businesses on Small Business Saturday; and

**WHEREAS:** To build a comprehensive marketing plan in Dearborn, the Dearborn Area Chamber of Commerce and both East and West Downtowns plan to continue to partner together to promote Small Business Saturday and holiday shopping through its joint Shop Small marketing campaign in 2019; therefore, be it

**RESOLVED:** The WDDDA authorizes the expenditure of up to \$5900 for the Shop Small marketing campaign from the Community Promotions/Shop Small budget line item account #297-6100-911-51-00;

iHeart Media	radio ads	\$7500
Facebook ads	social media ads	\$500
WDIV	"Live in the D" program	\$2500
Beshara	posters/passports	\$1300

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Election of Secretary/Treasurer 2019

Date Adopted:

Motioned by:

Seconded by:

**WHEREAS:** The WDDDA shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the City Council; and

**WHEREAS:** The officers of the WDDDA shall be elected annually by the Board and shall consist of a Chair, Vice-Chair and Secretary-Treasurer; and

**WHEREAS:** The Secretary/Treasurer position was vacated in March 2019; and

**WHEREAS:** The WDDDA Chairperson has recommended Director Jeff Lynch of Ford Land for the current open position of Secretary-Treasurer; therefore, be it

**RESOLVED:** If there are no additional nominations, nominations are closed and the Board elects Director Jeff Lynch as the Secretary/Treasurer of the WDDDA for the remainder of 2019.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Trash Receptacles 2019

Adopted:

Motioned by:

Seconded by:

**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 12 receptacles is recommended for FYE2020 for competitive pricing; therefore, be it

**WHEREAS** The EDDDA previously authorized an amount not to exceed \$10,552.49 from the Streetscape Amenities budget line item for the purchase trash receptacles; therefore, be it

**RESOLVED:** The EDDDA authorizes \$9,380.28 from the following service providers for the purchase of 12 trash receptacles.

Global Industrial	trash can provider	\$641.69/ea      Total: \$7700.28
Britten	color matching vinyl wrap for liners/shipping est.	\$60/ea for wrap/ \$40 est. shipping Total: \$720
Malko Media	vinyl wrap application	\$80/ea      Total: \$960

.

Yes:

No:

Abstain:

Absent:

# Q1 REPORT

## Mar-May 2019



# DEARBORN 2019

# TEAM



Brian Boyle

Co-CEO, Issue Media Group

Christian Marcillo

Project Manager

Nina Ignaczak

Project Editor

Veronica Johnson

Project Manager

Chrishelle Griffin

Engagement and Event Coordinator



# ABOUT



- Identify and capture the story of innovation, investment and emerging assets that are shaping Dearborn's future.
- Open City Speaker series coverage produced quarterly that fosters a narrative for entrepreneurship in Dearborn while building a better engaged network of people and resources.



5 Q&As with the new chancellor of  
University of Michigan-Dearborn

Domenico Grasso

Chancellor of UM-Dearborn

Stories Published

13

People Reached (pageviews & social reach)

72,100

Total Engagements

945

Avg. Time on Page

5:32

# TOP 3 STORIES



**Gâteaux Patisserie brings  
old-world elegance to West  
Dearborn**

**PUBLISHED: MAY 15**

**REACH: 6954**

**ENGAGEMENT: 29**



**How Dearborn nurtures its arts  
scene**

**PUBLISHED: MAY 8**

**REACH: 8284**

**ENGAGEMENT: 40**



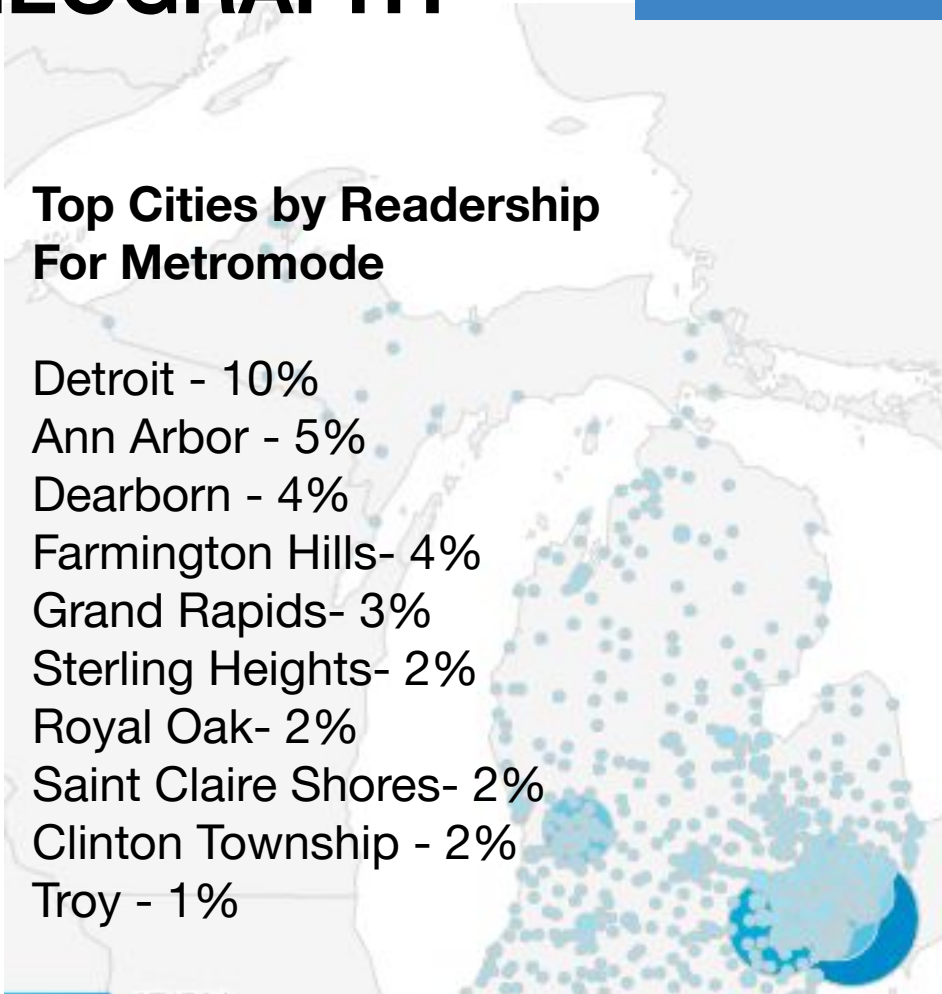
**Dearborn's Andalus  
Mediterranean Grill thrives  
thanks to word of mouth**

**PUBLISHED: APRIL 24**

**REACH: 8270**

**ENGAGEMENT: 115**

## Top Cities by Readership For Metromode

A map of the United States with numerous blue dots of varying sizes representing city locations. The dots are more densely packed in the eastern half of the country, particularly in the Northeast and around the Great Lakes.

Detroit - 10%  
Ann Arbor - 5%  
Dearborn - 4%  
Farmington Hills- 4%  
Grand Rapids- 3%  
Sterling Heights- 2%  
Royal Oak- 2%  
Saint Claire Shores- 2%  
Clinton Township - 2%  
Troy - 1%

## Top Metros by Readership For Metromode

Detroit - 63%  
Grand Rapids-Kalamazoo-Battle  
Creek - 5%  
Nashville TN - 3%  
New York, NY- 2%  
Chicago IL 2%  
Los Angeles CA- 2%  
Washington DC- 1%  
Flint-Saginaw -Bay City- 1%  
Lansing - 2%  
Columbus OH - 1%



# STATEWIDE



## Sharing through Second Wave Network

Number of stories shared to Second Wave: **13**

Subscription Size (Metromode & Second Wave) = 55,213

Average Open Rate: Metromode - 13%; Second Wave - 8.5%



### TRANSPORTATION

#### Dearborn's bikeshare is on a roll

CLAIRE CHARLTON | THURSDAY, MAY 23, 2019



### ARTS AND CULTURE

#### Q&A with Dr. Diana Abouali, new director of the Arab American National Museum

MJ GALBRAITH | THURSDAY, MAY 09, 2019



### ENTREPRENEURSHIP

#### Omar Shibli on opening a business in Dearborn

MIKE GALBRAITH | TUESDAY, MAY 21, 2019

5



### KIDS AND EDUCATION

#### Michigan and national contests celebrate student inventors at The Henry Ford

MJ GALBRAITH | THURSDAY, APRIL 25, 2019

Downtown Dearborn

Dearborn Area Community Members

Dearborn Area Chamber of Commerce

City of Dearborn Government

Michigan Municipal League

Michigan Alliance for Greater Mobility Advancement

Dearborn Historical Museum

Historical Detroit Area Architecture

AIA Detroit

# BEST OF DEARBORN

Sent May 3



mm metromode  
*Metro Detroit*



FRIDAY, MAY 03, 2019

Dear Metromode readers,

We've continued our coverage of Dearborn in 2019. We've covered new developments, new businesses, and plans for the future. And we're just getting started.

Please take a look back at some of the best stories from our ongoing Dearborn series.

Thanks for reading!

AVERAGE OPEN RATE:

13.4% - 1738

Metromode Average = 14%

AVERAGE CLICK THROUGH  
RATE:

5.2% - 90

Metromode Average = 13%

**Recommendations for improving click through rates for roundup issues:**

- Sending newsletter to a Dearborn only audience (any resident lists we can get to send the newsletter to?)
- Intro section that appeals to more Metromode readers
- Better leading story

# GOOGLE SEARCH Rankings



Search Google or type a URL



Through the editorial coverage, and utilizing SEO conventions in Story Titles, abstracts, and stories, we are able to impact placement of Google Search Rankings.



# SEARCH Page One

THE BEST 10 Bars near Downtown Dearborn, Detroit, MI 48124 - Last ...

<https://www.yelp.com> › Detroit, MI › Downtown Dearborn › Nightlife › Bars

Best Bars in Downtown Dearborn, Detroit, MI 48124 - The Biergarten, Mint 29, Ford's Garage, Moose's Martini Pub, Bar Louie - Dearborn, Bailey's, Red Martini, ...

Downtown Dearborn (@DearbornDtown) | Twitter

<https://twitter.com/dearborndtown?lang=en> ▼

The latest Tweets from Downtown Dearborn (@DearbornDtown). Dearborn is coming together in a new & exciting way! We are bringing West and East Dearborn ...

Downtown Dearborn Apartments for Rent - Dearborn, MI | Apartments ...

<https://www.apartments.com> › Michigan › Dearborn ▼

See all 92 apartments in Downtown Dearborn, Dearborn, MI currently available for rent. Check rates, compare amenities and find your next rental on ...

Dearborn to unify downtown districts along Michigan Avenue

<https://www.secondwavemedia.com/metromode/.../downtown-dearborn-122616.aspx> ▼

Jan 26, 2017 - In a time when suburbs across the region and nation are struggling to create walkable districts, Dearborn possesses not one but two ...

Dearborn's west downtown poised for surge in development

<https://www.crainsdetroit.com/.../dearborns-west-downtown-poised-for-surge-in-devel...> ▼

Feb 18, 2018 - The shape of west downtown Dearborn is poised to change in the next several years as Ford's massive Wagner Place development spurs a ...

THE 5 BEST Downtown Dearborn Hotels - Jun 2019 (with Prices ...

<https://www.tripadvisor.com> › ... › Michigan (MI) › Dearborn › Dearborn Hotels

#3 Best Value of 6 Dearborn City Center Hotels. "Handy location off 94 near Ford head quarters, about 15 minutes to downtown detroit Good wifi Comfortable ...

## Downtown Dearborn

### # 8

## Top media story

# GOOGLE SEARCH Page One

## [ASD shows - Artists' Society of Dearborn](#)

<https://www.dearbornart.com/exhibitions> ▼

Artists' Society of Dearborn has 3-4 exhibitions a year.

## [Artists' Society of Dearborn - Home | Facebook](#)

<https://www.facebook.com> › Pages › Other › Community ▼

Artists' Society of Dearborn, Дирборн (Мичиган). 74 likes. Welcome to The Artists' Society of Dearborn — a group of visual artists bringing art to the...

## [Dearborn Porcelain Artists - Home | Facebook](#)

<https://www.facebook.com> › Places › Dearborn, Michigan › Arts & Entertainment ▼

★★★★★ Rating: 5 - Review by Amy Kathleen

Dearborn Porcelain Artists - McFadden Ross Museum, 915 S. Brady, Dearborn, Michigan 48124 - Rated 0 based on 1 Review "Lovely, lovely ladies and lovely..."

## [Best 15 Artists and Artisans in Dearborn, MI | Houzz](#)

<https://www.houzz.com/professionals/artist-and-artisan/c/Dearborn-MI> ▼

Search 426 Dearborn, MI artists and artisans to find the best artist or artisan for your project. See the top reviewed local artists and artisans in Dearborn, MI on ...

## [Meet the artists of Dearborn's old city hall - Second Wave](#)

<https://www.secondwavemedia.com/metromode/.../artspace-dearborn-022317.aspx> ▼

Feb 23, 2017 - Situated in the middle of downtown East Dearborn, City Hall Artspace Lofts resembles a quaint college campus. Three former municipal ...

## Dearborn artists

## #5

# GOOGLE SEARCH Page One

## Neighborhood Associations - City of Dearborn

[www.cityofdearborn.org](http://www.cityofdearborn.org) › Community ▼

Many Dearborn neighborhoods maintain active associations that offer ... Eastborn Neighborhood Association; Ford Homes Historic District; Ford Woods; Fort ...

## Dearborn, Michigan neighborhoods, events and more | Nextdoor ...

<https://nextdoor.com/city/dearborn-mi/> ▼

Discover your Dearborn neighborhood. Over 197,000 neighborhoods across the country use Nextdoor ...  
40 Dearborn neighborhoods are on Nextdoor. A.

## Dearborn's eclectic neighborhoods reflect city's diversity - Second Wave

<https://www.secondwavemedia.com/.../features/dearborn-neighborhoods-032317.aspx> ▼

Mar 23, 2017 - Salam Aboulhassan is a divorced Wayne State Sociology grad student who grew up in east Dearborn and recently moved to Ford and ...

## Dearborn, MI Neighborhood Map - Income, House Prices ...

[www.city-data.com/nbmaps/neigh-Dearborn-Michigan.html](http://www.city-data.com/nbmaps/neigh-Dearborn-Michigan.html) ▼

**Neighborhoods:** Aviation, Barclay, Cherry Hill Estates, Crestview, Dearborn Hills, East Dearborn, Fairlane, Ford Homes, Ford Woods, Golfcrest, Golfview, Hemlock, Highland, Levagood, Lonyo, Riverbend, Salina, Snow Woods, South Dearborn, Southwestern, Springwells Park, Warren Grove, West Dearborn, Westwood, Woodsworth.

## Arab Neighborhoods in Dearborn (Detroit, Warren: house, living in ...

[www.city-data.com](http://www.city-data.com) › City-Data Forum › US Forums › Michigan › Detroit ▼

Jul 25, 2007 - 10 posts - 7 authors

I will be traveling through the Detroit area and would like to make a stop in Dearborn, since I've heard there is a large Arab-American ...

## Dearborn neighborhoods

# 3

# GOOGLE SEARCH Page One

An ecosystem for entrepreneurs grows in Dearborn - Second Wave

<https://www.secondwavemedia.com/.../features/dearborn-entrepreneur-ecosystem.aspx> ▼

Mar 29, 2018 - Over the past few years, Dearborn has welcomed many new small businesses to its downtown, many of which have seen success and even ...

Young Entrepreneurs Academy | Dearborn Area Chamber of Commerce

<https://www.dearbornareachamber.org> › Education ▼

The Metro Detroit Young Entrepreneurs Academy Ambassador's ... Our program, held on the University of Michigan-Dearborn campus, is the recipient of the ...

Dearborn Entrepreneur Pitch Competition - Facebook

<https://www.facebook.com/...dearborn.../dearborn-entrepreneur.../912204808985491/> ▼

RSVP For August 22nd @ <http://bit.ly/DearbornPitch2>. The Dearborn Entrepreneur Pitch Competition is a four-part event allowing entrepreneurs to network, ...

Dearborn pushes downtown transformation strategy with pitch ...

<https://www.crainsdetroit.com/.../dearborn-pushes-downtown-transformation-strategy-...> ▼

Aug 9, 2018 - The city's east and west Downtown Development Authorities are collaborating on an entrepreneurial series that offers pop-up space free of ...

Dearborn entrepreneurs share stories, advice on business | Times ...

[downriversundaytimes.com/.../dearborn-entrepreneurs-share-stories-advice-on-business/](http://downriversundaytimes.com/.../dearborn-entrepreneurs-share-stories-advice-on-business/)

Oct 4, 2017 - Photo by Zeinab Najm Stormy Records Owner Windy Weber (left), Green Brain Comics owner Katie Merritt, Dearborn Brewing owner John ...

## Dearborn entrepreneurs

### # 1



OPEN CITY is a forum built for metro Detroit's aspiring and established small business owners to learn, network, and exchange information in a fun and lively atmosphere.

This event is serving as a catalyst activity to promote early entrepreneurship in the city by creating both networking and conversation.

## **OPEN City Dearborn Themes:**

- \* Dearborn's Micro-Districts - June 20
- \* Innovators and Inventors - September TBA
- \* Dearborn Experiences - Retail, Wagner, Shopping, Eating - November TBA



# OPEN CITY 6.20



Build Institute, in partnership with Metromode, presented Dearborn Open City: microDistricts in Downtown Dearborn.

On Thursday, June 20, a number of guests attended the event at Fishnet Artist Studios, to connect and network with Dearborn creatives.

The topic? How property owners can rehabilitate their buildings; and, how easing the burden of a full-renovation project can be useful to creatives (with a focus on East/West Dearborn).

Featured speakers included:

- Sunshine Durant, artist
- Carl George, artist
- Mike Kirk, AIA, LEED APPrincipal Neumann/Smith Architecture
- Daniel Downey, owner of Downey Brewing Company in downtown Dearborn

Moderated by Andrea Bogart, founder/CEO of Embrace Creatives



## Promotion for event:

**Pre-coverage:** Open City Dearborn: microDistricts in Downtown; published June 5

**Post-coverage:** Panelists discuss artists, business in Downtown Dearborn; published June 27

## Social media promotion:

Facebook event: 85 interested; 20 attended

Facebook event boosted: Reach: 1,644; Link clicks: 100

Local Hop: 12 RSVPed

RUN DATE	HEADLINE	Time Spent on Page	Total Engagements	Total Reach
3/7/2019	Dearborn looks to electrify city fleet	3:53	10	4372
3/20/2019	A legacy in architecture: How Mike Kirk shaped the face of Dearborn (and the world)	7:20	162	4863
3/28/2019	April is Arts Month in Dearborn	5:45	124	4,565
4/11/2019	5 Q&As with the new chancellor of University of Michigan-Dearborn	4:13	55	4511
4/18/2019	Dearborn looks to public on high-profile site development	12:36	112	5349
4/24/2019	Dearborn's Andalus Mediterranean Grill thrives thanks to word of mouth	5:35	115	8270
4/25/2019	Michigan and national contests celebrate student inventors at The Henry Ford	2:48	147	5351
5/8/2019	How Dearborn nurtures its arts scene	4:40	40	8284
5/9/2019	Q&A with Dr. Diana Abouali, new director of the Arab American National Museum	5:43	14	5092
5/15/2019	Gâteaux Patisserie brings old-world elegance to West Dearborn	5:38	29	6954
5/16/2019	From Flat Rock to Northville: New park and miles of trailways announced throughout Wayne County	2:40	4	4554
5/21/2019	Omar Shiblaq on opening a business in Dearborn	5:34	13	5108
5/23/2019	Dearborn's bikeshare is on a roll	5:33	120	4827



## Issue Media Group + East and West Downtown Dearborn Development Authorities

### Overview & Strategy

Issue Media Group (IMG) will continue the partnership with East and West Downtown Dearborn Development Authorities (EWDDDA) and its network of stakeholders to identify and capture the story of **entrepreneurship + small business, placemaking and “soul of the community” stories** that are shaping Dearborn’s future. During a 12-month engagement, IMG will actively engage community stakeholders to uncover, publish and share stories to advance an entrepreneurship culture and narrative while increasing community attachment to Dearborn. The stories will be published to IMG’s Metromode audience, selected for publication to a statewide Second Wave audience and made available for syndication and re-use to Dearborn economic development stakeholders. Additionally, Metromode will continue to build on the success of entrepreneurship based speaker series event by producing quarterly forums that foster a narrative for entrepreneurship in Dearborn while building a better-engaged network of people and resources.

### — Program Deliverables —

#### Dearborn Project Editor - Editorial Content

- Develop and publish (2) feature-length stories (1) Q & A profile and (1) featurette story per month (Content will be published in the combination of; feature-length, Q&A profile and featurettes)
- Publish six (6) Dearborn Round-Up Editions on Metromode and in e-newsletter per year
- A minimum of sixteen (16) Dearborn stories will be published to statewide **Second Wave**.
- Original photography to accompany all feature-length and profile content types. Downtown Dearborn partners will have the right to re-use imagery in digital format with Metromode attribution.
- Assist in social media/audience development (**IMG will actively tag and promote Dearborn stories through Metromode and partner channels**)  
\* See attached IMG editorial underwriting guidelines.

#### (3) Small Business + Entrepreneurship Community Conversations (OPEN CITY)

IMG will coordinate and produce three (3) small business + entrepreneurship community conversations (OPEN CITY format) designed to continue to foster and support small business in Dearborn while attracting potential new small business from across the Region.

- IMG will hold an advisory meeting with EWDDDA and partners to confirm event topics, dates, venues & speakers.
- EWDDDA will be a featured sponsor on all event promotions and content
- EWDDDA will have the opportunity to host and speak at the events, either during welcome/closing remarks or as a moderator or panelist.
- IMG will work with EWDDDA to source and book venue locations

- IMG will organize all aspects of the logistics for the events including the contracting of location (if needed), on-site event manager, caterers, audio/visual, and any other service providers.
- IMG will coordinate and brief speakers (3-5, plus one moderator) on the purpose and goals of the event. EWDDDA will have the opportunity to assist in identifying speakers.
- IMG will actively promote the event with ads, e-cards, social and pre-event content.
- Content related to entrepreneurship will be published in Metromode before and/or after the event. Content can include a brief introduction and invitation, a feature story, a Q&A, and/or an event recap.
- IMG will create and manage e-card invitations, RSVP lists, and promote each event through Metromode and regional publications when available through social media

#### **Dearborn Microsite**

- Dearborn microsite maintained on MetroMode platform.  
See: <http://www.secondwavemedia.com/default.aspx>
- Site promoted through Dearborn partner and stakeholder networks
- Dearborn to be positioned as “FOCUS CITY” during the contract term.

#### **Stakeholder Engagement / Local Advisory Group**

- IMG will host four (4) editorial advisory meetings with EWDDDA and partners designed to help inform editorial content development and calendar.
  - EWDDDA will have the opportunity to participate in regular editorial advisory meetings with Southeast Michigan regional partners of Metromode.
  - Integrate stakeholders program – content sharing and social media networks.
- \* Dearborn economic to select local editorial advisory group.*

#### **Partner Content Re-Use and Branding (Up to 4 Sponsoring Partners)**

- EWDDDA and participating partners brand and advertising on Microsite PLUS MetroMode.
- EWDDDA and participating partners to receive brand/ad placement on MetroMode homepage and e-newsletter placement.
- A formal ad placement schedule will be developed.
- Content re-use rights.
- IMG will assist in developing a syndication plan with EWDDDA and key partners.

#### **Metrics and Reporting (Quarterly)**

- Story readership numbers.
- Average time on page.
- Social Media reach and shares.
- Referring sites.
- Content and media partners.
- Geographic origin of audience.

## Contract Terms

This contract contains the entire agreement between IMG and East and West Downtown Dearborn Development Authorities and there are no other conditions in any other written or oral agreement concerning the subject matter in this contract. No amendment, change or modification to this contract will be effective unless it is in writing and signed by both parties. This contract supersedes any prior written or oral agreement between IMG and East and West Downtown Dearborn Development Authorities unless otherwise specified.

## Deliverable

- Four stories published in Metromode (monthly)
- Six Dearborn roundup issues published to Metromode audience (annual)
- 3 OPEN CITY Events (annual)
- Dearborn Microsite maintenance in Metromode (annual)
- 4x Editorial Advisory Meetings
- Downtown Dearborn and partner advertising and content re-use
- Quarterly analytic reports

Contract term: 6 month from 3/1/19 - 8/31/19. EWDDDA may exercise two (2) additional 3-month options to renew in its sole discretion.

Payment terms: \$12,000 due at signing; \$12,000 due August 31, 2019

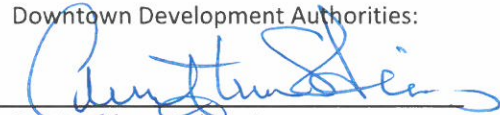
If EWDDDA exercises its option to renew, \$12,000 due October 31, 2019 and \$12,000 due on February 28, 2020.

Program Schedule: March 1, 2019 - February 28, 2020

## Project Approval

By signing this proposal East and West Downtown Dearborn Development Authorities allow Issue Media Group to proceed with the work described in this proposal. Please return via email to Brian Boyle at [brian@issuemediagroup.com](mailto:brian@issuemediagroup.com) or via fax to 734-310-6000.

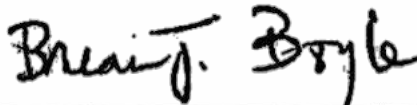
Accepted by the East and West  
Downtown Development Authorities:



Cristina Sheppard-Decius

DATE

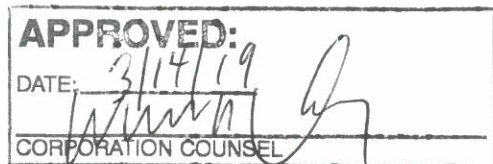
Accepted by Issue Media Group:



Brian Boyle / Co-Founder

DATE

Issue Media Group





### Issue Media Group's Underwriting Policy

Issue Media Group offers its underwriters the opportunity to directly align their brands with content about talent, innovation, diversity, and place. In addition, IMG provides corporations, governments, institutions, nonprofits, and foundations with similarly focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and placemaking.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions. Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through Editorial Advisories and to our editorial teams. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content," and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.

**MEMORANDUM OF UNDERSTANDING  
BETWEEN  
THE WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY  
AND  
THE EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY**

This Agreement is entered into between the West Dearborn Downtown Development Authority (“WDDDA”) and the East Dearborn Downtown Development Authority (“EDDDA”), collectively “DDDA”, to work collaboratively to create and maintain a vibrant Downtown Dearborn experience for all, unified by a shared vision for the community.

The objectives of the Agreement are as follows:

1. To Promote the Downtown Dearborn Vision. The vision for Downtown Dearborn is that the Michigan Avenue corridor is physically, socially and mentally connected from east to west downtown, increasing the economic vitality of the whole. The DDAs envision a cohesive Main Street Michigan Avenue that bridges the gap, and unites the two downtowns and their historic attributes across the physical, social and psychological barriers that have divided them for decades.

The DDAs will physically transform Michigan Avenue into a local arterial street to connect key centers of activity to the rest of the community. The DDAs will also stimulate and work with partners to improve the area between and next to the downtowns to reinforce Michigan Avenue as the main artery of the City. The DDAs recognize that Tax Increment Financing cannot be invested outside of their respective districts. Therefore, the DDAs will encourage partners to join programming and provide funding to fill this gap in order to create a consistent and cohesive sense of place in Dearborn.

Downtown Dearborn will be the place locals are proud to call home and hub of activity for the community, while serving as one of the top regional destinations in Michigan. **Downtown Dearborn will be known for its diverse, friendly community that is accessible to all walks of life, as well as alternative forms of mobility, leading the way in innovation.**

2. To Advance Core Values. The DDAs value culture, sustainable actions, an active place and people, and the community’s heritage and history. They also feel that being artistic, using quality over quantity, and community are essential to making Downtown Dearborn stand out above the rest. These values will help guide the decisions of the DDAs.

The EDDDA is home to artisans and culture, while the WDDDA is the epicenter for dining and entertainment. The two combined makes a truly dynamic community.

The parties now agree as follows:

1. Investment and Benefits. The DDDAs agree to financially support by means consistent with Public Act 57 2018 and provide an engaged volunteer base to achieve the overall vision. The DDDAs understand and agree that working together will improve the local economy by:

- building broad community support and engagement in the activities, programs and downtown environment;
- elevating the image of Dearborn in the local and regional marketplace;
- increasing market penetration in Metro Detroit and Dearborn's consumer activity;
- increasing investment in downtown properties;
- stabilizing local businesses.

The DDDAs will be stronger, more effective and efficient working together as a whole by leveraging the strength of a broad-base leadership organization. The DDDAs will benefit from cost savings by partnering on joint projects and programs, and sharing services providers for similar and/or contiguous projects, materials and resources. The DDDAs will also benefit from the momentum that can be generated with two districts working towards the same goals.

A unified message that portrays the best of Dearborn will attract new residents, businesses and visitors. Downtown Dearborn is seen regionally as one place, and partnering on marketing programs helps share the wealth of assets that both districts offer. The visual connection and appeal to a broader audience will increase commerce by encouraging consumers to stay longer and explore all parts of Downtown Dearborn.

**2. Transformational Strategies. The DDDAs agree to focus on the Downtown Dearborn Strategic Plan objectives that will help realize the vision, including, but not limited to:**

- Image
  - Create a Community Brand that Personifies Dearborn's real character and future vision of its districts as "The Next Place" in Metro Detroit.
  - Increase Pro-Active Communication of Positive Messaging, Events and Activities to Change Target Market Audience's Perception.
  - Improve & Reinforce Good Building and Street Design, Upkeep & Renovation that draws visual appeal and interest
  - Wayfinding - Create an Impression that You Have Arrived and Easy to Navigate
- Multi-Modal (Walkability & Bike-ability)
  - Create Vibrant, Integrated, Multi-modal streets and sidewalks in Downtown Dearborn and along the Michigan Avenue Corridor Connecting our Community Districts, Schools, Institutions, Businesses and Regional Transit.
  - Create & Define Green, Open & Active Places for the Public to Connect, Congregate and Recreate
  - Connect Businesses to Public Space through Building Form and Public Space Urban Design Standards
  - Connect Downtowns to Rouge River & Outdoor Activities
- Cohesive Community
  - Form Downtown Dearborn /Main Street Michigan Avenue Coalition (DDI)
  - Improve Communication Amongst Businesses and Partners

- o Engage, Connect and Increase Participation of Businesses, Partners and Institutions in Collective Planning, Events, Programs and Sharing
  - o Embrace Diversity and Improve Inclusivity through Integrated Community Education of Common Bonds and Creating an Approachable Environment to Bridge Cultural and Socio-Economic Divides
  - o Increase Collaborative Group Volunteerism
  - o Advocate and Create Support for Continued Downtown Economic Development tools and investment (ie: TIF)
- Next Gen Appeal
  - o Create fresh events, recruit retail and build connectivity with college campus for the Next Generation/Millennials.
  - o Develop Talent Economy by engaging Next Generation/Millennials and educational institutions in the planning, reinvestment, business start-up and activities of the downtown.
  - o Increase Alternative Housing Options
- Innovative Retail
  - o Improve occupancy and underutilized properties with a balanced mix of entrepreneurial and national businesses that create a 24/7 business environment and defines each district's character.
  - o Leverage Market & Assets to attract more customers and businesses to Downtown Dearborn compared to other Metro Detroit communities.
  - o Provide Business Assistance and Accessible Information to Improve Quality of Businesses at All Phases (Startup, Growth & Venture)
  - o Be Redevelopment Ready to Increase Density

### 3. Collaborative Actions

In order to achieve meet these objectives, the DDDAs will collaborate on:

- Fundraising
- Advocacy
- Volunteer Recruitment and Management
- Committee work plans, management and activation for Design/Economic Vitality, Promotions/Organizations, and Steering Committees, as well as other advisory and ad-hoc/project-based committees
- Branding
- Advertising and marketing
- Special events and district promotions
- Communications and Online/Social Presence
- Community Outreach & Education
- Economic Development projects and programs
- Entrepreneurial Ecosystem development and resources
- Business recruitment and retention
- Business incentives
- Multi-modal & Streetscape Improvements
- Wayfinding
- Daily Operations and Maintenance
- Executive Management Services & DDDA Offices

## 4. Deliverables

Deliverables currently identified to meet these objectives include, but are not limited to:

- Short Term Actions (Achievable in One Year)
  - DDI Creation & Main Street Formation
  - Sign ordinance modifications/education for multi-culturalism and better design
  - Lighting Standards
  - Front Door Open Policy & Awareness
  - Business Assistance Teams
  - Property owner & Business Education/Self-Education
  - SmartZone Creation
  - Dedicated Web for Redevelopment & Available Properties
  - Market Analysis
  - Process Flow Charts
  - Business Grid
  - Create Tactical Urbanism Pilot Projects for biking, lighting and landscaping
  - Outdoor Dining – Remove Impediments & Create Platform Dining Standards
  - Increase Code Enforcement
  - Building Inventory, Photography & Mapping
  - Tactical Urbanism Streetscape Treatments
  - Brand Development & PR Campaign
  - Promote New Businesses and Their Diversity
  - Reinforce or reposition existing assets and events to support brand.
  - Spark ideas with fresh festivals, workshops and activities.
  - Consolidate Website, Social Media and Communications Platforms
- Mid Term Actions (Achievable in 2-4 Years)
  - Bike Share Program
  - Form-based Code for Urban Design
  - Business Development Plan
  - Recruit Outdoor Related Businesses
  - Recruit Tourism-centric Retail Businesses
  - Recruit Creative & Artistic Businesses
  - Recruit Millennial-based Product Incubators & Pop Ups
  - Business Start-Up & Assistance Manual
  - Cash economy study
  - Utilize HFC new job training
  - Façade Incentive
  - Design Guidelines for Buildings and Streets
  - Consumer/Student/Employee Incentives Rewards
  - Brand & PR Campaign Implementation
  - Comprehensive Communications & Marketing Plan for
  - Internal and External Audiences
  - Create Brand Culture Events
  - Add New Events/Modify existing to be geared to Millennials diversity & tourism training



- o Tax-Free Weekend for Back to School
- o Create Walking Events & Promotions
- o Banner System Plan
- o Install Hanging Baskets & Systems
- o Consolidate Maintenance and Landscaping
- o Develop Vision, Concepts and Cross Sections of Sidewalks & Streets
- Long Term Actions (Achievable in 3-5 Years)
  - o Incubator & Accelerator Programs
  - o Development Along Rouge
  - o Community Circulator
  - o Create & Implement a Multi-Modal & Complete Streets Plan
  - o Cohesive Lighting Plan
  - o Support BRT & RTA
  - o City Hall Park Redesign
  - o Living Street Plan for W. Village/ Neumann St. & Template
  - o Comprehensive Wayfinding Plan
  - o Sustainable Parking Lot Plan

The Memorandum of Understanding is jointly drafted by both parties. It is intended to serve as a preliminary understanding of the DDDAs' intention to negotiate specific obligations in good faith.

WEST DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITY

EAST DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITY

---

By: Sam Abbas  
Its: Chairperson  
Date:

---

By: J. Scott Saionz  
Its: Chairperson  
Date:

# JOINT DDDA EXECUTIVE COMMITTEE MEETING

August 5, 2019

5:30pm

Attendees: Director Scott Saionz, Director Jay Kruz, Director Dan Merritt, Director Mark Guido, Director Julia Kapilango, Director Jim Jernigan, Director Sam Abbas, Cristina Sheppard-Decius, Janet Bloom

## 1. EAST ONLY AGENDA ITEMS

- a. Comique Con – per Director Merritt, on permanent hold at this time.
- b. Trash Receptacles – bids received and will be presented as resolution.
- c. Intercept Survey Update - bid came back very high, in discussion on next best options.

## 2. WEST ONLY AGENDA ITEMS

- a. Secretary Position - need a permanent placement through end of year; executive board to reach out to current boards who might be receptive to fill position.
- b. Bistro Tables-staff currently working with purchasing to wrap up costs to present to board. Trying to finish so it can be presented to board in August.
- c. Anti-Ram Barricades Update – Bids came in and they are very expensive. Cristina Sheppard-Decius exploring any grants available through Police & Safety.
- d. Temporary Parking Signs/Sandwich Boards – will have small expenditure for 2 hour and free parking signs during events; More permanent signage will be done as part of way-finding plans throughout downtowns.

## 3. JOINT BOARD MEETING AGENDA ITEMS

- a. Metromode - contract continuation needed; Director Saionz suggested to hold off to put more monies into façade and improvement programs. He also suggested that if continued, the stories should be economic development focused. If contract continued, it is exercising a three month extension allowed by contract.
- b. Artspace Lease - for July - June FYE2020. The needed resolution will define the dates for East DDDA, rather than leave open ended as it is currently written. It will create the same resolution for both EDDDA and WDDDA.
- c. MOU – comments received from legal; move forward with MOU between the EDDDA and WDDDA
- d. AANM Gala – suggested to do same as last year, \$500 in sponsorship
- e. Red October Run – if event still being held, suggested same support as in previous year - \$500.
- f. Shop Small - advertising needs to be secured. Reviewing Mobilteer, an app that could provide more user information for the DDDA's to use. More information is being gathered on the app.
- g. Winterfest – Director Saionz and Director Kapilango would like to see Winter Breeze be part of Winterfest for 2019. They felt it was such a success that it needs to be revisited. Cristina Sheppard-Decius cautioned that residents of Artspace were approached last year but they didn't get a good response so that part was dropped. Director Kapilango will be moving plans forward to see if it will happen.

- h. Fall Promotions – upcoming events of Trick or Treat, Pumpkin Carving & Adopt a Tree Well are underway and Events Mgr. Jean Smith getting forms, participants, sponsors, and advertising and marketing in motion.
- i. 2020 Board Calendar – will be presented as resolution at board meeting
- j. MDA Fall Conference – yes, agree that a board member will be sponsored to attend. It was agreed that the event is a good resource for information and provides the DDDAs good connection with the state organization.

#### 4. EXEC COMMITTEE DISCUSSION ITEMS

- a. Event Review/2020 Plans – event information provided for review in table format to compare events; sponsor package being worked on by Events Mgr. for 2020.
- b. Michigan Main Street Meeting – Board will need to select which dates would work best--September 16<sup>th</sup>, September 30<sup>th</sup>, October 1<sup>st</sup>, or October 2<sup>nd</sup>
- c. Enforcement/Code Issues – Per Mark Guido, city only has two enforcement officers dedicated to the downtowns. The plan is to educate, to try and get owner to comply before it becomes an enforcement issue that involves a fine.
- d. Upcoming Contract RFPs/Bids
  - i. Snow Removal
  - ii. Holiday Décor-currently finishing inventory and will also include a design plan, which some companies offer as a free service.
  - iii. Communications & Marketing – (Tanner Friedman expires January 19, 2020) – currently reviewing to update and edit as needed.
  - iv. Executive Management – a meeting is scheduled for board members to review.
- e. EDDDA
  - i. Parking Project Update – need to finalize bid
  - ii. Lighting on Schaefer Schedule – early September for installation.
- f. WDDDA
  - i. Parking/Signage – Director Abbas requested that the WDDDA not wait for branding to be done before signage installed. He asked if temporary signage or other appropriate signage be installed before branding signage complete.
  - ii. Connector Streets Construction/Communication – Cristina Sheppard-Decius and Janet Bloom visited those businesses affected by the upcoming construction to alert them to the disruption and to collect owner and business information to create a Facebook and email distribution list to keep them in the loop on the construction project. Overall, business contacts were happy to hear about the

improvements and would make necessary work  
arounds during the construction.

# DEARBORN BIKE SHARE MEETING

July 25, 2019

10:00am

Attendees: Hassan Sheikh, ECD; Timothy Harrison, Bike Dearborn; Marc Brigolin, UofM Dearborn; Patrick Kelsey, Zagster; Cristina Sheppard-Decius, DDDAs

## **AGENDA**

### I. Updates? 2019 Plans, Stations & Other Amenities

Notes: Trips so far 3413; Median trip 25 minutes, 1.3 miles.

Report will include additional stats. Top stations: U of M - center station for starts and ends

then Union Station then Fairlane. Will break out monthly break outs per station.

A. Coordination of Moving Station in EDDDA – Dave coordinate with DPW;  
Dave not in attendance - no update.

### B. Other Locations & Sponsors?

1. Fairlane Town Center – interested in 3 locations – Zagster Coordinating; Mark connected with Asad. Did hear back from Asad so looking to connect further.

2. Wagner Place – Chris Small/Jeff Lynch update - Cristina Sheppard - Decius will be meeting with Jeff Lynch tomorrow, so expect update then.

3. Introduced Hassan Sheikh, in attendance, and mentioned Jeff Watson as new Director of ECD.

C. MMTP/Bike Network Update – Going to Planning Commission & Council in August – Need a summary/powerpoint for DDDAs/roadshow - Cristina didn't hear date yet, Hassan will find out. [www.walkbike.info/dearborn](http://www.walkbike.info/dearborn)

D. Fix It Stations Needed at Monroe/Carlisle & UofM (\$1327 each + install) - got \$400 more to go to fully fund. Cristina suggested reaching out to businesses along that stretch. Suggest more for Union for those students who live on campus.

E. Scooters – Spin – Ford/Zagster - takes 5-6 months for a launch - put out to micro-mobility team and nothing back yet. Make connection with Cristina via email. Scooter etiquette in ordinances need to be considered.

F. Adaptive Bikes – Healthy Dearborn follow up/grants? UofM Dearborn interest to collaborate - \$1800/bike; \$3000 new station; cost analysis for upgrade of a station needed; pick sites; dockless options? Sarah not at meeting so no updates ready. It was noted that one already in place couldn't be retrofitted to become adaptive. It would have to be a complete swap out. Suggested to wait to hold until every three year review. Dockless options - bike locks built into system (uses Pace, not Zagster). It will be a full upgrade (different stations and different bikes) if it is decided to do that. U lock is incorporated into bike frame. It must be locked. There is a fee if parked off station. Pace is a national program. Since so different, it really is a relaunch. Cristina requested a proposal for comparison and set up a meeting to talk through upcoming options. She did receive original agreement.

G. Homecoming - virtual station - a code was provided to move bikes around. Can create a new promo code if needed. App has needed functionality - sending pdf instructions out.

H. Stats on "off system" bikes- one week turnaround for repairs. Currently 10 shown off system.

II. 2020 Plans – Zagster contract expires June 12, 2020

III. Marketing & Membership

- A. Blog volunteer? Tim Harrison - no blogging done yet. Dave talked to Adres, so need that updated.
- B. Schedule Social Media Ideas: Greenways Grant - sharing of information on how system is growing, Homecoming Bike ride & Pop Up Station. Downtown Dearborn doing a promotion push with gift certificates up for grabs.
- C. Coordinate a UofM/Henry Ford Promotion (Carolyn Ward/Marc) – scheduling meeting month of August. Asked that the last week of August be avoided.
- D. Survey UofM Riders – provide Marc/Pat questions for surveying - was going to send codes to incentivize survey - use “Get Feedback” one question survey tool. Typically used for sponsors, if they are happy with this or that. Qualtrics is used by another member - can use this system to email out to those in system - for U of M riders. Cristina offered to send over questions for survey.
- E. Open Streets – Oct. 6 Vernor Hwy. 11am-3pm- just approved by City Council. Not sure how logistics would work. Virtual stations at each end is one consideration. ERL app is necessary so Bob has it and can set that up at each end of Oakland St. Do code for that day only. Do as 30 minute ride - like a test ride.
- F. Walk N Roll Bike Share Promotion Day – late August - mid-September
- G. August 26 - SOLID - presentation day - all day event. Downtown Dearborn would like to have a table - promotion, bike share info, volunteers. Also, recognize top three riders from Jan. 1 through Aug. 15. Director of Student Engagement would be primary contact.
- H. Hassan - asked if ACCESS has been asked about bike stations. Cristina mentioned that a private partnership for financial support with logos is an option. He will follow up with them.
- I. Cultural trail to link East and West Downtowns. Also talk is happening about getting over Southfield Freeway with a type of bridge.
- J. Smith Group sent to Jeff and Cristina will forward to Hassan - cultural trail, Michigan Ave. info., etc. May direct to separate website since large download.

**Bikedearborn = ½ off annual membership** BY A CERTAIN DATE – PICK DATE.

bikemonth = 1 free ride (used in eblast and social for the month of May)

visitdearborn = 1 free ride (used in our brochure rack card)

freeride = 1 free ride (used in conjunction with our hoteliers and Wagner Place employees)

# **Downtown Dearborn**

## **Design & Economic Vitality Committee**

**July 24, 2019 @ 2pm**

DDDA Office, 13615 Michigan Ave.

Attendees: Director Mark Guido, Steve Horstman, Director Jeff Lynch, Hassan Sheikh, and Cristina Sheppard-Decius



## 1 Open Door Dearborn Incentives

- Target Recruits: See List Attached - <https://drive.google.com/open?id=1VIVN1D1QGcqYv7cACXYFl7w-5Jq2Jpl4>
- Communication: See Communications List: [https://docs.google.com/document/d/1\\_G\\_srxuOKyM-lotHsZuQmidXBYwtqGPCvUAS2bm84kw/edit?usp=sharing](https://docs.google.com/document/d/1_G_srxuOKyM-lotHsZuQmidXBYwtqGPCvUAS2bm84kw/edit?usp=sharing)
- Funding Opportunities - MEDC & CRA – set up meetings with banks – MEDC may have more information around Oct. due to new governor and that is budget time to see what will be available. Review Wayne County Community Reinvestment Act and Hatch (maybe add additional funding from Dearborn to make it more attractive to prospective owners.)
- Corridor Adoption (after one-year roll out) – Licia making edits to final packet.

## 2 Entrepreneur Round Table/ Metromode: Feedback & Contract Continuation ([Metromode Report](#)); Small group attended at Fishnet Studios. Good conversation and most had not been there before. Next one tentatively scheduled for September, possible venue is The Henry Ford. Metromode – contract is set up as six months, then 3 months, then 3 months. Contract continuation will need to go before board.

## 3 Tackling Vacancies Property Owner Roundtable

- Feedback/[Review Notes](#)
- Next Steps – the key is the next meeting. Who attends and what movement has happened up to that point. To schedule for next meeting, base it on agenda – if more time needed, then use it to fulfill agenda. Would it be best put it back on owners to have them do presentations to share their vision and plans? Tie meeting in with announcements in mid-Sept to late Sept. of what businesses are moving in. Find out if brokers are engaged, discuss marketing of open spaces to owners. Top points from roundtable feedback: marketing, ad placements, smaller networking meetings, use Dearborn Restaurant Week to illuminate Dearborn for recruitment. Next venue can be at Wagner or ask for volunteer to host.

## 4 Public Spaces

- Sidewalk Café Design Cheat Sheet [DRAFT](#) – OTHER GENERAL INFO SHEETS NEEDED? Liquor Control Commission doesn't require fencing, just a demarcation. What does the city require? Also, cheat sheet on signage. Many businesses have too much signage up. There can be copies at City Clerk's office.
- Art in Public Spaces Plan Discussion - Emmajean looking at possibly getting grants. Consumer's Energy Foundation (MEDC sent out link). Need to decide who will lead efforts.
- Sculptures/Art 2020 – Do we want to have open format, what do we want program to be? Tom Clark would like to see more variety. Does it always need to be sculpture? Are we getting local artists involved in this process?

## 5 Updates & To Do's

### a) Public Spaces & Spring/Summer Amenities

- i) Trash Receptacles – 1<sup>st</sup> round buyer processing; 2<sup>nd</sup> round – Art Project – already getting kids pulled together.
- ii) Wagner Park Amenities – buyer processing; Anti-ram – too expensive, looking at grant opportunities.

### b) Branding Update – focus group was great – a lot of useful input. All related to Dearborn, live or work Dearborn, or were formerly in Dearborn.

### c) RRC & Development Site Updates

- i) Brady Site - consultants gave all info to MEDC, waiting to get final packet from MEDC.
- ii) 5050 Schaefer - no further updates
- iii) Howard & Between Decks (go back out after Brady) – wanted case to be taken up by Supreme Court
- iv) City Hall Design – Sept. Stormwater Repair – Review Plans with Engineering; RFP for concept & budget
- v) RRC List (Façade Targets) -EDDDA <https://drive.google.com/open?id=1VIVN1D1QGcqYv7cACXYFl7w-5Jq2Jpl4>

### d) Streets Updates: Connector Streets/EDDDA Parking Lots/ Cultural Trail/MMTP

- i) Connector Streets construction begins Aug. 5

ii) EDDDA Parking Lots RFP for Design/Build – internal meeting needed to review scope of work

**e) Incubator Hubs –**

- i) Follow Up Needed with City on Commissary/Commercial Kitchens – test prep kitchens allowed as accessory use; refer to Ferndale amending M1 zoning
- ii) Private Incubator exploring Artspace – starting to get marketing materials from Artspace

**f) 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

OBJECTIVE	ASSIGNED TO:	NEXT STEPS:	BUDGET/ VOLUNTEER NEEDS/NOTES
Objective: Recruit Businesses (1.75)	Adam/Hassan/ Andrea	TASKS	IMPORTANT DOCS
Ecosystem—Networking/Incubator/Shared Space/Accelerators/ Pop Ups (2)	Hassan/Reaching out for New UofM Rep	<ul style="list-style-type: none"> <li>Recruitment of an Incubator/Co-Working Space</li> <li>Metromode Follow Up</li> <li>Partners</li> <li>Funding!!</li> <li>Hub Location: Commercial Kitchen Needed – <u>Discuss Code Issues in downtown districts</u></li> </ul>	<a href="#">Metromode DRAFT Summary</a>  <a href="#">Launch Lab Framework</a>  Launch Dearborn <a href="#">Vision Plan Draft</a>  Entrepreneur Ecosystem <a href="#">Committee Notes</a>
Business Start-up/Recruitment Incentive (4.67)	Andrea/Stacey/Steve/Jackie	<ul style="list-style-type: none"> <li>Incentives to Boards</li> <li>Innovate this Space - Recruitment Marketing Campaign with Key Retail Properties - develop <ul style="list-style-type: none"> <li>EDDDA Intercept Survey – Sent for Rebid</li> <li>Vacancy Roundtable – See above</li> </ul> </li> </ul>	<a href="#">Open Door Dearborn Vision Vacancy Roundtable</a> Business Promotion Micro-Grant <a href="#">link</a> FINAL Open Door Dearborn Incentive <a href="#">link</a>
Business Assistance Programs/Trainings	Steve/Stacey/Hassan	<ul style="list-style-type: none"> <li><b>Round Table with Entrepreneurs for Strategy on Needs/Missing Links</b></li> <li><u>Website Resource Draft – Partnership to Manage</u></li> <li>Hubs: Tech Lab @Artspace; Kitchen Connect; FEAST Detroit – Commercial Kitchen Needed</li> </ul>	<a href="https://staceygrant1.wixsite.com/launchlab">https://staceygrant1.wixsite.com/launchlab</a> Business <a href="#">Resource Incentives Document</a>
Objective: Redevelop Sites (1.8)	Steve/Doug/Mike/Jennifer	TASKS	
Redevelopment Ready Marketing of Sites (1.8)	Doug/Steve/Mike/Jennifer	<ul style="list-style-type: none"> <li>PRIORITY 1 SITES: Brady &amp; MI; 5050</li> <li>RRC NEXT STEPS:</li> <li>Tour of Top 10 Development Sites – <u>schedule with Ford Land</u> – coordinate event - Lease sites (Developer Road Show) &amp; separate development sites (DABOR partnership potential)</li> <li>Howard &amp; Michigan RFP – marketing needed?</li> </ul>	
Design Guidelines/Façade	Hassan/Mike/Steve	<ul style="list-style-type: none"> <li><u>Final Guidelines</u></li> <li><b>Sponsor Recruitment/Sale Sheet;</b></li> </ul>	Candidates for Façade Program: Merchants, Jiu Jitsu, and

Improvement Program (2.25)		<ul style="list-style-type: none"> <li>• <b>Lending Partners Needed (ie: Comerica, Huntington, Chase)</b></li> <li>• Meet with CRA Wayne County – HASSAN – Status?</li> <li>• Finalize and Approach Design Assistance Firms – Inquiring with City on any recommended architects</li> </ul>	<p>refer to <u>previous list identified for EDDDA</u>;</p> <p>-<u>FBC Code presentation and user guide</u>;</p> <p><u>FBC Code</u></p> <p>-<u>Business Overlay &amp; Sample Guidelines</u>;</p> <p><u>Committee Notes</u>;</p> <p><u>Suggested Design Asst. Firms</u></p> <p><u>FINAL DESIGN GUIDELINES</u></p> <p><u>FINAL INCENTIVE PROGRAM</u></p>
		•	
		•	
Objective: Streetscape/Walkability Improvements (4) – 2 votes	Mark G		
Streets		<ul style="list-style-type: none"> <li>• Connector Streets &amp; Michigan Ave</li> <li>• Multi-Modal Plan – (Jeff)</li> <li>▪ Amenities for Spring 2019 <ul style="list-style-type: none"> <li>○ Trash Cans Spring 2019</li> <li>○ Tree Well Planters/Sidewalk Cafes</li> <li>○ Mural Seating Area – need concept design (volunteer?)</li> </ul> </li> <li>• Artspace Landscaping/Campus Plan – discussed preliminarily with Kim Moore <ul style="list-style-type: none"> <li>• Schaefer Lighting – contract in process</li> <li>• Bike Share Spring 2019 launched</li> </ul> </li> </ul>	<p><u>Presentation for Connector Streets &amp; Michigan Ave.</u></p> <p><u>MMTP draft plan link</u></p> <p><u>Tree Well Overview</u></p> <p><u>Overall Rendered Plan</u></p> <p><u>Schaefer Rendered Plan</u></p>
Public Spaces		<ul style="list-style-type: none"> <li>• Sidewalk Café/Design Cheat Sheets - SmithGroup</li> <li>▪ Alley in AANM Lot – need concept – part of Parking Lot CIP</li> <li>▪ Wagner Place Event Amenities 2019 - SmithGroup <ul style="list-style-type: none"> <li>• Art in Public Spaces Plan – 2020</li> <li>• Sculpture Initiative 2019 confirmed</li> </ul> </li> </ul>	<p><u>Using Public Sidewalks How To Sheet DRAFT</u></p> <p>FYE2020 - Art In Public Spaces Plan budgeted</p>
Objective: Branding (2.6)	Cristina	Draft Summary of Visioning & Survey Summary	<u><a href="http://www.brandingdearborn.com">www.brandingdearborn.com</a></u>
Wayfinding (3.83)		June 20 Information Session	

# Downtown Dearborn Promotions Committee

Attendees: Julie Schaefer, Jean Smith, Katie Merritt, Julia Kapilango, Cristina Sheppard-Decius

Meeting Date:

July 24, 2019

10:00 am

Meeting Location:

DDDA Office

13615 Michigan Avenue

- I. Impact Analysis & Final Expenses
  - a. Music in the Park – needs to include financials and advertising sources; all weeks well attended; DPW to install banner in trees
- II. Second Quarter Events Tasks & Updates
  - a. Summer Events: DFM well attended, cancelled 7/19 due to heat; Kids Days gave out all 300 free ice creams; Movie@CHP cancelled twice, working on rescheduling; Tunes at Noon – 25-35 in attendance per event, ask Yogurt Town to come out, reach out to Fordland to send reminder to employees, have recreation bring out 50 chairs; Jazz – 7 vendors; Friday Nites: Square Pegz attendance around 750. Caribbean – special event application in and approved.
  - b. Create one page summaries for each event for “buy in”
  - c. Give Janet volunteer handbook Jonetta was working on
- III. Third Quarter Events – Planning & Recruitment
  - a. Sign Up Deadline – September 5
  - b. Major Sponsor Deadline – August 15 for Fall/Winter brochure (create list of printing needs)
  - c. Action Plans Needed - Remove or Reduce Any Events? (\*Event Chair needed)
    - i. Beer Crawl-Melissa getting quote for trolley, review if same day as Winterfest, Dearborn Brewing and Downey Brewing participating, Jolly Pumpkin possibly opening in December; multi-stops; tickets and stamp cards being considered.
    - ii. Fall Perennial Exchange – connect with potential sponsors(ie Dearborn Fresh)
    - iii. Trick or Treat\*-updating forms
    - iv. Adopt a Tree Well\*- updating forms
    - v. Pumpkin Carving\* - Kroger, Dearborn Fresh check for donations; Cristina to send electronic file to schools
    - vi. Shop Small\*-updating forms
    - vii. Winterfest Market / Open House\*- Downey Brewing sampling at Winterfest

- IV. Photography – volunteer/diverse mix of models needed in August
- V. 2020 Sponsorships
  - a. [Target List](#)
  - b. Sponsor Package – monetize WDIV spots (six total); Shop Small/Winterfest – registration fee (\$25)
- VI. Volunteer/Committee Needs
  - a. Current Committee/Event Needs – check with senior housing/living
  - b. Volunteer Management Plan:
    - i. Sign Up Banner/A-Frame for Events
    - ii. Volunteer Manual (August Completion)
    - iii. Outreach Plan (Develop Target List)
    - iv. Tracking Form - <https://forms.gle/CFr83W2ffJ53CrYp7>
    - v. Maestro Update – Interns’ Progress
  - c. Volunteer Training
    - i. Schedule Board Training (Quarterly)
  - d. Volunteer Recognition Event:
    - i. Schedule/Confirm – December Open House – EDDDA Open House Dec. 11, 4-7 pm (need to finalize date and incorporate volunteer recognition)
- VII. Metromode Contract
  - a. August 19<sup>th</sup> Advisory meeting at 9am
  - b. Reapproval in August Board meeting for third quarter
- VIII. Branding Update
- IX. Social/Online Communication
  - a. Business & Community Leader Profiles: [Create a List on Google to Share with TannerFriedman \(Baileigh\)](#)
  - b. Blogging – Set Up Blog Portal; Schedule/Sign Up Here: [https://docs.google.com/spreadsheets/d/1eWVUKGTr7N-rYZgsnBtQMSQICFmHizjdOZnKsRz\\_nsg/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1eWVUKGTr7N-rYZgsnBtQMSQICFmHizjdOZnKsRz_nsg/edit?usp=sharing)

DATE	EVENT	HASHTAG	CHAMPION
SET 2020 DATES	Dearborn Restaurant Week	#DRW2020	Sam Abbas
March	Reading Month		Maryanne Bartles
April	Art Month		Emma Jean Woodyard
April 13	Martian Marathon		Mo Hider
May 1	Ladies Night		Chris Sickle
May 4	Free Comic Book Day		Katie Merritt
May 18	Spring Perennial Exchange		Katie Merritt
June 7	Wagner Park Opening Day	#WagnerPark	Ford Land

June 7 – Sept. 27	Farmers Market	#DFM	Jean Smith (need a chairperson)
June 7, July 12, Aug. 9	Kids Days	#KidsDays	
June 5-July 10	Music in the Park	#MIP2019	Julia Kapliango
June 14, July 19, Aug. 16 & Sept. 13	Movies in the Park (West & East Alternate)	#Movies2019	
June 14 – Aug. 30	Trenchtown Festival	#TrenchtownFest	Kalette Willis
June 15	Farm to Table	#DearbornF2T	Maria Marzolo
June 28, July 26 & Aug. 23	Friday Nites	#FridayNites	Jim Jernigan
July 17-Aug. 21	Jazz on the Ave	#JazzAve2019	Kalette Willis
July 16 – Aug. 20	Tunes at Noon	#TunesatNoon	
Sept. 14	Fall Perennial Exchange		Katie Merritt
Oct. 19	Pumpkin Carving		
Oct. 26	Trick-or-Treat	#DearbornTreats #TrickorTreat	
Oct. 26	Doggone Dearborn		
???	Beer Crawl		Lynette Downey
Nov. 30	Shop Small	#ShopSmall	
Dec. 14	Winterfest Market	#DWM2019	

c. Student Instagram Take Over – re-earth in the Fall



# CRAIN'S DETROIT BUSINESS

August 06, 2019 01:25 PM

## Grant program seeks to spruce up Dearborn's downtowns

KURT NAGL [Twitter](#) [LinkedIn](#) [Email](#)

- \$80,000 in grant money available this year
- Applicants can get up to \$10,000 each for facade improvements
- Applications open year-round



Tanner Friedman

Dearborn's DDAs launched a new grant program that incentivizes business owners to beautify storefronts.

Dearborn's downtown development authorities are encouraging small business owners to apply for funds to fix up their storefronts.

The West Dearborn Downtown Development Authority and the East Dearborn Downtown Development Authority are offering grants of up to \$10,000 each to support entrepreneurs, pop-up shops and artists, said Cristina Sheppard-Decius, executive director of the development authorities.

Around \$80,000 of grant funding is available this year, and at least as much is expected for subsequent years.

Applications for the Open Door Dearborn Business Grants program have been open since spring, but officials are intensifying efforts to spread the word in hopes of sparking more commercial activity at both sides of the city.

"We have some great bones to all of the buildings, but some of them need to have a new, fresh update and more pleasing visual presentation, which then complements the development that's happening," Sheppard-Decius said.

The program, funded by tax increment financing through the DDAs, allows for three types of awards:

- Design: Applicants are eligible for up to \$2,500 for assistance on exterior design and signs.
- Startups: Up to \$5,000 for retail start-ups and pop-ups in need of consultation
- Improvements: Up to \$10,000 for façade improvements and expansions.

Applicants must do business in or plan to move into one of the districts. Grants are awarded as reimbursements. Applications can be completed year-round [here](#).

East Downtown is concentrated along Michigan Avenue at Schaefer Road just west of I-94. West Downtown is the busier of the two with dozens of restaurants and bars branching from Michigan Avenue between Telegraph and Southfield roads. The area has drawn new developments such as Ford Motor Co.'s [\\$60 million Wagner Place](#).

West Downtown is 96 percent occupied while East Downtown is 85 percent full, Sheppard-Decius said.

The storefront incentives program is one used by many cities throughout the region, such as [Detroit](#) and [Berkley](#).

Sheppard-Decius said the DDA is working through the program with a couple businesses: M Cantina and Green Brain Comics. She hopes the program will be utilized by 10-15 business owners a year and lead to more vibrant downtowns with more sidewalk cafes and activations.

The Dearborn DDAs also launched a [pitch event](#) last year to drive more entrepreneurs to the area.

Inline Play

---

**Source URL:** <https://www.crainsdetroit.com/small-business/grant-program-seeks-spruce-dearborns-downtowns>