

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

THURSDAY, AUGUST 18, 2022 8:00 A.M. - 9:30 A.M. \*\*IN-PERSON\*\*

Dearborn Administrative Center - Council Chambers 16901 Michigan Avenue, Dearborn, MI

I. Call to Order Chairman Eric Woody

II. Roll Call Secretaries Dietz & Lovejoy

- III. Joint Meeting Chair for August 2022: Chairman Eric Woody
- IV. Approval of Regular Meeting July 2022
- V. Treasurer's Report Finance/Treasurers
- VI. Action Items (45 min.)
  - A. Regular Action Items
    - 1. Joint Board Actions
      - a) Comcast Annual Advertising Contract
      - b) The Henry Ford Annual Advertising Contract
      - c) Platform/Greenhouse Policy & Process
    - 2. EDDDA Actions Only
      - a) Open Door Dearborn Grant: Bora Bora Juice
      - b) Extension of Temporary Landscape & Maintenance Contract
    - 3. WDDDA Actions Only
      - a) None at this time
- VII. Old Business
- **VIII.** Committee Reports
- IX. DDDA Executive Management Team
  - A. WDDDA Winterfest Market & EDDDA Holiday Open House/Kick Off
- X. ED Report
  - A. Staffing Plan Draft Review
- XI. Call to Board of Directors
- XII. Call to Audience 3 min./quest
- XIII. Adjournment

# **AGENDA OVERVIEW**

#### **JOINT ACTIONS**

#### **Comcast - Annual Advertising Contract**

For the 2022/23 advertising plan, the Promotions Committee and Executive Management Team are working to get everything in place for the annual contracts while exploring some new options that will help grow the downtown's market reach and penetration. That advertising plan consists of year-long advertising on Comcast, The Henry Ford, a mixture of radio, WDIV, Facebook and Instagram advertising, Google/YouTube ads, local papers and organizational partnerships, streetpole banners, and a mobile passport app. For the DDDAs consideration this month is continuing the annual advertising with Comcast. Other communities such as Royal Oak and Ferndale advertise on Comcast.

This past year, the DDDAs collaborated in advertising on Comcast throughout the year to create a consistent message of Downtown Dearborn in viewers minds. Heavier advertising was planned around the holiday shopping season, Dearborn Restaurant Week and the summer events, while off-event months the messaging was reduced slightly, but still providing good exposure to Dearborn's target audience. A report of the year's statistics to date are included in the supplemental packet. Video production was provided Octane Design through the branding contract in place. The total spend was \$20,000. Reach for Live TV was 31%, 2.7x frequency with 98,076 impressions reached and for streaming 8,611 impressions delivered, 64 hours of video air time, 79% impressions aired in Full.

For 2022/23, it is recommended to take advantage of their Premiere plans which will double the spots and increase reach by 75,000 for a total of 8,500 commercial spots (last season spot count = 4,886), and average of 772 spots per month. The goal will be to replicate the balance of advertising between event and non-event months, but increase the amount of streaming ads to 20% of the total ads placed from 10%. Target area includes Dearborn Xfinity, Downriver/Dearborn WOW!, Livonia Spectrum & Taylor Xfinity, Adults 35 + & Flourishing Families Audience Segment, Premium TV Content\* on Various Networks Airing 6am-4pm & 4pm-12midnight including CNN, FXNC, ESPN, TLC, HALLMARK, A&E, PARAMOUNT, TBS, TWC, FOX SPORTS 1, COMEDY, MSNBC, E!, TNT, BRAVO, FOOD, LIFETIME, DISC, BET, HGTV, AMC, FX, HISTORY, FREEFORM and will include Holiday Classic Programming. Total investment of \$25,000 split equally between EDDDA/WDDDA.

New video production has already been in the works via the Octane Design contract, but modifications to previous spots can be easily adjusted to accommodate future ads placed after December, such as Dearborn Restaurant Week and summer/spring push.

# **The Henry Ford - Annual Advertising Contract**

As noted above, the advertising plan for this year includes continuing our long-term advertising relationship with The Henry Ford. Annually, the East & West DDDAs have partnered to advertise with The Henry Ford over the last six + years to promote the collective message of shopping, dining and attending events in Downtown Dearborn. Over the past

two years there have definitely been challenges in the traditional marketing avenues provided by the partnership, The Henry Ford creatively supplemented the marketing package with additional social media support and they were able to utilize the Love Your Local video and Holiday videos as part of the Giant Screen placements this year. Attached in the supplemental materials is the summary report of the past year, as well as the proposal for this coming year.

It is recommended to continue at the same level with The Henry Ford to continue growing the connection between The Henry Ford and the downtowns for consumers. While visitorship was down this past year due to COVID, The Henry Ford anticipates attracting over 1.8 million visitors this coming year – back to their original pre-pandemic numbers. The partnership cost is \$11,200 split equally between the East and West DDDAs (\$5600 each) and will include the following:

- Listing and link on The Henry Ford Vacation Packages webpage for 12 months
- The Henry Ford Magazine 1/2 page twice annually (110,000 digital distribution)
- (2) dedicated Dearborn DDA digital ads in The Henry Ford eNews
- (6) dedicated Dearborn DDA digital ads in The Henry Ford Retail eBlast (150,000 subscribers per issue. The click through rate average is 25%. THF only sends 12 issues per year.)
- (4) dedicated / tagged social media posts (over 600,000 followers on Facebook, Twitter and Instagram)
- Giant Screen placement of Downtown Dearborn video. (1 million visits per year.)

Through our long-term partnership, The Henry Ford is always thinking of ways Downtown Dearborn can reach unique visitor audiences. This coming year, the Invention Convention will be returning at the end of April where hundreds of young inventors and their families come to The Henry Ford for a weekend of competition. It is recommended to have a flyer/ brochure and an incentive available for attendees to promote local downtown shopping and dining. Identifying key family attractions would be recommended as well.

Also recommended from a city-wide perspective is to enhance the physical connection between The Henry Ford and downtowns with wayfinding and mobility options. Currently the only signage around the perimeter of The Henry Ford are old, worn-out signs pointing to The Henry Ford. The DDDAs have budgeted for wayfinding, and this would be an important aspect to include in the wayfinding plan and installation. Mobility choices such as the return of the bike share system, as well as enhancing the walkability/bikeability for residents would greatly improve the overall experience.

# **Outdoor Seating Platform & Greenhouse Policy**

To improve the understanding and implementation of the Outdoor Seating Program within the East and West Dearborn DDA districts. The DDDA Boards requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications.

The proposed policy better defines the program requirements for: types of structures, ownership of structures, structure review, locations, application and fees. The policy clarifies the difference between placement and fees for platforms and greenhouses. It also addresses public and private use locations and public and privately owned structures.

In addition to the new policy, the Executive Management Team has outlined the process for applying for and installation of the structures within the DDDA's. Specific details are explained for business applications and documents to include in the submission for permits and agreements. The draft Outdoor Seating Platform and Greenhouse Policy is attached in the supplemental DDDA packet.

#### **EDDDA ACTIONS ONLY**

# Open Door Dearborn Grant Applicant: Bora Bora Juice (dba Socotra Juice)

Nageeb Ali has submitted an Open Door Grant Request for the property at 13252 Michigan Ave. located within the East Dearborn DDA. The applicant plans to renovate the exterior facade, interior main floor and install a new sign for a new restaurant business called Bora Bora Juice (dba Socotra Juice). The plan involves removing existing paint from brickwork and cleaning the surfaces to the original brick and limestone. The interior work includes demolition, new flooring, walls, fixtures, lighting, ceiling tiles and water heater. Architectural plans and 3 quotes have been provided for review and comment. The estimated quotes for all improvements is \$54,400 (RA Realty Management), \$63,000 (USAF Construction) and \$76,100 (AT Carpentry and Construction). The grant amount requested for Level III construction is \$10,000.

Attached is the Grant application, project narrative and design quote. The Design/EV Committee recommends approval of the Level III grant contingent upon meeting the following conditions:

- 1. Scrape, clean, and paint the lower brick/stucco under limestone band black
- 2. Paint the east and central front doors black
- 3. Clean the limestone above the main floor brick, center arch and along the Entire length of the building
- 4. Fix and paint the front door business entry panel black
- 5. Provide the design plan for your new sign including 3 quotes for sign Installation.
- 6. Make sure the sign is located above the windows/door and below the Limestone band. You also may consider a projecting blade sign.
- 7. Provide us a copy of your city of dearborn conditional building permit
- 8. Provide a letter from the building owner approving the plans and Improvements you are implementing.
- 9. Share dumpster in rear lot with other business.

Applicant must provide letter from the Property owner approving the improvements, the sign design including 3 quotes and all permits are secured from the City.

The EDDDA 22 /23 Open Door Grant Program budget is \$45,000 for FYE2023. This would be the first grant awarded in FYE2023.

# **Extension of Landscape & Maintenance Contract**

The temporary Landscape & Maintenance contract with Four Seasons expires at the end of August and will need to be extended through September for the Purchasing Department to complete the RFP process for the future contractor. The specs for the RFP have been created

by the DDDA Manager, and the RFP selection committee has been identified and will be submitted to the Mayor's Office for approval in the coming week. The process will take one to two months depending on receipt of proposals, so extension of the temporary service provider is needed.

Four Seasons is able to continue to provide services for the month of September which will include litter, large debris removal, landscaping, fall décor, watering, weeding, grass, pruning. See resolution attached for monthly cost.

# WDDDA ACTIONS ONLY None at this time

#### **OLD BUSINESS**

#### Platforms/Greenhouses

Greenhouses will be moved to storage this month now that the contract has been approved by Legal this week and purchase order can be issued. MDOT did not approve locating a platform on MDOT ROW in front of Haraz Coffee - the platform is now in storage.

### **EDDDA Pedestrian Alley**

Notification from MEDC regarding the RAP grant has been provided that they are still reviewing applications after receiving 185 applications with over \$500 million in requests and only \$100 million available in grants. Projects that will be funded are those that have all funding commitments. Other funding sources not secured

# **WDDDA Library Parking Lot Conversion**

Purchase order has been processed for SmithGroup to provide engineering survey and engineered documents as of last week. Topo will be completed by the beginning of October with concepts to be developed by end of October and construction documents to be completed November-December. At this point, bidding this work out will be slated for January which is a good time for construction bidding and pricing has gone down since earlier in this year. We will be looking at some temporary handicap parking options to install in the fall since the construction will not happen until Spring 2023. The WDDDA will need to determine if you need construction administration outsourced or if the City's Engineering Department has capacity to facilitate.

#### **Vision Plan**

Administration plans to provide input to draft plan by end of September, and are looking into ways in which to collect input from City Council. Goal is to have the plan adopted by the Board in November and then brought to the Council for support in December.

The refreshed strategic plan will be facilitated in the first quarter of 2023.

#### **Scooter Program**

Due to staffing capacity to be able to facilitate the creation of a scooter ordinance, the Administration will be working towards a Spring 2023 launch for a scooter program. A timeline is being drafted to navigate the process over the next six months by the Economic Development Department. While the Mobility/Bike Share Committee is disappointed that this program couldn't be launched this Fall, they encourage the Boards to continue to articulate its support of this program and build further outreach on it.

## **Grease Issue at Wellesley Lot**

Update will be provided at the meeting.

# NEW BUSINESS Staffing Plan

The Economic Development Director Jordan Twardy and Deputy Economic Development Director Hassan Sheikh will present the revised draft staffing plan for final feedback prior to a planned request for approval in September by the Boards.

## WDDDA Winterfest Market & EDDDA Holiday Open House/Kick Off

The past few years the WDDDA has hosted a Winterfest Market the second Saturday in December to bring the community into town and experience the holidays in Downtown Dearborn. The EDDDA has had a similar event that has shifted over the last few years from an open house event that was geared towards bringing business owners together and introducing residents to the DDDA to a more resident and visitor-focused holiday experience. Due to COVID, both of these events have not had the benefit of a fully active downtown environment, but both have grown despite the challenges. This past year, the Winterfest Market experienced severe wind storms, but before closing the event early due to the storms, it was extremely successful for the vendors and community with the fun interactions of Photos and Breakfast with Santa, reindeer and the holiday market. The intent this year was to leverage more connections with local businesses. However, the cost of the tent over the last two years has grown exponentially, which has caused consternation with the Board regarding the overall of the value of the community event. The EDDDA Open House/Kick Off was very successful given the format and location change last year to Kidcadia which also provided an opportunity for Photos with Santa as well as access to Kidcadia's playscape for free for a few hours. The goal this year was to expand upon the connection to local businesses.

In light of the anticipated staffing changes and transitioning required and after discussions with the ED staff regarding priorities, event survey results and budgets, the Executive Management Team is recommending not hosting this year's event. Instead, we are recommending the following:

- Focus marketing and promotional efforts on the successful and popular Shop Small/Holiday campaign;
- Continue to utilize the funds previously dedicated to the marketing and advertising of the Winterfest and Open House/Kick Off events towards bolstering the Shop Small/holiday promotions;

- Take the Shop Small passport to an easy to use, online mobile web app that has already been identified by the Promotions Committee and can be replicated for Dearborn Restaurant Week and other tourism marketing initiatives through the year;
- Take the best/strongest components of the Winterfest and Open House/Kick Off
  events and support local businesses to carry out these components, such as moving
  Photos with Santa to the Commandant's Quarters in the WDDDA in conjunction with
  their holiday event and continuing photos at Kidcadia; as well as Brunch with Santa at
  Modern Greek.
- Encourage key retail businesses to structure experiences that the DDDAs can help promote.
- The Boards can then leverage the remaining dollars towards other priorities for this year, such as holiday lighting.

The Promotions Committee will still need to work through the details of these aspects, so a final game plan will be flushed out upon input from the Boards at this meeting. While it will be disappointing for the vendors who typically participate, providing them enough lead time is important to know of this modification this year.

#### CITY OF DEARBORN

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

July 21, 2022

#### PA 57 Meeting - 8 AM- 8:30AM/ Joint Board Meeting 8:30 AM - 9:30 AM

Dearborn Administrative Center – Council Chambers 16901 Michigan Avenue, Dearborn, MI, 48126

#### MINUTES

#### **MEMBERS PRESENT**

WEST DDA: Chairperson Sam Abbas, Secretary-Treasurer Jackie

> Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Zaineb A. Hussein (joined 8:19am), Director Jeff Lynch, Director Amanda Bright McClanahan (joined 8:16am), Director Devon O'Reilly, and Director Audrey A.

Ralko

EAST DDA: Vice Chairperson Matthew Dietz, Director Zaineb A.

> Hussein (joined 8:19am), Director Khalil Dabaja, Director Jay P. Kruz, Director Amanda Bright McClanahan (joined 8:16am), Director Hamzah Nasser, and Director Kamal

Turfah

**MEMBERS ABSENT** 

WEST DDA: Vice Chairperson Mohammed Hider and Mayor Abdullah

Hammoud

EAST DDA: Chairperson Eric Woody, Mayor Abdullah Hammoud, and

Director Zo Olabi

**NON-MEMBERS PRESENT:** 

CITY OF DEARBORN: Licia Yangouyian (Legal), Meryl McKeever (Finance),

> Massara Zwayen (Planning), Hassan Sheikh (ED), Jordan Twardy (ED), Steve Horstman (ED), City Council, Cristina Sheppard-Decius (DDDA), Cathleen Francois (DDDA), Helen Lambrix (DDDA), Janet Bloom (DDDA), Steve

Deisler (DDDA), Leslie Herrick (City Council) (joined

9:05am)

OTHERS: Steve Adelson (Steven Bernard Jewelers), Issam and

Ahmad with Galata Sweets.

#### I. Call to Order

WDDDA Chairperson Sam Abbas called the meeting to order at 8:13am

#### II. Roll Call

WDDDA Secretary-Treasurer Jackie Lovejoy called the roll for Board Members for West DDDA. A quorum was present.

EDDDA Vice-Chairperson Matthew Dietz called the roll for Board Members for East DDDA. A quorum was present.

#### III. Joint Meeting Chair for July 2022: Chairman Sam Abbas

#### **IV.** PA57 Information Session #1-2022

- 1. PA57 Report Cristina Sheppard-Decius
- 2. City Hall Park Redesign Concepts Beckett & Raeder
- 3. Q&A Director
- 4. Close PA57 Information Session at 8:51 am

#### V. Approval of Regular Meeting June 2022 Minutes

A. Approval of Regular Meeting June 2022 Minutes:

EDDDA - A motion to approve the minutes was made by Director Kamal Turfah, seconded by Vice Chairperson Matthew Dietz. Voice vote passed unanimously. Motion passed. Minutes approved.

WDDDA - A motion to approve the minutes was made by Chairman Zaineb Hussein, seconded by Director Amanda Bright McClanahan. Voice vote passed unanimously. Motion passed. Minutes approved.

#### VI. Treasurer's Report

EDDDA: Meryl McKeever from Finance reviewed the financial statement dated June 30, 2022. Revenue to date totaled \$968,791. Total expenditures totaled \$771,176. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year would be \$450,242.

WDDDA: Meryl McKeever from Finance reviewed the financial statement dated June 30, 2022. Revenue to date totaled \$1,160,650. Total expenditures totaled \$826,486. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year will be \$909,087.

Per Meryl, audit would be around end of September. It was asked to have Finance provide the final list of carry forwards for both districts, and also the final FYE22 numbers. Sam noted that Shop Small needs to be reviewed since over \$23,000 in account. The Treasurer's Report was received and filed for both EDDDA and WDDDA.

#### VII. Action Items

#### A. Regular Action Items

#### 1. Joint Board Actions

#### a) Bylaw Amendment

The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) follow adopted by-laws for operating under the established Downtown Development Authority per district. At its July 16, 2020, Joint Board meeting, the EDDDA and WDDDA appointed an Ad-hoc Committee made up of Board and Executive Committee members, legal counsel, City administration and Executive Management to review the current by-laws for any modifications needed.

The EDDDA and WDDDA Executive Committee presented the proposed by-law amendments to the board for review at its June 16, 2022, meeting and the EDDDA and WDDDA authorized voting on the by-law amendment at the July 21, 2022, Joint DDDA board meeting. The EDDDA and WDDDA approves the by-law amendments as presented at the June 2022 Joint DDDA board meeting and those changes go into immediate effect.

For WDDDA, motion to approve was made by Secretary-Treasurer Jackie Lovejoy, and seconded by Director Jeff Lynch. A voice vote passed unanimously. Motion approved.

For EDDDA, Secretary-Treasurer Matthew Dietz made the motion to approve. Seconded by Director Kamal Turfah. A voice vote passed unanimously. Motion approved.

#### 2. EDDDA Actions Only

#### a) Open Door Dearborn Grant: 13355 Michigan

The EDDDA and WDDDA established the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April 18, 2019, joint Board meeting.

Issam Sayed-Ahmad, applicant and property owner of 13355 Michigan Ave., plans to renovate the facade of the one story building for a new office tenant in the building.

The applicant has applied for Level III of the Open Door Dearborn grant

program in the amount of \$10,000 for facade improvements, window replacement, removal of existing brick and application of new brick and cornice with an estimated total investment of \$40,000 and a proposed completion date of late summer 2022.

Three required contractor quotes have been provided and include: Professional Consulting Co. for \$34,100, Alexismartin Construction for \$40,000 and a verbal quote for \$40,000.

A meeting on June 22, 2022, was held by the Design/EV Committee in which the committee verified and approved the facade renovations based on available grant funds. The Open Door Grant is conditioned upon the following: 1) follow the revised facade design A-1 dated 1/5/22; 2) that the applicant submit and secures all required building and sign permits.

The Design/EV Committee recommends to the EDDDA Board funding KHYL, LLC a Level III Grant (exterior construction) for improvements up to \$10,000 with special conditions motioned by Matthew Dietz and seconded by Steve Horstman with the conditions; and roll call vote of support by six ayes: Steve Horstman, Matthew Dietz, Jackie Lovejoy, Mike Kirk, Jeff Lynch and Hassan Shiekh; and no nays.

The EDDDA awards a Level III grant up to \$10,000 from the Open Door Dearborn Business Grant Program to 13355 Michigan Ave., Issam Sayed-Ahmad, from account #297-6100-911-34-90, contingent upon meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

For EDDDA, motion to approve was made by Director Kamal Turfah, and seconded by Director Zaineb Hussein. A voice vote passed unanimously. Motion approved.

#### 3. WDDDA Actions Only

a) Open Door Dearborn Grant: Galata Sweets, 1035 Mason Street
The EDDDA and WDDDA established the Open Door Dearborn business
incentive to recruit businesses to Downtown Dearborn and improve the
appearance of the districts through storefront and business rehabilitation
and expansions at its April 18, 2019, joint Board meeting.

Galata Sweets is a new Turkish bakery / restaurant to be located at the new mixed-use building 1035 Mason Street, occupying the corner suite on the main floor of the building consisting of 1,345 sq. ft. and seating for approximately 26 customers.

The applicant has applied for Level I and Level II of the Open Door Dearborn grant program in the amount of \$7,500 for interior build-out including installation of a new plumbing, electrical, HVAC system and new sign with an estimated total investment of \$320,000. The proposed

completion date is late summer 2022.

Three required contractor quotes have been provided and include: Eastern Michigan Builders for \$149,300, Green Builders Plus for \$123,199; and Quality Construction for \$141,192.00.

On June 22, 2022, the Design/EV Committee verified and approved a recommendation to the WDDDA Board to fund a Level I grant for \$2,500 (sign) and a Level II grant for interior improvements up to \$5,000 motioned by Matthew Dietz and seconded by Steve Hortsman with the conditions that the applicant submit a business plan, the sign design including three quotes and secures all required building and sign permits with an unanimous roll call vote.

The WDDDA awards a Level I grant up to \$2,500 and Level II grant up to \$5,000 from the Open Door Dearborn Business Grant Program to Galata Sweets, from account #296-6100-911-34-90, contingent on meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

For WDDDA, motion to approve was made by Director Zaineb Hussein, and seconded by Chairperson Sam Abbas. A voice vote passed unanimously. Motion approved.

#### VIII. Old Business

- A. Platforms/Greenhouses Cristina Sheppard-Decius- waiting on contracts to be approved through Purchasing/Legal.

  Platform at Haraz Coffee waiting on MDOT to approve permit. Cristina suggests a fee is needed. Khalil Dabaja seven year depreciation so \$1k a year. Licia lease is set up as square footage of platform and city council approved. Cristina Sheppard Decius we have not charged for the use of the platforms, the board may want to review that moving forward. Sam Abbas- three pronged approach maintenance, length of depreciation, review lease as MDOT versus City property and retroactively look at funds brought back to DDDA. Add to agenda for next month, get update from Finance on funds received to date. Matthew Dietz if damage happens to asset, who maintains? Sam Abbas said his lease includes repair and maintenance of lease.
- B. WDDDA Grease issue at Wagner Place Cristina Sheppard-Decius Still is an issue. Hassan Sheikh and Jordan Twardy- working with Sanitation and DPW to get right numbers of tipping and systemic plans of scrapping/powerwashing so there is a fixed fee spread to those who use it. If we order a special cleaning then bill is sent or added to taxes like grass cutting. Can tell it is one business then they get full bill; if not, cost is spread across those who share the area. This is still being vetted. Sam Abbas- if someone has a closed system, he would like to have an exemption created. Jordan Twardy we do respond to code issues on private property. Property owner would be given timeline of required remediation, if not met, then fines, then court. Sam Abbas- Ferndale uses cameras to help with remediation. Licia Yangouian- several years ago DPW was requested to do a policy on grease. There is some system where a colorant is added in disposal for tracking purposes.

Thomas Clark- West Village Shops - one dumpster for whole property - hot days it gets bad. Jordan Twardy will talk to code enforcement. Sam Abbas - finds that trash collection is only getting done 4-5 times and not 6 days. Staffing can be an issue with GFL.

#### IX. Committee Reports

Design/Economic Vitality (DEV) No further updates.

#### Bike Share

Steve Deisler - U of M-Dearborn did a survey and yes, the students want scooters more than bikes. U of M-Dearborn sponsored the bikes for students.

#### **Promotions**

Cathleen Francois - She shared her last day is this Friday. She is going to Hour Detroit/dBusiness.

Upcoming events include a Journey cover band this Friday, plus Dearborn Farmers Market this Friday.

#### Social Media

Helen Lambrix - we are hitting or exceeding all our benchmarks; over 1.5 million impressions so still on target for a goal of 3 million by year end.

Engagement goal was 60,000, we are close with over 40,000. Adding to our over 18,000 current followers.

#### X. DDDA Executive Management Team

Jeff Lynch - Jolly Pumpkin is now open.

Cristina Sheppard-Decius - they are wanting to do more grass roots in the community and to understand the organizations in the area and who they can market with. Cristina Sheppard-Decius - In regard to transition, we are pulling together team priorities and will tie it in with board priorities. It will be a substantial workplan. Cristina has been meeting with Jordan and Hassan to talk through transition plan.

#### XI. ED Report

Jordan Twardy- draft staffing plan was distributed. There are currently 60 events. A survey will be sent out next week to review for programs and events. You will have a week to review. Wants to fill positions by holidays so at end of year. We seek your input. Matthew Dietz- requested Cristina to send out projects lists to all board members so everyone can see scope.

Sam Abbas- don't slash at events, keep in mind pandemic and show the costs/sponsor support.

#### XI. Call to Board of Directors

No comments at this time

| XII. | Call to | Διικ  | nca  |
|------|---------|-------|------|
| AII. | Can to  | Auule | 1166 |

No comments at this time

### XIII. Adjournment

Meeting adjourned at 10:20 a.m. A motion was made by Director Jeff Lynch, seconded by Director Tahrik Alcodray.

| Approved by:   |
|--|
| Jackie Lovejoy, Secretary-Treasurer, WDDDA                         |
|  |
| Matthew Dietz, Vice-Chairperson/Interim Secretary-Treasurer, EDDDA |

Request to Carry Forward Budget to Next Fiscal Year
Carry Forward From: scal Year 2022 to 20:

### **Account Number**

1 of 4

### Need to check invoices and accruals

| Fund | Ele/Obj | Amount       | Description of Item                    | Reason Carry Forward Is Necessary   | Finance Notes               | Finance Director    | Recommended Amount |
|------|---------|--------------|--|---|-----------------------------|---------------------|--------------------|
|      |         |              |  |   |                             |                     |                    |
| 296  | 3490    | \$ 1,499.00  | Dog Waste Stations                     | Ordering doggie stations. \$2500 in req.                                      |                             | \$ 1,499.00         | \$ 1,499           |
|      |         | ·            |  |   |                             |                     | ·                  |
|      |         |              |  | No bidders received so worked directly with                                   |                             |                     |                    |
|      |         |              |  | manufacturers for quotes; Board approved                                      |                             |                     |                    |
|      |         |              |  | service providers at June 21, 2022,   |                             |                     |                    |
| 000  | 0.400   | 4            | D., D. I                               | meeting. this req. shouldn't have been  |                             | 4 000 00            | •                  |
| 296  | 3490    | \$ 4,000.00  | Bike Racks                             | cancelled since funds pulling from this req.                                  |                             | \$ 4,000.00         | -                  |
|      |         |              |  | Quotes were received. This req shouldn't have been cancelled since need those |                             |                     |                    |
|      |         |              |  |   |                             |                     |                    |
| 296  | 3490    | 7 605 00     | Panch and Dianter Depleasment          | funds to do replacement of items lost in a traffic accident.                  |                             | ¢ 7,695,00          | ¢ 7.605            |
| 290  | 3490    | \$ 7,685.00  | Bench and Planter Replacement          | Grant recipient authorized FYE2022.   |                             | \$ 7,685.00         | \$ 7,685           |
|      |         |              | Real Estate 1000 LLC- Open Door        | Expecting reimbursement to occur in   |                             |                     |                    |
| 296  | 3490    |              | Dearborn Grant                         | FYE23.  | Part of grant carryforward? | \$ 10,000.00        | \$ 10,000          |
|      |         | ,            |  | Grant recipient authorized FYE2022.   |                             |                     |                    |
|      |         |              |  | Expecting reimbursement to occur in   |                             |                     |                    |
| 296  | 3490    | \$ 10,000.00 | District 12 - Open Door Dearborn Grant | FYE23.  | Part of grant carryforward? | \$ 10,000.00        | \$ 10,000          |
|      |         |              |  | Quote was approved at June 21, 2022<br>WDDDA board meeting. Repairs to begin  |                             |                     |                    |
| 296  | 3490    | \$ 17.854.00 | Planter Rail Repairs                   | immediately.  |                             | \$ 17,854.00        | \$ 17,854          |
| 290  | 3490    | φ 17,054.00  | Flanter Nan Nepans                     | Working with Dearborn Community Fund on                                       |                             | ψ 17,034.00         | Ψ 17,854           |
|      |         |              |  | this item which will complete in September                                    |                             |                     |                    |
| 296  | 3490    | \$ 18,000.00 | Streetscape Enhancement/Crosswalk Art  | 2022.   |                             | \$ 18,000.00        | \$ 18,000          |
|      |         |              |  | Including this for documentation purposes                                     |                             |                     |                    |
|      | 0.400   |              |  | as a board approved Carry Forward. This                                       |                             |                     |                    |
| 296  | 3490    | \$ 30,000.00 | Multi-modal pavement markings          | req. was cancelled since a CIP project.                                       |                             | \$ 30,000.00        | \$ 30,000          |
|      |         |              |  | Including this for documentation purposes                                     |                             |                     |                    |
|      |         |              |  | as a board approved Carry Forward. This                                       |                             |                     |                    |
|      |         |              |  | req. was cancelled by Finance. It shouldn't                                   |                             |                     |                    |
|      |         |              |  | have been cancelled as we were working on                                     |                             |                     |                    |
|      |         |              |  | identifying additional service providers                                      |                             |                     |                    |
|      |         |              |  | since previous bids did not produce any                                       |                             |                     |                    |
|      |         |              |  | providers. Funding from FYE2022 is  | zero movement before year   |                     |                    |
| 296  | 3490    | \$ 47,000.00 | Holiday Curtain Lights                 | needed for this project.  | end                         | \$ 47,000.00        | \$ -               |
|      |         |              |  | Continuation of POW! Contract along with                                      |                             |                     |                    |
|      |         |              |  | Smith Group services. Only PO open is PO                                      |                             |                     |                    |
|      |         |              |  | 097952 with \$17,700.03, short of the   |                             |                     |                    |
|      |         |              |  | needed total. Two other PO's were   |                             |                     |                    |
|      |         |              |  | cancelled: PO 099179 and PO 101137. ED  |                             |                     |                    |
|      |         |              |  | staff typically adds to the PO as invoices                                    |                             |                     |                    |
|      |         |              |  | are received. This carry forward amount is                                    |                             |                     |                    |
| 200  | 2400    | Φ 05.540.00  | DOWN Strategies                        | needed to cover contract amount   |                             | ф ог <b>г</b> 40 00 | ф 40.004           |
| 296  | 3490    | \$ 65,510.00 | POW! Strategies                        | remaining.  |                             | \$ 65,510.00        | \$ 16,961          |

015

Request to Carry Forward Budget to Next Fiscal Year
Carry Forward From: scal Year 2022 to 20:

### **Account Number**

### Need to check invoices and accruals

016

| Fund | Ele/Obj           | Amount       | Description of Item                    | Reason Carry Forward Is Necessary                       | Finance Notes               | Finance Director | Recommended Amount |
|------|-------------------|--------------|--|---|-----------------------------|------------------|--------------------|
|      |                   |              |  |   | Typically do not            |                  |                    |
|      |                   |              |  |   | carryforward amounts for    |                  |                    |
|      |                   |              |  |   | utilities. Should have full |                  |                    |
|      |                   |              |  | Funds to pay the next City of Dearborn                  | year charged per FY. Also   |                  |                    |
| 296  | 4175              | \$ 680.47    | City of Dearborn Water Bills           | Water Bill  | below \$1,000 threshold.    | \$ 680.47        | \$ 680             |
|      |                   |              |  |   | Typically do not            |                  |                    |
|      |                   |              |  |   | carryforward amounts for    |                  |                    |
| 200  | 4475              |              | 0'' 1''                                | Funds to pay the next City of Dearborn                  | utilties. Should have full  | 4 755 45         | 4 755              |
| 296  | 4175              | \$ 1,755.15  | City of Dearborn Water Bills           | Water Bill  | year charged per FY.        | \$ 1,755.15      | \$ 1,755           |
|      |                   |              |  |   |                             |                  |                    |
|      |                   |              |  |   |                             |                  |                    |
| 296  | 5100              | \$ 1,500.00  | Photography                            | Finalized photographers for service.                    |                             | \$ 1,500.00      | \$ 1,500           |
|      |                   |              |  |   |                             |                  |                    |
| 296  | 5100              | \$ 5,285.01  | Graphic Design/Branding                | Funds to cover services to date.                        |                             | \$ 5,285.01      | \$ 5,285           |
|      |                   |              |  | as a board approved Carry Forward. This                 |                             |                  |                    |
| 296  | 5100              | \$ 10,000.00 | Wayfinding                             | req. was cancelled by Finance citing not far            |                             | \$ 10,000.00     | \$ 10,000          |
| 296  | 5100              | \$ 10,289.00 | Graphic Design/Branding                | expend in FYE23   |                             | \$ 10,289.00     | \$ 2,463           |
| 296  | 5100              | ф 24.066.60  | Craphic Decign/Branding                | Funds to cover services to date.                        |                             | \$ 34,266.68     | \$ 33,939          |
| 290  | 5100              | \$ 34,266.68 | Graphic Design/Branding                |   |                             | φ 34,200.00      | 33,939             |
| 296  | 6190              | \$ 4.290.00  | Light Poles                            | Replacements for those poles lost in traffic accidents. |                             | \$ 4,290.00      | \$ 4,290           |
| 290  | 6190              | φ 4,290.00   | Light Poles                            | Grant recipient authorized FYE2022.                     |                             | \$ 4,290.00      | \$ 4,290           |
|      |                   |              |  | Expecting reimbursement to occur in                     |                             |                  |                    |
| 296  | 3490              | \$ 10,000.00 | Le Cigar - Open Door Dearborn Grant    | FYE23.  | Part of grant carryforward? | \$ 10,000.00     | \$ 10,000          |
|      |                   |              |  | Grant recipient authorized FYE2022.                     |                             |                  |                    |
| 296  | 3490              | \$ 10,000,00 | Amazing Subs                           | Expecting reimbursement to occur in FYE23. *new req     | Part of grant carryforward? | \$ 10,000.00     | \$ 10,000          |
| 290  | 3490              | φ 10,000.00  | Amazing Subs                           | Grant recipient authorized FYE2022.                     | Fait of grant carrylorward? | Φ 10,000.00      | \$ 10,000          |
|      |                   |              | Green Brain Comics-Open Door           | Expecting reimbursement to occur in                     |                             |                  |                    |
| 297  | 3490              | \$ 2,500.00  | Dearborn Grant                         | FYE23.  | Part of grant carryforward? | \$ 2,500.00      | \$ 2,500           |
|      |                   |              |  | Grant recipient authorized FYE2022.                     |                             |                  |                    |
| 297  | 3490              | \$ 2.500.00  | Baba's Grill- Open Door Dearborn Grant | Expecting reimbursement to occur in FYE23.              | Part of grant carryforward? | \$ 2,500.00      | \$ 2,500.00        |
| 231  | J <del>4</del> 80 | Ψ 2,500.00   | Daba's Griii- Open Door Dearborn Grant |   | art or grant carryiorwald?  | ψ 2,300.00       | Ψ 2,300.00         |
|      |                   |              |  | Req. 139066 should not have been                        |                             |                  |                    |
| 297  | 3490              | \$ 1,499.00  | Dog Waste Stations                     | cancelled.  |                             | \$ 1,499.00      | \$ 1,499.00        |

2 of 4

Request to Carry Forward Budget to Next Fiscal Year
Carry Forward From: scal Year 2022 to 20:

### **Account Number**

### Need to check invoices and accruals

| Fund | Ele/Obj | Amount       | Description of Item                  | Reason Carry Forward Is Necessary                   | Finance Notes               | Finance Director | Recommended Amount |
|------|---------|--------------|--------------------------------------|---|-----------------------------|------------------|--------------------|
|      |         |              |                                      | Including this for documentation purposes           |                             |                  |                    |
|      |         |              |                                      | as a board approved Carry Forward. This             |                             |                  |                    |
|      |         |              |                                      | req. was cancelled by Finance. It shouldn't         |                             |                  |                    |
|      |         |              |                                      | have been cancelled as we were working on           |                             |                  |                    |
|      |         |              |                                      | identifying additional service providers            | 1                           |                  |                    |
|      |         |              |                                      | since previous bids did not produce any             |                             |                  |                    |
|      |         |              |                                      | providers. Funding from FYE2022 is                  |                             |                  |                    |
| 297  | 3490    | \$ 6,800,00  | Holiday Curtain Lights               | needed for this project.                            | too late for carryforward   | \$ 6,800.00      |                    |
| 201  | 0400    | φ 0,000.00   | Tronday Gartain Lights               | Grant recipient authorized FYE2022.                 | loo late for carrylerward   | ψ 0,000.00       | I V                |
|      |         |              |                                      | Expecting reimbursement to occur in                 |                             |                  |                    |
| 297  | 3490    | \$ 10,000.00 | Juee Cafe - Open Door Dearborn Grant | FYE23.  | Part of grant carryforward? | \$ 10,000.00     | \$ 10,000          |
|      |         |              |                                      | Grant recipient authorized FYE2022.                 |                             |                  |                    |
|      |         |              | K & W Real Estate Property, LLC-Open | Expecting reimbursement to occur in                 |                             |                  |                    |
| 297  | 3490    | \$ 10,000.00 | Door Dearborn Grant                  | FYE23.  | Part of grant carryforward? | \$ 10,000.00     | \$ 10,000          |
|      |         |              |                                      | Grant recipient authorized FYE2022.                 |                             |                  |                    |
| 207  | 2400    | ¢ 40,000,00  | KINA II C Open Deer Deerberg Creat   | Expecting reimbursement to occur in                 | Dout of grount countours    | 40,000,00        | f 40,000,00        |
| 297  | 3490    | \$ 10,000.00 | KHYL, LLC-Open Door Dearborn Grant   | FYE23.  | Part of grant carryforward? | \$ 10,000.00     | \$ 10,000.00       |
|      |         |              |                                      | Grant recipient authorized FYE2022.                 |                             |                  |                    |
| 297  | 3490    | ¢ 40,000,00  | Joseph Coyled Ahmed                  | Expecting reimbursement to occur in FYE23. *new req | Dort of grant corn forward? | 40,000,00        | t 10,000,00        |
| 297  | 3490    | \$ 10,000.00 | Issam Sayed-Ahmad                    | No bidders received so worked directly with         | Part of grant carryforward? | \$ 10,000.00     | \$ 10,000.00       |
|      |         |              |                                      | manufacturers for quotes; Board approved            |                             |                  |                    |
|      |         |              |                                      | service providers at June 21, 2022,                 |                             |                  |                    |
|      |         |              |                                      | meeting. this req. shouldn't have been              |                             |                  |                    |
|      |         |              |                                      | cancelled since funds pulling from this             |                             |                  |                    |
| 297  | 3490    | \$ 15,000,00 | Bike Racks                           | reg.  |                             | \$ 15,000.00     | _                  |
| 231  | 3490    | Ψ 13,000.00  | DIRE Macks                           | No bidders received with initial bids, so           |                             | Ψ 15,000.00      | -                  |
|      |         |              |                                      | received a quote and USAF Construction              |                             |                  |                    |
| 297  | 3490    | \$ 23 385 12 | Planter Removal                      | approved 6/16/22.                                   |                             | \$ 23,385.12     | \$ 23,385.12       |
| 251  | 0400    | Ψ 25,505.12  | Tanter Removal                       | Continuation of POW! Contract along with            |                             | Σ5,565.12        | Ψ 25,000.12        |
|      |         |              |                                      | Smith Group services. Only PO open is PO            |                             |                  |                    |
|      |         |              |                                      | 097952 with \$17,700.03, short of the               |                             |                  |                    |
|      |         |              |                                      | needed total. Two other PO's were                   |                             |                  |                    |
|      |         |              |                                      | cancelled: PO 099179 and PO 101137. ED              |                             |                  |                    |
|      |         |              |                                      | staff typically adds to the PO as invoices          |                             |                  |                    |
|      |         |              |                                      | are received. This carry forward amount is          |                             |                  |                    |
|      |         |              |                                      | needed to cover contract amount                     |                             |                  |                    |
| 297  | 3490    | \$ 50,175.00 | POW! Strategies                      | remaining.  |                             | \$ 50,175.00     | \$ 16,960.55       |
| 297  | 5100    |              | Photography                          | Finalized photographers for service.                |                             | \$ 2,100.00      |                    |
| 297  | 5100    |              | Graphic Design/Branding              | Funds to cover services to date.                    |                             | \$ 5,284.99      | •                  |

017 3 of 4

Request to Carry Forward Budget to Next Fiscal Year
Carry Forward From: scal Year 2022 to 20:

6190

\$

1,430.00 Light Poles

### **Account Number**

297

| Fund | Ele/Obj | Amount       | Description of Item     | Reason Carry Forward Is Necessary  | Finance Notes | Finance Director | Recommended Amount |
|------|---------|--------------|-------------------------|--|---------------|------------------|--------------------|
| 297  | 5100    | \$ 10,000,00 | Wayfinding              | Including this for documentation purposes as a board approved Carry Forward. This req. was cancelled by Finance citing not far along enough. This should be put into a CIP for the DDDAs instead since the intent is this project will take multiple years to complete with funding coming from each fiscal year. The funding from FYE2022 is needed for this project. |               | \$ 10,000.00     | \$ 10,000.00       |
| 297  | 5100    | ·            | Graphic Design/Branding | expend in FYE23.   |               | \$ 16,552.00     | ·                  |
| 297  | 5100    | \$ 17,742.82 | Graphic Design/Branding | Funds to cover services to date.   |               | \$ 17,742.82     | \$ 17,477          |

accidents.

Need to check invoices

and accruals

1,430.00

\$

018

1,430.00

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Comcast Annual Advertising 2022 - EDDDA

| Date Adopted:                      |  |
|------------------------------------|--|
| Motioned by:                       |  |
| Seconded by:                       |  |
| WHEREAS:                           | The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Development Authority (EDDDA) Board of Directors recognize the importance of promoting the districts' events and shopping and dining districts via TV, cable and streaming services; and                                  |
| WHEREAS:                           | The Promotions Committee has reviewed and recommends to approve an annual Comcast advertising package so the message and brand of Downtown Dearborn runs majority of weeks annually; to engage businesses, residents and visitors alike to the shops and businesses and events of Downtown Dearborn; and |
| WHEREAS:                           | The Comcast advertising Premiere package starts Sep 1, 2022 - August 31, 2023, and doubles advertising spots from previous year's plan for a total of 8500 spots annually; therefore, let it be  |
| RESOLVED:                          | The EDDDA approves expenditures up to \$25,000 for the Comcast annual advertising package, to be split equally with EDDDA, expending up to \$12,500 from from EDDDA Account #297-6100-911-51-00/General Marketing; furthermore, let it be  |
| RESOLVED:                          | The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with Comcast, subject to review and approval by Corporation Counsel.  |
| Yes:<br>No:<br>Abstain:<br>Absent: |  |

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Comcast Annual Advertising 2022 - WDDDA

| Date Adopted:                      |  |
|------------------------------------|--|
| Motioned by:                       |  |
| Seconded by:                       |  |
| WHEREAS:                           | The West Dearborn Downtown Development Authority (WDDDA) and the East Dearborn Development Authority (EDDDA) Board of Directors recognize the importance of promoting the districts' events and shopping and dining districts via TV, cable and streaming services; and                                  |
| WHEREAS:                           | The Promotions Committee has reviewed and recommends to approve an annual Comcast advertising package so the message and brand of Downtown Dearborn runs majority of weeks annually; to engage businesses, residents and visitors alike to the shops and businesses and events of Downtown Dearborn; and |
| WHEREAS:                           | The Comcast advertising Premiere package starts Sep 1, 2022 - August 31, 2023, and doubles advertising spots from previous year's plan for a total of 8500 spots annually; therefore, let it be  |
| RESOLVED:                          | The WDDDA approves expenditures up to \$25,000 for the Comcast annual advertising package, to be split equally with EDDDA, expending up to \$12,500 from from WDDDA Account #296-6100-911-51-00/General Marketing; furthermore, let it be  |
| RESOLVED:                          | The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with Comcast, subject to review and approval by Corporation Counsel.  |
| Yes:<br>No:<br>Abstain:<br>Absent: |  |

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Henry Ford Marketing Package - EDDDA

| Date Adopted:                        |   |
|--------------------------------------|---|
| Motioned by:                         |   |
| Seconded by:                         |   |
| WHEREAS:                             | The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200; and   |
| WHEREAS:                             | The Henry Ford (THF) offers a partnership benefit package from September 1, 2022 - August 31, 2023, that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, four dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; so let it be |
| RESOLVED:                            | The EDDDA approves \$5600 for the 2022 marketing program with The Henry Ford from account #297-6100-911-51-00 from FYE2023; and let it be   |
| RESOLVED:                            | The EDDDA Board authorizes the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.   |
| Yes:<br>No:<br>Abstained:<br>Absent: |   |

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Henry Ford Marketing Package - WDDDA

| Date Adopted:                        |   |
|--------------------------------------|---|
| Motioned by:                         |   |
| Seconded by:                         |   |
| WHEREAS:                             | The EDDDA and WDDDA Board of Directors work closely with The Henry Ford in cross-promoting Dearborn's destinations, and has annually participated in a marketing program with The Henry Ford in the amount of \$11,200; and   |
| WHEREAS:                             | The Henry Ford (THF) offers a partnership benefit package from September 1, 2022 - August 31, 2023, that includes listing and link on THF Vacation Packages webpage for 12 months, half-page advertising in two editions of THF Magazine (110,000 digital distribution), pre-show slides on the Giant Screen for 12 months, two digital ads in the THF eNews, six digital ads in the THF retail eNews, four dedicated promotions via social media (over 600,000 followers on Facebook, Twitter, and Instagram) and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; so let it be |
| RESOLVED:                            | The WDDDA approves \$5600 for the 2022 marketing program with The Henry Ford from account #296-6100-911-51-00 from FYE2023; and let it be   |
| RESOLVED:                            | The WDDDA Board authorizes the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.   |
| Yes:<br>No:<br>Abstained:<br>Absent: |   |

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

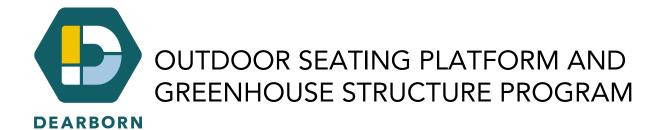
Outdoor Seating Platform and Greenhouse Structure Policy - EDDDA

| Date Adopted                         | :   |
|--------------------------------------|---|
| Motioned by:                         |   |
| Seconded by:                         |   |
| WHEREAS:                             | It is the goal of East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and |
| WHEREAS:                             | The WDDDA and EDDDA purchased outdoor platform dining structures and greenhouses for the purpose of additional seating for restaurants and bars in the district; and  |
| WHEREAS:                             | The EDDDA and WDDDA requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications; and   |
| WHEREAS:                             | The proposed Outdoor Seating Platform & Greenhouse Structure policy defines the program requirements for types of structures, ownership of structures, structure review, locations, application and fees; and                                     |
| WHEREAS:                             | The Outdoor Seating Platform & Greenhouse Structure policy outlines the process for applicants and installation of the structures within the DDA's; therefore, let it be  |
| RESOLVED:                            | The EDDDA Board authorizes approval of the new Outdoor Seating Platform and Greenhouse Structure Policy; and furthermore  |
| RESOLVED:                            | The EDDDA Board authorizes the new policy to take effect September 1, 2022.   |
| RESOLVED:                            | The EDDDA Board authorizes the Manager of the DDDAs to execute and implement the new Outdoor Seating Platform and Greenhouse Structure Policy, subject to the review and approval of Corporation Counsel.   |
| Yes:<br>No:<br>Abstained:<br>Absent: |   |

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Outdoor Seating Platform and Greenhouse Structure Policy - WDDDA

| Date Adopted                         | l:  |
|--------------------------------------|---|
| Motioned by:                         |   |
| Seconded by:                         |   |
| WHEREAS:                             | It is the goal of East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) to establish areas of increased customer traffic and sales at established businesses with unique attractions; and |
| WHEREAS:                             | The WDDDA and EDDDA purchased outdoor platform dining structures and greenhouses for the purpose of additional seating for restaurants and bars in the district; and  |
| WHEREAS:                             | The EDDDA and WDDDA requested formalizing a policy and process that the City, DDA and applicants can follow to submit and approve applications; and   |
| WHEREAS:                             | The proposed Outdoor Seating Platform & Greenhouse Structure policy defines the program requirements for types of structures, ownership of structures, structure review, locations, application and fees; and                                     |
| WHEREAS:                             | The Outdoor Seating Platform & Greenhouse Structure policy outlines the process for applicants and installation of the structures within the DDA's; therefore, let it be  |
| RESOLVED:                            | The WDDDA Board authorizes approval of the new Outdoor Seating Platform and Greenhouse Structure Policy; and furthermore  |
| RESOLVED:                            | The WDDDA Board authorizes the new policy to take effect September 1, 2022.   |
| RESOLVED:                            | The WDDDA Board authorizes the Manager of the DDDAs to execute and implement the new Outdoor Seating Platform and Greenhouse Structure Policy, subject to the review and approval of Corporation Counsel.   |
| Yes:<br>No:<br>Abstained:<br>Absent: |   |



# **Policy**

**Downtown** 

<u>General Purpose:</u> To provide businesses with additional safe and enjoyable outdoor seating opportunities and unique dining experiences for their customers.

<u>Type of Structure</u>: There are two types of structures the City of Dearborn has approved for use on public and private property that are available through the Dearborn Downtown Development Authorities in limited quantities:

- 1) Pre-engineered wood platforms, Unilock brand, typical size is 8 ft. x 40 ft.; and
- 2) Plexiglass Greenhouses, Home Depot, typically 10 ft. x 12 ft.

<u>Structure Ownership</u>: Applicants have two options for placing an outdoor structure:

- 1) Lease a Dearborn DDA-owned platform or greenhouse structure; or
- 2) Provide your privately-owned structure.

<u>Structure Review</u>: DDA-owned platform and greenhouse structures have been approved by the City of Dearborn. Privately-owned structures shall require review and approval.

All structures shall require a Temporary and Seasonal Outdoor Dining Permit from the Economic Development Department and a structure permit from the Clty Building Department. Additional structures permitted to be placed on or in the structure include tables, chairs, umbrellas, trash containers, electric heaters, electrical lights.

Applicants will be required to secure additional permits (MLCC, County Health Department) if food and beverages are served on or in the structures.

<u>Location</u>: Structures are permitted on public and private property.

Platforms may be placed on public on-street parking spaces, alleyways, parking lots, and pocket parks. Platforms on-street shall be placed to abutt the curb line to create a seamless transition. If located in a parking lot, a ramp to the platform is required by ADA.

Greenhouses may be placed on public or private open space, pocket parks and parking lots. Greenhouses are not allowed on sidewalks or streets. Appropriate safety and protection measures will need to be reviewed and determined for any structure by the City and DDDA.

WDDDA permitted public streets include: Monroe, Mason, Howard, West Village Drive and the public alleys north of Michigan Ave.

EDDDA permitted streets include: Middlesex, Horger, Maple, John Nagy Dr., and Schaefer. Williamson St. may be used if there are street or traffic modifications like one-way out only or prohibiting and enforcing no parking zone on east side.

No platforms or greenhouses are permitted on MDOT ROW (Michigan Ave. US-12).

All other streets within the DDDA may be considered and reviewed upon request, but are contingent upon City of Dearborn approval.

<u>Application:</u> Applicants will be required to complete the application including necessary permits, lease and maintenance agreement and pay a fee for permits, administrative processing, and leasing of structure and/or public property. Applicants shall renew permits and agreements annually. Special agreements may be offered for a 3-year term approved by the City and DDDA.

Application permits and lease agreements cover a one-year period. November 1 thru October 31.

Fee Structure: The fees for both structures on public or private property are as follows:

- Temporary and Seasonal Outdoor Dining Application / Permit \$170 for structures on public or private property. Renewed annually.
- City Public Property Lease and Maintenance Agreement Fees
  - o Administrative Fee: \$200.
  - o Lease of Public Land:

- WDDDA \$2.10 per sq. ft. of public space used.
- EDDDA: \$1.40 per sq. ft. of public space used.
- Fees required to be paid annually
- DDDA Structure Lease Fees: The fee and/or deposit should cover a minimum of replacement/damage. Based on original cost of structure (\$3,000 for platform and \$1,700 for greenhouses) and 20% depreciation over 5 years..
  - o Year 3 (FYE2023) Platform: \$1,800. Greenhouses: \$1,020
  - Year 4 (FYE2024) Platform \$1,200. Greenhouses: \$680
  - o Year 5 (FYE2025) Platform: \$600. Greenhouses: \$340
  - Year 6 and beyond (FYE2026+) Flat fee: \$300 for each structure
- Associated Furnishings and Equipment Applicant will provide all furnishings and safety equipment.
- Special Conditional Waiver of Fees The City and DDDA may waive applicant fees due to special conditions including economic hardship or other special impacts on business.
- Applicants shall renew required fees on an annual basis.

# **Review and Approval Process**

Business Application Process: Create Flow Chart

- 1) Interested businesses (Applicant) are required to contact the Dearborn Downtown Development Authority (DDDA) to review the program guidelines and application (Contact Information)
- 2) Location and type of structure shall be reviewed with DDDA staff
- 3) Outdoor Seating Structure permits and Lease and Maintenance agreements shall be provided to the Applicant to complete, sign and return to the appropriate City or DDDA office
- 4) The Applicant submits signed documents and any required fees by the City or DDDA to the DDDA office.
- 5) DDDA will review documents with city staff for completeness.
- 6) City and DDDA will sign off on permits and agreements and give approvals and permits to Applicant.
- 7) Applicant coordinates with DDDA on the date of installation of structure and associated furnishings and safety .
- 8) Applicant maintains the structure, furnishings and safety equipment outlined in the Platform/Greenhouse Guidelines and the Lease and Maintenance Agreement.
- 9) DDDA will notify Applicant of any issues or deadlines to fix or remove structures.

#### **Program Approval Documents:**

Approval of the application, permits and agreements shall include:

- 1) Outdoor Seating Structure Lease and Maintenance Agreement City of Dearborn Legal Department and DDDA;
- 2) Temporary and Seasonal Outdoor Dining Permit (Tom Paison);
- 3) Structure Permit if private structure- City of Dearborn Building Department. Others who may need to be consulted include the Departments of Public Works and Police.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

EDDDA Open Door Dearborn Business Incentives Program - Grant Application: 13252 Michigan Ave. Bora Bora Juice (DBA Socotra Juice) Nageeb Ali and Essa Rahimee

Date Adopted:

WHEREAS:

WHEREAS:

| Motioned by: |  |
|--------------|--|
| Seconded by: |  |
| WHEREAS:     | The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) are committed to promoting the downtown districts by aiding in efforts to address vacancies, beautification, and attraction within the districts; and  |
| WHEREAS:     | The EDDDA and WDDDA established the Open Door Dearborn business incentive to recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April 18, 2019, joint Board meeting; and   |
| WHEREAS:     | Nageeb Ali, applicant and owner of Bora Bora Juice (d.b.a Socotra Juice) is leasing the lower retail space at 13252 Michigan Ave., and plans to renovate the facade and interior main floor unit of the two story building for a new juice bar / restaurant; and   |
| WHEREAS:     | The applicant has applied for Level III of the Open Door Dearborn grant program in the amount of \$10,000 for facade improvements including removing existing paint from first floor brickwork and cleaning the limestone and painting the lower level brick black. The interior work includes demolition, new flooring, walls, fixtures, lighting, ceiling tiles and water heater. The estimated total investment is \$80,000 |

and a proposed completion date of late summer 2022; and

The estimated quotes for all improvements is \$54,400 (RA Realty Management), \$63,000 (USAF Construction) and \$76,100 (AT Carpentry and Construction); and

A meeting on August 9, 2022, was held by the Design/EV Committee in which the

committee modified and recommended conditional approval of the facade and interior renovations based on available grant funds with the following condition that the Applicant commits to implementing the 9 conditions recommended by the DEV Committee, outlined in a letter sent to the applicant dated 9/9/22, including:

- 1. scrape, clean, and paint the lower brick/stucco under limestone band black
- 2. paint the east and central front doors black
- 3. clean the limestone above the main floor brick, center arch and along the entire length of the building
- 4. Fix and paint the front door business entry panel black
- 5. Provide the design plan for your new sign including 3 quotes for sign installation.
- 6. Make sure the sign is located above the windows/door and below the limestone band. You also may consider a projecting blade sign.
- 7. Provide us a copy of your City of Dearborn conditional building permit
- 8. Provide a letter from the Building owner approving the plans and improvements you are implementing.
- 9. Share Dumpster in rear lot with other business.

The Design/EV Committee recommends to the EDDDA Board funding Nageeb Ali a Level III Grant (exterior construction) for improvements up to \$10,000 with special conditions motioned by Matthew Dietz and seconded by Steve Horstman with the conditions; and roll call vote of support by six ayes: Steve Horstman, Matthew Dietz, Jackie Lovejoy, Mike Kirk, Jeff Lynch and Hassan Shiekh; and no nays; so let it be

#### **RESOLVED:**

The EDDDA awards a Level III grant up to \$10,000 from the Open Door Dearborn Business Grant Program to Nageeb Ali and Essa Rahimee, Socotra Juice, 13252 Michigan Ave., , from account #297-6100-911-34-90, contingent upon meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

| Yes: |  |  |  |  |  |
|------|--|--|--|--|--|
| No:  |  |  |  |  |  |

Abstained: Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Landscape/Maintenance Temporary Contract Extension- September 2022 - EDDDA

Date Adopted: Motioned by: Seconded by:

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) wishes to

advocate and promote a clean, safe and attractive downtown; and

**WHEREAS:** The current Landscape and Maintenance provider, Four Seasons, has serviced the

Landscape and Maintenance obligations in the EDDDA from May 10, 2022 to August

31, 2022.

**WHEREAS:** As the bid is being prepared for the next multi-year contract, Four Seasons is

being requested to extend their contract for an additional month, September 1,

2022- September 30, 2022. The indicated scope of work is as the follows:

• Litter Removal (5x a week)

• Remove large debris/graffiti as needed

• Landscape and Maintenance of sidewalks, alleys, parking lots, planters, tree wells, City Hall Park including:

• Installation of Fall plant materials/decor(1x)

• Grass Cutting (1x/week)

Weeding as needed

• Watering (2-3x a week)

o Pruning as needed

• Fertilize - grass (1x)

and.

**WHEREAS:** The cost for this additional one month service with Four Seasons is \$19,291.15; and

**WHEREAS:** A portion of these funds will be expended under the Special Assessing

District (SAD) fund which is payable by the Department of Public Works (DPW); and

therefore, be it

**RESOLVED:** The EDDDA authorizes the temporary landscape and maintenance contract with

Four Seasons starting September 1, 2022-September 30, 2022, in an amount of

\$19,291.15; furthermore, let it be

**RESOLVED:** The EDDDA Board authorizes the Manager of the DDDA to execute the contract,

subject to the review and approval of Corporation Counsel.

Yes: No:

Abstained:

Absent:





Downtown Dearborn

Nov-Dec Campaign Recap

Shop Small/Winter Fest 2021

Campaign Summary

Jamie King

Account Executive Effecty Detroit 248-275-8386



# Shop Small/Winter Fest 2021 Campaign Overview

Multiscreen Campaign: Live TV & Streaming Video on Demand

Audience Target: Adults 25-64

Geographic Targeting: Dearborn Xfinity, Taylor Xfinity, Dearborn Uverse Western WOW, Downriver/Dearborn WOW, Livonia

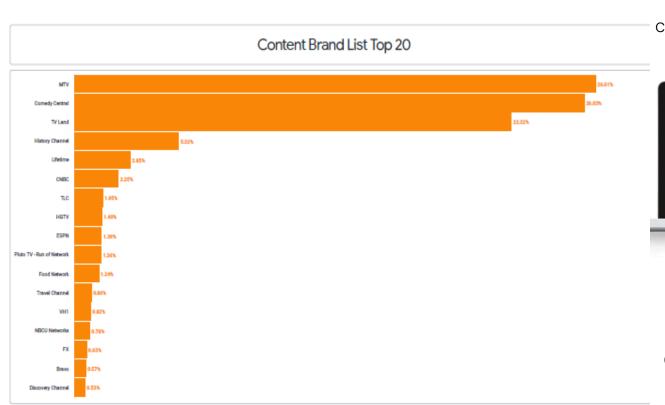
Spectrum, Canton Xfinity

| Product           | Target                  | Flight Dates | Notes  |
|-------------------|-------------------------|--------------|--|
| Live TV           | Households/Adults 25-64 | 11/25-12/31  | Reach- 31%, 2.7x frequency 98,076 impressions reached                                      |
| Effectv Streaming | Females 25-54           | 11/25-12/31  | 8,611 impressions delivered<br>64 hours of video air time<br>79% impressions aired in Full |



#### June & July Streaming Campaign

#### Effectv Streaming Content & Devices - delivery



#### Impressions Delivered By Platform



Effectv Streaming extended your campaign reach beyond Comcast households, delivering **87.5%** of your impressions across the big screen!

#### Restaurant Week 2022 Feb 21-March 13

Multiscreen Campaign: Live TV

Audience Target: Adults 25-64

Geographic Targeting: Dearborn Xfinity, Taylor Xfinity, Downriver/Dearborn WOW

| Product | Target                  | Flight Dates | Notes   | Budget Spend | # of commercial spots |
|---------|-------------------------|--------------|---|--------------|-----------------------|
| Live TV | Households/Adults 25-64 | 2/21-3/13    | Reach- 24%<br>2x frequency<br>16,514 impressions<br>reached | \$800.00     | 289                   |



## March 2022/ Restaurant Week Con't March 3-March 27

Multiscreen Campaign: Live TV

Audience Target: Adults 25-64

Geographic Targeting: Dearborn Xfinity, Taylor Xfinity, Downriver/Dearborn WOW, Dearborn-Detroit Uverse,

| Product | Target                  | Flight Dates | Notes   | Budget Spend | # of commercial spots |
|---------|-------------------------|--------------|---|--------------|-----------------------|
| Live TV | Households/Adults 25-64 | 3/3-3/27     | Reach- 21%<br>3x frequency<br>79,860 impressions<br>reached | \$2,562.50   | 932                   |



#### Spring 2022 Campaign May14–June 5

Multiscreen Campaign: Live TV

Audience Target: Adults 25-64

Geographic Targeting: Dearborn Xfinity, Taylor Xfinity, Dearborn Uverse Western WOW, Downriver/Dearborn WOW, Livonia

Spectrum

| Product | Target                  | Flight Dates | Notes   | Budget Spend | # of<br>Commercial<br>spots |
|---------|-------------------------|--------------|---|--------------|-----------------------------|
| Live TV | Households/Adults 25-64 | 5/14-6/5     | Reach- 32%<br>Frequency - 2.5x<br>61,670 impressions<br>reached | \$2,138.25   | 515                         |



#### May-June 2022 May 16-June 26

Multiscreen Campaign: Live TV

Audience Target: Adults 25-64

Geographic Targeting: Dearborn Xfinity, Taylor Xfinity, Dearborn Uverse Western WOW, Downriver/Dearborn WOW, Livonia

Spectrum

| Product | Target                  | Flight Dates | Notes  | Budget Spend | # of<br>Commercial<br>spots                     |
|---------|-------------------------|--------------|--|--------------|---|
| Live TV | Households/Adults 25-64 | 5/16-6/26    | Live in-game spot<br>Detroit Tigers on<br>Bally Sports Detroit | \$1.985.00   | 102 Including 38 Detroit Tiger Game Placements! |



#### July 2022 7/4-7/24

Multiscreen Campaign: Live TV

Audience Target: Adults 35+

Geographic Targeting: Dearborn Xfinity, Taylor Xfinity, Dearborn Uverse Western WOW, Downriver/Dearborn WOW, Livonia

Spectrum

| Product | Target     | Flight Dates | Notes  | Budget Spend | # of<br>Commercial<br>spots |
|---------|------------|--------------|--|--------------|-----------------------------|
| Live TV | Adults 35+ | 7/4-7/24     | Reach- 51.6%<br>Frequency - 2.3<br>Impressions- 87,296 | \$2,215      | 775                         |



# Thank you for your partnership.

Jamie King

Account Executive Effecty Detroit

Jamie\_King@Comcast.com 248-275-8683





Downtown Dearborn

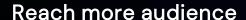
# effectv premiere

Jamie King 248-275-8683 Jamie\_King@comcast.com

2022/2023

#### HOW DOES EFFECTV PREMIERE BENEFIT YOU?





Buying upfront means you get early access to your target audiences. We've found that campaigns placed upfront gain an average of 28% more audience reach, compared to those not placed up front.<sup>1</sup>

28% More Audience Reach25% Higher Frequency



#### Long-term success metrics

Long-term campaigns have proven to show better campaign performance than short-term campaigns. In a recent analysis of over 18,000 schedules, we observed higher reach in campaigns 60 days or longer.<sup>2</sup>

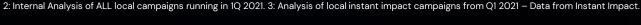
44% More Audience Reach47% Higher Frequency



#### Greater lower-funnel impact

Advertisers who consistently air their message (60 days or more) have shown an increase in website visitors influenced by their commercials.

+54% More Immediate Visitors +242% More Visitors



Source 1: Internal Analysis of Effecty Premiere local campaigns (comparing Effecty Premiere vs. Non-EP Campaigns) running in 1Q 2021.



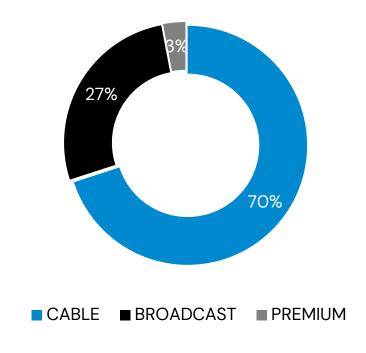
#### A MULTI-SCREEN APPROACH

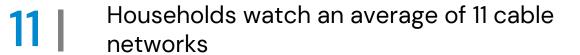
Effectv impression delivery isn't limited to the TV screen only... We'll reach your audience all these ways:



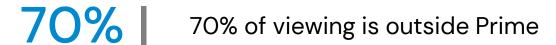
#### WE KNOW HOW AUDIENCES ARE SPENDING THEIR TIME

Insights from Comcast Viewership Data for Detroit: B Flourishing Families











#### BETTER RECOMMENDATIONS BASED ON INSIGHTS FROM VIEWERSHIP DATA

#### WE BUILD YOUR PLAN BASED ON DATA INSIGHTS







GEO-TARGETED
To Your Market

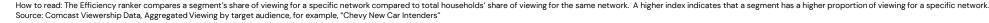
DMA: Detroit

Target: B Flourishing Families

Zones( Dearborn MI,Downriver-Dearborn MI WOW,Taylor MI,Detroit-Drbrn MI

s): U-verse,Livonia MI

| Reach Ranker |         |                 | Efficiency Ranker |         |                 |
|--------------|---------|-----------------|-------------------|---------|-----------------|
| Rank         | Network | Target<br>Index | Rank              | Network | Target<br>Index |
| 1            | VOD     | 123             | 1                 | GOLF    | 323             |
| 2            | ESPN    | 131             | 2                 | FDTB    | 299             |
| 3            | TNT     | 128             | 3                 | CMT     | 194             |
| 4            | FDTA    | 131             | 4                 | FXNC    | 177             |
| 5            | CNN     | 140             | 5                 | ESNU    | 174             |
| 6            | HGTV    | 130             | 6                 | NFLN    | 156             |
| 7            | FXNC    | 177             | 7                 | ESP2    | 151             |
| 8            | TBSC    | 135             | 8                 | TOON    | 150             |
| 9            | AMC     | 118             | 9                 | APL     | 149             |
| 10           | HIST    | 137             | 10                | CNBC    | 148             |
| 11           | FX      | 122             | 11                | DISC    | 145             |
| 12           | ESP2    | 151             | 12                | CMDY    | 143             |
| 13           | FRFM    | 136             | 12                | TRAV    | 143             |
| 14           | ENT     | 128             | 14                | TRU     | 141             |
| 15           | AEN     | 112             | 15                | CNN     | 140             |
| 16           | FOOD    | 140             | 15                | FOOD    | 140             |
| 17           | NGC     | 132             | 17                | HIST    | 137             |
| 18           | SYFY    | 115             | 18                | FRFM    | 136             |
| 19           | USA     | 126             | 18                | NICK    | 136             |
| 20           | NICK    | 136             | 20                | TBSC    | 135             |
|              |         |                 |                   |         |                 |





#### CAMPAIGN RECOMMENDATION – DEARBORN DDA 2022 – 2023 EVENTS

#### **Audience Target:**

Adults 35+ and Flourishing Families

Effectv Premiere Plan expires 12/23/22 for the 2023 season!

Premiere plan increases your spot count by double & impression totals by 75K!

(reaching an extra 75K impressions)

Additional budget dollars?
We can plan to add in Live
Sports by Season
NFL, NCAA Football,
NBA,NCAA Basketball,
NHL (Red Wings), MLB
(Tigers)
Budget Suggestion-5K for the
Fiscal season

| Campaign Dates                | Sept 2022-July 2023 Schedule can be revised as needed per event/month*   |
|-------------------------------|--|
| Targeted Zones                | Dearborn Xfinity, Downriver/Dearborn WOW!, Livonia Spectrum & Taylor<br>Xfinity  |
| Nielsen Demo                  | Adults 35 + & Flourishing Families Audience Segment  |
| Premium TV Content*           | Various Networks Airing 6am-4pm & 4pm-12midnight (80% of overall budget) CNN, FXNC, ESPN, TLC, HALLMARK, A&E, PARAMOUNT, TBS, TWC, FOX SPORTS 1, COMEDY, MSNBC, E!, TNT, BRAVO, FOOD, LIFETIME, DISC, BET, HGTV, AMC, FX, HISTORY, FREEFORM *will include Holiday Classic Programming for Winter Blast! *networks vary by zone, not all networks run the same week |
| TV Reach / Frequency          | 96%, 13.5x   |
| Total Spots                   | 8,500 commercial spots+ total (last season spot count = 4,886) We are doubling spot count! Avg. of 772 spots per month some months will be higher/lower based on investment per month/event.   |
| Estimated TV Impressions      | 972,743 (increase of X impressions from past season)   |
| Digital Video Impressions     | 138,888 total streaming impressions (20% of the overall budget)  *Zip code targeted to cities of choice \$36 CPM   |
| Attribution Reporting         | Monthly/Quarterly Streaming Reports  Monthly Campaign Recaps including reach/frequency & impressions  Google Analytics Attribution- will need GA Access  |
| <u>Total Media Investment</u> | Total Media Value \$27,222  Total Incentive in free ads to Downtown Dearborn= \$2,222  Total Fiscal Investment= \$25,000  (avg cost per mo. \$2,272)   |





Naughty or Nice, You'll Enjoy These Options

#### HOLIDAY PROGRAMMING

There's no shortage of holiday cheer with all of the seasonal movies you can find on cable.



#### **HALLMARK-Countdown to Christmas**

Hallmark Channel's **Countdown to Christmas** will return in 2022. Get ready for the return of fan favorite stars like Candace Cameron Bure, Holly Robinson Peete and Lacey Chabert and join us in welcoming new faces like Aaron Tveit, Rochelle Aytes and Alvina August.



#### FREEFORM-25 Days of Christmas

Freeform kicks the holidays into high gear with Kickoff to Christmas beginning in November and the beloved 25 Days of Christmas lineup beginning in December. Freeform is the goto network for holiday-themed family-friendly original content, beloved classics, and holiday animation specials.



#### LIFETIME-It's a Wonderful Lifetime

Christmas is coming early this year with Lifetime's holiday programming block! The star studded **It's a Wonderful Lifetime** slate will feature 30 new movies, and over 1200 hours of holiday programming – 24/7.



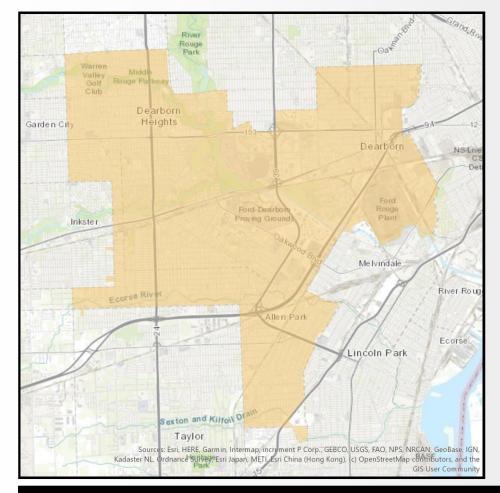
#### **AMC-Best Christmas Ever**

The third annual "Best Christmas Ever," returns with its largest slate of holiday programming to-date airing all day, every day. Beginning in November through Christmas Day, the monthlong programming event will offer up more holiday-themed movies, specials and family favorite films across all of AMC Networks.

Don't forget about Christmas in July on Hallmark Channel



#### **DEARBORN**



#### Demographic Profile

|               | Age Groups                 |       |  |  |  |  |
|---------------|----------------------------|-------|--|--|--|--|
| ~             | Persons 17 and under       | 26.2% |  |  |  |  |
| $\mathcal{Q}$ | Adults 18-34               | 22.8% |  |  |  |  |
| (Tr) I        | Adults 35-54               | 24.9% |  |  |  |  |
|               | Adults 55+                 | 26.1% |  |  |  |  |
|               | Education                  |       |  |  |  |  |
|               | Attended College+          | 57.0% |  |  |  |  |
|               | Marital Status             |       |  |  |  |  |
|               | Single (Never Married)     | 32.0% |  |  |  |  |
| $\Omega$      | Married                    | 50.1% |  |  |  |  |
| 255           | Divorced/Separated/Widowed | 17.8% |  |  |  |  |
|               | Household Income           |       |  |  |  |  |
|               | \$30,000-\$49,999          | 18.7% |  |  |  |  |
| (\$)          | \$50,000-\$74,999          | 18.0% |  |  |  |  |
| 福县            | \$75,000-\$99,999          | 13.3% |  |  |  |  |
|               | \$100,000+                 | 22.0% |  |  |  |  |
|               | Housing Units & Family Typ | oe    |  |  |  |  |
| $\wedge$      | % Owner Occupied Units     | 65.8% |  |  |  |  |
| 1⊞⊓Ì          | % of HH with Children      | 34.7% |  |  |  |  |
|               | Race                       |       |  |  |  |  |
|               | White                      | 89.3% |  |  |  |  |
|               | Asian                      | 1.9%  |  |  |  |  |
| (P)           | Black/African American     | 4.7%  |  |  |  |  |
| لکی           | Other                      | 4.1%  |  |  |  |  |
|               | Ethnicity                  |       |  |  |  |  |
|               | Hispanic                   | 4.5%  |  |  |  |  |

#### **Communities Served**

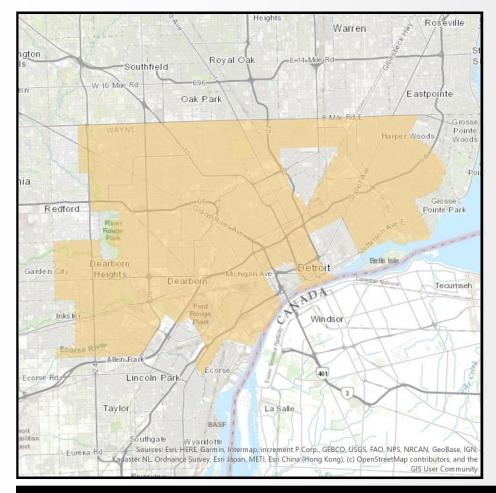
Allen Park

Dearborn

Dearborn Heights



#### **DETROIT-DRBRN MI U-VERSE**



| _    |   |                           |       |
|------|---|---------------------------|-------|
| Demo | _ | $\mathbf{D}_{\mathbf{A}}$ | /#15  |
|      |   |                           | 10112 |
|      |   |                           |       |

|                                | Age Groups                 |       |  |  |  |
|--------------------------------|----------------------------|-------|--|--|--|
| <u> </u>                       | Persons 17 and under       | 25.7% |  |  |  |
|                                | Adults 18-34               | 24.8% |  |  |  |
| (77)                           | Adults 35-54               | 24.0% |  |  |  |
|                                | Adults 55+                 | 25.5% |  |  |  |
| _                              | Education                  |       |  |  |  |
| <b>₽</b>                       | Attended College+          | 48.6% |  |  |  |
| •                              | Marital Status             |       |  |  |  |
| 02                             | Single (Never Married)     | 50.5% |  |  |  |
| <b>}</b> }}                    | Married                    | 27.7% |  |  |  |
|                                | Divorced/Separated/Widowed | 21.8% |  |  |  |
|                                | Household Income           |       |  |  |  |
|                                | \$30,000-\$49,999          | 20.4% |  |  |  |
| (\$)                           | \$50,000-\$74,999          | 14.7% |  |  |  |
| 6 信号                           | \$75,000-\$99,999          | 7.5%  |  |  |  |
|                                | \$100,000+                 | 9.9%  |  |  |  |
|                                | Housing Units & Family T   | ype   |  |  |  |
| $\wedge$                       | % Owner Occupied Units     | 38.0% |  |  |  |
|                                | % of HH with Children      | 31.3% |  |  |  |
|                                | Race                       |       |  |  |  |
|                                | White                      | 28.1% |  |  |  |
|                                | Asian                      | 1.0%  |  |  |  |
| $\langle \langle ^{2} \rangle$ | Black/African American     | 65.8% |  |  |  |
| 750                            | Other                      | 5.1%  |  |  |  |
|                                | Ethnicity                  |       |  |  |  |
|                                | Hispanic                   | 6.9%  |  |  |  |

#### **Communities Served**

Dearborn

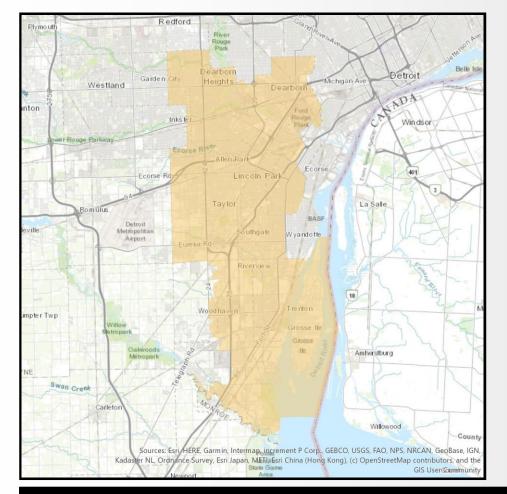
Dearborn Heights

Detroit

Highland Park



#### DOWNRIVER-DEARBORN MI WOW



#### Demographic Profile

|                               | Age Groups                 |       |
|-------------------------------|----------------------------|-------|
| $\sim$                        | Persons 17 and under       | 23.9% |
|                               | Adults 18-34               | 22.1% |
| (18)                          | Adults 35-54               | 25.4% |
|                               | Adults 55+                 | 28.7% |
|                               | Education                  |       |
| <b>₽</b>                      | Attended College+          | 54.4% |
|                               | Marital Status             |       |
|                               | Single (Never Married)     | 31.7% |
| $\Omega$                      | Married                    | 47.7% |
| 252                           | Divorced/Separated/Widowed | 20.6% |
|                               | Household Income           |       |
|                               | \$30,000-\$49,999          | 19.1% |
| (S)_                          | \$50,000-\$74,999          | 19.3% |
| 讀                             | \$75,000-\$99,999          | 13.3% |
|                               | \$100,000+                 | 21.1% |
|                               | Housing Units & Family T   | ype   |
| $\wedge$                      | % Owner Occupied Units     | 64.7% |
| 1⊞⊓Ì                          | % of HH with Children      | 31.0% |
|                               | Race                       |       |
|                               | White                      | 85.6% |
|                               | Asian                      | 2.1%  |
| $\langle \mathcal{C} \rangle$ | Black/African American     | 7.4%  |
| کل                            | Other                      | 5.0%  |
|                               | Ethnicity                  |       |
|                               | Hispanic                   | 7.0%  |

#### **Communities Served**

Allen Park

• Grosse lle

Riverview

• Taylor

Dearborn

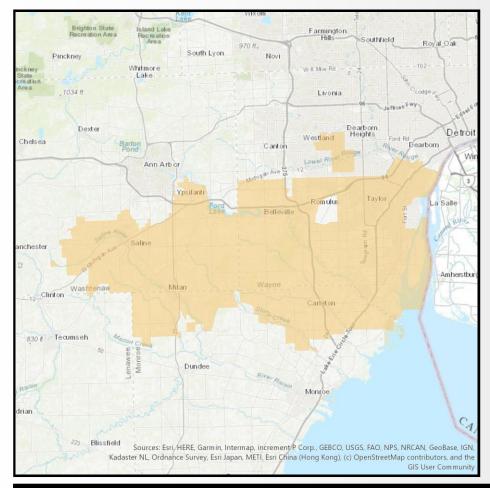
Lincoln Park

Rockwood

Trenton

- Dearborn Heights
- Melvindale

Southgate



#### Demographic Profile

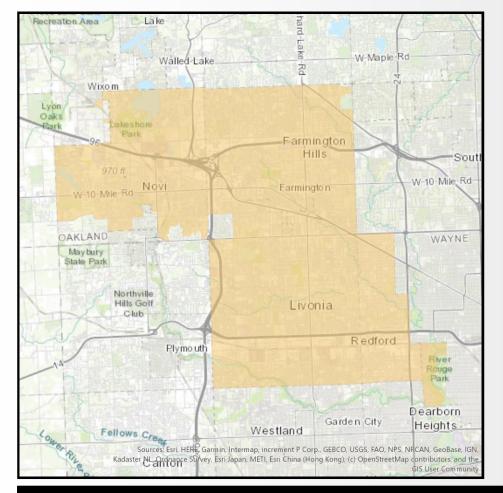
|   | Age Groups                 |       |
|---|----------------------------|-------|
| $\sim$  | Persons 17 and under       | 22.2% |
| $\Box$  | Adults 18-34               | 23.2% |
| (Tr)  | Adults 35-54               | 26.4% |
|   | Adults 55+                 | 28.2% |
|   | Education                  |       |
| <b>₽</b>                                      | Attended College+          | 56.8% |
| - •   | Marital Status             |       |
| 0-  | Single (Never Married)     | 34.4% |
| $\Omega$                                      | Married                    | 45.0% |
|   | Divorced/Separated/Widowed | 20.6% |
|   | Household Income           |       |
|   | \$30,000-\$49,999          | 18.8% |
| \$/_  | \$50,000-\$74,999          | 19.2% |
| 疆   | \$75,000-\$99,999          | 13.1% |
|   | \$100,000+                 | 23.0% |
|   | Housing Units & Family Ty  | /pe   |
| $\wedge$                                      | % Owner Occupied Units     | 63.4% |
| ]⊞∏[  | % of HH with Children      | 29.5% |
|   | Race                       |       |
|   | White                      | 75.2% |
|   | Asian                      | 2.1%  |
| $\langle \langle \mathcal{O} \rangle \rangle$ | Black/African American     | 17.0% |
|   | Other                      | 5.7%  |
|   | Ethnicity                  |       |
|   | Hispanic                   | 7.1%  |

#### **Communities Served**

| Allen Park                   | <ul> <li>Flat Rock</li> </ul>    | <ul> <li>Melvindale</li> </ul>  | <ul> <li>Rockwood</li> </ul>       | <ul> <li>Taylor</li> </ul>    |
|------------------------------|----------------------------------|---------------------------------|------------------------------------|-------------------------------|
| Belleville                   | <ul> <li>Garden City</li> </ul>  | <ul> <li>Milan</li> </ul>       | <ul> <li>Romulus</li> </ul>        | <ul> <li>Trenton</li> </ul>   |
| <ul> <li>Carleton</li> </ul> | Grosse lle                       | <ul> <li>New Boston</li> </ul>  | • Saline                           | <ul> <li>Whittaker</li> </ul> |
| <ul> <li>Detroit</li> </ul>  | <ul><li>Inkster</li></ul>        | <ul> <li>River Rouge</li> </ul> | <ul> <li>South Rockwood</li> </ul> | <ul> <li>Willis</li> </ul>    |
| • Ecorse                     | <ul> <li>Lincoln Park</li> </ul> | <ul> <li>Riverview</li> </ul>   | <ul> <li>Southgate</li> </ul>      | <ul> <li>Ypsilanti</li> </ul> |



#### **BRIGHTHOUSE LIVONIA**



#### Demographic Profile

|   | Age Groups                 |       |  |  |  |
|---|----------------------------|-------|--|--|--|
|   | Persons 17 and under       | 20.8% |  |  |  |
|   | Adults 18-34               | 20.8% |  |  |  |
|   | Adults 35-54               | 26.9% |  |  |  |
|   | Adults 55+                 | 31.6% |  |  |  |
|   | Education                  |       |  |  |  |
| <b>₽</b>                                      | Attended College+          | 73.8% |  |  |  |
|   | Marital Status             |       |  |  |  |
| $\Omega$                                      | Single (Never Married)     | 29.2% |  |  |  |
|   | Married                    | 53.1% |  |  |  |
| 252   | Divorced/Separated/Widowed | 17.7% |  |  |  |
|   | Household Income           |       |  |  |  |
|   | \$30,000-\$49,999          | 15.5% |  |  |  |
|   | \$50,000-\$74,999          | 17.9% |  |  |  |
|   | \$75,000-\$99,999          | 14.3% |  |  |  |
|   | \$100,000+                 | 35.4% |  |  |  |
|   | Housing Units & Family T   |       |  |  |  |
| $\wedge$                                      | % Owner Occupied Units     | 67.9% |  |  |  |
| 1⊞∏[  | % of HH with Children      | 28.6% |  |  |  |
|   | Race                       |       |  |  |  |
|   | White                      | 70.3% |  |  |  |
|   | Asian                      | 9.9%  |  |  |  |
| $\langle \langle \mathcal{C} \rangle \rangle$ | Black/African American     | 16.6% |  |  |  |
| کرک   | Other                      | 3.2%  |  |  |  |
|   | Ethnicity                  |       |  |  |  |
|   | Hispanic                   | 2.9%  |  |  |  |

#### **Communities Served**

Farmington

Livonia

Novi

Redford



#### THE REPORTING TO PROVE THE RESULTS



#### TV Campaign Reports

Ad exposure to determine reach and frequency of your audience



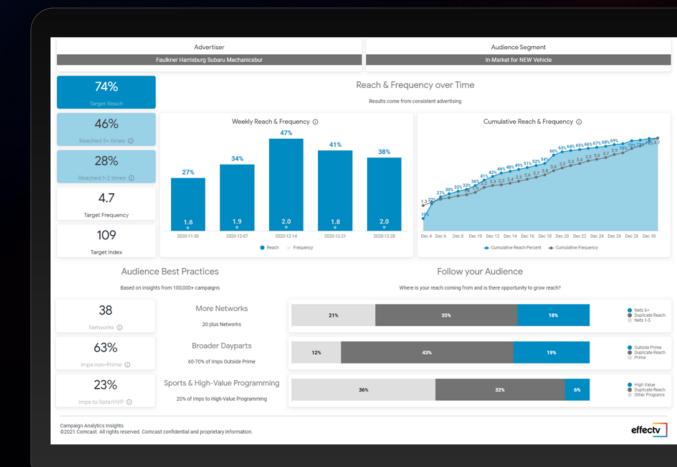
#### Digital Campaign Reports

Transparent results so you understand what device your message is appearing on(connected TV, mobile, etc.)



#### Impact Reports

Attribution to your brand's website\*





<sup>\*</sup>Requires read-only access to advertiser's Google Analytics account



#### **Effectv Premiere**

## **THANK YOU**

Jamie King
Jamie\_king@comcast.com
Local Account Executive
248-275-8683

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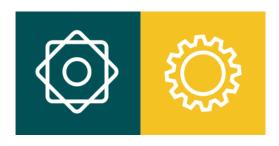


#### MARKETING PARTNER AGREEMENT

| Date:                      | August 8, 2022  |  |  |
|----------------------------|---|--|--|
| Marketing Partner:         | Downtown Dearborn   |  |  |
| Term:                      | September 1, 2022 – August 31, 2023   |  |  |
| Partner Fee:               | \$11,200 due by January 1, 2023   |  |  |
|                            |   |  |  |
| Custom package to include: | Listing and link on The Henry Ford Vacation Packages webpage for 12 months  |  |  |
|                            | ■ The Henry Ford Magazine ½ page twice annually (110,000 digital distribution)  |  |  |
|                            | <ul> <li>Dedicated Dearborn DDA advertising in The Henry Ford's Giant Screen<br/>Experience (12 months)</li> </ul>            |  |  |
|                            | (2) dedicated Dearborn DDA digital ads in The Henry Ford eNews  |  |  |
|                            | ■ (6) dedicated Dearborn DDA digital ads in The Henry Ford Retail eBlast  |  |  |
|                            | <ul> <li>(4) dedicated / tagged social media posts (over 600,000 followers on<br/>Facebook, Twitter and Instagram)</li> </ul> |  |  |
|                            |   |  |  |
| This Sponsorship A         | greement is made as of the date first written above.  |  |  |
| Marketing Partner:         | Downtown Dearborn   |  |  |
| Ву:                        |   |  |  |
| Title:                     |   |  |  |
| Signature:                 |   |  |  |
| Date:                      |   |  |  |
|                            | The Henry Ford  |  |  |
| Ву:                        | Monique Reister   |  |  |
| Title:                     | Advancement Officer, Corporate and Foundation Partnerships  |  |  |
| Signature:                 | Monique Reister   |  |  |
| Date:                      | August 8, 2022  |  |  |



# JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



#### August 8, 2022

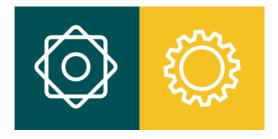
9 a.m.

Attendees: Matthew Dietz, Jordan Twardy, Eric Woody, Jackie Lovejoy, Steve Deisler, Cristina Sheppard-Decius, and Janet Bloom.

#### JOINT BOARD MEETING AGENDA ITEMS

- a. Staffing Plan Review of Final Draft Jordan - based on input, trying to compare apples to apples. Pull out those pieces that POW managed and keep the same; \$328,000 for people and software plan needs to stay in the amount (\$8,000 for software estimated). Looked at capacity and added an additional position of program manager. Four FT, plus Hassan and Steve Horstman. Going to city council for this and ECD for staffing plan in late September. Eric asked for a one-pager summary of details. Will there be flexibility to adjust if we are a year in and need to move. Jordan wants to make these positions contingent on funding. Cristina - compare it to Public Act 57 and work with Licia, there are 1-2 sections regarding employment. We can amend budget if needed in regards to positions. Forecast DPW/Police needs for upcoming events so pull costs together. All of these positions are expected to be worker bees. Sam requested to see this on paper - breaking out Smithgroup, outside labor, etc. Jordan to have plan on paper this week to Executive Board. August will be last call for comment, then September final presentation.
- Comcast Annual Advertising Plan
   Cristina up for renewal, have a proposal to have same coverage as last year.
   There is an incentive plan add more funds, get a big bump in additional media. Around \$20,000, split equally East and West.
- c. 2023 Event Calendar (tentative)
  Cristina Hassan is asking if there is a hard date for event dates due to annual city calendar if that is still being produced. Jordan we are tentative until survey results in, but will pass it by Mayor's office for feedback in meantime. Cristina will add in tentative 2023 events. Sam will move DRW off Ramadan (March 22 start) and not concerned about other area restaurant weeks, especially since most of those have been adjusting dates too. Avoid Valentine's Day.
- d. Platform/Greenhouse Policy & Process
  Steve from last month's board meeting, providing more structure to program.
  We provided greenhouses and platforms. Gave option to allow businesses to provide their own structure would need structure permit from city. City needs to approve what they want to put out and where. The platforms are for onstreet parking spaces could be used in pocket parks, alleyways, public,





private lots. Greenhouses- not in streets, but parking lots, alleyways, public park. We are identifying streets and parks where these items would best be located. MDOT will not allow any structures on Michigan Ave. Also outlining process so it is easier to address in policy so a flowchart describes what needs to happen to apply. Planning draft for board meeting.

Lease agreement has fee structure - consider pro-rated, depreciated assets. Will need to look at the permit fees for use of equipment. Idea of depreciation of 20% per 5 years. Permit application fees - Tom Paison applied a fee already for temporary and seasonal permits and Licia included a fee structure for maintenance agreement from Legal. Jordan will make sure information is included in August city council meeting. Cristina - should we charge for use of our equipment (platform/greenhouses)? City charges for use of right of way based on sq. ft. West is \$2.10 per sq.ft., and East is \$1.40 per sq.ft. Current cost of use of right of way. Current fees are city administration fees. \$175 use fee plus sq. ft. - similar rate to sidewalk cafe.

Eric - have lease set up to charge, but review per applicant if the DDDAs wish to waive equipment fee. Jordan will review if city would allow to waive for city fees or if DDDAs could absorb cost.

e. The Henry Ford Annual Advertising Package
Cristina - same package as before; expect to have the same or a bit of a bump from 1.8 million visitors that they get. Families that do a weekend in area, looking for a way to connect with them. Standard ads and checking on Innovation Convention to see if we participate in person and might create a brochure to pass out at event. Includes: movie screen ad, ad in membership magazine, eblast ads, and social media support. \$11,200, split equally East and West.

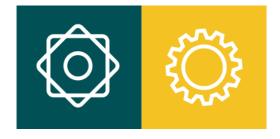
#### WDDDA ONLY ITEM

a. No action

#### 3. EDDDA ONLY ITEM

a. Open Door Dearborn Grant: Bora Bora Juice
Steve - DEV hasn't met to go over this one yet. New grant applicant located next to Elite Hookah. 13252 Michigan Ave. Renovate/repair exterior facade and interior main floor - new flooring, water heater, electrical. 3 quotes received \$54,000 - \$76,000, grant requested \$10,000 Level III grant. It's a juice bar. We haven't had quorum last two meetings so have meeting at 11am tomorrow. Recommendation is to move forward. In new budget year, so we have \$40,000-\$45,000, and this is the 2nd \$10,000 project. We hope Green Brain facade repair is ready for review soon and same with Baba's with landscaping. Cristina - Steve, map out who is coming in for year. If you amend your budget if you want to bump up grant program you can bring to council to do budget amendment. Jordan - we would support if additional monies needed to wrap up grant applicants. Developing next fiscal year's budget - start in October, enter in November and complete in December. Steve - we also carried forward funds for projects that still need to be





- completed in both East and West. We will include the schedule for the year. Matthew include a map of those who have received the grant so can see impact. Steve will update current PPT with that detail and share current budget.
- b. Extension of Temporary Landscape & Maintenance Contract thru September Cristina need to extend for current contractor at least to end of September as we work on RFP. Previous RFP set it up that the contractor comes to us. We put more teeth into it since we know what is required for district. Need voting members from board. Hassan is listed. Eric and Matthew would like to see if other board members can do but can if no one else steps up. One meeting to review RFP, RFP goes out, then month due in, then hold meeting to review received RFPs and vote on award. In general, it's two to three meetings. Invite Jay since he is in tune with landscaping, if he has time.

#### NEW BUSINESS/DISCUSSION

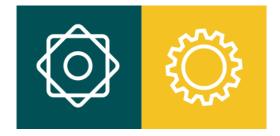
a. Carry Forwards/Modifications/Potential Budget Impacts
Budget Carry Forwards for East and West - Cristina - checking with Moe in
Accounting on some of the items. Ran into in certain account #'s 34-90
(contracts) and 51-00 (community funds), we were running out of funds but we
couldn't carry forward some items. Holiday lights and bike racks are hitting
this fiscal year, not last year. Smithgroup portion - there is a significant amount
that won't be carried forward from that contract. A portion of the Octane
might be an issue but a bill might have been applied to it by now. Need to
do deep dive in budget to see where we need to cover. POW - approved
entire budget amount for year so have money, but it will eat into staffing plan
for January to June.

Jordan - anything we can hold until July 1, that would be suggested. Cristina - need to make determination on items, such as parking lots, by September, to see if those get delayed. Staffing, consider not fully staffing out of the gate to help funds.

- b. Winterfest Market
  - Jordan think about what event will look like, and bring event idea to August meeting. Can see if Administration will support.
- c. EDDDA Landscape & Maintenance RFP Voting Members
- d. Snow Removal RFP
  - Janet weekly meeting with accounting and purchasing today so will get update then. They are pulling together bid team.
- e. Holiday Curtain Lights
  - Cristina edited bid document so should be going out to bid soon. Also working on items for holiday decor replenishment.
- f. Michigan Avenue Streetpole Lights

  Cristina the decorative black lights the old ones in West (lantern type)/smaller banner ones in East the GFI's don't work, no standard covers, poles in West have no external power. DTE is working on the cost to replace poles in East and West. We can make them consistent for what's in front of





Wagner Place. We would do a hanging basket, then banner arm and alternate in downtowns. Look at 2024 budget for a CIP project.

#### OLD BUSINESS

- a. Vision Plan
  - Cristina Hassan stated there plan is to get items to us and adopt in December with board. POW will complete Vision Plan but won't complete strategic plan.
- Grease Issue at Wellesley Lot
   Jordan pursuing cameras in the area, citations we see it, we bill for
   cleanup. Will connect with Jordan Roberts on materials or specific
   equipment investment. Timeline to implement will most likely match 180
- days to implement. c. Event Surveys
  - Cristina event surveys out at actual events and Steve Horstman event surveys are out and due back today. A greater community survey was in discussion so Jordan to check with Hassan on progress.
- d. Platform Update
- e. Greenhouses
- f. EDDDA Pedestrian
  - Cristina have concepts out setting up meeting with AANM staffers who would help with programming to give feedback on plan.
- g. WDDDA Library Parking Lot Update
   Cristina we now have PO so Smithgroup working on drawings.

#### 6. CALL TO EXEC COMMITTEE

#### SEPTEMBER/OCTOBER ITEMS SLATED

- o Board Member & Committee Job Description
- o Market Data / Survey
- o Board Orientations
- o Holiday Décor/Lights
- o Snow Removal
- o Holiday Event Needs & Advertising

### DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES

Join Zoom Meeting

https://zoom.us/i/323245564?pwd=NnhnNjVNSE1tVTdHNjVMak91dC9nZz09

Meeting ID: 323 245 564 Password: 265323

Dial by your location +1 312 626 6799 US (Chicago) +1 929 205 6099 US (New York)

Meeting ID: 323 245 564 Join by Skype for Business:

https://zoom.us/skype/323245564

#### August 3, 2022

#### 2 p.m.

Attendees: Cristina Sheppard-Decius, Steve Deisler, Steve Horstman, and Janet Bloom, Mike Kirk (joined 2:35pm)

#### **Agenda**

- I. Open Door Dearborn
  - a. Applicants applicants weren't able to join call set up another date.
    - i. WDDDA Galata Sweets Business Plan
    - ii. EDDDA -
      - 1. Bora Bora Juice, 13252 Michigan Ave.
      - 2. Noon Fashions
      - 3. Green Brain (Level III)
      - 4. Baba's (Level III)
  - b. Open Door Strategy/ROI
    - i. WDDDA retail criteria
    - ii. Dashboard Presentation Assessed Values
    - iii. 2022/23 Strategy
- II. Available Properties & Development Updates

Need assessor to see how impact of upgrades through the Open Door grant program impact tax rolls.

Cristina will reach out to Jordan and Hassan with development questions.

III. Business Welcome Packet

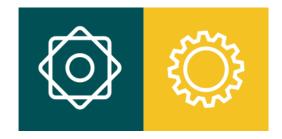
Create before POW! wraps up contract. Steve to pull Kalamazoo examples and Janet to pull City of Novi and find other examples. Hard copy, jump drive, and website.



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.





- IV. Project/Program Updates
  - a. Vision Plan awaiting movement
  - b. Scooter Ordinance not kickoff before September since still waiting on input.
  - c. Art crosswalk art
  - d. Library Lot waiting on PO for library lot
  - e. Pedestrian Alley presentation was sent to all and participants who were not in attendance at actual presentation were asked to provide comments. No responses to date.

RAP grant - still reviewing applications - many were received.



# DOWNTOWN DEARBORN DESIGN/EV COMMITTEE MINUTES

Join Zoom Meeting

https://zoom.us/i/323245564?pwd=NnhnNjVNSE1tVTdHNjVMak91dC9nZz09

Meeting ID: 323 245 564 Password: 265323

Dial by your location +1 312 626 6799 US (Chicago) +1 929 205 6099 US (New York)

Meeting ID: 323 245 564 Join by Skype for Business:

https://zoom.us/skype/323245564

#### **August 9, 2022**

#### 2 p.m.

Attendees: Essa Rahimee, Jeff Lynch, Matthew Dietz, Hassan Sheikh, Mike Kirk, Cristina Sheppard-Decius, Steve Deisler, Steve Horstman, and Janet Bloom.

#### Agenda

- I. Open Door Dearborn
  - a. Applicants applicants weren't able to join call set up another date.
    - i. EDDDA -
      - Bora Bora Juice, 13252 Michigan Ave.
         Essa attended the meeting. The business name changed to Socotra Juice Bar.

Motion to approve his grant application of Level III in the amount of \$10,000 for facade improvements and interior work was approved on a conditional approval of the following list. In addition, a clean sketch or facade plan showing the details from the architect was requested.

Facade Modifications and Additional Information:

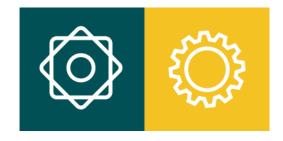
- scrape, clean, and paint the lower brick/stucco under limestone band black
- 2. paint the east and central front doors black
- 3. clean the limestone above the main floor brick, center arch and along the entire length of the building
- 4. Fix and paint the front door business entry panel black



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.





- 5. Provide the design plan for your new sign including 3 quotes for sign installation.
- 6. Make sure the sign is located above the windows/door and below the limestone band. You also may consider a projecting blade sign.
- 7. Provide us a copy of your City of Dearborn conditional building permit
- 8. Provide a letter from the Building owner approving the plans and improvements you are implementing.
- 9. Share Dumpster in rear lot with other business.

Motion was presented by Matthew Dietz and seconded by Hassan Sheikh. Voice vote was all ayes. Motion approved.

It was also noted to have DDDA provide two trash cans along sidewalk on the same block to help contain trash from this new food establishment.



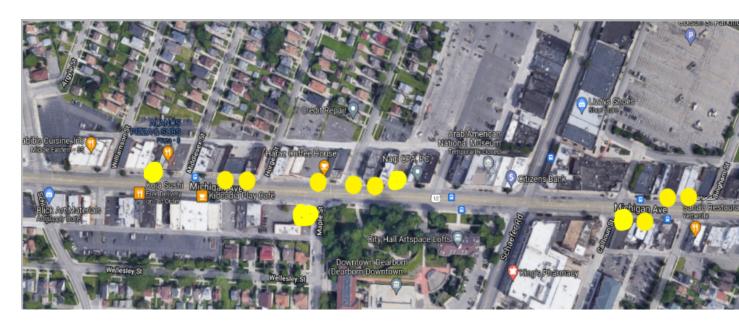
| Open Door Budget<br>Summary July 1. 2022 to      |          |
|--|----------|
| June 30, 2023                                    |          |
| 8/8/22   |          |
|  |          |
| East DDDA - Budget \$45,000                      |          |
|  |          |
| EDDDA APPROVED:                                  |          |
| Bora Bora - \$10,000 ( PENDING 8/18/22)          |          |
| <u></u>  |          |
|  |          |
| <b>EDDDA Proposed Applications:</b>              |          |
| Green Brain - \$7,500                            |          |
| Baba's Grill - \$7,500                           |          |
|  |          |
| 2022 / 2023 Total Grant Dollars                  |          |
| ApprovedTo Date:                                 | \$0      |
| Current Balance -                                | \$45,000 |
|  |          |
|  |          |
| West DDDA - Budget \$25,000                      |          |
|  |          |
| WDDDA APPROVED:                                  |          |
| O-1-1- O-1-1- 07 500                             |          |
| Galata Sweets - \$7,500                          |          |
|  |          |
| WDDDA Proposed                                   |          |
| Applications:                                    |          |
|  |          |
|  |          |
| 2022 / 2022 Total Grant Dallara                  |          |
| 2022 / 2023 Total Grant Dollars ApprovedTo Date: | \$7,500  |
| Current Balance -                                | \$17,500 |
|  |          |

#### **EDDDA Open Door Grant Map**

8/8/22

Grants Awarded: 12

Total Grants Dollars: \$105,000



#### WDDDA 2022 / 2023 Grant Projects Map

8/8/22

Total Grants: 7

Total Grants Dollars Awarded: \$65,000





## DOWNTOWN DEARBORN PROMOTIONS COMMITTEE MINUTES





July 27, 2022

#### 9 a.m.

Attendees: Beth Curran, Hassan Sheikh, Katie Merritt, Jackie Lovejoy, Helen Lambrix, Cristina Sheppard-Decius, and Janet Bloom.

A. Storytelling Time— What's Happening Around Town
Jackie - learned last week that All Stars is on at Homecoming, which is
a day geared to special needs attendees. Chamber ran from 2012,
but now city running. Fireworks – two days, and will close Michigan
Ave. Dearborn Goodfellows, Dearborn Firefighters Burn Drive,
Exchange Club, Fordson Varsity Alumni Club, and Friends for the
Animals of Metro Detroit benefitting from Chicken Dinner. Chamber is
doing small business lunch at Ex-Wife's Kitchen today.

#### B. Social Media Report

Impressions: 138K in June and on target to surpass 3 million for year, 5.7% engagement (industry standard 2%), audience 8, 861, want to get over 18K.

- C. Volunteer Management (Next Steps)
  - a. Volunteer Recruitment & Training Packet

    Cristina Janet to complete with Octane polished packet
  - Gap Analysis/Needs
     Cristina Janet to document what needs are for Committees and boards, events, etc.

#### D. 2023 Event Schedule

Cristina – normally bring to boards in August. Survey will be open a week, so hope to have results back, and may need to reconvene Promotions Committee if we are targeting to hit August board meeting. Used to do to hit deadline for printed city calendar. Hassan to check with Bilal on deadline or if city still plans to do city calendar. Katie – Saturday, May 6 – list Comic Book Day. Reviewed event dates.

#### E. Event Survey

Cristina – sending out to board and committee members. Sending out today or tomorrow. Steve Horstman creating and compiling and Cristina sending out. ATA interns doing event surveys at the Farmers Market to patrons.



Mission:

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973055?pwd=Sy9GNI

Join Zoom Meeting https://zoom.us/i/308

Meeting ID: 308 973

055

Password: 123811

One tap mobile +19292056099,,3089 73055# US (New York) +13126266799,,3089

73055# US (Chicago)

Dial by your location +1 929 205 6099 US (New York) +1 312 626 6799 US (Chicago) +1 301 715 8592

US

Meeting ID: 308 973 055 Find your local number: https://zoom .us/u/adku9ngvrM

Join by Skype for Business https://zoom.us/skyp e/308973055





#### F. 2<sup>nd</sup>/3rd Quarter Events/Promotions

#### a. Update/Successes/Needs

Farmers Market - post on social media looking for more vendors. Helen - add need professional set up for booth in application. Use MIFMA LISTSERV to ask for new vendors. Katie - ask how many years vending at events, bring weights and tent, come on time, don't leave early (penalize late/early), and include a best practices sheet.

Tunes - 41 people came to event. Hot day. Use sails in area - check with Fordland.

Movies - Encanto this Friday.

Ladies Night Out - use Local Hop - get people to commit. Businesses - need cut off date if #'s low - just cancel.

Friday Nites - Beth - great events; it is noted no food trucks (due to restaurants now in area) and no beer tent currently.

- b. Event Matrix To Date
- c. Perennial Exchange Katie yes, can help with September perennial exchange on WDDDA September 17 onsite.

#### G. 4th Quarter Event Plans

- a. Trick or Treat/Pumpkin Carving Helen to send out sign up forms. Yessica to help with securing businesses.
- b. Shop Small- look at putting vendors in non-retail areas and encourage shopping at all. Katie- Kidcadia was good location but start later in the day. Suggest training someone to be part of this event.
- c. EDDDA Open House/Kick Off
- d. Winterfest Market staff suggests to not do this year due to wrapping up POW! Contract and the expense of tent.

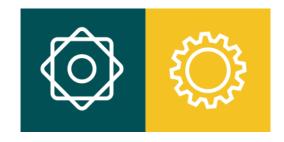
#### H. Advertising

- a. Comcast- Cristina Jamie is pulling together a proposal and should have at next meeting.
- b. Radio Helen pulling together holiday events and Cristina requested to add in DRW. Need new DRW date due to Ramadan. Check restaurant weeks in local areas to not compete with.
- c. Bandwango Passport App Cristina they are negotiating with options. Visit Detroit is doing a passport program, Cristina to check on.



#### Mission:





d. The Henry Ford – Cristina – meeting with Monique on Thursday. We normally renew package in January/February. Plan to get it lined up for 2023 year with ad production and social media.



| EVENT                     | DISTRICT | PLANNING<br>TIMELINE          | DATE OF EVENT    | DESCRIPTION   |
|---------------------------|----------|-------------------------------|------------------|---|
| Dearborn Restaurant Week  | joint    | September 2022-<br>March 2023 | 3/3/23-3/12/23   | For a diverse, cultural dining experience showcasing a delicious taste of what Dearborn has to offer, food lovers should look no further than the annual Dearborn Restaurant Week. This has been an annual event since 2017 with over 40 restaurants throughout Dearborn offering prix fixe menus for breakfast, lunch and dinner.  |
| Ramadan Promotions        | joint    | December 2022 -<br>March 2023 | 3/22 - 4/21/2023 | Celebrating the Ramadan holiday with promotion of local restaurants and business hours and holiday decor. Recommend tieing into the Suhoor Festival to drive traffic into downtowns before or after event. Ideas offered to venues both during and on the end day of Ramadan will include:  |
| Earth Week                | joint    | January - May 2023            | 4/16 - 4/22/2023 | Chasial promotion for avanings at roctaurants who may wish to avtend their. The mission of this event is two-fold. Along with bringing awareness to the community of the importance of sustainable living, Rochester Michigan was once home to the largest Earth Day event in the region. However, the company that held the event has ceased its mission for the past 2 years. We are anticipating long term growth of this event, and an influx of people coming into Dearborn from outside of the city limits to engage in the celebration of the Earth's special day. Schools: United States Green Building Councel Poster Contest for K-12 - Award Ceremony sponsored and hosted by the Arab American National Museum and 16 participating business who have agreed to showcase the posters of the winners. Business: Our Business Assistance Team Kickoff Virtual Event hosted by the DDA created a forum for businesses to learn about Recycling and Reuse, PACE for businesses and buildings as well as it's financial component, and the Open Door Grant Program was discussed. This program is still available on Facebook on our page: https://www.facebook.com/DowntownDearborn/videos/663387074741115 Businesses will be called upon and asked how they would like to participate - coloring pages for |
| Spring Sale               | EDDDA    | January - May 2023            | May 13 or 20     | The event will take place in the East DDA and focus on bringing retail sale opportunities to our businesses.  |
| Spring Perennial Exchange | EDDDA    | January - May 2023            | 5/20/2023        | Our goal is to bring gardening enthusiasts along with local businesses and groups together for educational and plant swapping.  This event will encourage patronage to participating businesses/shops, focusing on retail and service establishments and well as community beautification. This is a free event to the public.  |

| Historic Preservation Month | joint | April - May 2023            | May  | Month-long promotion of Historic Preservation month via social media and eblasts. Partner with Preservation Dearborn on promotions and tours. Highlight tours on website and in social media. Visitors to beautiful Downtown Dearborn are often surprised to discover the multiple storylines of our local history, even if it's just the revelation that we weren't always the "Hometown of Henry Ford." This tour aims to provide entry points to these various storylines. Downtown Dearborn is pleased to share Dearborn Historical Museum's wonderfully crafted guides of these walking-biking-driving tours of Dearborn's east and west sides. |
|-----------------------------|-------|-----------------------------|--|--|
| Adventures on the Ave       | WDDDA | January - June 2023         | June 19 - 25, 2023   | Head to Michigan Avenue to explore some of the wonderful businesses in Downtown Dearborn! From June 27th – July 2nd, participating businesses will offer exclusive deals throughout the week, and fun activities and deals during Social Night on Wednesday, June 29th from 5-9 PM.  |
| Juneteenth                  | EDDDA | June 2023                   | June 19, 2023  | Social Media promotion recommended for 2023  |
| Tunes at Noon               | WDDDA | January - August 2023       | July - August 2023 -<br>Every Tuesday from<br>7/11-8/22/23                                       | Take a work break and dance on over to Wagner Park off Michigan Avenue in Downtown Dearborn on Tuesdays in July and August from 12-1 p.m. to enjoy free lunch-time concerts. Guests can bring their lunch or carry-out to listen to a wide selection of acoustic performers at no charge – just don't forget your dancing shoes.   |
| Friday Nites                | WDDDA | January - August 2023       | June - August 2023 -<br>June 23, July 28 &<br>August 25, 2023                                    | Taking place on the fourth Fridays of June, July and August from 5-10 p.m., Friday Nites Music & Foodie Rallies welcomes the entire gang to come out to Wagner park, located off of West Village Drive in Downtown Dearborn between Mason and Monroe. Take in the sights of summertime fun and enjoy the cuisine of local restaurants and food trucks, a craft beer garden, corn hole games, kids' activities and more. The event is open to the public, and there is free parking available in public lots and decks.   |
| Movies in the Park          | joint | January - September<br>2023 | June - September<br>2023 - June 10, July<br>14, July 21, August<br>11, August 18,<br>September 8 | Kids and adults of all ages are welcome to enjoy Downtown Dearborn's free Summer Movie Series located at Wagner park and City Hall Park, during select Friday evenings throughout the summer. Bring a lawn chair or blanket, and settle in for a fun night. Movies begin after dusk, with the movie to start as soon as the night sky allows. Currently the EDDDA hosts two movie nights and WDDDA hosts four.   |
| Kids Days                   | WDDDA | January - August 2023       | June - August 2023 -<br>June 2, July 7, August<br>11, 2023                                       | Who's ready for some weekend family-fun? From 2-7 p.m., on select Friday's during the summer, enjoy family-friendly activities, including lively music, an inflatable obstacle course and bounce house, balloon sculptures, face painting or airbrush tattoos, comedy, magicians, jugglers, clowns and more at Wagner Park extra space, located off of West Village Drive in Downtown Dearborn between Mason and Monroe.   |

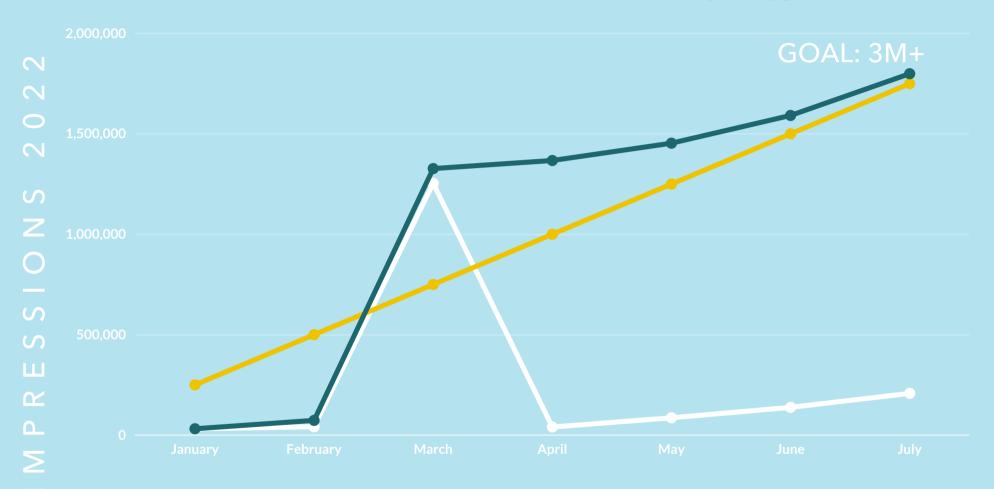
| JAM3A                                   | EDDDA | September - August    | August 2023        | AANM music, food and art festival   |  |  |  |
|---|-------|-----------------------|--------------------|---|--|--|--|
| Fall Perennial Exchange                 | WDDDA | July - September 2023 | 9/16/23            | Come join your fellow Dearborn gardeners for Dearborn's annual spring and fall perennial exchanges. Pot up and label plants that you'd like to trade and bring to the swap. Use a wagon if you want to browse and swap or just set them out in the designated area. Be sure to bring your own bags, buckets or whatever apparatus you want to use to transport your plants, and please adhere to social distancing and other Covid safety guidelines whenever possible. Walk around and talk to other gardeners, see what they have and swap plants! Feel free to drop off plants, pick up what you are interested in, or stop by and browse!   |  |  |  |
| Adopt a Tree Well                       | joint | August - October 2023 | month of October   | Local businesses and organizations adopt a tree well along Michigan Avenue to decorate it for the fall season.  |  |  |  |
| Trick or Treat/Pumpkin<br>Carving       | joint | and                   |                    | The spookiest time of the year deserves to be spent in the best way! Dress up and head on down to Downtown Dearborn this fall, with a variety of Fall-tastic events guaranteed to bring out the inner child in all of us, including Trick-or-Treat and Pumpkin Carving Day.   |  |  |  |
| Shop Small Week                         | joint | July - December 2023  | 11/25-12/3, 2023   | Shop local this holiday season. The East and West Dearborn Downtown Development Authorities have assembled a wide selection of retailers and restaurants to offer great in-store deals and a chance to win amazing, local gifts. 1. Shop and dine at as many participating businesses as possible throughout the Shop Small promotion. 2. Scan the Shop Small QR Code at each participating business point-of-sale and enter your information. 3. For every submission received, you are entered into a drawing to win prizes provided by participating businesses. 4. Take a selfie at any of the participating places of business and share it with Downtown Dearborn on Instagram or Facebook to get extra enter-to win opportunities. |  |  |  |
| EDDDA Open House/Shop<br>Small Kick off | EDDDA | July - December 2023  | 11/18              | Kick off event for Shop Small featuring pictures with Santa, access to Kidcadia, Shop Small swag and tastings at local businesses   |  |  |  |
| Winterfest Market                       | WDDDA | July - December 2023  | 12/9/23 & 12/10/23 | takes place on Saturday, December 11th from 9 a.m. to 4 p.m., at Wagner Park, on West Village Drive between Mason and Monroe Street. Artisans, crafters, bakers and makers will be on hand with lots of great holiday gift items to help finish off your shopping list, as well as a variety of winter  |  |  |  |
| *Determine EDDDA Music                  | EDDDA | January - August 2023 | June - August 2023 |   |  |  |  |

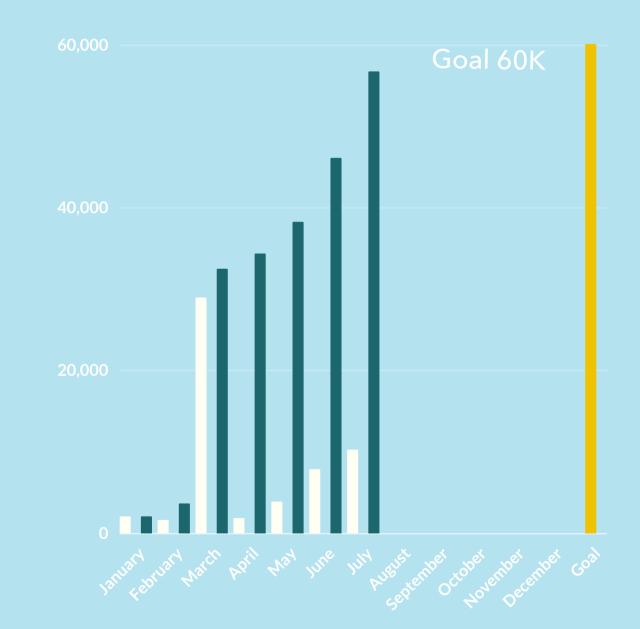
Calendar 2023 Downtown East & West DDA - 8-11-22.xlsx

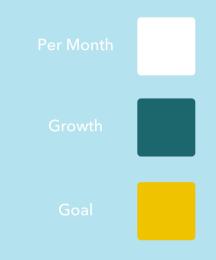
| Event  | Date                   | Start Time | End Time or Blank  | All day event | : Website or Blank       | Location or Blank           | Private TRUE or FALSE | Category |
|--|------------------------|------------|--------------------|---------------|--------------------------|-----------------------------|-----------------------|----------|
| EDDDA/WDDDA Joint Board Meeting                        | 1/19/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAC)                       | FALSE                 | M        |
| Black History Month - (February) SM Acknowledgment     | 2/1/2023               |            |                    | TRUE          | www.downtowndearborn.org | (www.downtowndearborn.org)  | FALSE                 | Е        |
| EDDDA/WDDDA Joint Board Meeting                        | 2/16/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAC)                       | FALSE                 | M        |
| Dearborn Restaurant Week start date                    | 3/3/2023               |            |                    | TRUE          | www.downtowndearborn.org | (Downtown Dearborn)         | FALSE                 | E        |
| Dearborn Restaurant Week end date                      | 3/12/2023              |            |                    | TRUE          | www.downtowndearborn.org | (Downtown Dearborn)         | FALSE                 | E        |
| EDDDA/WDDDA Joint Board Meeting                        | 3/16/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAC)                       | FALSE                 | М        |
| Ramadan - SM Acknowledgment                            | 3/22/2023              |            |                    |               |                          | ( - /                       |                       |          |
| Historic Preservation Month (May) - SM Acknowledgment  | 4/1/2023               |            |                    | TRUE          | www.downtowndearborn.org | (Downtown Dearborn)         | FALSE                 | F        |
| Earth Week Dearborn - start                            | 4/16/2023              |            |                    | TRUE          | www.downtowndearborn.org | (Various Downtown Dearborn) | FALSE                 | F        |
| EDDDA/WDDDA Joint Board Meeting                        | 4/20/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAC)                       | FALSE                 | M        |
| Earth Week Dearborn - end                              | 4/22/2023              | 3:00 PM    | 6:00 PM            | TRUE          | www.downtowndearborn.org | (WP or partnering school)   | FALSE                 | F        |
| Free Comic Book Day (Green Brain Comics)               | 5/6/2023               | 0.00       |                    |               |                          | (··· or paranoring control) |                       | _        |
| EDDDA/WDDDA Joint Board Meeting                        | 5/18/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAC)                       | FALSE                 | M        |
| EBBB/(WBBB/(Comit Board Mooting                        |                        | 0.007 1111 | 0.007 1111         | 171202        | www.oityoidodi.boiii.oig | (Eric)                      | TALOL                 | .*1      |
| East Sidewalk Sale                                     | 5/13/2023 or 5/20/2023 | 9:00 AM    | 5:00 PM            | FALSE         | www.downtowndearborn.org | (East Downtown Dearborn)    | FALSE                 | _        |
|  |                        |            |                    |               |                          | ,                           |                       | _        |
| Spring Perennial Exchange                              | 5/20/2023              | 10:00 AM   | 1:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| Dearborn Farmers & Artisans Market                     | 6/2/2023               | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Kid's Day  | 6/2/2023               | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Dearborn Music Series - formerly JOA                   | 6/7/2023               | 7:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| Dearborn Farmers & Artisans Market                     | 6/9/2023               | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E<br>-   |
| Movies In The Parks                                    | 6/10/2023              | Dusk       |                    | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Dearborn Music Series - formerly JOA                   | 6/14/2023              | 7:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| EDDDA/WDDDA Joint Board Meeting                        | 6/15/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAC)                       | FALSE                 | M        |
| Dearborn Farmers & Artisans Market                     | 6/16/2023              | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Juneteenth   | 6/17/2023              |            |                    |               |                          |                             |                       |          |
| Adventure on the Ave (formerly Ladies Night Out) start | 6/19/2023              | 5:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (West Downtown Dearborn)    | FALSE                 | E        |
| Dearborn Music Series - formerly JOA                   | 6/21/2023              | 7:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| Dearborn Farmers & Artisans Market                     | 6/23/2023              | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Friday Nites Music                                     | 6/23/2023              | 5:00 PM    | 10:00 PM           | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Adventure on the Ave (formerly Ladies Night Out) end   | 6/24/2023              | 5:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (West Downtown Dearborn)    | FALSE                 | E        |
| Dearborn Music Series - formerly JOA                   | 6/28/2023              | 7:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| FARMERS MARKET CLOSED                                  | 6/30/2023              | CLOSED     |                    | FALSE         | www.downtowndearborn.org |                             | FALSE                 | E        |
| Dearborn Music Series - formerly JOA                   | 7/5/2023               | 7:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| Dearborn Farmers & Artisans Market                     | 7/7/2023               | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Kid's Day  | 7/7/2023               | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Tunes @ Noon   | 7/11/2023              | 12:00 PM   | 1:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | Е        |
| Dearborn Music Series - formerly JOA                   | 7/12/2023              | 7:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| Dearborn Farmers & Artisans Market                     | 7/14/2023              | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Movies In The Parks                                    | 7/14/2023              | Dusk       |                    | FALSE         | www.downtowndearborn.org | (CHP)                       | FALSE                 | E        |
| Tunes @ Noon   | 7/18/2023              | 12:00 PM   | 1:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | Е        |
| EDDDA/WDDDA Joint Board Meeting                        | 7/20/2023              | 8:00 AM    | 9:30 AM            | FALSE         | www.cityofdearborn.org   | (DAĆ)                       | FALSE                 | М        |
| Dearborn Farmers & Artisans Market                     | 7/21/2023              | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| Movies In The Parks                                    | 7/21/2023              | Dusk       |                    | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | F        |
| Tunes @ Noon   | 7/25/2023              | 12:00 PM   | 1:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | F        |
| Dearborn Farmers & Artisans Market                     | 7/28/2023              | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | Ē        |
| Friday Nites Music                                     | 7/28/2023              | 5:00 PM    | 10:00 PM           | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | Ē        |
| Tunes @ Noon   | 8/1/2023               | 12:00 PM   | 1:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | F        |
| FARMERS MARKET CLOSED                                  | 8/4/2023               | CLOSED     | CLOSED DUE TO HOME |               | www.downtowndearborn.org | ··· /                       | FALSE                 | F        |
| Tunes @ Noon   | 8/8/2023               | 12:00 PM   | 1:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | F        |
| Dearborn Farmers & Artisans Market                     | 8/11/2023              | 2:00 PM    | 7:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | F        |
| Kid's Day  | 8/11/2023              | 2:00 PM    | 9:00 PM            | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | F        |
| Movies In The Parks                                    | 8/11/2023              | Dusk       | 0.00 T W           | FALSE         | www.downtowndearborn.org | (WP)                        | FALSE                 | E        |
| IMICAICS III THE L CIVS                                | 0/11/2023              | Dusk       |                    | IALUL         | www.downlowndearbonn.org | (**** /                     | I ALUL                | _        |

Calendar 2023 Downtown East & West DDA - 8-11-22.xlsx

| Tunes @ Noon                                    | 8/15/2023  | 12:00 PM | 1:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
|---|------------|----------|----------|-------|--------------------------|--------------------------|-------|---|
| EDDDA/WDDDA Joint Board Meeting                 | 8/17/2023  | 8:00 AM  | 9:30 AM  | FALSE | www.cityofdearborn.org   | (DAC)                    | FALSE | М |
| Dearborn Farmers & Artisans Market              | 8/18/2023  | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Movies In The Parks                             | 8/18/2023  | Dusk     |          | FALSE | www.downtowndearborn.org | (CHP)                    | FALSE | Ε |
| Tunes @ Noon                                    | 8/22/2023  | 12:00 PM | 1:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Dearborn Farmers & Artisans Market              | 8/25/2023  | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Friday Nites Music                              | 8/25/2023  | 5:00 PM  | 10:00 PM | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Dearborn Farmers & Artisans Market              | 9/1/2023   | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Dearborn Farmers & Artisans Market              | 9/8/2023   | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Movies In The Parks                             | 9/8/2023   | Dusk     |          | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Dearborn Farmers & Artisans Market              | 9/15/2023  | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Fall Perennial Exchange                         | 9/16/2023  | 10:00 AM | 1:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| EDDDA/WDDDA Joint Board Meeting                 | 9/21/2023  | 8:00 AM  | 9:30 AM  | FALSE | www.cityofdearborn.org   | (DAC)                    | FALSE | М |
| Dearborn Farmers & Artisans Market              | 9/22/2023  | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Dearborn Farmers & Artisans Market              | 9/29/2023  | 2:00 PM  | 7:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Adopt a Tree Well month - start                 | 10/1/2023  |          |          | TRUE  | www.downtowndearborn.org | (Downtown Dearborn)      | FALSE | Ε |
| EDDDA/WDDDA Joint Board Meeting                 | 10/19/2023 | 8:00 AM  | 9:30 AM  | FALSE | www.cityofdearborn.org   | (DAC)                    | FALSE | М |
| Pumpkin Carving- West                           | 10/28/2023 | 2:00 PM  | 4:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| Pumpkin Carving- East                           | 10/28/2023 | 4:00 PM  | 6:00 PM  | FALSE | www.downtowndearborn.org | (CHP)                    | FALSE | Ε |
| Downtown Dearborn Trick-or-Treat- West          | 10/28/2023 | 2:00 PM  | 4:00 PM  | FALSE | www.downtowndearborn.org | (West Downtown Dearborn) | FALSE | Ε |
| Downtown Dearborn Trick-or-Treat- East          | 10/28/2023 | 4:00 PM  | 6:00 PM  | FALSE | www.downtowndearborn.org | (West Downtown Dearborn) | FALSE | Ε |
| EDDDA/WDDDA Joint Board Meeting                 | 11/16/2023 | 8:00 AM  | 9:30 AM  | FALSE | www.cityofdearborn.org   | (DAC)                    | FALSE | М |
| Adopt a Tree Well month - end                   | 11/15/2023 |          |          | TRUE  | www.downtowndearborn.org | (Downtown Dearborn)      | FALSE | Ε |
| Holiday Kick Off/Open House                     | 11/18/2023 | 11:00 AM | 5:00 PM  | FALSE | www.downtowndearborn.org | (East Downtown Dearborn) |       | Ε |
| Small Business Saturday/#ShopSmall Week - start | 11/25/2023 | 10:00 AM | 5:00 PM  | FALSE | www.downtowndearborn.org | (Downtown Dearborn)      | FALSE | Ε |
| #ShopSmall Week - end                           | 12/3/2023  |          |          | TRUE  | www.downtowndearborn.org | (Downtown Dearborn)      | FALSE | Ε |
| WinterFest Market                               | 12/9/2023  | 10:00 AM | 4:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| WinterFest Market                               | 12/10/2023 | 10:00 AM | 4:00 PM  | FALSE | www.downtowndearborn.org | (WP)                     | FALSE | Ε |
| EDDDA/WDDDA Joint Board Meeting                 | 12/21/2023 | 8:00 AM  | 9:30 AM  | FALSE | www.cityofdearborn.org   | (DAC)                    | FALSE | М |
|   |            |          |          |       |                          |                          |       |   |







Engagement Rate
Per Impression: 4.9%

Industry Standard: 2%

### **Total Followers**

January: 16,785

ebruary: 16,885

March: 18,295

April: 18,356

May: 18,499

June: 18,861

July: 19,180

August:

September:

October:

November:

December:

GOAL: 20,000

### **New Followers**

January: 64

February: 113

March: 1,408

April: 61

May: 141

June: 314

July: 286

August:

September:

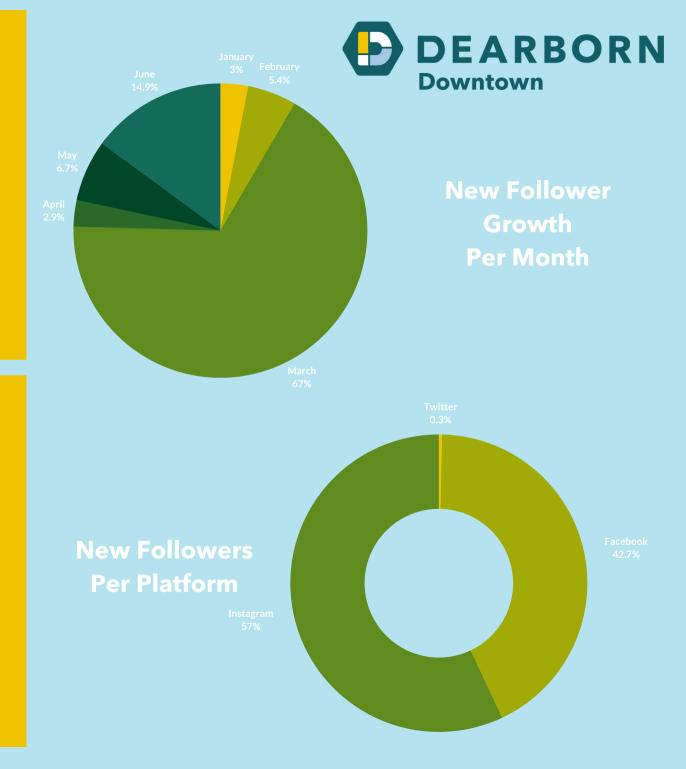
October:

November:

December:

Total: 2,391

Goal: 4,000 New Followers



#### **Downtown Dearborn Social Media Metrics - July 2022**

#### **IMPRESSIONS**

July 2022: 207,800

Total for 2022: 1,799,397

• Goal: 3 Million +

• 2021 Comparison: 3,069,269

• 2020 Comparison: 1,464,858

Impressions per Platform:

Facebook: 154,148 Instagram: 53,511

Twitter: 141

#### **ENGAGEMENT**

July 2022: 10,268

Total Engagement 2022: 56,630

Goal: 60K

Engagement Rate per Impression: 4.9%

Engagement per Platform:

Facebook: 9,636 Instagram: 623

Twitter: 9

#### **AUDIENCE**

July 2022: 19,180

Goal: 18K +

• GROWTH: 286 New Followers

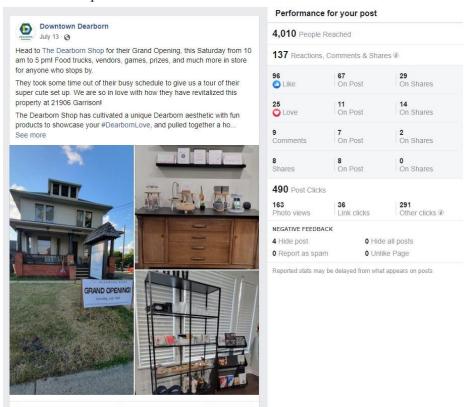
(2022 total: 2,391)

Audience Net Growth per Platform:

Facebook: 122 Instagram: 163

Twitter: 1

#### Facebook Top Posts:

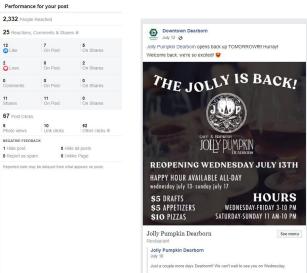


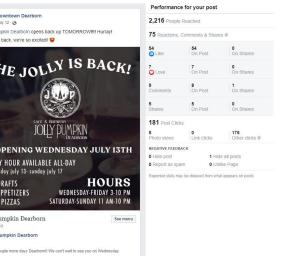
5 Comments 8 Shares



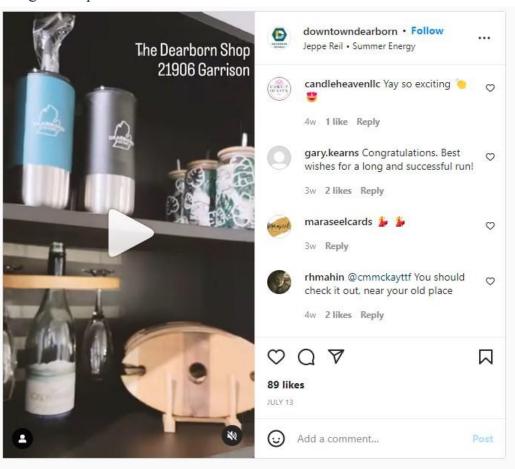
People reached

Engagements

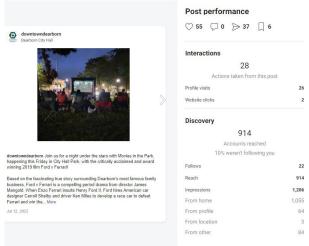




#### **Instagram Top Posts:**







## DDDA BOARD OF DIRECTORS ADOPTED RESOLUTIONS JULY 2022

## EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

By-Law Amendment Adoption - EDDDA

Date Adopted: July 21, 2022

Motioned by: Secretary-Treasurer Matthew Dietz

Seconded by: Director Kamal Turfah

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn

Downtown Development Authority (WDDDA) follow adopted by-laws for operating

under the established Downtown Development Authority per district; and

**WHEREAS:** At its July 16, 2020, Joint Board meeting, the EDDDA and WDDDA appointed an Ad-hoc

Committee made up of Board and Executive Committee members, legal counsel, City administration and Executive Management to review the current by-laws for any

modifications needed; and

**WHEREAS:** The EDDDA Executive Committee presented the proposed by-law amendments to the

board for review at its June 16, 2022, meeting; and

WHEREAS: The EDDDA authorized voting on the by-law amendment at the July 21, 2022, Joint DDDA

board meeting; so let it be

**RESOLVED:** The EDDDA approves the by-law amendments as presented at the June 2022 Joint DDDA

board meeting and those changes go into immediate effect.

Yes: Vice Chairperson Matthew Dietz, Director Khalil Dabaja, Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, Director Hamzah Nasser, and Director Kamal Turfah.
No:

Abstained:

Absent: Chairperson Eric Woody, Mayor Abdullah Hammoud, and Director Zo Olabi.

## WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

By-Law Amendment Adoption - WDDDA

Date Adopted: July 21, 2022

Motioned by: Secretary-Treasurer Jackie Lovejoy

Seconded by: Director Jeff Lynch

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn

Downtown Development Authority (WDDDA) follow adopted by-laws for operating

under the established Downtown Development Authority per district; and

**WHEREAS:** At its July 16, 2020, Joint Board meeting, the EDDDA and WDDDA appointed an Ad-hoc

Committee made up of Board and Executive Committee members, legal counsel, City administration and Executive Management to review the current by-laws for any

modifications needed; and

**WHEREAS:** The WDDDA Executive Committee presented the proposed by-law amendments to the

board for review at its June 16, 2022, meeting; and

**WHEREAS:** The WDDDA authorized voting on the by-law amendment at the July 21, 2022, Joint

DDDA board meeting; so let it be

**RESOLVED:** The WDDDA approves the by-law amendments as presented at the June 2022 Joint DDDA

board meeting and those changes go into immediate effect.

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Zaineb A. Hussein, Director Jeff Lynch, Director Amanda Bright McClanahan, Director Devon O'Reilly, and Director Audrey A. Ralko No:

Abstained:

Absent: Vice Chairperson Mohammed Hider and Mayor Abdullah Hammoud.

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

EDDDA Open Door Dearborn Business Incentives Program - Grant Application: 13355 Michigan Ave. Issam Sayed-Ahmad

Date Adopted: July 21, 2022

Motioned by: Director Kamal Turfah

Seconded by: Director Zaineb Hussein

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West

Dearborn Downtown Development Authority (WDDDA) are committed to promoting the downtown districts by aiding in efforts to address vacancies,

beautification, and attraction within the districts; and

**WHEREAS:** The EDDDA and WDDDA established the Open Door Dearborn business incentive to

recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April

18, 2019, joint Board meeting; and

**WHEREAS:** Issam Sayed-Ahmad, applicant and property owner of 13355 Michigan Ave., plans to

renovate the facade of the one story building for a new office tenant in the building;

and

**WHEREAS:** The applicant has applied for Level III of the Open Door Dearborn grant program in

the amount of \$10,000 for facade improvements, window replacement, removal of existing brick and application of new brick and cornice with an estimated total investment of \$40,000 and a proposed completion date of late summer 2022; and

**WHEREAS:** Three required contractor quotes have been provided and include: Professional

Consulting Co. for \$34,100, Alexismartin Construction. for \$40,000 and a verbal

quote for \$40,000; and

**WHEREAS:** A meeting on June 22, 2022, was held by the Design/EV Committee in which the

committee verified and approved the facade renovations based on available grant funds. The Open Door Grant is conditioned upon the following: 1) follow the revised facade design A-1 dated 1/5/22; 2) that the applicant submit and secures all

required building and sign permits.

The Design/EV Committee recommends to the EDDDA Board funding KHYL, LLC a Level III Grant (exterior construction) for improvements up to \$10,000 with special conditions motioned by Matthew Dietz and seconded by Steve Horstman with the conditions; and roll call vote of support by six ayes: Steve Horstman, Matthew Dietz, Jackie Lovejoy, Mike Kirk, Jeff Lynch and Hassan Shiekh; and no nays; so let it be

**RESOLVED:** The EDDDA awards a Level III grant up to \$10,000 from the Open Door Dearborn

Business Grant Program to 13355 Michigan Ave., Issam Sayed-Ahmad, from account #297-6100-911-34-90, contingent upon meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

Yes: Vice Chairperson Matthew Dietz, Director Khalil Dabaja, Director Zaineb A. Hussein, Director Jay P. Kruz, Director Amanda Bright McClanahan, Director Hamzah Nasser, and Director Kamal Turfah.

No:

Abstained:

Absent: Chairperson Eric Woody, Mayor Abdullah Hammoud, and Director Zo Olabi.

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

WDDDA Open Door Dearborn Business Incentives Program - Grant Application: Galata Sweets, Imad Mohamad

Date Adopted: July 21, 2022

Motioned by: Director Zaineb Hussein

Seconded by: Chairperson Sam Abbas

**WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) and the West

Dearborn Downtown Development Authority (WDDDA) are committed to promoting the downtown districts by aiding in efforts to address vacancies,

beautification, and attraction within the districts; and

**WHEREAS:** The EDDDA and WDDDA established the Open Door Dearborn business incentive to

recruit businesses to Downtown Dearborn and improve the appearance of the districts through storefront and business rehabilitation and expansions at its April

18, 2019, joint Board meeting; and

**WHEREAS:** Galata Sweets, a new Turkish bakery / restaurant to be located at the new

mixed-use building 1035 Mason Street, occupying the corner suite on the main floor

of the building consisting of 1,345 sq. ft. and seating for approximately 26

customers; and

**WHEREAS:** The applicant has applied for Level I and Level II of the Open Door Dearborn grant

program in the amount of \$7,500 for interior build-out including installation of a new plumbing, electrical, HVAC system and new sign with an estimated total investment of \$320,000. The proposed completion date is late summer 2022; and

**WHEREAS:** Three required contractor quotes have been provided and include: Eastern

Michigan Builders for \$149,300, Green Builders Plus for \$123,199; and Quality

Construction for \$141,192.00; and

**WHEREAS:** On June 22, 2022, the Design/EV Committee verified and approved a

recommendation to the WDDDA Board to fund a Level I grant for \$2,500 (sign) and a Level II grant for interior improvements up to \$5,000 motioned by Matthew Dietz and seconded by Steve Hortsman with the conditions that the applicant submit a business plan, the sign design including three quotes and secures all required

building and sign permits with an unanimous roll call vote; so let it be

**RESOLVED:** The WDDDA awards a Level I grant up to \$2,500 and Level II grant up to \$5,000

from the Open Door Dearborn Business Grant Program to Galata Sweets, from account #296-6100-911-34-90, contingent on meeting requested conditions by Design/EV Committee; and subject to review and approval of Corporation Counsel.

Yes: Chairperson Sam Abbas, Secretary-Treasurer Jackie Lovejoy, Director Tahrik Alcodray, Director Thomas L. Clark, Director Zaineb A. Hussein, Director Jeff Lynch, Director Amanda Bright McClanahan, Director Devon O'Reilly, and Director Audrey A. Ralko No:

Abstained:

Absent: Vice Chairperson Mohammed Hider and Mayor Abdullah Hammoud.