



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, DECEMBER 16, 2021

8:00 A.M. - 9:30 A.M.

****IN-PERSON****

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

- I. Call to Order** Vice Chairman Eric Woody
- II. Roll Call** Secretaries Dietz & Lynch
- III. Joint Meeting Chair for December 2021: Chairman Sam Abbas**
- IV. Approval of Regular Meeting November 2021 Minutes:**
- V. Treasurer's Report** Finance/Treasurers
- VI. Action Items** (45 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) Social Media Management Contract 2022
 - b) Line Item Reappropriation - Branding
 - c) Graphic Design Services January-June 2022
 - d) 2020 Social Media Ad/Office Expense Reimbursement - Missed Payment
- VII. Presentation: Vision Plan Draft & Timeline**
- VIII. Recognition of Outgoing Board Members**
- IX. Old Business**
 - A. Office Lease
 - B. Board Vacancies
 - C. Snow Removal Contract
 - D. Landscape & Maintenance Contract - EDDDA
- X. Committee Reports**
- XI. DDDA Executive Management Team**
- XII. ECD Report**
- XIII. Call to Board of Directors**
- XIV. Call to Audience** 3 min./guest
- XV. Adjournment**

AGENDA OVERVIEW

JOINT ACTIONS

Social Media Management Contract 2022

Over this past year, the DDDAs have additionally contracted with POW! Strategies to provide social media management this past year and it is recommended to continue those additional services going into 2022.

2021 GOALS vs OUTCOMES

Goals achieved:

- Increased brand awareness: deliver on Brand core values and grow Brand recognition
- Increased engagement & reach throughout all platforms
- Created cohesive look and messaging within and between platforms

While these are difficult to measure, the overall look and feel of our social media has remained true to these initial goals, and these focused efforts have yielded measurable results, as follows.

SPECIFIC METRICS GOALS (over all platforms):

Annual Impressions

2021 GOAL: 10% Increase - 1.4 to 1.65 Million

2021 OUTCOME: 53% Increase - Over 3 Million Impressions

2022 GOAL: 3.25- 3.5 Million

Annual Engagement

2021 GOAL: 20% Increase - 41K to 58K

2021 OUTCOME: 36% Increase - 64K

2022 GOAL: 65K - 70K

Followers

2021 GOALS: 25% Increase - 14K to 18K

2021 OUTCOME: 12% Increase - 16.7K

2022 GOAL: 18K - 20K

2020 Areas of Improvement - Realized

- More focused brand strategy
- Refined graphic use with event promotion
- Develop strategy around appropriate timing and scheduling of posts and content
- More engagement within platforms with other entities and utilizing cross-promotion
- Monthly/Quarterly reporting to ensure measures are on track and adjust as necessary

STRATEGY

2021 Strategy Delivered

- Created ongoing content and engagement opportunities within the main social media platforms we utilize: Facebook, Instagram, and Twitter. Strengthened each

platform with separate but related content, by utilizing best practices for each platform based on current market trends and audience use.

- Created a mix of content (The “Pulse” of Downtown Dearborn):
 - Graphic-appropriate and brand-oriented (The “Vision” of the DDDA: Innovative, Diverse, Connected)
 - “On the street” real-time post content featuring businesses and community (The “Real” Downtown Dearborn: Authentic, Vibrant, Creative)
 - Shared content with our business and community partners (The “Connected” DDDA: Welcoming, Inclusive, Resilient)
- Methodically and strategically push DDDA-centered initiatives (The “Power” of the DDDA: Innovative, Dynamic, Sustainable)
- Events/DDDA and City initiatives
- Work closely with City, Chamber, etc to cross-promote joint projects and programs

2022 Strategy - Room for Growth

These are previously stated strategy goals or areas that should be a new focus in addition to our current strategy, based on 2021 observations of audience engagement and performance.

- Focus on “Evergreen” content and strategic messaging that can be used and reused during “down-times”
- Less brand dominant graphics and more real, organic content that delivers on the brand message, story and vision for Downtown Dearborn, especially on Instagram
- Develop strategies to build audience and engagement based on 2021 patterns and new platform guidelines and restriction
- LINKED IN & TIK TOK - find a place on each of these platforms to increase our relevance and reach with different audiences. Reach them where they are.

2022 BUSINESS OUTREACH & TRAINING

There are many businesses in our downtown districts that do not engage in any, or have very little, online presence. With the current state of how people interact with any business, it is vitally important to get businesses to engage in this effort for the best outcome. We will approach this in the following ways:

- Create a basic package of information with a how-to guide about social media. A “Get Started” work packet that will walk a business through the process, help them understand the “why”, and help them ease into the world of social media without being overwhelmed.
- Present this information on a small-session webinar platform for businesses to join. Limit the amount of business to 5 or 10, so that the interaction is easier and they get the feel of a one-on-one session. Suggested: one per quarter or bi-monthly depending on interest.
- Business outreach – Actively work to identify businesses who need direct help, and reach out directly to gauge interest in providing one-on-one consultations, utilizing the “Get Started” work packet.
- In addition, we will be utilizing social media messaging features more extensively to reach businesses who are actively engaged in their individual promotion, to create lines of communication and awareness, and cross-promote to build awareness of the Downtown Dearborn brand as well as the businesses we serve.

OTHER AREAS OF WORK NOT INCLUDED IN 2021 PROPOSAL

In addition to the proposed scope of work for 2021, Helen Lambrix has taken on more of an overall Marketing & Communications role as time progressed over the last year to fill the communications need for the DDDAs, including:

- Negotiations with radio and television media
- Press releases & media relations
- Event assistance - graphic design & print Management
- Business list management

2022 CONTRACT PROPOSAL

Communications/Social Media Management:

140 hours/month

1,680 hours/year

\$40,050 annually

\$3337.50 monthly flat fee

Hourly Rate above 1680 hours per year

Strategy/Reporting: \$35 per hour

Content Creation & Messaging (including video and photo editing): \$30 per hour

Content scheduling and posting: \$25 per hour

Social Media Engagement: \$25 per hour

Website Content updates (to keep in line with social media content): \$25 per hour

Event Assistance (print management, graphic management): \$25 per hour

Communications Management (E-Blasts/Press Releases/Media Relations): \$30 per hour

Business Listings & Maestro Database management: \$25 per hour

Hourly trends will be tracked quarterly to assure staying within contract hours. By the third quarter, an assessment of work still needed to be completed versus available hours will be evaluated to determine if additional hours are needed.

Line Item Reappropriation - Branding

Below is a status report and an overview of the Branding contract, the deliverables and successes, as well as what is remaining to be completed.

See below.

Branding Contract Background

The intent of this contract is to provide the City/DDDAs with a community-wide brand that encompasses all of the City's assets and packages them together as part of a brand family with sub-brands that can be used independently or together. The Branding project has delivered a unified brand for Dearborn, including re-branding of both downtown districts as major components of the brand family. The new brand is now used as a way of partnering existing/future organizations, districts, assets, and destinations of the City.

The goals of the brand are to:

- Attract and retain top talent
- Encourage workforce to live, play and stay in Dearborn
- Encourage students to live, stay and play
- Drive complimentary businesses to locate and operate in the districts
- Grow the brand through stakeholder participation and investment
- Increase commercial and residential property value
- Drive tourism to the districts
- Increase community pride and investment

Before entering into the contract with Octane Design, the DDDAs forecasted a multi-year budget (four years) up to \$625,000. The contracted amount of \$480,000 was approved by the DDDAs at its April 19, 2018, joint Board meeting with initial stakeholder outreach that began in late August 2018 after the contracts were signed.

Contracted Amounts with Octane Design/Applied Storytelling

Task	Description	Not-to-Exceed Costs	Expenditures to Date (December 10, 2021)
#1	Quantitative and Qualitative Research/Reports	\$ 50,000	\$50,000
#2	Development of Brand Positioning Statements and Personalities	\$ 55,000	\$55,000
#3	Development of Brand Design Systems	\$ 100,000	\$100,000
#4	Development of Style Guide	\$ 30,000	\$30,000
#5	Development of Branding Strategy	\$ 25,000	\$25,000

#6	Launch and Implementation	\$ 220,000	\$129,066
Total Proposed Cost:		\$ 480,000	\$389,066 (last invoice received 8/5/21)

In addition to this, the DDDAs authorized the following items not included in the original contract approval:

- up to \$3,000 for the event kick-off and stakeholder meeting food, beverage and supplies/materials October 2018, split equally between the EDDDA/WDDDA;
- the EDDDA authorized an additional \$7864 for the H2BE Virtual Tour January 2021 from Community Art Funds;
- \$25,000 for design services for 2021 Fall/Winter marketing and promotions, split equally between the EDDDA/WDDDA.

Key Milestones/Deliverables To Date/Completed Projects

Tasks 1-5 have been completed. Through these tasks the following was conducted and delivered:

- Public Community Kick-Off began August 2018 – March 2019, which included:
 - Site Visits (3-day intensive + ongoing)
 - One-on-One Interviews and Correspondence with Stakeholders
 - Group Info Sessions (9 groups)
 - Surveys (2) – 1900 surveys received
 - Visioning Session (33 participants)
 - Creative Roundtable (15 participants)
 - New Competitive Research
 - Existing Dearborn City Research
- Advisory Committee and City Review of Results (January 2019-April 2019) and Vision Takeaways
- Brand Development (May 2019 – October 2019) including:
 - backstory and general messaging framework
 - Logo and visual direction
 - District naming & initial map
 - District focus group reviews
 - Millennial focus group review
 - Brand story and style guide (launched January 2020)
- Launch (January 2020)
 - Downloadable and shareable Brand Asset Package made available online at www.brandingdearborn.com with over ## including logos, fonts, story and style guide, photo library, icons, patterns, color swatches, social media graphics, district map, media assets, vision takeaways, press releases, survey and outreach elements. It continues to be populated with promotional items meant for business and/or partnering organizations' use.

- Kick-Off Event & Stakeholder Packet (including an Intro Letter, Brand 101 Info, Sample Social Posts, FAQ, Email Query Template, Sample Outreach Letter and Sample Flyers, Stickers)
- Implementation (February 2020 - now)
 - Brand Strategy
 - Brand Management Strategy
 - Website Strategy
 - Stationary/Office Templates
 - Over 140 Event & Marketing Promotional Graphics for things such as
 - Over 30 Events and Programs Brand Overhauls
 - Brand Banners
 - Bicycle Safety/MMTP Flyer
 - Social District marketing elements
 - Advertising elements such as The Henry Ford Ads, Giant Screen and Chamber Directory ads.
 - 2020 Comeback Campaign Elements (COVID response)
 - Love Your Local ads and videos
 - City Hall Park Community Outreach
 - Vision Plan Outreach
 - Farmers Market rebranding and video
 - Mapping - multiple formats

Projects Remaining

The graphic design projects remaining to be completed on the original contract include:

- Website
- Recruitment Video & Package
- Downtown Dearborn Annual Report Template
- Volunteer Program Communication Pieces
- State of the Brand Annual Report
- SWAG
- Seasonal Videos

These items will be completed by the end of FYE2022.

Website

In particular, the website is the largest component of all these remaining items. Below is an update on what's been completed thus far for the site, as well as samples and documents pertaining to it.

SEO

- [Content Strategy Worksheet](#) - this spreadsheet is comprised of multiple tabs, some in progress, but can be thought of as a living strategy document that will be added to over time. It has information on:
 - [core messaging and goals](#)

- [personas and audience groups](#)
 - [keyword research](#)
 - [content ideas](#) (TBD)
- [Webpage Outlines](#) - document outlining important SEO elements to include on each page of the site (in progress, will be added to over time)
- [Content Audit & Current Keywords](#) - spreadsheet with an audit done on the current website/content, and exports of our current ranking keywords, as well as those of our "competitors"

Define

User survey

Card sorting

Competitive research

Site map

Wireframes

Summary/roadmap document

URLs and Domains reserved

Design

Design Concepts

ADA - Design review and refinements

Page layouts and designs

Style sheets

Copy writing 70% done and in progress

Development / Programming

Home Page in Development

Additional pages and style sheets to follow

Next steps

Business Directory database and development

Additional content planning and creation

Copywriting and proofreading

Additional templates and designs for review on dev server

Final ADA testing and refinements

SEO final review of pages before launch

Redirects spread sheet

Obtain all plug-ins

Test and debug on dev server

Hosting

Launch plan

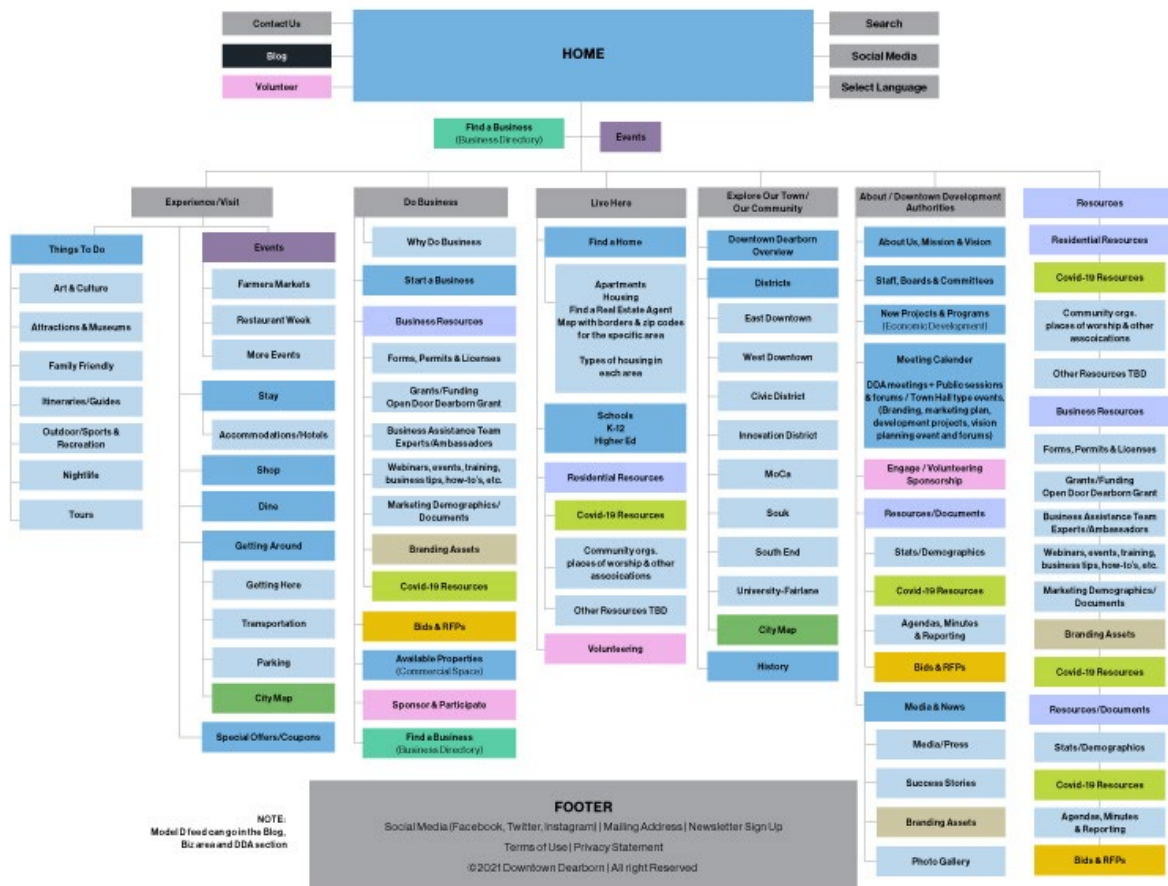
Timeline

Development Dec-Feb/March (I'm putting this a bit further out just to be safe for your meeting with the board)

Launch in late Q1 or early Q2 2022

SITEMAP

Dearborn— Website Site Map F1 | 07 May 2021



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Cosmopolitan Meets Community.

Where do we want to hang out?

[Learn More](#)

Things To Do

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

[View All Things To Do](#)

[Burger](#)

[Pumpkin](#)

Events

What's Happening in Dearborn

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

[View All Events](#)

Dearborn Districts

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

[View All Districts](#)

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Do Business

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

[View All Do Business](#)

Dearborn Districts

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[View All Districts](#)

DownTown Development Authority

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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Dearborn Districts

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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Blog

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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Dearborn Districts

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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What's New

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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Dearborn Districts

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Resources

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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Dearborn Districts

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Get Involved

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Dearborn Districts

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Our Newsletter

Highlight 10 things to do in Dearborn. Includes restaurants, parks, and events.

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Dearborn Districts

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EVENTS

FINO & BUSINESS

DEARBORN

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Cosmopolitan Meets Community.

Discover what is different in the diverse people who call Dearborn home, starting here.

[What do you want to do today?](#)

[SEARCH](#)

Featured Things To Do

No day in Dearborn is ever dull. Check out these top-rated highlights.

The Henry Ford Museum

Carnavali sennet at turker

The Glass Academy

Dearborn Farmers & Artisans Market

Pretium vulputate

Sem integer viverra justo eget magna

Biking trails

Orbi ac auctor

All Things To Do

There's no shortage of things to fill your day. Which will you choose?

Lorem dolor sedis. Veneque, laquam.

Facilibus pellentesque

Consequat interdum varius

At varius

Facilisis leo vel

Amet facilisis

Ultricies arc bibendum et dignissim

Sed vulputate odio

Blundit cursus risus at

Vulputate ut pharetra sit amet aliquam

Nunc pulvinar sapien et ligula

Prae sagitt libero

1

2

3

4

5

Our Newsletter

Don't miss your fix of updates to make the most of your Dearborn life.

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Do Business

Live

DEARBORN

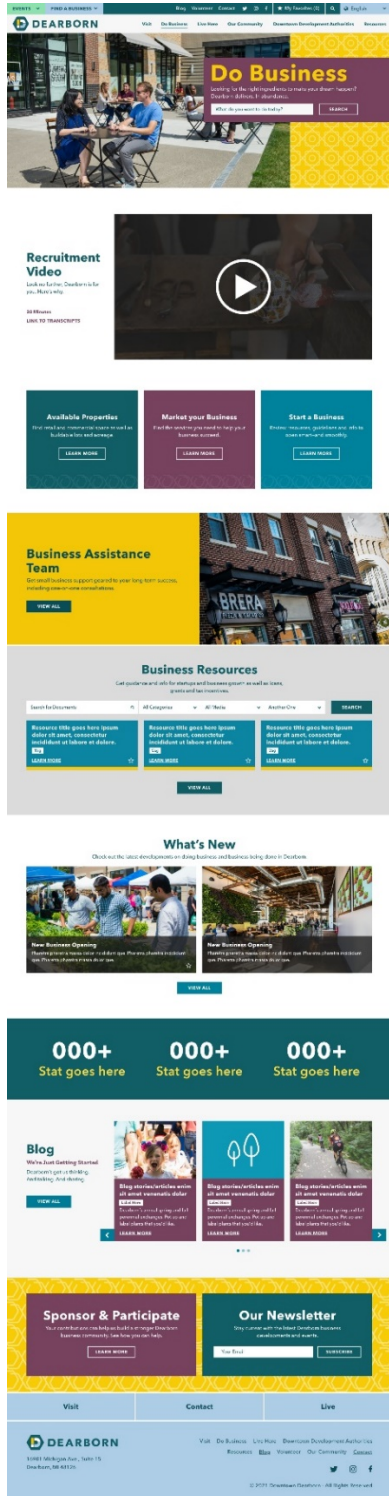
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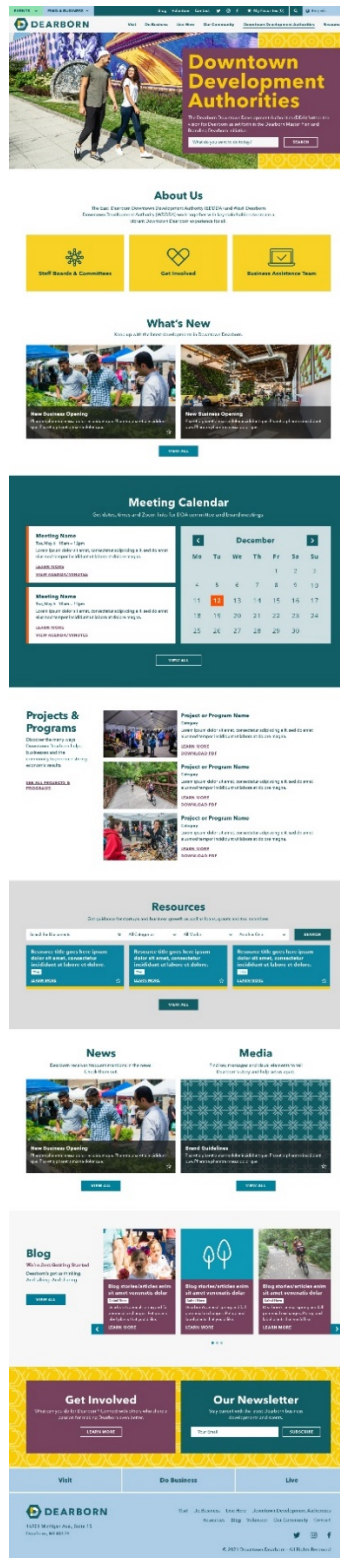
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DO BUSINESS PAGE SAMPLE



ABOUT DDA PAGE SAMPLE



Brand Strategy

Brand Launch

Strategic Goals Key Strategies & Activities

Create Momentum & Measure Progress	Develop KPIs and establish baseline metrics
Increase Digital & Physical Brand Presence	New web site + updated Downtown Dearborn access app
Develop Core Tools & Launch Channel Strategies	Comprehensive digital & print communications updates Integrated content, PR & social media strategies
Drive Adoption	Early adopter 1:1 Brand support
Connect with Key Audiences	Next gen talent attraction strategy & campaign
Funding Support	To implement various elements such as wayfinding, advertising and recruitment marketing tools

- Create Momentum and Measure Progress is underway - social media growth is a key sign of measurable progress, as well as increased usage of Downtown Dearborn messaging by supporting partners, organizations and public.
- Once new website is launched in Quarter 2 of 2022, SEO/SEM strategy will be added.
- Development of Core Tools and Channel Strategies have been deployed and completed. Continuation of evolving and integrating future communications with the brand will be required.
- Early adopters have already surfaced - the Souk, South End and MOCA have begun leveraging the brand and the design elements to support it; Neighborhood Associations utilize the brand and stories in their marketing and presentations; local media utilizes the brand message in local stories; City of Dearborn has utilized it in current website, economic development presentations and recruitment, and discussions for future adoption in other aspects of the City.
- Connecting with Key Audiences and Funding Support, as well as continuing to drive adoption will be the next phase of implementation.

Funds Contributed by Organization/Partner:

ORGANIZATION/PARTNER	CONTRIBUTION	PERCENTAGE OF CONTRACT
WDDDA	\$179,000	37%
EDDDA	\$147,500	31%
City of Dearborn	\$50,000	10%
Ford Sponsorship	\$100,000	21%
Fairlane Town Center	\$3,500	1%
Total	\$480,000	

*City, Fairlane Town Center and 75% of Ford contributions and expenses passed/pass through the WDDDA. Twenty-five percent of Ford contributions pass through the EDDDA. This was because the EDDDA partnered with the WDDDA at a later point in the planning cycle of this project.

This contract was intended to handle the graphic overhauls to all DDDA items, as well as the new slated materials recommended as part of the brand. The funds were not intended to cover Year Two graphic design updates to these items. Therefore, the DDDAs have also thus far authorized \$25,000 for the Fall/Winter 2021 graphic design services for Year Two designs, split equally; and \$35,000 is projected to complete year two (Spring/Summer 2022). On an annual basis, we have estimated \$75,000 for graphic design services at a maximum is needed to be budgeted to support all of the programming and projects of the DDDAs. When the DDDAs adopted their budgets for FYE2022, the Boards budgeted \$60,000 for annual graphic design services.

This is a multi-year contract covering multiple fiscal years, which the DDDAs had to spread the budget dollars over multiple years to complete the contract. Each year a portion of the contract would be added to the PO and the budget. This was budgeted and anticipated to be completed in June 2021. Because of COVID, the website and some of the remaining design projects were purposely put on hold by the Executive Management team in order to launch the Comeback Campaign and address immediate business needs. However, in FYE2021 the remainder of the contract was not added to the PO prior to the fiscal year end in order to carry forward what was budgeted to complete the Branding contract. This was an oversight when comparing the budget versus what was in the PO. Finance Department requires that any carry forwards must either be in a PO or a REQ, and this was not realized until after the deadline for entering in any remaining REQs for the fiscal year.

Because of this, the following line-item reappropriation is needed for branding, completing the contract and the additional services already approved and those recommended for year two graphic services. The Executive Committee recommends a line-item reappropriation as opposed to amending the budget, and there is enough flexibility with the DDDAs budget to do just that.

\$57,211 - WDDDA (reappropriate \$40,000 from Social District since it has not taken off as anticipated, \$10,000 from SEO/SEM which can wait until next fiscal year)

\$15,948 - EDDDA (reappropriate \$5,000 from SEO/SEM which can wait until next fiscal year and \$10,000 from H2BE since there is a significant budget there that is not anticipated to be used).

Graphic Design Services January -June 2022

As noted above, there is a need for continuing graphic design services through this period for the January-July events and promotions. On an annual basis, we have estimated \$75,000 for graphic design services at a maximum is needed to be budgeted to support all of the programming and projects of the DDDAs. When the DDDAs adopted their budgets for FYE2022, the Boards budgeted \$60,000 for annual graphic design services anticipated for these year-two brand graphics. Thus far, as noted above, the DDDAs have authorized \$25,000 for the Fall/Winter promotions for 2021, and another \$35,000 (split equally) is being requested at this meeting to authorize for the Spring/Summer 2022 projects, totaling \$60,000 as budgeted (split equally).

The graphic design projects will include:

Dearborn Restaurant Week	THF Ads
Ramadan Promotions	Comcast Seasonal Rotations
Business Webinar/BAT flyers/Open Door signs	Art in Public Spaces Plan - Community Sessions
Earth Day Promotions	Main Street Materials/DDA Flyer
Swag	Ladies Night Out
Perennial Exchange	General Seasonal Event Announcements
Movies in the Park	City Hall Park Redesign - Community Event
Tunes at Noon	Vision Plan Community Event
Mosaic of Music	Christmas in July
Jazz on the Ave	Restaurant/Shopping Guide & Map
Friday Nights	Sidewalk Sale
Kids Days	Update Sponsor Presentation
Farmers Market	Chamber Directory Ad

The graphic design elements include items such as posters, postcards, web and social images, flyers, advertising, video production for Comcast ads, signage, sponsor graphics, Performing Art Center display board ads, coasters and menus for DRW, sponsor package, presentation materials and event maps for Ladies Night, Sidewalk Sale and Ramadan promotion. The Executive Management Team works closely with Octane on a daily basis to ensure coordination and provide content development.

2020 Social Media Ad/Office Expense Reimbursement - Missed Payment

POW! Strategies invoiced the DDDAs for social media advertising costs and office expenses related to a Board meeting from March 2020 that were unfortunately missed in the payment processing somewhere along the way. POW! Strategies only recently realized this after going through a full account statement review of receivables from the DDDAs. The cost is \$379.32. Because this occurred in FYE2020, the City recommends Board approval of this reimbursement. The DDDAs have ample budget to cover this cost within this fiscal year.

PRESENTATION

Downtown Dearborn Vision Plan Draft

SmithGroup and POW! Strategies will present the draft Downtown Dearborn Vision Plan at the meeting for the Board's input and discussion. The timeline is to have the Boards review and provide any final input or comments prior to going to the community for outreach and the Mayor-elect and City Council. Those comments and adjustments will then be prepared to conduct the following outreach:

- Community Engagement Session - late January/early February 2022
- Mayor-Elect Briefing - late January/early February 2022
- Council Work Session - February 2022
- DDDA Board Approval - March 2022
- City Council Support - March 2022
- DDDA Strategic Plan Update - March - May 2022

The draft vision plan is attached in the supplemental packet for your review. The Plan was built upon the many studies and plans already developed by the DDDAs and the City over the last ten years, as well as community input received in the fall of 2020.

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

November 18, 2021

8:00 – 9:30 AM

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

MINUTES

MEMBERS PRESENT

WEST DDA: Vice Chairperson Mohammed Hider (call in, left at 9:40 a.m.), Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy (joined 8:15 a.m.), Director John L. McWilliams, and Director Karen Nigosian.

EAST DDA: Vice-Chairperson Eric Woody (joined 8:15 a.m.), Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Ciso, Director Mark G. Guido, Director Jay P. Kruz, Director Kamal Turfah (call in)

MEMBERS ABSENT

WEST DDA: Chairperson Sam Abbas and Director Audrey A. Ralko

EAST DDA: N/A

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Jeff Watson (ECD), Hassan Sheikh (ECD), Licia Yangouyian (Legal), Michael Kennedy (Finance), Zeinab Hachem (Council Office), Cristina Sheppard-Decius (DDDA), Frank Bellino (DDDA) Janet Bloom (DDDA), Helen Lambrix (DDDA), Steve Deisler (DDDA)

OTHERS: Ben (SPIN) and Mike Kirk

I. Call to Order

WDDDA Secretary-Treasurer Jeff Lynch called the meeting to order at 8:07 am

II. Roll Call

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

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

III. Joint Meeting Chair for November 2021: Vice Chairperson Eric Woody

Secretary-Treasurer Jeff Lynch began meeting; Vice Chairperson joined and then chaired meeting starting at his arrival at 8:15 a.m.

IV. Approval of Minutes

Joint Meeting - October 2021

A. EDDDA - A motion to approve the minutes was made by Director Mark Guido, seconded by Director Janice Cislo. Voice vote passed unanimously. Motion passed. Minutes approved.

B. WDDDA - A motion to approve the minutes was made by Mayor Jack O'Reilly, seconded by Director Karen Nigosian. Voice vote passed unanimously. Motion passed. Minutes approved.

V. Treasurer's Report

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated October 31, 2021. Revenue to date totaled \$694,034. Total expenditures totaled \$108,916. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year would be \$642,608.

EDDDA: Moe Almaliky reviewed the financial statement dated October 31, 2021. Revenue to date totaled \$720,947. Total expenditures totaled \$127,568. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$128,560.

The Treasurer's Report was received and filed for both WDDDA and EDDDA.

VI. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Office Lease

The EDDDA and WDDDA sent a non-renewal letter to Artspace that the DDDAs will let the lease expire December 31, 2021. The DDDAs have secured space from Beaumont at 4700 Schaefer Ave. Lease shall

commence on December 15, 2021. The EDDDA and WDDDA will continue sharing space and splitting the rent and electrical costs equally. The boards authorize the Manager of the DDDAs to execute a one-year lease agreement with four one-year renewals with Oakwood Healthcare, Inc. subject to review and approval of Corporation Counsel. The EDDDA will pay \$1000 monthly from Building Lease budget line item 297-6100-911-44-10 plus 50% of monthly electrical costs and the EDDDA amends it FYE2022 building lease budget line item to \$11,915 annually by reappropriating \$4,415 from account 297-6100-91-51-00.

The WDDDA will pay \$1000 monthly from Building Lease budget line item 296-6100-911-44-10 plus 50% of monthly electrical costs and the WDDDA amends it FYE2022 building lease budget line item to \$11,915 annually by reappropriating \$4,415 from account 296-6100-91-51-00.

For EDDDA, motion to approve was made by Director Jay Kruz, and was seconded by Director Janice Cislo. Vice Chair Eric Woody abstained from voting. A voice vote passed unanimously. Motion approved.

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

b) Scooter Share

The DDDA Mobility Committee recommends SPIN Scooter as the best provider of city scooter programs to partner and negotiate a pilot program for a proposed launch in Spring 2022. The SPIN program will require Council support to create a scooter ordinance, and MOU with SPIN and further program details. The EDDDA and WDDDA support the development and implementation of a SPIN Scooter Program and it was resolved the EDDDA and WDDDA recommend sending an Advisory Memo including program details to the Dearborn City Council seeking Council support and authority to create an MOU with SPIN and a city-wide scooter ordinance.

For EDDDA, motion to approve was made by Director Janice Cislo, and was seconded by Secretary-Treasurer Matthew Dietz. A voice vote was all ayes, except one dissenting vote from Director Jay Kruz. Motion approved.

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and was seconded by Vice Chairperson Mohammed Hider. A voice vote passed unanimously. Motion approved.

c) Nominating Committees

EDDDA and WDDDA are required to form a Nominating Committee for the annual nomination of officers to be elected by the board and serve as the Executive Committee. The EDDDA authorizes Eric Woody, Matthew Dietz, and Mark Guido to be appointed to the 2022 Office Nominating Committee. The WDDDA authorizes Mohammed Hider, Jackie Lovejoy, and Mark Guido to be appointed to the 2022 Office Nominating

Committee.

For EDDDA, motion to approve was made by Mayor Jack O'Reilly, and was seconded by Director Janice B. Cislo. A voice vote passed unanimously. Motion approved.

For WDDDA, motion to approve was made by Mayor Jack O'Reilly, and was seconded by Secretary-Treasurer Jeff Lynch. A voice vote passed unanimously. Motion approved.

d) Board Absences: October

The EDDDA and WDDDA board members have provided their reasons for absences for the October 2021 monthly board meeting, excluding any special board meetings. For East, it is Director Jay Kruz and for West, it is Director Jackie Lovejoy. Both boards agree to approve the presented absence waiver and excuses the absences.

For EDDDA, motion to approve was made by Secretary-Treasurer Matthew Dietz, and was seconded by Director Mark Guido. A voice vote passed unanimously. Motion approved.

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

e) Executive Action: Holiday Decor

No Action Taken.

f) Executive Action: Perfit/Chamber Partnership

No Action Taken.

2. EDDDA Actions only

a) Tree Well Removal

Due to the lack of bidder, competition for contractors and projects, and the need for timely completion of this project for business growth the EDDDA authorizes the Manager of the DDDAs to make the purchase of the tree well planter removal and concrete replacement in the open market without bid solicitation and bring the selected service provider to the Board for approval if over \$10,000. This project has been bid out three times with no bidders received in the course of the last six months. The recommendation is utilizing the DDDA Purchasing Policy Section II Solicitation: Item F.

For EDDDA, motion to approve was made by Secretary-Treasurer Matthew Dietz, seconded by Director Janice Cislo. A voice vote was taken with one dissenting vote from Director Jay Kruz. Motion approved.

3. WDDDA Actions only

a) Extension of Open Door Dearborn Grant for Better Health

Better Health Market was the recipient of an Open Door Dearborn Grant and it stipulates that if a business doesn't open within one year of receipt of grant, that the monies must be returned. Better Health Market has requested a 90 day extension as they have been experiencing supply and stock issues due to COVID.

For WDDDA, motion to approve the extension was made by Director Jackie Lovejoy, seconded by Director John L. McWilliams. A voice vote passed unanimously. Motion approved.

b) Executive Action: Winterfest Market Tent

No Action Taken.

VII. Discussion: Next steps for DDI/501c3

Jackie Lovejoy - met with Michigan Main Street and we need to work collaboratively as two DDDAs. Mike Kirk - We need a singular marketing focus of Downtown Dearborn rather than East and West. Forming a 501(c)3 will allow for funding from philanthropic organizations and individuals. Cristina Sheppard-Decius - we need to work to get service agreements set. There will be annual reporting requirements with 501(c) 3. Michael Kennedy requested to be involved at front end of process to be sure those requirements are met and planned for.

VIII. Old Business

After board meeting, the DDDA staff is installing one igloo at The Great Commoner, to training staff on how to create others for install.

IX. Committee Reports

Promotions Committee:

Upcoming events of Shop Small Nov. 27 and Winterfest Dec. 11.

Design/Economic Vitality Committee:

Steve - added six Open Door applications to report. Updates in districts: A steakhouse is coming to the former Bailey's location. Dave's Hot Chicken - two more dumpsters put in parking lot, PMADS created space for them. They are evaluating for additional trash cans. Owner is looking into hiring a street sweeper for once a week cleaning. Working with Legal on insurance requirements.

Jeff Watson - Parcels: Michigan and Brady - waiting on completion of engineering survey.

Taking more time than expected. West Village Dr. - getting ready to do RFP. Pacing it so new administration can weigh in. Howard and Michigan (NE corner) - has received two offers. Staff ready to make a recommendation. It will be retail/office and maybe

some residential. Village Plaza has been sold. Someone is interested in redeveloping site.

Steering Committee:

No updates.

Bike Share Committee:

No updates.

X. DDDA Executive Management Team & ECD Reports

None at this time.

XI. Call to Board of Directors

Karen Nigosian - 600 kids came through for Trick or Treat. There was no police presence when there should have been. Assistance is needed at intersections. Noticed three people run red lights.

Helen Lambrix - social media report - 2.8 million impressions, goal was 1.6 million. Engagement is 58K, goal is over 60K, and we have 16K followers and goal is 18K. With more events coming up, we expect to surpass our goals. Helen has found success in direct messaging business via Facebook or Instagram for those who are social media active.

XII. Call to Audience

None at this time

XIII. Adjournment

Meeting adjourned at 9:48 a.m. A motion was made by Director Jackie Lovejoy, seconded by Director Janice B. Cislo.

Approved by:

Jeffery Lynch, Secretary-Treasurer, WDDDA

Matthew Dietz, Secretary-Treasurer, EDDDA

Financial Statement Summary		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
297-0000-311.40-00	Property Tax Capture	\$ 366,558	\$ 386,278	\$ 409,600	\$ 409,600	\$ 670,228	\$ -	N/A	164%
	Brownfield Tax Capture	448,590	457,004	457,000	457,000		-	\$ 457,000	0%
Tax Revenue Total		\$ 815,148	\$ 843,282	\$ 866,600	\$ 866,600	\$ 670,228	\$ -	\$ 457,000	77%
297-0000-330.05-14	Local Community Stabilization Authority	26,223	23,965	24,000	24,000	24,712	-	N/A	103%
297-6100-330.01-99	Federal Sources (contra-revenue)	-	-	-	-	-	-	-	
297-6100-365.90-00	Donations from a Private Source	7,849	10,250	90,000	90,000	10,800	-	79,200	12%
297-0000-361.10-05	Interest Income	18,330	97	534	534	(33)	-	567	-6%
297-6100-322.40-10	Events Revenue	6,350	(4,800)	3,000	3,000	3,475	-	N/A	116%
297-6100-369.90-00	Miscellaneous Income	-	14,203	31,909	31,909	-	-	31,909	0%
Donation Revenue Total		\$ 58,752	\$ 43,715	\$ 149,443	\$ 149,443	\$ 38,954	\$ -	\$ 111,676	26%
297-0000-391.96-97	Workers Compensation Fund	155	-	0		-		0	
297-0000-391.91-01	Contributions from the General Fund	11,310	22,620	37,620	37,620	15,675	-	21,945	42%
Contribution Total		\$ 11,310	\$ 22,620	\$ 37,620	\$ 37,620	\$ 15,675	\$ -	\$ 21,945	42%
Total Revenue		\$ 885,365	\$ 909,617	\$ 1,053,663	\$ 1,053,663	\$ 724,857	\$ -	\$ 590,621	69%

Expenditure									
297-6100-911.30-40	Audit Services	\$ 800	\$ 800	\$ 800	800	-	\$ -	800	0%
297-2972-463.34-90	Sanitation Contractual Services	\$ 2,600	\$ 10,845	\$ 37,620	37,620	3,660	\$ 8,115	25,845	31%
297-6100-911.34-90	Development Contractual Services	\$ 302,415	\$ 324,419	\$ 396,095	\$ 468,079	101,186	\$ 99,529	267,364	43%
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ -	\$ 886	\$ 375	375	151	\$ -	224	40%
297-6100-911.44-10	Building Rental	\$ 10,830	\$ 10,830	\$ 7,500	7,500	4,513	\$ 903	2,084	72%
297-6100-911.51-00	Community Promotion	\$ 112,128	\$ 157,917	\$ 240,430	\$ 303,323	32,245	\$ 72,101	198,977	34%
297-6100-911.52-10	Insurance	\$ 6,260	\$ 6,234	\$ 6,937	6,937	2,890	\$ -	4,047	42%
297-6100-911.53-00	Communications	\$ 1,200	\$ 1,046	\$ 1,107	1,107	375	\$ 263	469	58%
297-6100-911.58-10	Training & Transportation	\$ 1,397	\$ 1,075	\$ 3,500	3,500	-	\$ 1,084	2,416	31%
297-6100-911.60-10	Office Supplies	\$ 401	\$ 63	\$ 1,500	1,500	208	\$ -	1,292	14%
297-6100-911.60-20	Postage	\$ 214	\$ -	\$ 350	350	5	\$ -	345	1%
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 7,500	7,500	-	\$ -	7,500	0%
297-6100-911.62-40	Planting Materials	\$ 17,825	\$ 30,395	\$ -	-	23,675	\$ 1,840	(25,515)	#DIV/0!
297-6100-911.65-00	Memberships	\$ 435	\$ 148	\$ 1,190	1,190	27	\$ -	1,163	2%
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,658	29,658	14,203	\$ -	15,455	48%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 448,590	\$ 457,004	\$ 457,000	457,000	-	\$ -	457,000	0%
Total Operating Expenditures		910,163	1,001,662	1,191,562	1,326,439	183,138	183,835	959,466	28%
Total Expenditure		\$ 910,163	\$ 1,001,662	\$ 1,191,562	\$ 1,529,419	\$ 183,138	\$ 183,835	\$ 1,162,446	24%
Revenues Over/(Under) Expenditures		\$ (24,798)	\$ (92,045)	\$ (237,538)	\$ (475,756)	\$ 541,719	\$ (183,835)	\$ (571,825)	

Balance Sheet		Current
Equity in Pooled Cash	Cash Position	\$ 1,001,133
Current Assets	Current Receivables	-
	Unearned Income	590,621
Current Liabilities	Current Liabilities	(14,203)
	Encumbrances	(183,835)
	Uncommitted Budget	(1,162,446)
	Estimated Ending Cash Position	\$ 231,270

Expenditure Details		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
297-2972-463.34-90	Sanitation Contractual Services	\$ 2,600	\$ 10,845	\$ 37,620	\$ 37,620	\$ 3,660	\$ 8,115	\$ 25,845	31%
297-6100-911.34-90	Holiday Décor & Installation	\$ 14,440	\$ 1,402	10,000	10,000	-	-	10,000	0%
297-6100-911.34-90	Landscape & Maintenance	\$ 44,090	\$ 83,550	62,500	62,500	7,549	54,756	195	100%
297-6100-911.34-90	Snow Removal	\$ 26,538	25000	25,000	25,000	-	25,000	-	100%
297-6100-911.34-90	On-Street Bike Racks	-	0	-	15,000	-	-	15,000	0%
297-6100-911.34-90	Platform Dining	\$ -	0	-	2,621	5,015	1,852	(4,246)	262%
297-6100-911.34-90	Artspace, Public Space Design	\$ 34,581	\$ 5,638	-	12,363	6,765	4,485	1,113	91%
297-6100-911.34-90	Streetscape Enhancements	\$ 8,446	-	45,000	77,000	265	2,835	73,900	4%
297-6100-911.62-40	Planting Materials	\$ 17,825	\$ 30,395	-	-	23,675	1,840	(25,515)	#DIV/0!
Total Beautification		\$ 148,520	\$ 158,950	\$ 180,120	\$ 242,104	\$ 46,929	\$ 98,883	\$ 96,292	60%
Development									
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 5,922	\$ 10,802	\$ 35,000	\$ 35,000	\$ 1,052	3,208.00	\$ 30,740	12%
297-6100-911.51-00	Branding	35,568	67,129	\$ 30,000	\$ 66,883	15,190	29,193.00	22,500	66%
297-6100-911.51-00	Photography	963	-	\$ 2,500	\$ 2,500	-	-	2,500	0%
297-6100-911.51-00	Metro Mode / Issue Media	18,000	24,501	\$ 9,000	\$ 9,000	4,500	12,001.00	(7,501)	183%
297-6100-911.51-00	Website, Constant Contacts	-	-	\$ 250	\$ 250	-	-	250	0%
297-6100-911.51-00	Website Hosting & Domain Registration	1,828	714	\$ 1,430	\$ 1,430	714	-	716	50%
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	\$ 5,600	\$ 5,600	-	-	5,600	0%
297-6100-911.51-00	Community Art Enhancement	-	-	\$ 5,000	\$ 19,000	-	-	19,000	0%
297-6100-911.51-00	Community Garden	-	-	\$ 1,000	\$ 1,000	500	250.00	250	75%
297-6100-911.51-00	Fall Promotions	-	348	\$ 600	\$ 600	88	-	512	15%
297-6100-911.51-00	Holiday Promotions	8,486	-	\$ 7,500	\$ 7,500	25	3,449.00	4,026	46%
297-6100-911.51-00	Shop Small Business Saturday	5,565	5,755	\$ 7,750	\$ 7,750	25	5,502.00	2,223	71%
297-6100-911.51-00	Restaurant Week	1,050	1,145	\$ 10,000	\$ 22,010	-	6,747.00	15,263	31%
297-6100-911.51-00	Homage to Black Excellence	43	20,265	\$ 40,000	\$ 40,000	-	6,990.00	40,000	17%
297-6100-911.51-00	Movies in the Park	1,511	2,541	\$ 2,300	\$ 2,300	790	1,218.00	292	87%
297-6100-911.51-00	Music in the Park	316	6,872	\$ 30,000	\$ 30,000	9,361	2,477.00	18,162	39%
297-6100-911.51-00	City Hall Park Events	-	4,744	\$ 1,500	\$ 1,500	-	626.00	874	42%
297-6100-911.51-00	Way Finding	-	-	\$ 10,000	\$ 10,000	-	-	10,000	0%
297-6100-911.51-00	Jazz on the Ave	25,088	-	\$ 25,000	\$ 25,000	-	-	25,000	0%
297-6100-911.51-00	Covid Comeback Marketing	-	6,485	\$ 500	\$ 500	-	-	500	0%
297-6100-911.51-00	SEO/SEM	-	-	\$ 5,000	\$ 5,000	-	-	5,000	0%
297-6100-911.51-00	Translation Services	-	-	\$ 500	\$ 500	-	440.00	60	88%
297-6100-911.51-00	East Farmers Market	-	-	\$ 10,000	\$ 10,000	-	-	10,000	0%
Total Development		\$ 112,128	\$ 159,228	\$ 240,430	\$ 303,323	\$ 32,245	\$ 72,101	\$ 205,967	34%
Planning & Administration									
297-6100-911.34-90	Pow Strategies	131,082	160,497	193,140	193,140	77,702	9,035	106,403	45%
297-6100-911.34-90	Communications Manager, Public Relations	42,340	3,900	20,000	20,000	-	-	20,000	0%
297-6100-911.34-90	Building/Business Incentive	-	40,903	40,000	50,000	-	-	50,000	0%
Total Planning & Administration		\$ 173,422	\$ 205,300	\$ 253,140	\$ 263,140	\$ 77,702	\$ 9,035	\$ 176,403	33%
various (comment)	Other Office Expenses	10,707	10,252	15,759	15,759	3,656	1,347	10,756	32%
297-6100-911.34-90	Office Cleaning	900	540	455	455	3,889	1,566	(5,000)	1199%
297-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	4,513	903	2,084	72%
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	7,500	7,500	-	-	7,500	0%
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,453	15,455	-	-	15,455	0%
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2	100%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	448,590	457,004	457,000	457,000	-	-	457,000	0%
Expenditures		\$ 910,164	\$ 1,001,662	\$ 1,191,562	\$ 1,529,419	\$ 183,137	\$ 183,834	\$ 1,162,450	24%

Contractual Services
Other Operating Expenses
Community Promotions

Financial Statement Summary		FY2020 Audited	FY2021 Unaudited	FY2022					
				Adopted	Amended	Actual	Encumbered	Balance	Actual %
Revenue									
296-0000-311.40-00	Property Tax Capture	\$ 810,083	852,811	\$ 884,900	\$ 884,900	\$ 661,188	\$ -	\$ 223,712	75%
	Brownfield Tax Capture	208,118	247,631	252,400	252,400	-	-	\$ 252,400	0%
Tax Revenue Total:		\$ 1,018,201	\$ 1,100,442	\$ 1,137,300	\$ 1,137,300	\$ 661,188	\$ -	\$ 476,112	
296-6110-330.01-90	Farmer's Market Federal Grant	607	-	1,500	1,500	-	-	1,500	0%
296-6110-369.90-00	Farmer's Market Miscellaneous	7,265	11,745	20,000	20,000	7,260	-	12,740	36%
296-6100-365.90-00	Donations from a Private Source	16,659	2,855	51,500	51,500	17,880	-	33,620	35%
296-6100-322.40-10	Events Revenue	6,545	(3,900)	4,000	4,000	1,860	-	2,140	47%
296-0000-361.10-05	Interest Income	15,928	94	524	524	(46)	-	570	-9%
296-2972-311.80-01	Taxes Allocated In	-	-	25,920	25,920	-	-	25,920	0%
Donations & Farmer's Market Total:		\$ 47,015	\$ 15,463	\$ 103,444	\$ 103,444	\$ 27,704	\$ -	\$ 50,570	27%
296-0000-391.91-01	Contributions from the General Fund	35,000	35,105	35,105	35,105	14,627	-	20,478	42%
General Fund Contribution Total:		35,000	35,105	35,105	35,105	14,627	-	20,478	42%
Total Revenues:		\$ 1,100,216	1,151,010	\$ 1,275,849	\$ 1,275,849	\$ 703,519	\$ -	\$ 547,160	55%
296-6100-911.30-40	Audit Services	400	400	400	400	-	-	400	0%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-2972-463.34-90	Sanitation Contractual Services	19,620	28,260	25,920	25,920	-	540	25,380	2%
296-6100-911.34-90	Development Contractual Services	381,813	544,163	629,675	653,340	82,651	79,236	491,453	25%
296-6110-911.34-90	Farmer's Market Contractual Services	10,924	19,820	20,000	20,000	10,813	7,060	2,127	89%
296-6100-911.41-75	WATER/SEWAGE	683	4,873	3,190	3,190	559	-	2,631	18%
296-6100-911.43-82	Copier Repair & Maintenance Services	-	886	375	375	151	-	224	40%
296-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	4,513	903	2,084	72%
296-6100-911.51-00	Community Promotion	175,184	179,457	297,530	321,109	23,169	26,005	271,935	15%
296-6100-911.52-10	Insurance	3,730	5,829	6,013	6,013	2,505	-	3,508	42%
296-6100-911.53-00	Communications	1,011	1,046	1,107	1,107	375	190	542	51%
296-6100-911.58-10	Training & Transportation	175	725	3,500	3,500	-	588	2,912	17%
296-6100-911.60-10	Office Supplies	395	63	1,500	1,500	143	-	1,357	10%
296-6100-911.60-20	POSTAGE	203	-	350	350	-	-	350	0%
296-6100-911.61-90	Non-Capital Equipment	-	4,426	33,600	33,600	-	-	33,600	0%
296-6100-911.62-40	Planting Materials	577	21,944	40,000	40,000	-	17,916	22,084	45%
296-6100-911.65-00	Memberships	435	148	940	940	27	-	913	3%
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	208,118	247,631	252,400	252,400	-	-	252,400	0%
296-6100-980.96-34	Facilities Fund	-	37,500	-	-	-	-	-	0%
Total Expenditure		\$ 814,098	\$ 1,108,001	\$ 1,355,250	\$ 1,402,494	\$ 124,906	\$ 132,438	\$ 1,145,150	18%
Revenues Over/(Under) Expenditures		\$ 286,118	\$ 43,009	\$ (79,401)	\$ (126,645)	\$ 578,613	\$ (132,438)	\$ (597,990)	
Balance Sheet						Current			
Equity in Pooled Cash Cash Position						\$ 1,368,326			
Current Assets						11,215			
Current Liabilities						547,160			
Estimated Ending Cash Position						-			
						(132,438)			
						(1,145,150)			
						\$ 649,113			

Expenditure Details		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
296-2972-463.34-90	Sanitation Contractual Services	\$ 19,620	28,260	\$ 25,920	\$ 25,920	\$ -	\$ 540	\$ 25,380	2%
296-6100-911.34-90	Holiday Décor & Installation	19,830	1,440	50,000	50,000	-	-	50,000	0%
296-6100-911.34-90	Landscape & Maintenance	155,223	303,486	179,580	179,580	-	18,685	160,895	10%
296-6100-911.34-90	Snow Removal	25,865	36,500	36,500	36,500	-	36,500	-	100%
296-6100-911.34-90	On-Street Bike Racks	516	-	-	4,000	-	-	4,000	0%
296-6100-911.34-90	Planning: Streetscapes (South Connectors)	-	-	40,000	40,000	-	-	40,000	0%
296-6100-911.34-90	Planning: Building Conversions	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.34-90	Platform Dining	-	21,503	30,000	37,865	8,241	17,498	12,126	68%
296-6100-911.34-90	Market Shelter Design	-	-	20,000	20,000	-	-	20,000	0%
296-6100-911.34-90	StreetScape Enhancements	-	-	10,000	11,800	-	-	11,800	0%
296-6100-911.62-40	Planting Materials	577	21,944	40,000	40,000	-	17,916	22,084	45%
Total Beautification		\$ 221,631	413,133	\$ 442,000	\$ 455,665	\$ 8,241	\$ 91,139	\$ 356,285	22%

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	11,537	13,384	\$ 45,000	\$ 45,000	\$ 859	\$ 3,258	\$ 40,883	9%
296-6100-911.51-00	Branding	84,932	40,506	30,000	37,771	10,818	5,640	21,313	44%
296-6100-911.51-00	Photography	963	-	5,000	5,000	-	-	5,000	0%
296-6100-911.51-00	Metro Mode / Issue Media	18,000	10,501	9,000	9,000	4,500	-	4,500	50%
296-6100-911.51-00	Website, Constant Contacts	-	-	250	250	-	-	250	0%
296-6100-911.51-00	Website Hosting & Domain Registration	2,188	1,074	1,430	1,430	714	-	716	50%
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600	0%
296-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	3,000	-	7,000	30%
296-6100-911.51-00	Dearborn Art Month	1,000	-	1,000	4,000	-	-	4,000	0%
296-6100-911.51-00	Fall Promotions	193	150	600	600	88	-	512	15%
296-6100-911.51-00	Holiday Promotions	13,590	14,120	38,000	38,000	75	8,154	29,771	22%
296-6100-911.51-00	Shop Small Business Saturday	6,480	6,635	7,750	7,750	75	5,502	2,173	72%
296-6100-911.51-00	Restaurant week	1,050	37,021	16,500	29,308	-	-	29,308	0%
296-6100-911.51-00	Tunes at Noon	3,024	1,300	4,700	4,700	2,000	1,550	1,150	76%
296-6100-911.51-00	Friday Nites Concert Series & Winterfest	8,468	6,153	30,000	30,000	-	-	30,000	0%
296-6100-911.51-00	Movies In the Park	658	2,889	2,300	2,300	-	549	1,751	24%
296-6100-911.51-00	Ladies Night Out	-	-	3,700	3,700	92	302	3,306	11%
296-6100-911.51-00	Perennial	360	-	700	700	175	100	425	39%
296-6100-911.51-00	Kids Day	8,945	-	6,000	6,000	-	-	6,000	0%
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	SEO/SEM	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	Social District	-	-	50,000	50,000	775	950	48,275	3%
296-6110-911.34-90	Farmer's Market Contractual Services	10,924	19,820	20,000	20,000	10,813	7,060	2,127	89%
296-6100-911.34-90	Building / Business Incentives	-	7,500	40,000	50,000	-	-	50,000	0%
Total Development		\$ 186,107	206,777	\$ 357,530	\$ 391,109	\$ 33,984	\$ 33,065	\$ 223,658	17%

Planning & Administration

296-6100-911.34-90	Pow Strategies	141,014	169,154	193,140	193,140	70,520	4,987	117,633	39%
296-6100-911.34-90	Communications Manager, Public Relations	39,130	3,900	20,000	20,000	-	-	20,000	0%
Total Planning & Administration		\$ 180,144	173,054	\$ 213,140	\$ 213,140	\$ 70,520	\$ 4,987	\$ 137,633	35%
various (comment)	Other Office Expenses	6,233	9,097	14,185	14,185	3,760	778	12,837	32%
296-6100-911.34-90	Office Cleaning	750	680	455	455	3,889	1,566	(5,000)	1199%
296-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	4,513	903	2,084	72%
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	4,426	33,600	33,600	-	-	33,600	0%
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250	0%
296-6100-435.41-75	Water / Sewage	-	4,873	3,190	3,190	-	-	3,190	0%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	208,118	247,631	252,400	252,400	-	-	252,400	0%
Total Planning & Administration		\$ 406,075	488,091	\$ 555,720	\$ 555,720	\$ 82,682	\$ 8,234	\$ 467,994	16%

Expenditures	\$ 813,813	1,108,001	\$ 1,355,250	\$ 1,402,494	\$ 124,907	\$ 132,438	\$ 1,145,149	18%
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Contractual Services
Community Promotions
Other Operating Expenses

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Management via POW! Strategies Contract 2022 - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

WHEREAS: The EDDDA and WDDDA desires to execute the option to continue Social Media Management to the POW! Strategies, Inc. contract in the amount of \$40,050 annually with a flat fee of \$3,337.50 monthly from January 1, 2022 to December 31, 2022; therefore, let it be

RESOLVED: The EDDDA agrees to a fee of \$40,050 to be split equally between the EDDDA & WDDDA, for a total of \$20,025 from account #297-6100-911-34-90 for Social Media Management; 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:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Management via POW Contract 2022 - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The WDDDA and EDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn; and

WHEREAS: The EDDDA and WDDDA desires to execute the option to continue Social Media Management to the POW! Strategies, Inc. contract in the amount of \$40,050 annually with a flat fee of \$3,337.50 monthly from January 1, 2022 to December 31, 2022; therefore, let it be

RESOLVED: The WDDDA agrees to a fee of \$40,050 to be split equally between the EDDDA & WDDDA, for a total of \$20,025 from account #296-6100-911-34-90 for Social Media Management; 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:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Line Item Reappropriation - Branding - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) contracted with Octane Design for branding redevelopment services in April 2018 in an amount of \$480,000; and

WHEREAS: Each fiscal year a portion of the contract was added to the purchase order and the budget as needed; and

WHEREAS: In FYE 2021, the remainder of the contract was inadvertently not entered into the purchase order prior to the fiscal year end in order for it to be carried forward as budgeted; and

WHEREAS: The Executive Committee recommends a line-item reappropriation for branding to complete the contract and the additional services already approved and those recommended for year two graphic services; so let it be

RESOLVED: The EDDDA approves a line-item reappropriation of \$10,000 from H2BE and \$5,000 from SEO/SEM from FYE2022 to the branding line item, totaling \$15,948.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Line Item Reappropriation - Branding - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) contracted with Octane Design for branding redevelopment services in April 2018 in an amount of \$480,000; and

WHEREAS: Each fiscal year a portion of the contract was added to the purchase order and the budget as needed; and

WHEREAS: In FYE 2021, the remainder of the contract was inadvertently not entered into the purchase order prior to the fiscal year end in order for it to be carried forward as budgeted; and

WHEREAS: The Executive Committee recommends a line-item reappropriation for branding to complete the contract and the additional services already approved and those recommended for year two graphic services; so let it be

RESOLVED: The WDDDA approves a line-item reappropriation of \$40,000 from Social District and \$10,000 from SEO/SEM from FYE2022 to the branding line item, totaling \$57,211.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Graphic Design Services- Octane - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) have a need for continued graphic design services for the January through July for Spring and Summer 2022 projects; and

WHEREAS: The EDDDA shall expend Tax Increment Financing (TIF) pursuant to the EDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of Arts and Cultural Programs for programs that sustain and increase business activity within the district; and

WHEREAS: On an annual basis, an estimated \$75,000 for graphic design services is estimated to support all of the annual programming and projects of the DDDAs; and

WHEREAS: The DDDAs budgeted \$60,000 for annual graphic design services anticipated for brand graphics for FYE2022; and

WHEREAS: The DDDAs authorized \$25,000 for graphic design services for the Fall/Winter 2021 promotions with Octane Design, split equally by the DDDAs; and

WHEREAS: \$35,000, split equally by the DDDAs, is needed to provide graphic design services from January - July 2022 for the annual programming and projects; so let it be

RESOLVED: The EDDDA agrees to approve expenditures up to \$17,500, for additional graphic design of marketing and promotional materials for Spring and Summer 2022 programming with Octane Design , expending from account #297-6100-911-51-00; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA with Octane Design, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Graphic Design Services- Octane - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) have a need for continued graphic design services for the January through July for Spring and Summer 2022 projects; and

WHEREAS: On an annual basis, an estimated \$75,000 for graphic design services is estimated to support all of the annual programming and projects of the DDDAs; and

WHEREAS: The DDDAs budgeted \$60,000 for annual graphic design services anticipated for brand graphics for FYE2022; and

WHEREAS: The DDDAs authorized \$25,000 for graphic design services for the Fall/Winter 2021 promotions with Octane Design, split equally by the DDDAs; and

WHEREAS: \$35,000, split equally by the DDDAs, is needed to provide graphic design services from January - July 2022 for the annual programming and projects; so let it be

RESOLVED: The WDDDA agrees to approve expenditures up to \$17,500, for additional graphic design of marketing and promotional materials for Spring and Summer 2022 programming with Octane Design , expending from account #296-6100-911-51-00; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA with Octane Design, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Missed Payment - POW! Billing of May 2020 Social Media Ad Buy/Board Mtg Expense - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) utilize POW! Strategies, Inc. to purchase social media ad buys and board meeting supplies through a contracted services agreement; and

WHEREAS: Invoice #158 from POW! Strategies, Inc. was issued in May 2020 for \$379.32 for a Social Media ad buys, coffee and donuts for the last joint board meeting before COVID shut down; and

WHEREAS: The bill did not complete processing and due to it being out of the current budget year, the funds are still due and approval is being requested of the DDDA boards for reimbursement to POW! Strategies, Inc.; so let it be

RESOLVED: The EDDDA agrees to approve expenditures of \$5.00 for Tim Horton's donuts expending from account #297-6100-911-60-10 and Facebook charges of \$184.66, expending from account #297-6100-911-51-00; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Missed Payment - POW! Billing of May 2020 Social Media Ad Buy/Board Mtg Expense - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and West Dearborn Downtown Development Authority (WDDDA) utilize POW! Strategies, Inc. to purchase social media ad buys and board meeting supplies through a contracted services agreement; and

WHEREAS: Invoice #158 from POW! Strategies, Inc. was issued in May 2020 for \$379.32 for a Social Media ad buys, coffee and donuts for the last joint board meeting before COVID shut down; and

WHEREAS: The bill did not complete processing and due to it being out of the current budget year, the funds are still due and approval is being requested of the DDDA boards for reimbursement to POW! Strategies, Inc.; so let it be

RESOLVED: The WDDDA agrees to approve expenditures of \$4.99 for Tim Horton's donuts expending from account #296-6100-911-60-10 and Facebook charges of \$184.67, expending from account #296-6100-911-51-00; and let it be

RESOLVED: The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:



DEARBORN

Downtown Vision

DRAFT: 12-8-21

THANK YOU

EDDDA Board (2021)

Eric Woody, Vice-Chairperson
Matthew Dietz, Secretary/Treasurer
Janice B. Cislo
Mark G. Guido
Jay P. Kruz
John B. O'Reilly, Jr., Mayor
Kamal Turfah

WDDDA Board (2021)

Sam Abbas, Chairperson
Mohammed Hider, Vice-Chairperson
Jeffrey Lynch, Secretary/Treasurer
Thomas Clark
Mark G. Guido
Jackie Lovejoy
John L. McWilliams
Karen Nigosian
John B. O'Reilly, Jr., Mayor
Audrey Ralko

DDA Committees

Vision Steering Committee
DEV Committee
Promotions Committee
Branding Committee
Mobility Committee

Project Team

POW! Strategies
SmithGroup
City of Dearborn Economic
and Community Development
Department

Businesses and Residents

The Henry Ford
University of Michigan-Dearborn
Ford Land
Wayne County
Henry Ford College
Beaumont
Henry Ford Health System
Dearborn Area Chamber of Commerce
Henry Ford Estate
Arab-American National Museum
Neighborhood Associations

Public Input

This plan builds on the input received during the Branding initiative, which included over 1900 responses to a survey.

The public was asked to share their ideas on diversity, connection, and innovation for the downtowns via social media and an online and paper survey in fall 2020, which resulted in over 200 responses. Responses were received in English and Arabic.

Fall virtual meetings on the three plan themes were held with Dearborn Business Leaders (9-4-20) and the DDA Board (10-21-20).

2021 Council

2022 Council

PREVIOUS PLANS

This Vision Plan builds on ideas and visioning from many recent efforts in Dearborn:

Ongoing: Cultural Trail

2019	Branding Study
2019	West Downtown - Design Guidelines
2019	Michigan Avenue Streetscape Plan
2018	Nonmotorized Plan
2018	West Downtown - Form-Based Code
2016	DDA Strategic Plan
2016	NRN Plan
2016	Living Street Plan
2014	Dearborn Master Plan
2013	Dearborn TOD Project = PlacePlan
2008	East DDA Plan

TABLE OF CONTENTS

In January 2016, the East and West Downtown Dearborn Authorities (DDDA) completed a Downtown Strategic Plan for Downtown Dearborn based on the City's Master Plan with over 100 community members, partners, government and DDDA board leadership. Its key goals were to develop a cohesive main street - Michigan Avenue, increase the regional destination appeal of Downtown Dearborn, and lay the groundwork for the long-term vision. As part of that Strategic Plan, a successful branding initiative was completed in 2019 that gathered a vision for the city as a whole and the downtown through a multi-faceted community outreach approach. The DDDAs then adopted a memorandum of understanding in 2019 that set forth how the two DDAs would collaborate to create a vibrant Downtown Dearborn experience for all. Now since 2020, a Downtown Vision Plan is being developed which re-engaged key stakeholders from the previous two planning initiatives, as well as new community-wide input.

This Vision Plan brings together goals from these recent planning efforts, the vision from the branding plan, the memorandum of understanding and other studies for a unified vision that further grounds a 20-year strategy for Downtown Dearborn. This vision combines all of the thought, leadership and innovation into one future forward message that will take Downtown Dearborn into the year 2040.

How to use this document

Utilize the Vision Plan to inspire and inform the development and growth the community envisions. The Vision Plan is the basis for setting and refreshing economic strategies. It can serve as a guide for decision making, as well as a tool for evaluating progress and benchmarks. Provide to developers, property owners, businesses, and real estate professionals to create a clear understanding of the downtown aspirations, as well as what steps have been taking already to get there. The DDA Boards and City of Dearborn should use this as a framework for all other plans and strategies that the board members, volunteers and stakeholders put into action.

Vision Summary	01
Vision	
Goals and Objectives	

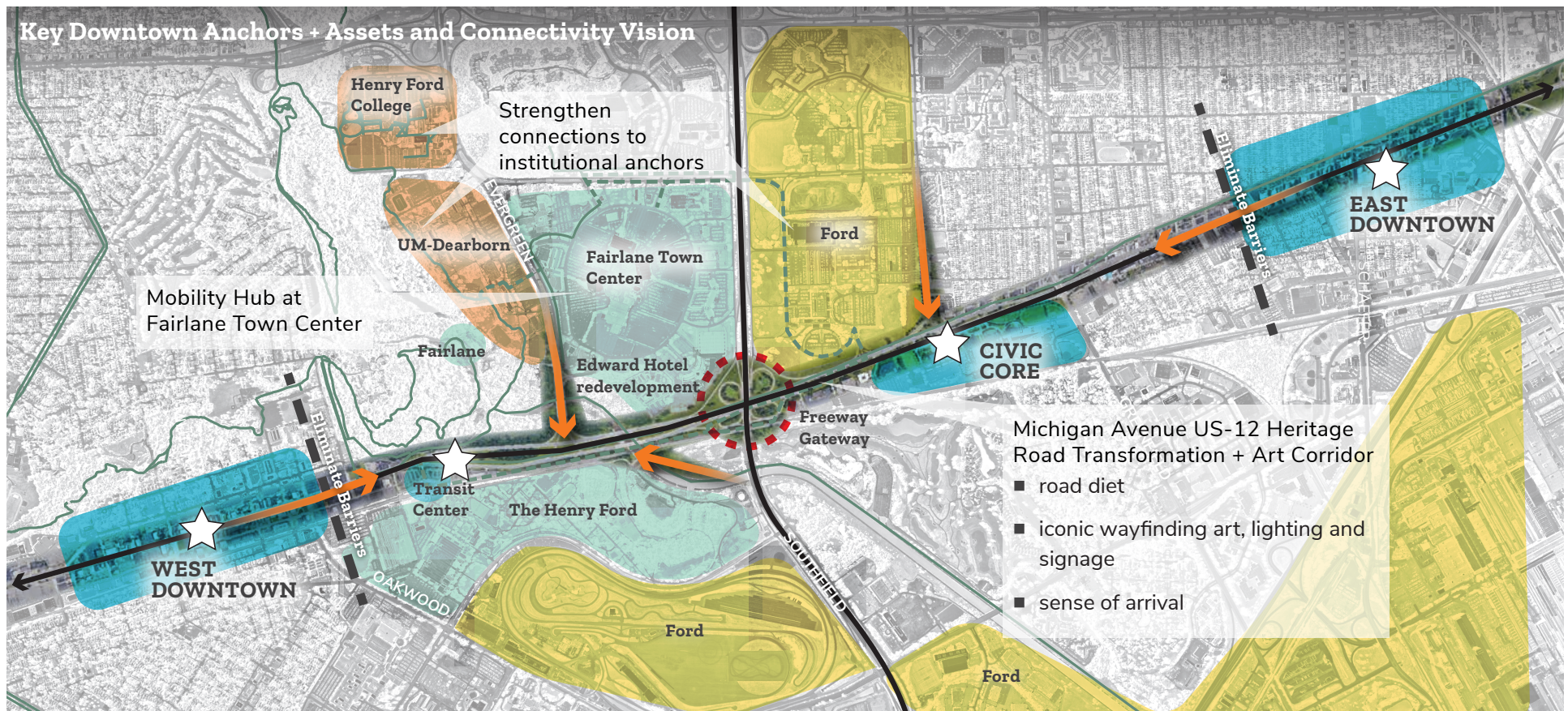
Vision in Action	02
Foundation for the Future	
Recent Successes	
Implementation Roadmap	
Toolkit in Action	

VISION SUMMARY


2040 VISION

Downtown Dearborn is where cosmopolitan meets community: Access all the amenities of big city life — without sacrificing a sense of belonging. It's a cohesive community with next-gen appeal, enriched by walkable public spaces, cultural vitality and innovative retail diversity. A scaled-down-yet-still-urban destination defined by talent, drive and diversity. As one of the most desirable cities in the United States to live and top regional destinations to visit and work, it is truly a place that locals are proud to call home and hub of activity where everyone is welcomed and included to celebrate in its rich tapestry of cultures, ideas, foods, festivities, education, recreation, tourist attractions, arts and history.

Keep your cosmopolitan outlook. Cherish your community traditions. If that's the balance you're after as you set out to make your mark in the world, then Dearborn is where you'll find it.



The future Downtown Dearborn will...



Bridge the gap
to unite the two
downtowns and
their historic
attributes across
the physical, social,
and psychological
barriers that have
divided them.




Feature an attractive
mix of well-
maintained historic
and new buildings
and quality public
realm that create an
authentic vibe.



Provide a safe,
walkable environment
that emphasizes
people over cars.



Build economic
access and capacity
to adapt and grow
from market changes
while minimizing
environmental
impacts.



Present a vibrant,
livable center with
a variety of housing
options and amenities.



Showcase diverse
cultural, historic,
artistic amenities
as a destination for
tourists, students,
and residents.



Provide green, open,
and active places for
the public to connect,
congregate, and
recreate.



Attract top talent,
cultivating innovative,
experiential
businesses and
entrepreneurs.

DIVERSE

From people to places to experiences, Dearborn offers the diversity of a city several times its size.

Downtown Dearborn brings together people of different ethnicities, viewpoints, interests, abilities, and backgrounds. It's diverse in other ways, too: from businesses to products, buildings to environment, historic to modern, culture to recreation.

INCLUSIVE

Here, proud contributions from the city's Arab American communities, African-American, Polish and Italian heritage, young and young-at-heart, blue and white collar, abled and adaptive, entrepreneurs and Fortune 500 blend together to shape downtown. Community-minded, creative and multicultural events at the epicenters of town, including Wagner Park, the Performing Arts Center, the new Farmers Market Shed and redesigned City Hall Park & Pavilion, celebrate and showcase the best of Downtown Dearborn year-round. From signature events to retail promotions featuring food, art, retail, youth, music and culture, there is something for everyone.

AUTHENTIC

Dearborn's character is anything but cookie-cutter. We embrace originality and genuine experiences. With our two-plus centuries of history and tradition of industry, Downtown Dearborn provides a diverse array of neighborhoods and land use types, from scenic and natural beauty of the River Rouge Greenway to urban and industrial. Its pleasing, highly walkable clusters of century-old storefronts combine with new retail and office spaces to provide an array of shopping, dining and entertaining options with year-round appeal and an authentic vibe.

UNIQUE

In Dearborn, you'll find products and experiences you simply won't come across anywhere else in the region. Take food for starters: From American staples done to perfection to the finest, most varied Middle Eastern cuisine in America — and lots of surprises in between — Dearborn's list of craveable experiences is long. Dearborn is also home to a diverse set of over 250 retailers, restaurants, and service businesses, as well as homegrown institutions such as Carhartt and Ford.



INNOVATIVE

From Henry Ford to today and beyond, Dearborn has been a magnet for people who want to do something different and make their ideas happen.

Dearborn is a hub for innovation with businesses of all sizes from startups to global corporations. A strong maker and craft culture is well supported by the resources and amenities the city provides, including an excellent public school system, higher education and many informal learning opportunities, helping to ensure a talent pipeline of makers and innovators.

CREATIVE

From beer to bread, glassware to fishing lures and sculpture to dance, Dearborn is a place where artists and makers of all kinds feel right at home. We support our small businesses and entrepreneurs, building a network of affordable tools and advocates to launch the next great idea. We value education and exchange as a hub for smart, creative people of all ages.

INVENTIVE

What is old has become new again by rethinking and remaking our infrastructure and buildings to encapsulate our innovative history and spirit. Michigan Avenue is an innovative smart street that redefines how mobility and main streets function - technology is piloted - accessibility is prioritized for layered micro-mobility solutions including bike share, e-bike, scooters and Smart transit.

DYNAMIC

We appeal specifically to next-gen individuals who don't want to sacrifice sophistication and choice for a more family- or community-oriented life. Our promise extends an invitation to explore further. There is always something to do from nightlife to family life, events for every season and experiential businesses.

RESILIENT

Downtown Dearborn businesses pivot when the market changes with a supportive resource base that is flexible, intuitive and action-oriented. Opportunities don't linger, growth is inevitable. Small businesses will leverage e-commerce, new technologies and mixed marketing to grow. The community will avert future natural and economic challenges by preparing now.

SUSTAINABLE

We prioritize a sustainable downtown that minimizes impacts on the environment - reducing pollution and contamination; reducing consumption of water and reusing rainwater while minimizing runoff; adding green, permeable surfaces; supporting local, fresh food; restoring natural species and habitats; and demonstrating resilience. The Rouge River is a celebrated resource that connects our downtowns to our neighbors and offers a scenic way to get from downtown to The Henry Ford. We champion and support micro-mobility and electric vehicles all to decrease Dearborn's impact on the climate.



CONNECTED

Dearborn is the place to feel and be connected — to the rest of the world, to Detroit and the region and to the people around you.

In Dearborn, it's easy to feel connected in every sense of the word. From world-class museums and an array of cultural offerings from east to west to green, scenic spaces to outdoor gatherings and a civic center filled with top-notch amenities. Detroit's right at your fingertips, so is the region's best air, rail and highway connections, including high-speed intercity service between Detroit and Chicago, and a commuter line connecting Ann Arbor and Detroit. With all its amenities and variety, in Dearborn it's still easy to feel like you fit right in.

ACCESSIBLE

Our commitment to mobility extends beyond our rich history with the automobile - users of all abilities find our trails and streets are safe and comfortable with connections between East and West Downtowns and nearby neighborhoods. It's a walkable environment with omni-transit options that emphasize people over cars. From bikes to scooters to an inter-urban bus and ride share programs, getting to your last mile is a breeze.



WELCOMING

Want to be friends with the neighbors, get connected through community networks and feel like more than just a number in line at city hall? In Dearborn, it's easy. Make your home on any size budget from charming historic neighborhoods within walking distance to downtown to walk-up townhomes and loft-style living right in the center of it all.

COHESIVE

From how it looks, how it functions to how it feels and makes you feel, Downtown Dearborn's main street Michigan Avenue, a National Auto Heritage Route, provides a contiguous connection from Detroit to Inkster. Michigan Avenue links the anchors of East and West Downtown with The Henry Ford, UM-Dearborn, Dearborn Administrative Center, Ford Motor Company, and the Edward Hotel.

INTEGRATED

Getting to and around this smart city is simple and safe with its clear wayfinding, innovative technology and digital connectivity. From school to work, home to business, recreation to tourism, Michigan Avenue is the link that makes it all seamless. The business, residents and civic leaders make it so.

UNIFIED

We are all one, working together for what we know is needed. As residents and businesses we are helpful, respectful, open-minded and resourceful. What affects one, affects all. We build off of unique ideas, concepts and characteristics to expand collaboration and bring everyone to the table. Our community rises above with acceptance, comprehension, inclusion, action and change.

GOALS + OBJECTIVES

These goals and objectives were drawn from existing plans and augmented through the input process to create one set of overarching goals and objectives for the downtowns.



Built Environment

Feature an attractive mix of well-maintained historic and new buildings and quality public realm that create an authentic vibe.

- Improve and reinforce quality building design, upkeep, and renovation
- Preserve historic structures while promoting compatible infill
- Prioritize adaptive, flexible reuse of streets and buildings to promote economic development and investment
- Encourage green building design standards



Unify East and West

Bridge the gap to unite the two downtowns and their historic attributes across the physical, social, and psychological barriers that have divided them.

- Improve the area and connectivity between the downtowns to reinforce Michigan Avenue as the main street of the city
- Ensure consistent, equitable and cohesive design, activities, and programs from East to West.
- Connect key centers of activity to downtown and the rest of the community
- Embrace diversity and expand inclusivity creating an approachable environment
- Turn Michigan Avenue into an attraction that stimulates economic development and engages visitors from east to west.



Mobility

Provide a safe, walkable environment that emphasizes people over cars.

- Strengthen and leverage multi-modal connections throughout Dearborn to the downtown from neighborhoods, educational and cultural institutions and major industry.
- Lead the way as the mobility hub of southeast Michigan and first- and last-mile mobility solutions
- Reimagine alleys for art, safety, and pedestrian connections to maximize linkages between land uses
- Continue to improve ADA accessibility along streets, parks, and event areas
- Grow the biking, scooter and walking culture through the expansion of Healthy Dearborn initiatives.
- Strengthen downtown connections to neighborhoods to be more inviting, safe, and visually appealing



Living

Present a vibrant, livable center with a variety of housing options and amenities.

- Diversify and improve the housing stock to meet the needs of current and potential residents and lifestyles including middle-market, multi-generational, workforce, and adaptive housing
- Promote healthy living
- Support residents throughout their life - from childhood to students to families to seniors - lifelong learning
- Provide a stimulating and energizing social life day and night
- Be helpful, welcoming, friendly, and inclusive to all
- Increase and support diverse programming for all ages, abilities, and cultures
- Create an inclusive, safe and accessible volunteer environment to expand and diversify the volunteer base.



Workforce

Attract top talent, cultivating innovative and experiential businesses and entrepreneurs.

- Preserve, improve and expand the quality of life factors that act to attract and retain an educated, skilled workforce
- Recruit a variety of compelling retail businesses
- Create a synergy of uses to support equitable economic development and redevelopment
- Diversify the mixture of restaurants to promote a local, world kitchen unique to Dearborn across a variety of price points
- Encourage and support diverse business ownership
- Collaborate with educational institutions and economic organizations to grow business start-ups
- Enhance the outreach of Downtown's Business Assistance Team with more townhall meetings and focus-group sessions.
- Educate and train businesses on business growth tools



Culture

Showcase the diverse cultural, historic, artistic amenities as a destination for tourists, students, and residents.

- Leverage Dearborn's multi-cultural heritage through art, storytelling, and experiences
- Build and strengthen the college town culture
- Strengthen awareness of Dearborn's authentic vibe as a destination for history, education, business, technology, cuisine, and family
- Be known as an outdoor, all-season hotspot for dining, entertainment and recreation
- Build upon Dearborn's assets with creative placemaking that are quicker, lighter and cheaper (QLC)
- Invest in art in public spaces that connects Michigan Avenue



Open Space

Provide green, open, and active places for the public to connect, congregate, and recreate.

- Prioritize low-impact stormwater strategies
- Strengthen recreational tourism opportunities along the Rouge trail and waterways to connect to the downtown other cities
- Increase open space and ensure open spaces are accessible for all to use
- Connect businesses to activated spaces
- Improve dedicated space for public events and activities



SMART - Sustainability + Resiliency

Build economic access and capacity to adapt and grow from market changes while minimizing environmental impacts.

- Reduce the carbon footprint impacting the climate crisis
- Become the Nation's leader in Health Community initiatives by growing access to fresh foods, equitable health services and wellness activities
- Become a green destination
- Address the short and long term impacts of the pandemic
- Be nimble and ready for uncertainty
- Broaden recycling options and best practices
- Establish an organization focused on supporting and implementing the Downtown Dearborn vision.
- Build SMART-city infrastructure
- Prioritize low impact stormwater design to minimize runoff into stormwater infrastructure and reduce flooding