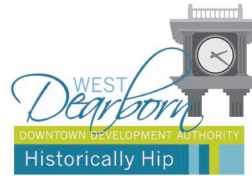




**EAST DOWNTOWN DEARBORN**  
Neighborhood Feel. Totally Real.



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

**THURSDAY, JANUARY 17, 2019**

**8:00 A.M. – 9:30 A.M.**

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

**I. Call to Order**

**Chairman Merritt/Chairwoman Nigolian**

**II. Roll Call**

**Secretary Kruz & Secretary Jernigan**

**III. Election of Executive Committee Officers**

**IV. Joint Meeting Chair for January 2019: Scott J. Saionz**

**V. Approval of the November 2018 Meeting Minutes**

**VI. Treasurer's Report**

**Finance/Treasurers**

**A. Receive & File Report**

**VII. Action Items**

**A. Joint Board Actions**

1. **Tanner Friedman Contract Renewal**
2. **CTM Brochure Distribution**
3. **Chamber Directory**
4. **Henry Ford Marketing Package**
5. **Main Street Conference 2019**
6. **Main Street & MDA Memberships**
7. **Events**
  - a) **Dearborn Restaurant Week**
  - b) **Ladies Night**
  - c) **Spring/Fall Perennial Exchange**
  - d) **Movies in the Parks**

**B. EDDDA Actions Only**

1. **Jazz on the Ave**
2. **Music in the Park**

**C. WDDDA Actions Only**

1. **Farmers & Artisans Market**
2. **Friday Nites**
3. **Kids Days**
4. **Tunes at Noon (moved to Wagner Place)**
5. **Martian Marathon**
6. **Farm to Table Amendment**

**VIII. Committee Reports**

**A. Promotions/Organization Updates**

**Chair Sam Abbas**

**B. Design/Economic Vitality**

**Chair Mike Kirk**

**IX. DDDA Executive Management Team Report & ECD Report**

**X. Call to Board of Directors**

**XI. Call to Audience**

**3 min./guest**

**XII. Adjournment**



# AGENDA OVERVIEW

---

## Action Items

### ***Treasurer's Report***

Both the EDDDA & WDDDA January 1, 2018 financial reports are attached for your review.

### ***JOINT ACTIONS***

#### ***Election of Officers***

The DDDA Boards annually elect officers to the Boards' Executive Committees at the beginning of each new year. Board members were notified of the call for nominees, and the last three calls will be at the Board meeting January 17. The Executive Committee serves their roles for one year.

The EDDDA nomination committee has prepared a slate consisting of:

Scott J. Saionz, Chairperson

Dan Merritt, Vice-Chairperson

Jay Kruz, Secretary/Treasurer

The WDDDA nomination committee procured interest from the WDDDA Board members, and will present their final recommended slate at the meeting.

#### ***Tanner Friedman***

Attached is the year-end report from Tanner Friedman related to their contract work for strategic communications and public relations. Tanner Friedman's contract expires January 19, 2019, and is up for renewal for its second of two one-year renewals at \$80,000, shared equally by the EDDDA and WDDDA. Tanner Friedman has continued to provide an important service to the downtowns continuing to increase and improve our communication and audience reach. Of note this year, Tanner Friedman assisted with communication around the Branding Community Survey which garnered almost 2,000 completed surveys, website content development which will be live in February 2019, bi-weekly eblast communications sharing our stories and successes, as well as numerous opportunities for TV, radio and print exposure for our events, development and activities. Tanner Friedman also provides strategic planning for social media, but due to budget and hourly costs, we tend to limit the amount of time they spend on placing social media content. This is generally redirected to POW! Strategies and volunteers where appropriate. This is still one area that can continue to benefit from more time dedicated to it to help capture activities in the moment on Instagram and Facebook live posts, although we do not recommend doing it through Tanner Friedman due to their rate per hour. In the future, this is one area where the Boards may want to direct either additional funding or volunteers to continue this increase in engagement on our social media channels.

Recommendation is to renew the contract for a term of one year from January 20, 2019-January 19, 2020, in the amount of \$80,000. As we move into this new year, we anticipate the need for implementation of the new branding through communication channels, as well as growing our reach in the economic and development fields to support our transformational strategies, in addition to continuing to support our event and marketing communications.

### ***CTM Brochure Distribution***

The DDDAs have annually distributed 20,000 rack cards throughout the Metro Detroit area in hotels, convention and visitor centers through CTM Brochure Distribution. In 2018, we saw that all 20,000 were placed and picked up, and CTM is recommending an increase of number of rack cards for 2019. The rack cards provide a general overview of Downtown Dearborn and some of the events and activities throughout the year. We are seeking a sponsor to help support the rack card in 2019 in addition to our partnering organizations of the City of Dearborn and Dearborn Area Chamber of Commerce (details in resolution). The overall cost including print production and distribution is \$8500 which has been budgeted annually. The resolution would commit the DDDAs to distribution in 2019.

### ***Dearborn Area Chamber of Commerce Annual Directory***

The Dearborn Area Chamber of Commerce produces an annual directory that is distributed throughout the community, businesses and those looking to move to Dearborn. The DDDAs have not previously advertised in this directory, but is recommended as we move forward. The DDDAs have funding available in its General Marketing budget for advertising purposes. The total cost including a full-page ad and graphic design, split equally between the East & West DDDAs is \$3475 to Harbor House for the publication and Bright Sky Creative for graphic design services as listed in the resolution. Publication background information is attached as well.

### ***Henry Ford Marketing Package***

Annually, the East & West DDDAs have partnered to advertise with The Henry Ford over the last few years to promote the collective message of shopping, dining and attending events in Downtown Dearborn. Attached is the summary report of the past year and 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. The Henry Ford attracts over 1.8 million visitors annually.

### ***Main Street Conference 2019***

In an effort to continuously educate and train Board members and volunteers on the Main Street Approach, the DDDAs have sent individuals to the Main Street NOW Conference annually since in 2016. This is a great opportunity to learn from experts and peers in the field of downtown management and economic development. This year, the conference is March 24-28, 2019 in Seattle, WA. Due to the distance in travel, we do not have the ability to share car travel and save on costs for a larger team of volunteers to attend this year, therefore, we are recommending one volunteer/board member per DDDA be allotted at a budget of \$2,000. The DDDA Executive Director attends as well, but is covered under the POW! Strategies contract.

### ***Memberships with MDA and Main Street Center***

The DDDAs budget annually for the MDA (\$575) and Main Street Center (\$350) memberships. The resolution authorizes the expenditure.

### ***Dearborn Restaurant Week Amendment***

The resolutions attached for the Dearborn Restaurant Week reflect the specific service providers and amounts based on the previously approved budget.



### ***Ladies Night***

Last spring, the DDDAs embarked on its first Ladies Night event and the promotions committee is recommending continuing with Ladies Night in 2019. This year we are recommending expanding the budget to include radio advertising with iHeart, as well as creating a spring/summer event brochure instead of individual postcards for each event, otherwise, all other costs remain the same. The budget proposed is \$6755 and list of service providers are in the resolution.

### ***Perennial Exchange***

The promotions committee recommends continuing with the Perennial Exchange hosted in the EDDDA in the Spring and WDDDA in the Fall. The budget for both events is \$2060 split equally between the East & West DDDAs. The events activate our public spaces and draw people to the districts on the weekends.

### ***Movies in the Parks***

Last year, both DDDAs hosted movie nights in their respective districts and marketed it as Downtown Dearborn Movie Nights. The Promotions Committee recommends continuing this fun, family activity to activate our public spaces in the downtowns and grow family attractions. Both districts will host two movie nights from June through September. The WDDDA events will move to Wagner Place Park off of W. Village Drive from West Village Commons Plaza. The budget for each district is \$2350 and the resolutions attached specifies the specific service providers.

### ***EDDDA ACTIONS ONLY***

#### ***Jazz on the Ave***

Sticking with the tradition and success of Jazz on the Ave, the Promotions Committee recommends continuing with this event for 2019. The resolution attached specifies the service providers, including a continuation with Alexander Zonjic, totaling expenses at \$54,690.

#### ***Music in the Park***

After evaluation of the market and desires of the EDDDA district, the Promotions Committee recommends modifying Tunes at Noon and changing that to an evening event as opposed to a daytime event during the week. Because there is a larger evening/after work population, the committee felt that moving the event from a noontime event to the evening would be more successful. The same costs and 6-week schedule would apply this year, but the committee is still determining the exact dates. The budget and expenditures are listed in the resolution totaling \$6,620.

### ***WDDDA ACTIONS ONLY***

Attached are resolutions for the specific expenditures for the following events in the WDDDA for 2019:

#### ***Farmers & Artisans Market***

Resolution for expenditures totaling \$25,540 is attached. The market will be moved to Wagner Place in 2019. The market runs every Friday from June –end of September.

#### ***Friday Nites***

Resolution for expenditures totaling \$42,520 is attached. The Friday Nites events (3) will be moved to Wagner Place in 2019. The entertainment planned for Friday Nites includes Kaleido, Fun House and Mega 80s to grow attendance. Also increasing radio advertising plan to better cover the three events.

### ***Kids Days***

Kids Days continues to grow each year, and the resolution specifies detail for expenditures totaling \$16,035. The Kids Days events will be moved to Wagner Place Park as well. There are three Kids Day events with hundreds of kids attending each year.

### ***Tunes at Noon***

Appealing to our growing daytime economy in the WDDDA, scheduling and moving the weekday music event, Tunes at Noon, is a great way to activate Wagner Place Park. The WDDDA budgeted for the increase of events in this fiscal year for events in Wagner Place Park. The expenditures are specified in the resolution attached at amount of \$6,620. The event dates are still to be determined, but are structured off of a 6-week program.

### ***Martian Marathon***

Each year, the WDDDA helps to promote the local business district by coordinating discounts throughout the area for attendees and on-lookers/supporters of the Martian Marathon event which draws over 6,000 attendees each year. The budget is \$500 and the expenditures are itemized in the attached resolution.

### ***Farm to Table***

Originally scheduled for the Fall of 2018, it has been rescheduled to May/June of 2019. The specific expenditures related to this event are detailed in the resolution attached.

CITY OF DEARBORN  
EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (EDDDA)  
WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY (WDDDA)  
REGULARLY SCHEDULED JOINT BOARD MEETING  
NOVEMBER 15, 2018  
DEARBORN ADMINISTRATIVE CENTER  
MINUTES

**MEMBERS PRESENT**

JOINT EAST & WEST : Mark Guido, Mayor Jack O'Reilly (8:23a arrival)

EAST DDDA : Janice Cislo (9:59a departed), Jay Kruz (9:59a departed),  
Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

WEST DDDA : Sam Abbas (8:13a arrival), James Jernigan, Jackie  
Lovejoy (8:12a arrival), Karen Nigosian, Audrey Ralko,  
Doug Van Noord

**MEMBERS ABSENT**

EAST DDDA : Joseph Bojovic, Judith McNeeley

WEST DDDA : Thomas Clark, Mohammed Hider, John McWilliams

**NON-MEMBERS PRESENT**

CITY OF DEARBORN : Cristina Sheppard-Decius (DDDA), Jean Smith  
(DDDA), Andrew Daulton (DDDA), Teresa Duhl (DDDA),  
Barry Murray (ECD), Licia Yangouyian (Law), Maria  
Buffone (Finance), Laura Freeman (Council), Steve  
Horstman (ECD)

OTHERS : Cheryl Zuellig (SmithGroup)

**I. Call to Order**

Joint DDDA Chair Karen Nigosian called the meeting to order at 8:11am.

**II. Roll Call**

EDDDA: Secretary-Treasurer Jay Kruz called the roll of Board members. A quorum was Present.

WDDDA: Secretary-Treasurer James Jernigan called the roll of Board members. A quorum was not present. At 8:13am, Chairwoman Karen Nigosian announced quorum had been reached.

**III. Approval of Minutes**

EDDDA: The minutes from the October 18, 2018 Joint Board meeting were presented for approval. Vice Chairperson Scott Saionz motioned to approve. Director Mark Guido seconded. Passed by unanimous voice vote.

WDDDA: The minutes from the October 18, 2018 Joint Board meeting were presented for approval. Director Jackie Lovejoy motioned to approve. Secretary-Treasurer James Jernigan seconded. Passed by unanimous voice vote.

**V. Treasurer's Report**  
**A. Receive & File Report**

EDDDA: Maria Buffone from Finance reviewed the financial statement dated November 1, 2018. Revenue to date totaled \$681,214. Expenditures to date totaled \$114,986. The current cash position equals \$1,598,578, and it is estimated that the EDDDA's cash position at the end of the fiscal year will be \$556,396. Per Chairperson Merritt, the Treasurer's Report was received and filed.

WDDDA: Maria Buffone from Finance reviewed the financial statement dated November 1, 2018. Revenue to date totaled \$523,940. Expenditures to date totaled \$138,601. The current cash position equals \$1,089,104, and it is estimated that the WDDDA's cash position at the end of the fiscal year will be \$364,278. Per Chairperson Nigosian, the Treasurer's Report was received and filed.

**B. Recognize Receipt of Funds**

WDDDA: Acknowledged the receipt of funds from Josh Reynolds (\$20) and Victoria Murdock (\$40) totaling \$60 and from Paparazzi Accessories totaling \$5. Joint Director Mark Guido motioned to approve. Director Jackie Lovejoy seconded. Passed by unanimous voice vote.

EDDDA: Acknowledged the receipt of funds from Paparazzi Accessories totaling \$5. Vice Chairperson Scott Saionz motioned to approve. Director Janice Cislo seconded. Passed by unanimous voice vote.

**VI. Presentation**  
**A. Michigan Avenue/Connector Streets/Cultural Trail**

Presented by Cheryl Zuellig of SmithGroup. Presentation included slides to illustrate the current and coming phases of development on the aforementioned projects, including a recent exploration of plans and procedures for removal of cement planters in the East End for business owners who wish to invest in such a project.

**VII. Action Items**  
**A. Joint Action Items**

### **1. Dearborn Restaurant Week**

EDDDA: Approved expenditures up to \$16,375 from account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week. Vice Chairperson Scott Saionz motioned to approve. Director Kamal Turfah seconded. Passed by unanimous voice vote.

WDDDA: Approved expenditures up to \$16,375 from account #296-6100-911-51-00 for costs related to Dearborn Restaurant Week. Director Jackie Lovejoy motioned to approve. Secretary-Treasurer James Jernigan seconded. Passed by unanimous voice vote.

### **2. Art Month 2019**

EDDDA: Authorized an amount not to exceed \$1,000 towards supporting April Arts Month 2019 from Community Promotion account #297-6100-911-51-00 Art Month line Item. Vice Chairperson Scott Saionz motioned to approve. Secretary-Treasurer Jay Kruz seconded. Passed by unanimous voice vote.

WDDDA: Authorized an amount not to exceed \$1,000 towards supporting April Arts Month 2019 from Community Promotion account #296-6100-911-51-00 Art Month line Item. Secretary-Treasurer James Jernigan motioned to approve. Director Sam Abbas seconded. Passed by unanimous voice vote.

### **3. Cancellation of December 2018 Joint Board Meeting**

EDDDA: Authorized the cancelation of the December 20, 2018 Joint East and West Dearborn Downtown Development Authorities' meeting if no action items are necessary. Vice Chairperson Scott Saionz motioned to approve. Director Mark Guido seconded. Passed by unanimous voice vote.

WDDDA: Authorized the cancelation of the December 20, 2018 Joint East and West Dearborn Downtown Development Authorities' meeting if no action items are necessary. Director Audrey Ralko motioned to approve. Mayor Jack O'Reilly seconded. Passed by unanimous voice vote.

### **4. Translation Services for Branding**

EDDDA: Resolution vote canceled per direction from the City's Purchasing Department which found approval language in addendum.

WDDDA: Resolution vote canceled per direction from the City's Purchasing Department which found approval language in addendum.

## **B. WDDDA Actions Only**

### **1. Office Lease**

The WDDDA board authorized an amount not to exceed \$10,830 (\$902.50 per month) towards sharing an office with the East Dearborn Downtown Development Authority in 13615 Michigan Avenue Building B from building rental line item #296-6100-911-44-10. Also, the WDDDA board authorized an additional amount not to exceed \$902.50 towards covering half of the June 2018 office space rent from building rental line item #296-6100-911-44-10. Mayor Jack O'Reilly motioned to approve. Director Jackie Lovejoy seconded. Motion approved by unanimous voice vote.

### **C. EDDDA Actions Only**

#### **1. Lighting for Schaefer**

The EDDDA board authorized entering into a contract with Detroit Edison, a DTE Energy Company, in an amount not to exceed \$34,581 towards the construction and installation of nine 60w acorn style luminaires on 14' aluminum posts on Schaefer south of Michigan Avenue to Osbourne from Contract Services account #297-6100-911-34-90. Also, the EDDDA board authorized the executive director to execute the contract, subject to the review and approval of Corporation Counsel. Vice Chairperson Scott Saionz motioned to approve. Mayor Jack O'Reilly seconded. Motion approved by unanimous voice vote.

#### **2. Unemployment Resolution Amendment**

The EDDDA board authorized an amount not to exceed \$7,240 towards unemployment costs for Michael Bewick from Contract Services #297-6100-911-34-90. Vice Chairperson Scott Saionz motioned to approve. Director Janice Cislo seconded. Motion passed by unanimous voice vote.

## **VIII. Committee Reports**

### **A. Promotions/Organization Update**

Presented by Sam Abbas and Cristina Sheppard-Decius. Branding kick-off breakfast took place on November 1, 2018. More than 700 individual branding campaign surveys have been completed. However, campaign still needs a diversity of ZIP codes. The heaviest respondents are in the northwest quadrant. Dearborn Restaurant Week is projected to bring in \$34,000 with expenses totaling \$32,750 for a net profit of \$1,250. Forty businesses have committed to participating. Fall holiday events were recapped. The 2019 Music Series is in the planning stage. Committee Chair Sam Abbas recommended that the boards consider investing in purchasing a tent to be set up by the city's staff, rather than incurring the rental expense for multiple events each year. The city will review this issue. See board packet for full committee meeting minutes.

### **B. Design/Economic Vitality**

Mike Kirk was not present. Cristina Sheppard-Decius reported. The Pitch Competition was successful with three of the five selectees presenting. Remember to take the branding survey and tell others about it. Issues being addressed by the committee include the business development ecosystem, community reinvestment act funding, activating Artspace, and others. See board packet for full committee meeting minutes.

**IX. DDDA Executive Management Team Report & ECD Report**

Kayak launches will be open in Spring 2019. Senior housing at REDICO site is 95% leased. Wagner Place crosswalks will be done soon. Soon to open in Wagner Place: Jolly Pumpkin, Orange Theory, and other businesses. The Muirhead Building sold this week.

**X. Call to Board of Directors**

Artspace's new arts and technology lab opened. If anyone has a contact at LA Express, advise them to open their Michigan Avenue doors as an entrance. A new business is opening in the East End--a coffee shop/kids' play gym. The Dearborn Area Chamber's Ladies Night took place on November 16th, and the Chamber will hold its Holiday Gala at the Glass Academy on December 6th at 5pm.

**XI. Call to Audience**

**XII. Adjournment**

Meeting adjourned at 9:59am. Mayor Jack O'Reilly motioned to approve. Director Sam Abbas seconded.

Approved by:

Jay Kruz, Secretary-Treasurer, EDDDA

---

Jim Jernigan, Secretary-Treasurer, WDDDA

---

City of Dearborn  
East Downtown Development Authority (EDDDA)  
Prepared as of December 28, 2018

**REVENUES:**

	FY2017 Actual	FY2018 Audited
Property Tax Capture	313,361	331,579
BRA Tax Captures	465,013	464,566
<b>Tax Revenue Total:</b>	<b>778,374</b>	<b>796,145</b>
Local Community Stabilization Shared Rev	21,979	-
Interest Income	10,246	18,257
Donations from Private Sources	15,761	22,965
Miscellaneous Income (SAD Landscape, snow, PSD)	-	-
Contribution from General Fund (Sanitation)	-	35,681
<b>Total Revenues:</b>	<b>826,360</b>	<b>873,048</b>

**EXPENDITURES:**

Salaries & Wages-Part Time	67,278	51,593
FICA/Medicare, City Share	5,147	3,947
Workers Comp. Contrib.	43	33
Car Allowance	-	-
Other Services (G&R)	-	33,603
Audit Services	694	772
Other Professional Services	2,061	150
Contract Services	61,872	133,045
Copier R & M	147	58
Building Rental	24,740	25,000
Community Promotion	123,956	154,922
Insurance	1,370	3,255
Communications, Tele Serv	1,240	720
Staff Training & Tran Exp	2,624	3,310
Office Supplies	306	642
Postage	-	4
Equipment - Non Capital	-	1,720
Planting Materials	-	7,057
Memberships	663	413
Reference Materials	28	28
Licenses, Fees & Permits	-	-
Other Operating Expense (1)	502,757	536,989
<b>Sub-total Operations</b>	<b>794,926</b>	<b>957,261</b>

**Projects:**

Building Demolition Serv	-	-
Architect/Engineer Svc	1,700	4,250
Construction Contractor	-	25,180
Licenses, Fees & Permits	-	-
Undistributed Appropriation	-	-
<b>Sub-Total Capital</b>	<b>1,700</b>	<b>29,430</b>

Transfers out: Brownfield Fund (2)	465,013	464,566
<b>Total Expenditures:</b>	<b>1,261,639</b>	<b>1,451,257</b>

Revenues Over (Under) Expenditures: (435,279) (578,209)

**Balance Sheet @ December 28, 2018**

Cash Position	1,571,861
Add Current Receivables	2,070
Add Unearned Income	306,632
Less Current Liabilities	(10,887)
Less Encumbrances	(298,255)
Less Uncommitted Budget	(1,020,438)
<b>Estimated Cash Position June 30</b>	<b>550,983</b>

\*\*Long Term Note Receivable booked on Balance Sheet  
(1) \$475,250 Redico reimbursement budget

FY2019				
Adopted Budget	Amended Budget	Actual YTD	Budget (Encumbered)	Budget Remaining
337,617	337,617	128,692	-	208,925
475,250	475,250	475,250	-	-
<b>812,867</b>	<b>812,867</b>	<b>603,942</b>	<b>-</b>	<b>208,925</b>
-	-	23,733	-	N/A
17,621	17,621	4,254	-	13,367
75,000	75,000	27,080	-	47,920
-	-	-	-	-
72,840	72,840	36,420	-	36,420
<b>978,328</b>	<b>978,328</b>	<b>695,429</b>	<b>-</b>	<b>306,632</b>

-	505	505	-	-
-	39	39	-	-
-	-	-	-	-
-	-	-	-	-
72,840	72,840	2,379	(11,009)	59,452
763	763	-	-	763
1,500	1,490	100	-	1,390
307,950	337,406	91,064	(74,398)	171,944
250	250	2	-	248
11,000	11,010	6,348	(5,565)	(903)
266,280	316,280	82,710	(43,751)	189,819
4,110	4,110	2,052	-	2,058
850	850	65	(244)	541
4,500	4,500	-	-	4,500
3,450	3,450	433	-	3,017
100	100	61	-	39
500	500	-	-	500
12,000	12,000	2,690	(9,310)	-
1,190	1,190	50	-	1,140
100	100	-	-	100
300	300	-	-	300
1,250	1,250	-	-	1,250
688,933	768,933	188,498	(144,277)	436,158

-	2,522	-	-	2,522
-	60,256	-	(16,831)	43,425
-	137,785	-	(137,147)	638
100	100	-	-	100
-	62,345	-	-	62,345
100	263,008	-	(153,978)	109,030

475,250	475,250	-	-	475,250
<b>1,164,283</b>	<b>1,507,191</b>	<b>188,498</b>	<b>(298,255)</b>	<b>1,020,438</b>

(185,955) (528,863) 506,931 298,255 (713,806)



# Annual Report Expenditures

	FY2017 Actual	FY2018 Audited	Adopted Budget	Amended Budget	Actual YTD	Budget (Encumbered)	Budget Remaining
<b>PUBLIC FACILITIES</b>							
Public Facilities Transferred to the BRA	465,013	464,566	475,250	475,250	-	-	475,250
Public Facilities Parking Master Plan M20006	1,700	7,880	100	263,008	-	(153,978)	109,030
Public Facilities (parking lot striping)	-	-	-	-	-	-	-
Artspace (Downtown Master Plan, City Hall Park Arch design)	-	25,180	10,000	40,000	-	-	40,000
Commercial Property Appearance (streetscape, bike racks, trash cans,)	-	4,250	11,500	10,956	-	-	10,956
Building / Business Incentive	-	-	30,000	22,760	-	-	22,760
<b>Total Public Facilities</b>	<b>466,713</b>	<b>501,876</b>	<b>526,850</b>	<b>811,974</b>	<b>-</b>	<b>(153,978)</b>	<b>657,996</b>
<b>DOWNTOWN DEVELOPMENT</b>							
General Marketing	-	-	20,000	9,897	327	-	9,570
Branding	-	-	65,000	116,500	14,875	(35,920)	65,705
Henry Ford Promotion Pkg	8,400	5,600	5,600	5,600	-	-	5,600
Metro Mode /Issue Media -Social Media Promos	-	34,682	24,000	24,000	9,000	(3,000)	12,000
CTM Brochure Distribution-Social Media Promos	-	-	4,250	4,250	-	-	4,250
Main Street Materials-Social Media Promos	-	-	1,000	1,000	-	-	1,000
Graphic Design-Social Media Promos	-	-	5,000	5,000	-	(800)	4,200
Photography	-	1,325	3,200	3,200	1,125	-	2,075
Flowers	150	28,952	12,000	12,000	2,690	(9,310)	-
Landscape & Maintenance	-	-	60,000	60,000	19,790	(11,317)	28,893
District Litter Pickup	-	33,603	72,840	72,840	2,379	(11,009)	59,452
City Hall Park Maintenance (Activity moved to Landscape FY19)	5,788	5,425	-	-	-	-	-
Holiday Décor	16,500	20,646	10,000	10,000	9,756	-	244
Holiday Installation	-	-	7,500	7,500	-	-	7,500
Snow Removal	19,922	37,575	30,000	30,000	2,925	(27,075)	-
Dearborn Community Fund Sculptures	5,900	5,900	6,000	6,000	-	-	6,000
Fall Décor	-	814	-	-	-	-	-
Banners	-	-	-	1,552	1,552	-	-
Community Art Enhancement	-	15,000	20,000	20,000	-	-	20,000
Jazz on the Ave	55,995	50,864	56,000	56,000	27,387	-	28,613
Tunes at noon	-	4,858	6,000	6,495	6,495	-	0
Movies in the Park	-	1,774	4,000	4,000	2,110	-	1,890
Shop Small	-	9,735	6,500	6,500	3,036	(3,338)	127
Restaurant Week	-	12,465	20,000	20,000	-	-	20,000
Other Community Development	55,907	11,726	-	2,359	2,405	-	(46)
Website - Constant Contact	340	-	230	230	226	-	4
Website Hosting & Domain Reg	290	1,020	1,000	1,000	534	-	466
Pocket of Perception (student art project)	-	-	5,000	8,000	8,000	-	-
Art Month	-	-	5,000	5,000	3,480	-	1,520
Fall Promotions	-	-	500	500	592	-	(92)
City Hall Park Events	-	-	3,500	3,500	-	-	3,500
Holiday Promotions (Holiday Open House, Santa, Events)	-	-	3,000	3,000	371	(693)	1,936
Eastborn Clean UP	-	-	1,500	1,500	-	-	1,500
Community Promotion (Mobile App)	1,236	-	-	1,197	1,197	-	-
<b>Social Media Promotions Total</b>	<b>-</b>	<b>34,682</b>	<b>34,250</b>	<b>34,250</b>	<b>9,000</b>	<b>(3,800)</b>	<b>21,450</b>
<b>Holiday Décor and Installation Total</b>	<b>16,500</b>	<b>20,646</b>	<b>17,500</b>	<b>17,500</b>	<b>9,756</b>	<b>-</b>	<b>7,744</b>
<b>Total Downtown Development</b>	<b>170,429</b>	<b>281,963</b>	<b>458,620</b>	<b>508,620</b>	<b>120,252</b>	<b>(102,462)</b>	<b>285,907</b>

**PLANNING & ADMINISTRATION**

	FY2017 Actual	FY2018 Audited	Adopted Budget	Amended Budget	Actual YTD	Budget (Encumbered)	Budget Remaining
Insurance	1,370	3,255	4,110	4,110	2,052	-	2,058
Audit	694	772	763	763	-	-	763
Office Lease	24,740	25,000	11,000	11,010	6,348	(5,565)	(903)
Cleaning	1,800	1,800	900	900	225	(675)	-
Office Security	300	150	-	-	-	-	-
<b>Directors Expenses:</b>							
Salary, Wages & Benefits	72,468	55,573	-	544	544	-	-
DDA Director	-	-	48,000	48,000	19,336	(12,572)	16,092
Communications Manager PR Firm	15,000	30,064	40,000	40,000	17,938	(3,729)	18,334
Operations Manager (Mike Bewick & PT Kate)	-	-	30,950	30,950	10,978	(9,656)	10,317
Design and Planning Manager	-	-	12,000	12,000	2,900	(5,100)	4,000
Event Manager	-	7,075	17,100	17,100	7,125	(4,275)	5,700
Unemployment				7,240	-	-	7,240
Office Expenses	3,437	5,575	10,200	10,190	625	-	9,565
Reference Materials	28	28	100	100	-	-	100
Membership	663	413	1,190	1,190	50	-	1,140
Postage	-	4	100	100	61	-	39
Phone	1,240	720	850	850	65	(244)	541
<b>Total Directors Expenses</b>	<b>92,836</b>	<b>99,452</b>	<b>160,490</b>	<b>168,264</b>	<b>59,621</b>	<b>(35,576)</b>	<b>73,067</b>
Utilities	2,757	-	1,550	1,550	-	-	1,550
Debt Service Fees	500,000	536,989	-	-	-	-	-
<b>Total Planning, Administration and Directors Expenses</b>	<b>121,740</b>	<b>130,429</b>	<b>177,263</b>	<b>185,047</b>	<b>68,246</b>	<b>(41,816)</b>	<b>74,985</b>
<b>Total Expenditures</b>	<b>1,261,639</b>	<b>1,451,257</b>	<b>1,164,283</b>	<b>1,507,191</b>	<b>188,498</b>	<b>(298,255)</b>	<b>1,020,438</b>

City of Dearborn  
**East Downtown Development Authority (EDDDA)**

Prepared as of October 2, 2018

Budget Re-allocated From	Budget Re-allocated To	Amount
General Marketing	Other Community Development -Perennial Exchange	\$ 34
General Marketing	Other Community Development -AANM Grand Gala Sponsorship	\$ 750
General Marketing	Other Community Development -Red October Run	\$ 500
General Marketing	Other Community Development - Comique Con	\$ 1,000
General Marketing	Other Community Development - Perennial Exchange	\$ 75
General Marketing	Tunes at Noon	320
General Marketing	Banners	1,552
General Marketing	Pockets of Perception	3,000
General Marketing	Community Promotion - Chamber of Commerce Moble App	1,197
Other Professional Services	Building rental	10
	Total Re-allocated	<u>\$ 8,438</u>

Prepared as of November 1, 2018

Budget Re-allocated From	Budget Re-allocated To	Amount
General Marketing	Branding	\$ 1,500
General Marketing	Tunes at Noon	175
Building / Business Incentive	Unemployment	\$ 7,240
Commercial Property Appearance (streetscape, bike racks, trash cans,)	Salary, Wages & Benefits	<u>\$ 544</u>
	Total Re-allocated	<u>\$ 9,459</u>

City of Dearborn  
West Downtown Development Authority (WDDDA)  
Prepared as of December 28, 2018

Description	FY2017	FY2018	FY2019				
			Adopted	Amended	Actual	Budget	Budget
	Actual	Actual	Budget	Budget		(Encumbered)	Remaining
<b>REVENUES:</b>		Unaudited					
Property Tax Capture	\$531,015	496,065	507,210	507,210	449,619	-	\$57,591
BRA Tax Captures		119,900	150,610	150,610	-	-	150,610
Property Tax 2 Mill Levy	-	-	-	-	-	-	-
<b>Tax Revenue Total:</b>	<b>\$ 531,015</b>	<b>\$ 615,965</b>	<b>\$ 657,820</b>	<b>\$ 657,820</b>	<b>\$ 449,619</b>	<b>\$ -</b>	<b>\$ 208,201</b>
Local Community Stabilization Shared Rev	18,518	12,332	13,110	13,110	25,313	-	N/A
Interest Income	3,495	9,786	9,183	9,183	2,888	-	\$6,295
Donations from Private Sources	10,550	88,742	51,500	50,500	47,632	-	\$2,868
Miscellaneous Income (SAD landscape, snow, PSD)	7,845	-	-	-	6,194	-	(\$6,194)
Federal Grant- Farmer's Market	-	-	1,000	1,000	1,424	-	(\$424)
Miscellaneous Income- Farmer's Market	-	12,900	22,500	23,500	1,890	-	\$21,610
<b>Donations &amp; Farmer's Market Total:</b>	<b>\$ 10,550</b>	<b>\$ 101,642</b>	<b>\$ 75,000</b>	<b>\$ 75,000</b>	<b>\$ 50,946</b>	<b>\$ -</b>	<b>\$ 24,054</b>
Contribution from General Fund (General)	2,450	16,950	9,275	9,275	-	-	\$9,275
Contribution from General Fund (Sanitation)		22,152	43,825	43,825	26,550	-	\$17,275
<b>General Fund Contribution Total:</b>	<b>\$ 2,450</b>	<b>\$ 39,102</b>	<b>\$ 53,100</b>	<b>\$ 53,100</b>	<b>\$ 26,550</b>	<b>\$ -</b>	<b>\$ 26,550</b>
<b>Total Revenues:</b>	<b>\$ 573,873</b>	<b>\$ 778,827</b>	<b>\$ 808,213</b>	<b>\$ 808,213</b>	<b>\$ 561,510</b>	<b>\$ -</b>	<b>\$ 258,906</b>
<b>EXPENDITURES:</b>							
Salaries & Wages-Part Time	\$ 4,925	\$ 4,830	\$ -	\$ 82	\$ 81	\$ -	\$ 1
FICA/Medicare, City Share	377	369	-	7	6	-	\$ 1
Contract Services-Sanitation	-	22,152	43,825	43,825	10,080	(15,840)	\$ 17,905
Workers Comp. Contrib.	3	3	-	-	-	-	\$ -
Audit Services	447	329	382	382	-	-	\$ 382
Other Professional Services (office fees)	135	-	1,500	1,490	100	-	\$ 1,390
Contract Services	236,881	253,617	426,255	432,145	159,554	(148,123)	\$ 124,468
Contract Services - Farmer's Market	0	5,089	-	20,000	5,128	(29)	\$ 14,843
Building Rental	-	-	11,000	11,010	4,543	(5,565)	\$ 902
Construction Material/Supplies	-	-	-	-	-	-	\$ -
Community Promotion	113,474	137,110	292,780	458,780	116,793	(143,764)	\$ 198,223
Insurance	700	2,985	2,670	2,670	1,332	-	\$ 1,338
Staff Training & Trans	4,896	2,569	4,500	4,500	-	-	\$ 4,500
Office Supplies	62	693	1,950	1,950	433	-	\$ 1,517
Repair & Maintained Supplies	-	-	10,000	10,000	-	-	\$ 10,000
Planting Materials	4,230	8,276	15,000	24,021	4,021	(20,000)	\$ -
Memberships	413	413	938	938	50	-	\$ 888
Utilities	-	-	1,250	1,250	-	-	\$ 1,250
Other Operating Expense	150,000	150,000	-	-	-	-	\$ -
Brownfield Fund	21,354	119,900	150,610	150,610	-	-	\$ 150,610
<b>Sub-total Operations</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>	<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 302,121</b>	<b>\$ (333,321)</b>	<b>\$ 528,218</b>
<b>Total Expenditures:</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>	<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 302,121</b>	<b>\$ (333,321)</b>	<b>\$ 528,218</b>
Revenues Over (Under) Expenditures:	\$ 35,976	\$ 70,492	\$ (154,447)	\$ (355,447)	\$ 259,389	\$ 333,321	\$ (269,312)
<b>Balance Sheet @ December 28, 2018</b>							
Cash Position					\$ 946,646		
Add Current Receivables					24,192		
Add Unearned Income					258,906		
Less Current Liabilities					(3,927)		
Less Encumbrances					(333,321)		
Less Uncommitted Budget					(528,218)		
<b>Ending Estimated Cash Position June 30</b>					<b>\$ 364,278</b>		

10% of annual income

# Annual Report Expenditures

## STREETSCAPE PROJECT

	FY2017 Actual	FY2018 YTD Actual
Public Facilities Transferred to the BRA	21,354	119,900

Christmas Décor	\$ 23,544	\$ 17,350
Christmas Install- Fairlane Grounds	\$ -	\$ -
Snow Removal	9,510	38,250
District Plant & Maint.- Fairlane Grounds	34,613	55,820
Annual Streetscape (Seasonal / W.Village lighting)	35,230	-
Council Approved Beautification Plan	-	-
Sanitation Millage- Litter Pick up- Fairlane Grounds	-	22,152
Annuals & Perennials/ Plant Materials Fall Seasonal Materials, Winter Seasonal Materials- Fairlane Grounds	4,230	8,276
Complete Streets Planning/ Design Planning/ Downtown Master Plan	-	-
On-Street Bike Racks	-	516
Building / Business Incentive	-	-
<b>Total District Beautification</b>	<b>\$ 107,127</b>	<b>\$ 142,364</b>

## DOWNTOWN DEVELOPMENT/Community Promotions

Marketing Plan	\$ -	\$ -
Branding	18,861	-
General Marketing- (Banners)	7,054	4,625
Dearborn Community Fund Sculpture Initiative	5,900	5,900
Henry Ford Promotion Pkg	5,600	5,600
Website (Constant Contacts - 3 yrs.)	427	275
Website Hosting (1yr renewal) & Domain Reg	424	985
Holiday Promotions / Holly Berry Brunch Program	-	3,950
Friday Nites Concert Series & Food Truck Rally	47,082	34,328
W.Village Commons Programs	2,450	10,368
Other Community Development	22,745	13,336
Farmers Market	2,500	6,818
Graphic Design	-	1,474
Photography	-	1,825
Metro Mode/Issue Media	-	30,000
Mobile App	-	-
CTM Brochure Distribution	-	5,852
Main Street Materials	-	790
Big Read	-	1,000
Martian Marathon	-	619
Shop Small Business Saturday	-	7,201
Chamber of Commerce Scavenger hunt	-	-
Art month/ Art Spark/Pocket Park Mural	-	1,500
Fall Promotions	-	476
Bike Dearborn	-	-
Restaurant week	-	12,465
Wagner Place Park Programming (events & equipment)	-	-
<b>Total Marketing &amp; Promotion</b>	<b>\$ 113,043</b>	<b>\$ 149,387</b>

Adopted Budget	Amended Budget	Actual	Budget (Encumbered)	Budget Remaining
-------------------	-------------------	--------	------------------------	---------------------

150,610	150,610	-	-	150,610
---------	---------	---	---	---------

6,500	6,500	6,494		6
8,500	8,500	-		8,500
30,000	30,000	3,023	(26,978)	-
170,905	161,884	84,444	(82,440)	(5,000)
5,000	11,000	-	-	11,000
-	-	-	-	-
43,825	43,825	10,080	(15,840)	17,905
15,000	24,021	4,021	(20,000)	0
10,000	20,000	-	-	20,000
6,500	5,513	-	-	5,513
30,000	30,000	-	-	30,000
<b>\$ 326,230</b>	<b>\$ 341,243</b>	<b>\$ 108,061</b>	<b>\$ (145,258)</b>	<b>\$ 87,924</b>

\$ -	\$ -	\$ -	\$ -	\$ -
65,000	251,500	50,715	(135,323)	\$ 65,462
20,000	15,296	3,512	(150)	\$ 11,634
6,000	6,000	-	-	\$ 6,000
5,600	5,600	-	-	\$ 5,600
230	230	226	-	\$ 4
1,000	1,000	534	-	\$ 466
15,000	15,000	8,671	(3,660)	\$ 2,670
45,000	45,000	20,515	-	\$ 24,485
30,000	30,000	10,479	(285)	\$ 19,236
-	1,757	1,580	(278)	\$ (101)
20,000	20,000	7,828	(29)	\$ 12,143
5,000	5,000	-	(800)	\$ 4,200
3,200	3,200	1,850	-	\$ 1,350
24,000	24,000	9,000	(3,000)	\$ 12,000
-	1,197	1,197	-	\$ -
4,250	4,250	-	-	\$ 4,250
1,000	1,000	-	-	\$ 1,000
-	-	-	-	\$ -
500	500	-	-	\$ 500
6,500	6,500	3,370	(269)	\$ 2,861
-	-	-	-	\$ -
5,000	5,000	4,500	-	\$ 500
500	500	193	-	\$ 307
-	250	250	-	\$ -
20,000	20,000	-	-	\$ 20,000
15,000	15,000	-	-	\$ 15,000
<b>\$ 292,780</b>	<b>\$ 477,780</b>	<b>\$ 124,421</b>	<b>\$ (143,794)</b>	<b>\$ 209,565</b>

	FY2017	FY2018
	Actual	YTD Actual
<b>PLANNING &amp; ADMINISTRATION</b>		
Insurance	700	2,985
Audit	447	329
<b>Director's Expenses</b>		
Executive Director	95,203	94,570
Communications Manager- PR	30,000	30,064
Operations Manager	-	-
Design and Planning Manager	12,500	-
Event Manager/ Farmers' Market Manager	-	9,771
PT Admin Employee	5,305	5,202
Building Rental	-	-
Repair & Maintained Supplies	-	-
Office Expenses (5810,6010,30-90,)	1,805	3,350
Office Cleaning	-	-
Utilities	-	-
Memberships	413	413
<b>Total Planning &amp; Administration</b>	<b>\$ 146,373</b>	<b>\$ 146,684</b>
<b>PRINCIPAL &amp; INTEREST EXPENSE</b>		
<b>Total Principal &amp; Interest Expense</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>Total Expenditures</b>	<b>\$ 537,897</b>	<b>\$ 708,335</b>

Adopted	Amended	Actual	Budget	Budget
Budget	Budget	\$	(Encumbered)	Remaining
2,670	2,670	1,332	-	1,338
382	382	-	-	382
48,000	48,000	19,339	(12,571)	16,091
40,000	40,000	17,938	(3,729)	18,334
30,950	30,950	10,978	(9,656)	10,317
12,000	12,000	2,900	(5,100)	4,000
27,900	27,900	11,625	(6,975)	9,300
-	87	87	-	-
11,000	11,010	4,543	(5,565)	902
10,000	10,000	-	-	10,000
7,950	7,940	623	-	7,317
-	900	225	(675)	-
1,250	1,250	-	-	1,250
938	938	50	-	888
<b>\$ 193,040</b>	<b>\$ 194,027</b>	<b>\$ 69,639</b>	<b>\$ (44,270)</b>	<b>\$ 80,118</b>
\$ -	\$ -	\$ -	\$ -	\$ -
<b>\$ 962,660</b>	<b>\$ 1,163,660</b>	<b>\$ 302,121</b>	<b>\$ (333,321)</b>	<b>\$ 528,218</b>

City of Dearborn  
West Downtown Development Authority (WDDDA)  
Prepared as of October 2, 2018

Budget Re-allocated From	Budget Re-allocated To	Amount
General Marketing	Other Community Development - Perennial Exchange	\$ 323
General Marketing	Other Community Development - Perennial Exchange	\$ 75
General Marketing	Other Community Development - Perennial Exchange	\$ 50
General Marketing	Other Community Development - Perennial Exchange	25
General Marketing	Other Community Development -AANM Grand Gala Sponsorship	\$ 750
General Marketing	Other Community Development -Perennial Exchange	\$ 34
General Marketing	Other Community Development -Red October Run	\$ 500
General Marketing	Bike Dearborn	250
General Marketing	Community Promotion - Chamber of Commerce Mobile App	1,197
Other Professional Services	Building rental	10
Total Re-allocated		<u>\$ 3,214</u>
Prepared as of December 28, 2019		
Bike Racks	Office Cleaning	900
Bike Racks	PT Staffing (FY18 Accrual)	87
General Marketing	Branding Kick off meeting	1,500
		<u>87</u>
		<u><u>2,574</u></u>

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Election of Officers

Date Adopted:

Resolution by:

**WHEREAS:** The EDDDA shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council; and,

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

**WHEREAS:** The 2019 Officer Nominating Committee has recommended Scott J. Saionz for Chairperson, Dan Merritt for Vice-Chairperson, and Jay Kruz for Secretary-Treasurer; be it

**RESOLVED:** If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2019.

Yes:

No:

Abstained:

Absent:



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Election of Officers

Date Adopted:

Resolution by:

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

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

**WHEREAS:** The 2019 Officer Nominating Committee has recommended \_\_\_\_\_ for Chairperson, \_\_\_\_\_ for Vice-Chairperson, and \_\_\_\_\_ for Secretary-Treasurer; be it

**RESOLVED:** If there are no additional nominations, nominations are closed and a unanimous ballot is cast and elected for the officers as named above for the year 2019.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Tanner Friedman Contract 2019

Date Adopted:

Resolution by:

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

**WHEREAS:** The WDDDA and EDDDA approved a contract with Tanner Friedman to provide strategic communication services for 2017 through the end of January 2018, with the option of two one-year renewals through FYE2020; and

**WHEREAS:** The WDDDA and EDDDA approved the option of the first of two one-year renewals in 2018 in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA; be it

**RESOLVED:** The EDDDA Board approves the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Tanner Friedman Contract 2019

Date Adopted:

Resolution by:

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

**WHEREAS:** The WDDDA and EDDDA approved a contract with Tanner Friedman to provide strategic communication services for 2017 through the end of January 2018, with the option of two one-year renewals through FYE2020; and

**WHEREAS:** The WDDDA and EDDDA approved the option of the first of two one-year renewals in 2018 in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA; be it

**RESOLVED:** The WDDDA Board approves the option to renew the second of two one-year renewals of the contract with Tanner Friedman for strategic communications from February 20, 2019, through February 19, 2020, in an amount not to exceed \$80,000, split equally between the EDDDA & WDDDA.

Yes:

No:

Abstained:

Absent:

2018 in Review

# Downtown Dearborn

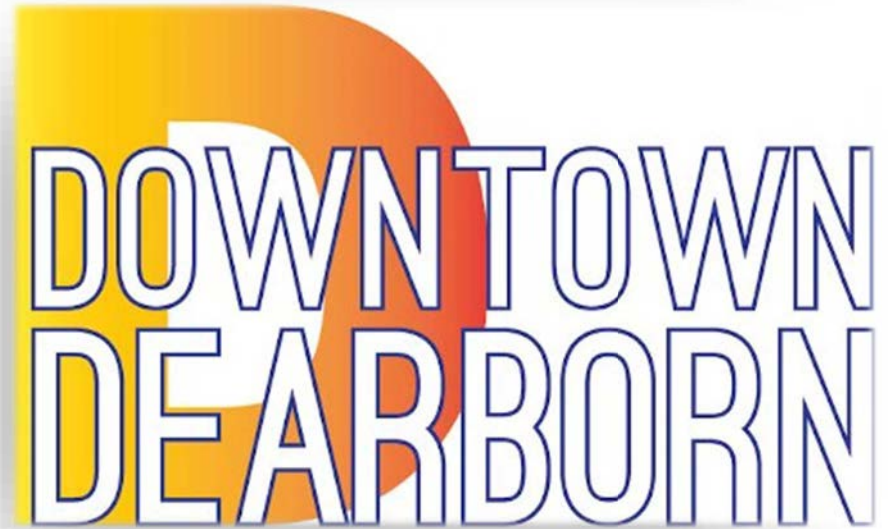
---

Submitted by: Tanner Friedman  
January 2019



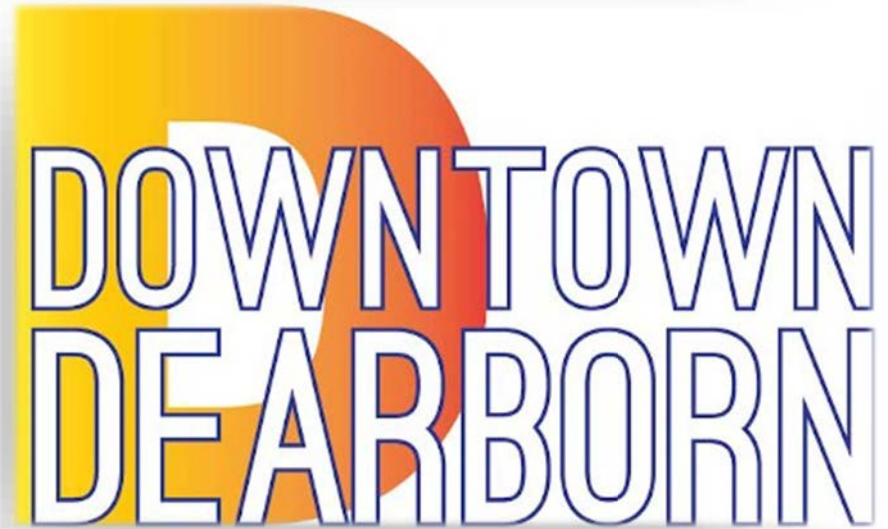
- **One Downtown Dearborn**

- An Overview:
- In 2017, we began working together to tell one, cohesive Downtown Dearborn story – uniting the East and West downtowns through collaborative efforts and messaging.
- Guided by the mutually agreed upon transformational strategies, we began by joining the East & West downtowns' social media platforms and continued from there.
- The DDDAs, along with leaders, supporters, business owners and champions of Downtown Dearborn are advancing the story and making progress.
- The following slides will showcase our collective success and areas for growth and opportunity in 2019.



- Key Goals for 2018

- Identify opportunities to communicate the Downtown Dearborn story through:
  - Media Relations
  - Advertising
  - Social Media
- Help manage and facilitate partnerships
- Evolve e-newsletters and increase engagement
- Support Branding Dearborn project across platforms
- Continue to build social media platforms – followers & engagement





- 2018 Areas of Focus



Content Development



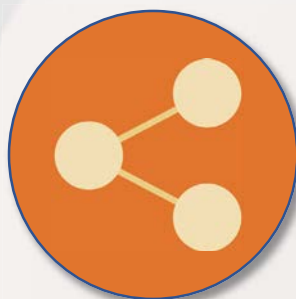
Branding



Media Relations



E-Communications



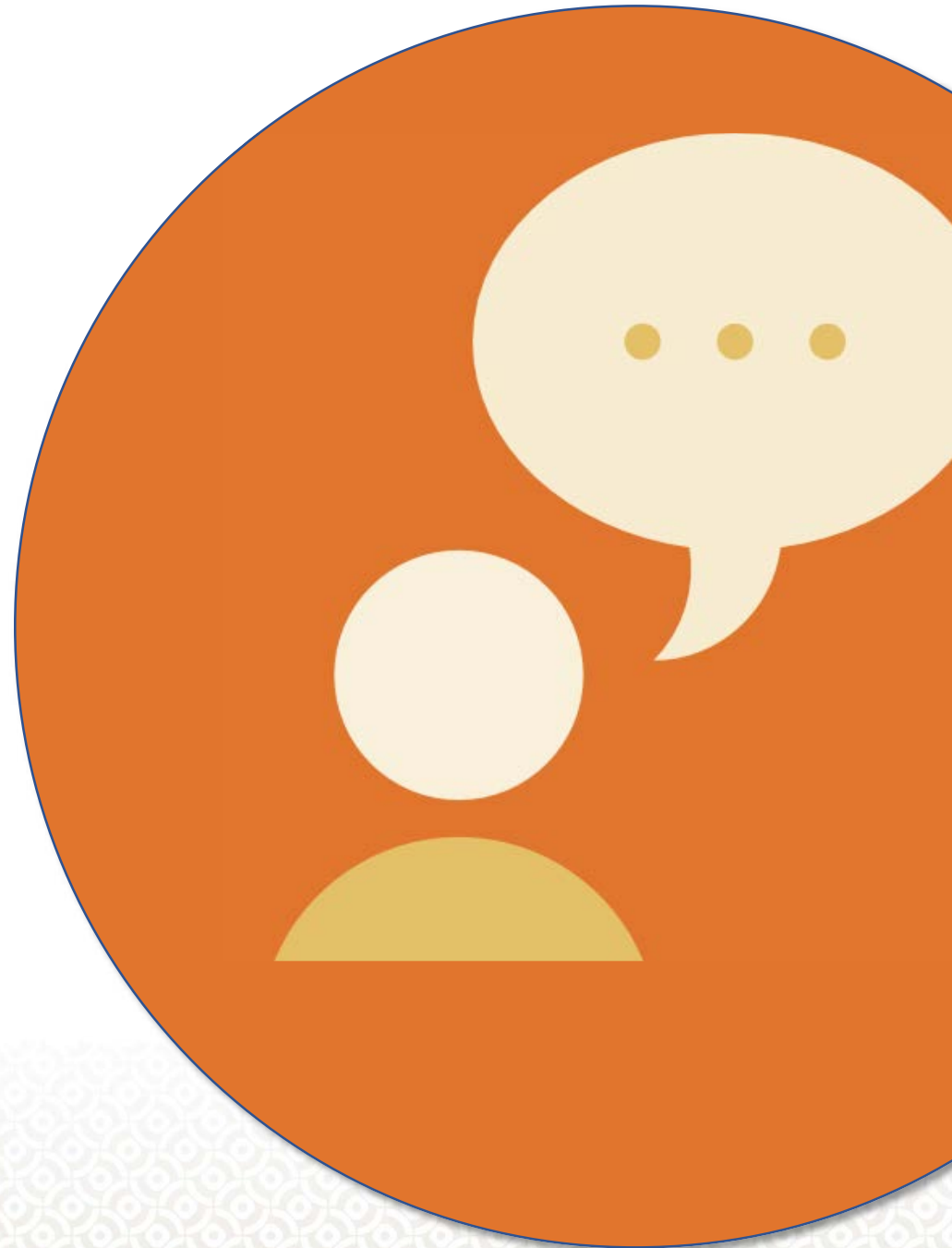
Social Media



Advertising

- **Content Development**

- Collaborated and supported content creation for Downtown Dearborn's social media platforms:
  - Facebook
  - Twitter
  - Instagram
- Met with Downtown Dearborn team to develop best practices for social postings
- Crafted content for 20 newsletters
- Drafted content for future website development
- Assisted with Metromode production and review of "Why Dearborn?" video





- **Branding**
  - Developed and executed a plan to communicate Branding Dearborn to key audiences
  - Supported Branding Dearborn Kick Off Event:
    - Media Outreach
    - Social Media
    - E-Communications



## • Branding Communications - Media

### PRESS & GUIDE

City of Dearborn looking for input on "brand" for the future

Survey on future available through Nov. 25 *By Dave Herndon, November 14, 2018*



Dearborn Mayor John B. O'Reilly Jr. talks to the group about "Branding Dearborn." Photo courtesy of Tanner Friedman

City leaders held a "Branding Dearborn" event earlier this month to get people interested in filling out a survey that is all about how the city should move forward.

The announcement came at an event held at the Community & Performing Arts Center and featured remarks from Mayor John B. O'Reilly, Jr.

The event focused on encouraging people to share their insight about Dearborn through a comprehensive survey, which is an essential tool to jumpstart the branding process and is open through Nov. 25.

This city-wide branding initiative is focused on communicating a consistent story about the community locally, regionally, nationally and globally and creating a positive perception around Dearborn.

Guided by a professional brand and design team, leaders of the Branding Dearborn initiative will gather insights – from residents, business owners, community leaders, employees and beyond – to better understand and articulate what makes Dearborn and its downtowns interesting and special.



Community members listen to a speaker talk about the future of Dearborn. Photo courtesy of Tanner Friedman

### The Arab American News



#### Dearborn looking for input on branding for the future

POSTED: SATURDAY 11.17.2018 12:05 PM | REVISED: FRIDAY 11.16.2018 12:05 PM | THEARABNEWS.COM | COMMUNITY

Like f t in WhatsApp Email

DEARBORN — City leaders held a "Branding Dearborn" event kick-off earlier this month to get people interested in filling out a survey all about how the city should move forward.

The announcement came at an event held at the Ford Community & Performing Arts Center and featured remarks from Mayor Jack O'Reilly.

The event focused on encouraging people to share their insight about Dearborn through a comprehensive survey, an essential tool to jumpstart the branding process, and is open through Nov. 25.

This city-wide branding initiative hopes to communicate a consistent story about the community locally, regionally, nationally and globally and creating a positive perception around Dearborn.

Guided by a professional brand and design team, leaders of the Branding Dearborn initiative will gather insights from residents, business owners, community leaders and more.

### Dearborn • Dearborn Heights Times-Herald

#### Branding Dearborn celebrates public launch

— NOVEMBER 3, 2018

POSTED IN: FEATURED CATEGORIES, STORIES

Like 0

G+

Tweet

Share

By ZEINAB NAJM

Times-Herald Newspapers

DEARBORN — Community feedback was the main message stressed during the launch of the Branding Dearborn initiative on Nov. 1 by Mayor John O'Reilly Jr. and Downtown Dearborn Executive Director Cristina Sheppard-Decius. "The project will gather community – from residents, business owners, community leaders, employees and beyond," according to an event press release, "to better understand and articulate what makes Dearborn and its downtowns interesting, special and an ideal place to live, work and play."

Sheppard-Decius said the project has been two years in the making and, according to the project's website "it grew out of the strategic planning effort for Downtown Dearborn that began in 2015."

During the launch held at Ford Community & Performing Arts Center, Sheppard-Decius explained the importance of knowing what Dearborn is or means to the people who live in the city along with those who visit.

"We want to put together a compelling story on why people should come to Dearborn to live, invest, play and open businesses here," she said. "We are asking residents to fill out the survey because the information it will gather is monumental."

According to the timeline on the project's website, survey results will be presented to a task force on Jan. 4; the survey results will be posted online on Jan. 11; a visioning work session is scheduled for Jan. 18; the Dearborn brand story will be delivered on Feb. 23; the development of the logo and design system will take place from February to May and the campaign and communications planning is set for February and March.



Photo by Zeinab Najm  
Mayor John O'Reilly Jr. speaks about the importance of public input for the Branding Dearborn initiative during the project's launch Nov. 1 at the Ford Community & Performing Arts Center.



## • Branding Communications - Social



- **Media Relations**

- Communicated the Downtown Dearborn story
- Restaurant Week
- Ladies Night Event
- Summer & Seasonal Events
- Branding Dearborn
- Entrepreneurial Pitch Competition
- Shop Small
- WinterFest Market
- Miscellaneous Downtown Dearborn projects and successes

Tracked media covering Downtown Dearborn news

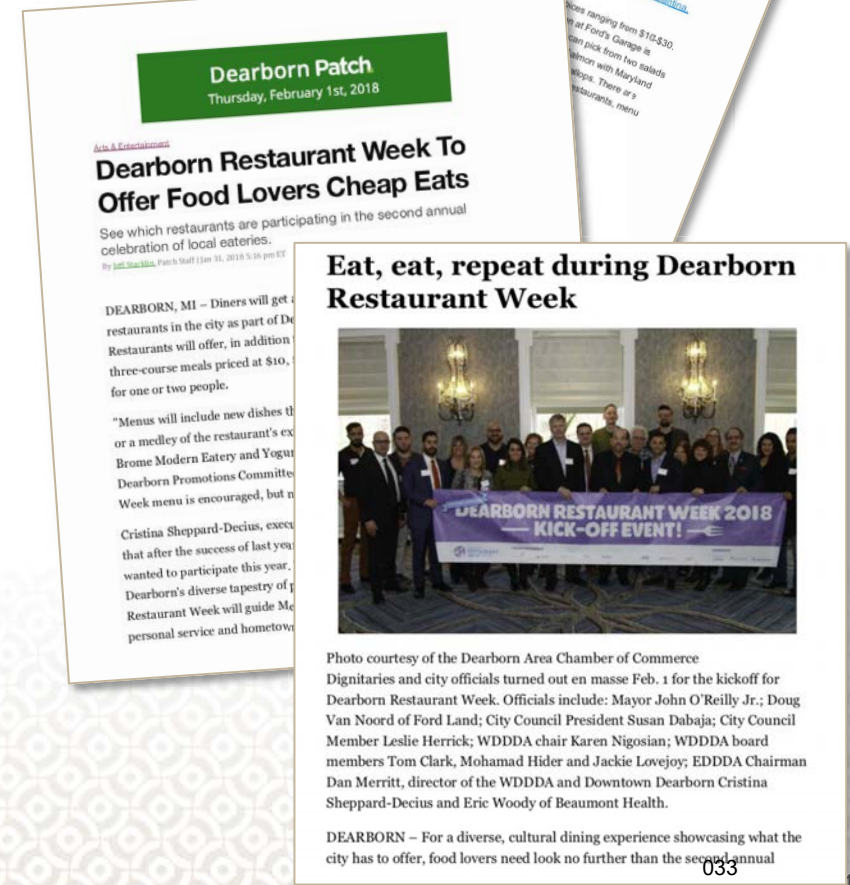




- Media Relations

**Challenge:** Reinforce and increase awareness and interest in Dearborn's Restaurant Week, including a 2018 expanded list of participants

**Results:** Media placements in print and TV, showcasing and discussing the diverse line-up of Dearborn eateries





- Media Relations

**Challenge:** Launch first-ever Ladies Night to encourage local women to sample Downtown Dearborn shops and experiences

**Results:** Local and regional media coverage enhancing event awareness and sponsor recognition





- Media Relations

**Challenge:** Generate awareness, interest and participation in Downtown Dearborn's plethora of summer events

**Results:** Exposure across media platforms promoting summer events including the Friday Nites series, Movies on the Commons and Tunes at Noon



- Media Relations

**Challenge:** Communicate Downtown Dearborn's strategic focus on fostering entrepreneurship to drive transformational strategies

**Results:** The Entrepreneurial Pitch Competition positioned Downtown Dearborn as forward-thinking and entrepreneurial focused in key business media outlet *Crain's Detroit Business*

## CRAIN'S DETROIT BUSINESS

August 09, 2018

Dearborn pushes downtown transformation strategy with pitch competition, pop-ups

By [TYLER CLIFFORD](#)



Wagner Place in west Dearborn will have first-floor retail and restaurants, two floors of work space and a rooftop patio. Neumann/Smith Architecture

Dearborn officials are pushing forward with a downtown transformational strategy that seeks to inject empty storefronts with innovative retail and appeal to millennials and the next generation of shoppers.

The east and west district's Downtown Development Authorities are pushing the plan that has led to millions of dollars invested in infrastructure. The city is looking for sustainable retail that can provide an experience for shoppers and balance the existing mix of businesses that fits the needs of the district, Downtown Dearborn Executive Director Cristina Sheppard-Decius said. The strategy also intends to boost the



- Media Relations

**Challenge:** Communicate Shop Small initiative and encourage local holiday shopping in Downtown Dearborn

**Results:** Black Friday TV placement on Fox 2 and accompanying print engagements supported local businesses and the purchase of neighborhood products



- Media Relations



**27 more news  
stories than  
2017**



- Media Relations



89

Placements

Approximately

6.8M

Impressions

Overwhelmingly Positive

- Media Relations

Potential reach  
of media outlet

Degree to which placement meets  
D.D.'s communication priorities

DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
11/23	Downtown Dearborn offerings on Small Business Saturday	FOX 2	212,184	1	1			1	1	1	1	4

RATING LEGEND	
4	Optimal Placement
3	Ideal Placement
2	Preferred Placement
1	Acceptable Placement

Placement's  
Favorability  
to D. D.



- Media Relations

# 40%

Optimal Placements

# 20%

Ideal Placements

# 21%

Preferred Placements

- Media Relations

## PRESS & GUIDE

**CRAIN'S**  
DETROIT BUSINESS



**HOUR**  
DETROIT

**MetroParent**

The  
**Arab  
American  
News**

DETROIT'S PREMIER BUSINESS JOURNAL  
**dbusiness**



**Patch**

**The Detroit News**  
**Detroit Free Press**  
PART OF THE USA TODAY NETWORK

- **E-Communications**

- Developed and edited Downtown Dearborn newsletters to facilitate communication to key audiences
- Increased number of newsletters distributed with in-depth content
- Increased focus on original photography to showcase events and progress in Downtown Dearborn
- Worked with Executive Director Cristina Sheppard-Decius to tailor and distribute a survey to Wagner Place Ford employees gauging attitudes/beliefs about Downtown Dearborn





## • E-Communications

**DOWNTOWN DEARBORN**

November 21, 2018

**SHOP SMALL IN DOWNTOWN DEARBORN STARTS THIS SATURDAY**

Support your community and check off your holiday shopping list in Downtown Dearborn this week. You can shop small and win big! Pick up your passport to savings in #DowntownDearborn this holiday season at more than 40 participating businesses. Collect passport stamps this **Saturday, Nov. 24, through Sunday, Dec. 2.**

Passports can be found at any of the participating businesses below or [downloaded online](#) - then shop and dine! For every stamp received, you are entered into a drawing to win prizes from your favorite #DowntownDearborn businesses. Passports must be turned in at [partnering locations](#) no later than December 9 and prize winners will be notified via email and/or phone by December 15. [Learn More](#)

**WEST**  
Bailey's  
Brome Modern Eatery  
Bryant Library  
Common Grace Coffee Co/  
Dearborn Brewing  
Dearborn School of Music  
Famous Hamburger  
Glass Academy  
Great Escape Spa- Dearborn  
Head To Tail

**SHOP SMALL WIN BIG DOWNTOWN DEARBORN**

**18**

**DEARBORN: WE NEED YOU**

**MAKE THE SURVEY**  
[BRANDINGDEARBORN.COM](#)

to tell the story of Dearborn, we need contribute to the Branding Dearborn we ask you to complete the [survey](#) before Nov. 25.

both individuals who live, work and Dearborn, as well as business owners.

If you live in, play at, or enjoy Dearborn, please share your thoughts with us in the [Community Survey](#). NOW until Nov. 25. Participating in the survey and sharing your perspectives will help our branding team develop the messages and concepts that will foster positive perceptions about Dearborn and develop an inclusive Dearborn story.

**DOWNTOWN DEARBORN**

July 9, 2018

**SOUNDS OF SUMMER ABOUND AS POPULAR CONCERTS RETURN**

If you are looking to get into the groove this summer, Downtown Dearborn offers a multitude of options for music lovers of all types as the popular music series - Jazz on the Ave and Tunes at Noon kick off this month.

**Jazz on the Ave**

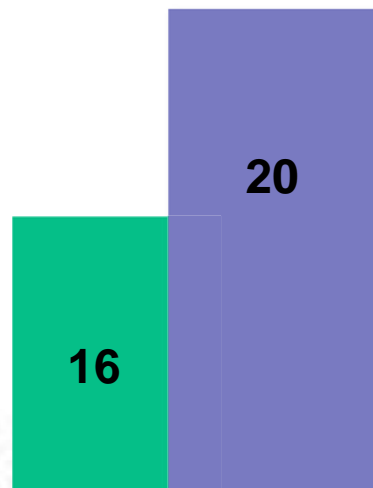
For six weeks, rain or shine, Jazz on the Ave guests can bring a chair or picnic blanket to relax in City Hall Park located at 13615 Michigan Avenue in Downtown East Dearborn and listen to free jazz concerts **Wednesday evenings from 7 p.m. to 9 p.m.** The line-up includes: Alexander Zonjic & Friends (July 11); Beth Griffith-Manley (July 18); 496 West (July 25); Jackiem Joyner (Aug. 1); Detroit Jazz All-Stars featuring Al McKenzie, Penny Wells, Darrell (Peanut) Smith, Jeff Canady and more (Aug. 8); and Alexander Zonjic & Friends featuring Jazz Vocalist Selina Albright (Aug. 15). Presented by Beaumont, Downtown Dearborn and the East Dearborn Downtown Development Authority.



- E-Communications

- Increased number of newsletters distributed by 25%
- Grew overall newsletter audience by 21%
- Increased click thru rate to 10.8%, continuing to exceed industry standard

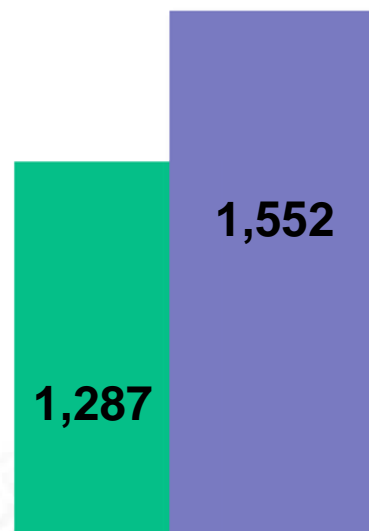
25% More



Frequency

■ 2017 ■ 2018

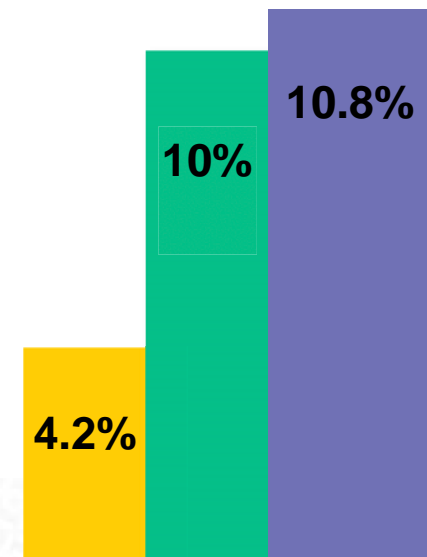
21% More



Circulation

■ 2017 ■ 2018

127% Better

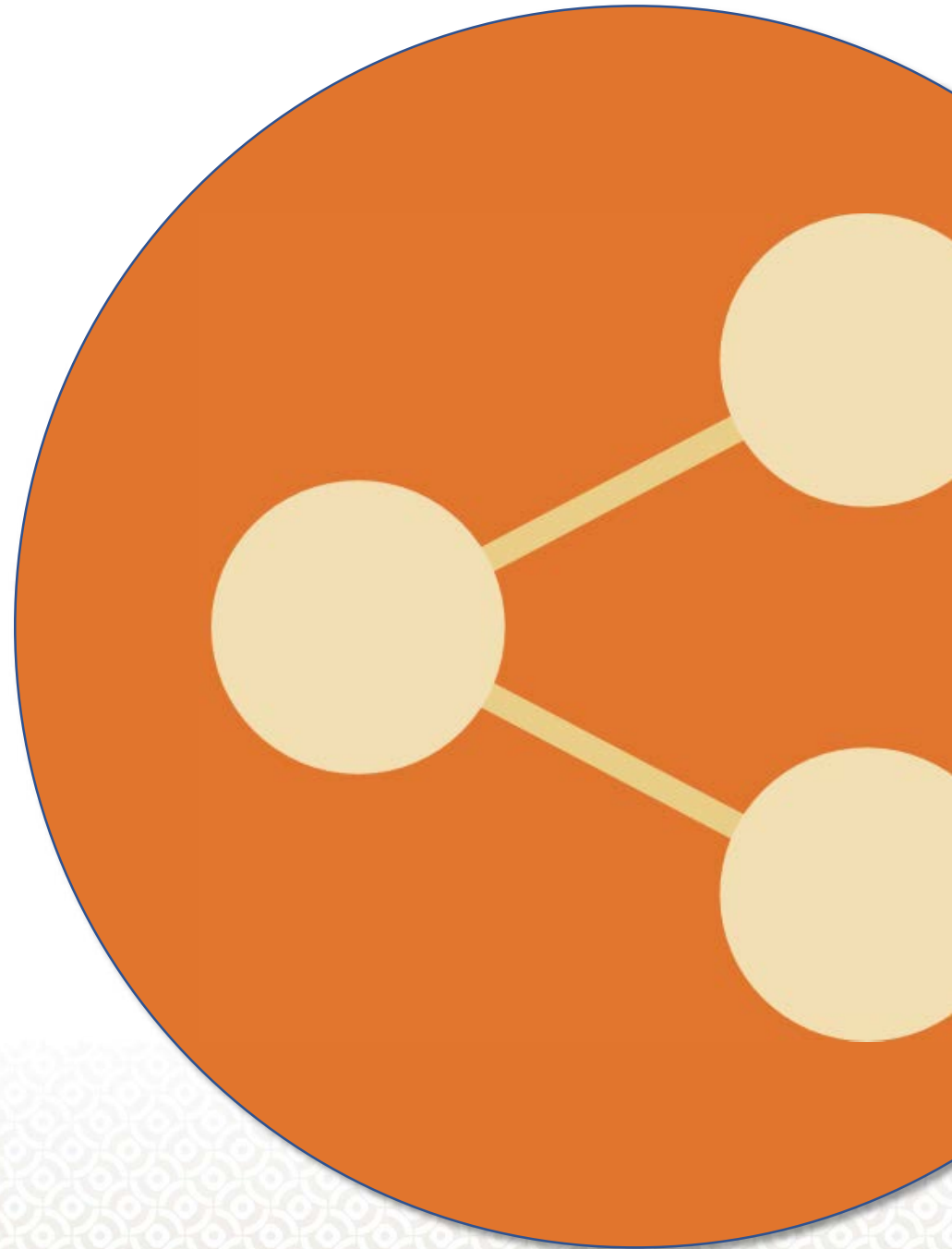


Click Thru Rate

■ Industry Standard ■ 2017 ■ 2018

- **Social Media**

- With a focus on growing engagement across the Downtown Dearborn platforms (Facebook, Twitter and Instagram) we supported and helped implement:
  - Increased frequency of event-related posts
  - Postings focused on positive Downtown Dearborn media coverage (TF generated and at large)
- Across all platforms, fanbase increased significantly



- Our Role in Social Media

- Tanner Friedman supports Downtown Dearborn social media in two key ways:
  - Strategic – providing strategic direction, ideas and best practices for posting to Facebook, Twitter and Instagram
  - Tactical – posting of content, including earned media placements, to social platforms and supporting Facebook Live at events (approximately 35% of total posting is executed by a member of the TF team)
- In 2019, we will work collaboratively with Downtown Dearborn to determine the best way to allocate our time and allotted budget to effectively support and grow social media channels



## • Social Media - Facebook

**Downtown Dearborn** added 25 new photos from August 10 to the album: Kids Day on the Commons — at Downtown Dearborn.

Published by Kim Sutton Eberhardt [?] · August 10 · 🌐 · 🌐

West Village Commons in Downtown West Dearborn was the destination for family fun for Kids Day on the Commons. Sponsored by Kenwal Steel Corporation, kids and adults alike enjoyed games, face painting, music, great food and of course everyone's summertime favorite...ice cream!



Kids Day on the Commons

25 Photos

596

People Reached

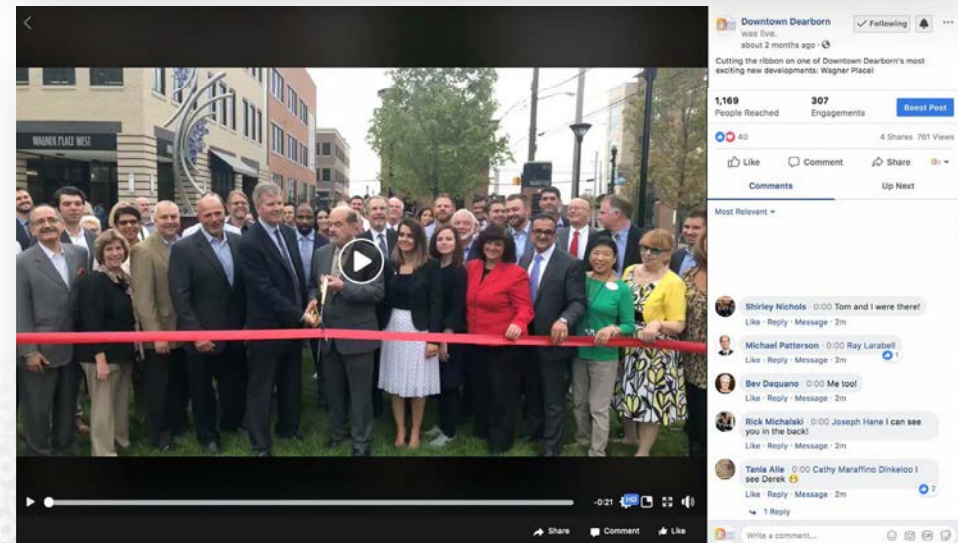
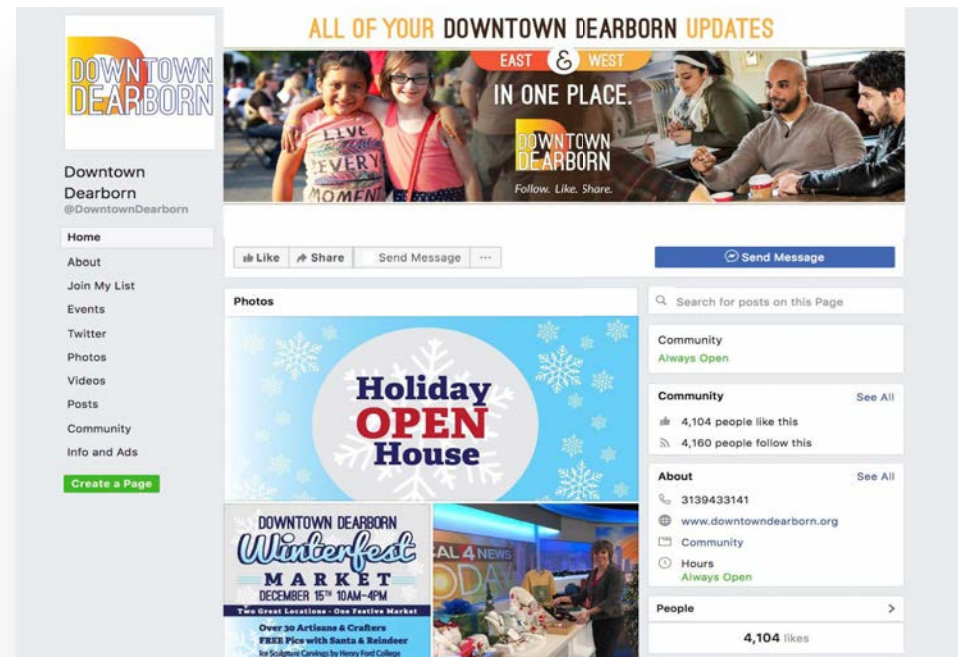
91

Engagements

Boost Unavailable

👍 Emily Freitag Panchenko, Dagny Mol and 12 others

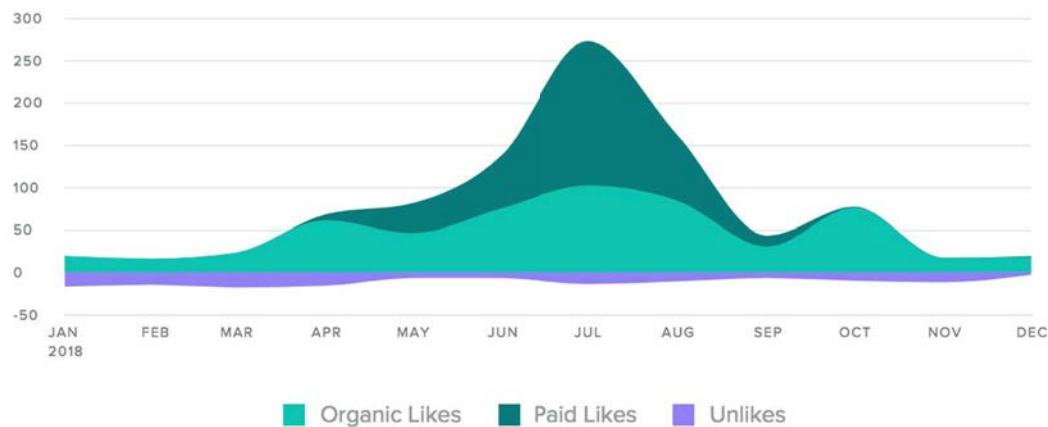
1 Share



- Social Media



LIKES BREAKDOWN, BY MONTH



	2017	2018
Total Impressions	726,674	747,543
Avg. Daily Users Reached	1,307	1,381

Audience Growth Metrics

	Totals
<b>Total Fans</b>	<b>4,106</b>
Paid Likes	369
Organic Likes	567
Unlikes	137
Net Likes	799

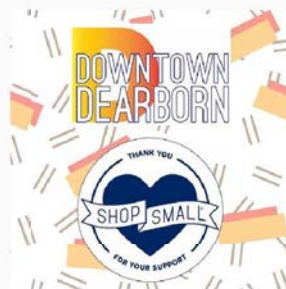
Total fans increased by

**24.6%**

since previous date range



- Social Media – Twitter & Instagram



- Social Media

AUDIENCE GROWTH, BY MONTH



## Follower Metrics

## Totals

**Total Followers****984**

Net Followers gained

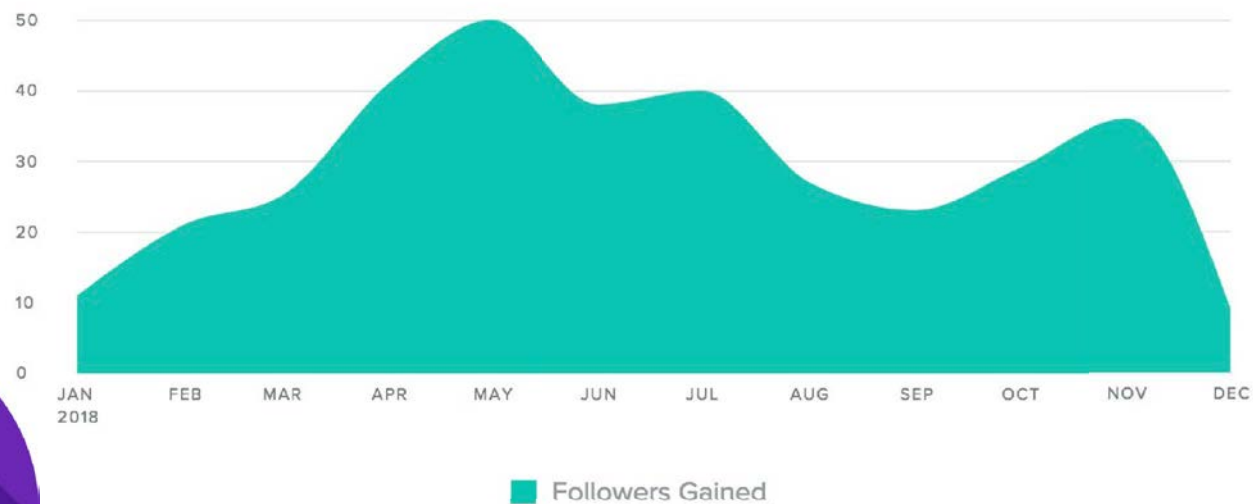
211

Total followers increased  
by**+27.3%**



- Social Media

AUDIENCE GROWTH, BY MONTH



Follower Metrics

Totals

**Total Followers****484**

Followers Gained

**350**

Total followers increased  
by

**+261.2%**



- Advertising

- Conceptualized and executed advertising initiatives:
  - The Henry Ford Magazine Print & e-Ads
  - The Henry Ford Giant Screen Ads
  - Radio Advertising to Support Shop Small, WinterFest Market
- Supported Live in the D segment execution
- Facilitated opportunities and partnership with Metromode



- Advertising - The Henry Ford Magazine Print & e-Ads





- Advertising - The Henry Ford Giant Screen Ads



- Advertising

TANNER  FRIEDMAN  
STRATEGIC COMMUNICATIONS

Downtown Dearborn  
Winterfest Market Fun  
:15 Radio Spots - DRAFTS - 11.18

FROM ICE SCULPTURES TO SANTA, JOIN US FOR DOWNTOWN DEARBORN'S WINTERFEST...AT WEST VILLAGE COMMONS AND CITY HALL PARK/ARTSPACE, SATURDAY DECEMBER 15<sup>TH</sup> FROM 10-4. VISIT DOWNTOWNDEARBORN.ORG FOR MORE. SPONSORED BY OM SPA, STEVEN BERNARD JEWELERS AND THE EAST AND WEST DEARBORN DDAS.

WINTERFEST MARKET ARRIVES IN DOWNTOWN DEARBORN SATURDAY DECEMBER 15<sup>TH</sup> FROM 10-4! WITH ARTS, GIFT IDEAS AND SANTA! SEE YOU AT WEST VILLAGE COMMONS AND CITY HALL PARK/ARTSPACE! SPONSORED BY OM SPA, STEVEN BERNARD JEWELERS AND THE EAST AND WEST DEARBORN DDAS. MORE AT: DOWNTOWNDEARBORN.ORG!

FOR FOOD, HOLIDAY ACTIVITIES AND LIVE ENTERTAINMENT, IT'S DOWNTOWN DEARBORN'S WINTERFEST MARKET! SATURDAY DEC. 15, 10-4, WEST VILLAGE COMMONS AND CITY HALL PARK/ARTSPACE. SPONSORED BY OM SPA, STEVEN BERNARD JEWELERS AND THE EAST AND WEST DEARBORN DDAS. DETAILS AT: DOWNTOWNDEARBORN.ORG!



# WinterFest Market

100.3 WNIC



- 
- **Examples of ROI Wins in Downtown Dearborn**
    - **Restaurant Week**
      - 35% increase in visits at participating restaurants
    - **Summer Events**
      - Widespread participation
        - Friday Nites averaged 1,000 per event (except rain out)
        - Jazz on the Ave averaged 3,500 per event
        - Kids Days on the Commons averaged 1,500 per event (kids & families)
        - Overall participation was consistent or improved from 2017
    - **Branding Dearborn**
      - Survey respondents: 1,900

- Recognition



**Platinum Winner  
2018**

- The Hermes Creative Awards honors the messengers & creators of traditional and emerging media. Tanner Friedman was granted a PR Campaign award for our 2017 work on the campaign to communicate and transform Downtown Dearborn.



## • Looking Ahead: 2019 Goals

- Help implement findings and strategy from Branding Dearborn project
- Increase focus on benchmarking and comparing year over year statistics on event engagement and project success metrics
- Continue to build social media platforms – followers & engagements.
  - Increase Instagram followers by 10%
  - Increase Twitter post frequency by 15%
  - Utilize Facebook Live at minimum of 5 events
- Work collaboratively to support and create Downtown Dearborn annual report
- Use social media platforms to poll/gauge awareness of progress on Downtown Dearborn transformational progress

## • Looking Ahead: 2019 Goals

- Support strategic evaluation and planning of Downtown Dearborn events
- Continue trend of year-over increases in media placements
- More aggressively tell the story of development/business on social media platforms, through:
  - Microblogs/status updates on development
  - Enhanced photography on progress of projects
  - Increased business owner/leader profiles
- Identify opportunities to engage with college students living/attending a Dearborn-based university/college







# Group Report

Jan 01, 2018 - Dec 20, 2018

Understand growth and health of your social profiles

Included in this Report

 Downtown Dearborn  
 Downtown Dearborn

 Downtown Dearborn

## Group Activity Overview

 **911.6k**

Impressions

 **14.9k**

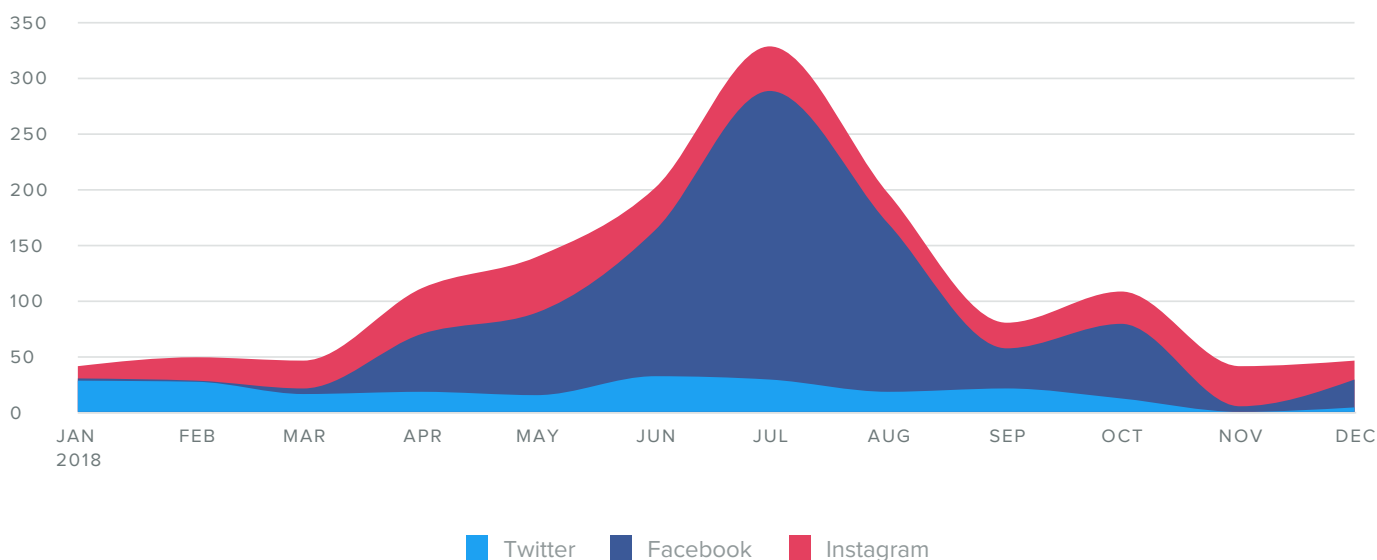
Engagements

 **6,976**

Link Clicks

## Group Audience Growth

AUDIENCE GROWTH, BY MONTH



Audience Growth Metrics	Totals	% Change
<b>Total Fans</b>	<b>5,592</b>	<b>↗ 33%</b>
New Twitter Followers	213	↗ 27.6%
New Facebook Fans	808	↗ 24.8%
New Instagram Followers	358	↗ 267.2%
Total Fans Gained	1,379	↗ 33%

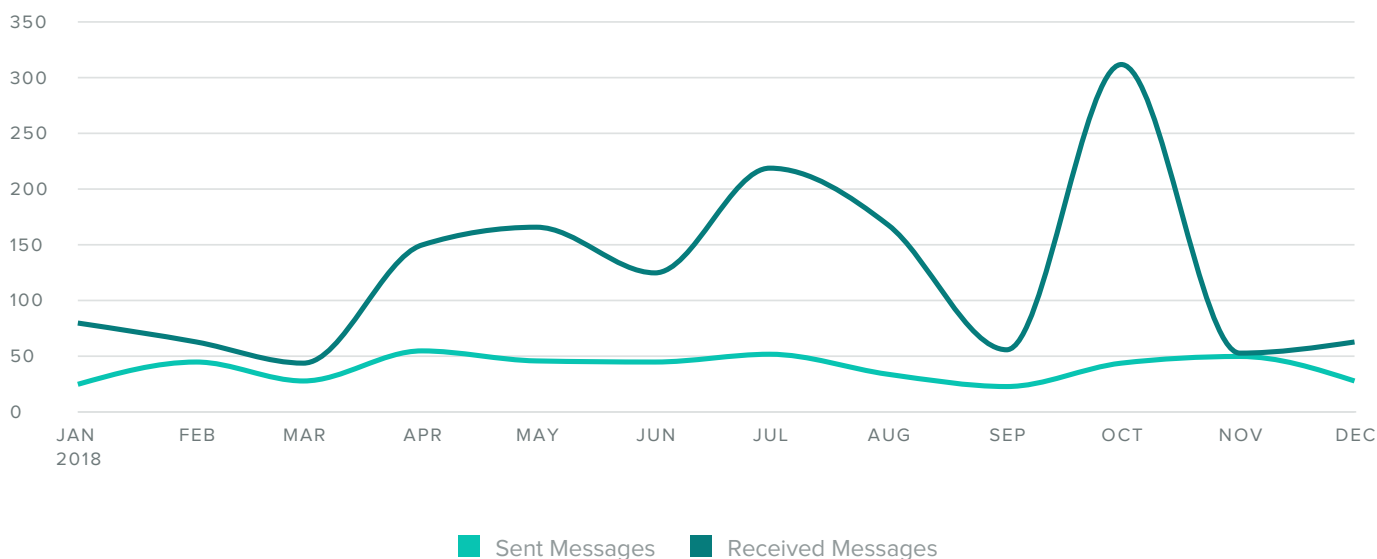
Total followers increased by

**▲ 33%**

since previous date range

## Group Message Volumes

### MESSAGES PER MONTH



#### Sent Messages Metrics

#### Totals

#### % Change

Twitter Tweets and DMs Sent

95

↘ 32.6%

Facebook Posts Sent

308

→ 0%

Instagram Media Sent

60

↗ 500%

**Total Messages Sent****463**

↗ 0.9%

Message volume increased by

▲ 0.9%

since previous date range

#### Received Messages Metrics

#### Totals

#### % Change

Twitter Messages Received

123

↗ 15%

Facebook Messages Received

1,327

↘ 0.2%

Instagram Comments Received

37

↗ 1,133%

**Total Messages Received****1,487**

↗ 3.3%

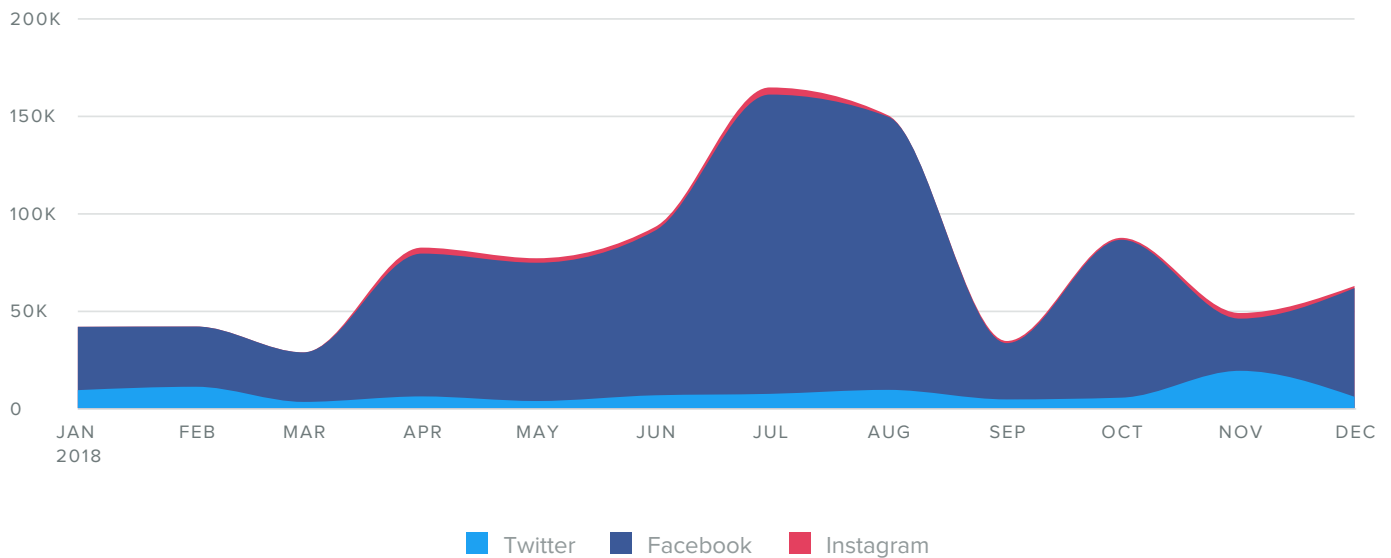
Message volume increased by

▲ 3.3%

since previous date range

## Group Impressions

### IMPRESSIONS PER MONTH



Impressions Metrics	Totals	% Change
Twitter Impressions	90,657	↗ 92.1%
Facebook Impressions	803,286	↗ 5.7%
Instagram Impressions	17,657	↗ 100%
<b>Total Impressions</b>	<b>911,600</b>	<b>↗ 12.9%</b>

Total Impressions increased by

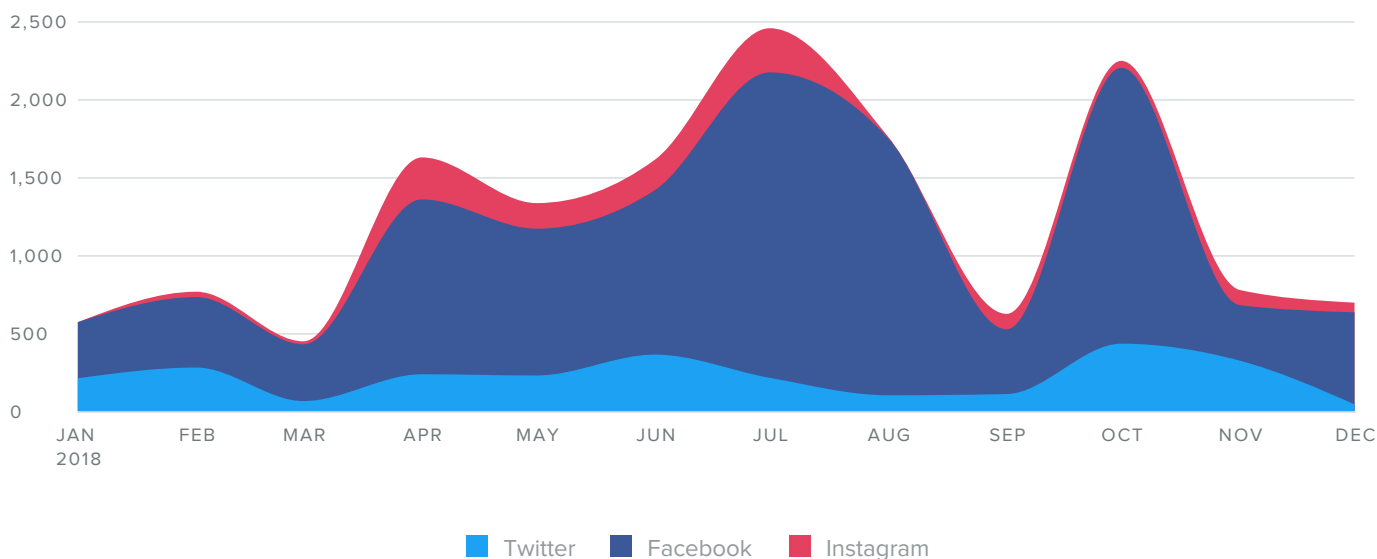
**▲12.9%**

since previous date range



## Group Engagement

### ENGAGEMENTS PER MONTH






Engagement Metrics	Totals	% Change
Twitter Engagements	2,600	↗ 134%
Facebook Engagements	11,029	↘ 16%
Instagram Engagements	1,275	↗ 2,306%
<b>Total Engagements</b>	<b>14,904</b>	<b>↗ 4.3%</b>

The number of engagements increased by

**4.3%**

since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 <b>Downtown Dearborn</b> @DearbornDtown	986	27.55%	95	90,657	954.3	2,600	27.4	403
 <b>Downtown Dearborn</b> Business Page	4,114	24.82%	308	803,286	2,608.1	11,029	35.8	6,573
 <b>Downtown Dearborn (Business)</b> @downtowndearborn	492	267.16%	60	17,657	294.3	1,275	21.3	—

**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
1/4	SMART implements three 'FAST' routes to help metro area travel	Advertiser Times	26,083		1					1	1	2
1/22	Poetry, music by women of color kicks off Arab American National Museum series	WDIV Online	26,667		1			1			1	2
1/22	Mayors cite investment, business growth in joint state of cities event	Dearborn Press & Guide	25,000		1			1	1	1	1	4
1/22	The Real Dearborn: Third annual MLK March shows unity amid diversity	Dearborn Press & Guide	25,000		1			1	1	1	1	4
1/24	Dearborn earns state designation for being development-friendly	Dearborn Press & Guide	25,000		1				1	1	1	3
1/26	Winter Music Mash Mixes Local Music with Shopping Small in Downtown Dearborn	HOUR Magazine	45,000		1			1			1	2
2/1	Upcoming food and beverage events	The Detroit News	141,668	1			1	1				1
2/1	Dearborn Restaurant Week To Offer Food Lovers Cheap Eats	Dearborn Patch	78,955	1	1			1	1	1	1	4
2/5	Second annual Dearborn Restaurant Week to tempt tastebuds	Dearborn Press & Guide	25,000	1	1			1	1	1	1	4
2/8	Food and beverage calendar: Valentine's Day dining	The Detroit News	141,668	1			1	1				1
2/8	Restaurant Week overview	WHFR	10,000	1	1			1	1	1		3
2/8	Eat, eat, repeat during Dearborn Restaurant Week	Dearborn Times Herald	40,040	1	1			1	1	1	1	4
2/8	'History of Islam in Dearborn' draws crowd to Historical Museum	Dearborn Press & Guide	25,000		1			1	1	1	1	4
2/9	Dearborn Brewing helps animals with Dog Days at the Brewery events	ClickonDetroit.com	138,333		1			1				1
2/9	Dearborn car salesman sets world record for most vehicles sold in a year	Dearborn Press & Guide	25,000		1			1		1	1	3

**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
2/11	Restaurant Week overview with La Shish, Famous Burger and Lui Thai Café	WDIV	163,051	1	1			1	1	1	1	4
2/12	Restaurant Week overview with Roman Village & Cristina Sheppard-Decius	FOX 2	212,184	1	1			1	1	1	1	4
2/14	Food and beverage events	The Detroit News	141,688	1			1	1				1
2/14	Dearborn Restaurant Week runs through Sunday	Detroit Free Press	234,579	1	1			1	1	1	1	4
2/15	Restaurant Week cooking segment	WXYZ-TV/TV 20	151,278	1	1			1	1	1	1	4
2/16	Restaurant Week overview	910AM Superstation	25,200	1	1			1	1	1	1	4
2/18	Dearborn's west downtown poised for surge in development	Crain's Detroit Business	26,174		1			1	1	1	1	4
2/19	Accessible for all: Historic Fairlane Alliance Church celebrates renovations for disabled	Dearborn Press & Guide	25,000		1			1			1	2
2/19	Common Grace Coffee Co. holds weeklong celebration for first anniversary in Dearborn	Dearborn Press & Guide	25,000		1			1	1	1	1	4
2/22	Healthy Dearborn to honor local restaurants with first Healthy Restaurant awards	Dearborn Press & Guide	25,000		1			1		1	1	3
2/27	Want to eat healthy? 13 Dearborn restaurants get kudos from Beaumont	Detroit Free Press	234,579		1			1		1	1	3
3/8	New road closures start March 12 in west Dearborn as part of Wagner Place project	Dearborn Press & Guide	25,000				1	1		1	1	3
3/15	Wagner Construction Project Closes More Roads in West Dearborn	Dearborn Patch	78,955				1	1		1		2
3/16	April is arts month in Dearborn	Arab American News	30,000		1			1			1	2

**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
3/20	Dearborn's Chamber Choice Awards honor regional businesses, leaders	Dearborn Press & Guide	25,000		1			1	1	1	1	4
3/23	Brome on Debut of Grilling Season	WXYZ-TV/TV 20	151,278		1			1			1	2
4/23	Ladies Night offers evening of shopping, dining in downtown Dearborn	Dearborn Press & Guide	25,000	1	1			1		1	1	3
4/23	Downtown Dearborn Hosts Ladies Night April 25	Dearborn Patch	78,955	1	1			1		1	1	3
4/23	Downtown Dearborn hosting Ladies Night	FOX 2	212,184	1	1			1	1	1	1	4
4/23	Downtown Dearborn hosting Ladies Night (repost from FOX 2)	Connecticut News Times	20,033	1	1			1	1	1	1	4
4/23	Downtown Dearborn hosting Ladies Night (repost from FOX 2)	Connecticut Post	37,778	1	1			1	1	1	1	4
4/25	Dearborn earns Governor's Fitness Award for Active Communities	Dearborn Press & Guide	25,000		1			1	1	1	1	4
4/27	Dearborn receives active community award	Arab American News	30,000		1			1	1	1		3
5/10	Friends of the Dearborn Symphony's Annual Home Tour set for May 19	Dearborn Press & Guide	25,000		1			1		1	1	3
5/10	Welcome Mat: Home tour focuses on West Dearborn	The Detroit News	141,688		1			1	1		1	3
5/24	Annual Home Tour gives guests a glimpse into Dearborn homes	Dearborn Press & Guide	25,000		1			1	1	1		3
5/31	Three Kids' Day on the Commons set for summer in Dearborn	Dearborn Press & Guide	25,000	1	1			1			1	2
6/6	8 Recent Restaurant Openings to Know	Eater	313,645		1			1				1
6/7	Dearborn's Mint 29 makes black cod miso ahead of Taste of Dearborn	FOX 2	212,184		1			1	1	1	1	4



**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
6/11	Bizarre Foods: Delicious Destinations - Shawarma in Dearborn	Travel Channel	314,071		1			1			1	2
6/20	10 Things to Do This Weekend	Crain's Detroit Business	26,174	1	1						1	1
6/25	Summer activities in Downtown Deaborn	910AM Superstation	25,200	1	1			1		1		2
6/27	The Seatbelts Detroit headline first 'Friday Nites' event of the season in Dearborn	Dearborn Press & Guide	25,000	1	1			1			1	2
7/5	Jazz on the Avenue returns to Dearborn all summer	Dearborn Press & Guide	25,000	1	1			1		1	1	3
7/11	Family guide to free outdoor movies in Metro Detroit	Little Guide Detroit	11,500	1	1						1	1
7/11	Movie on the Commons	Little Guide Detroit	11,500	1	1						1	1
7/12	Bike valet service to be offered at Homecoming	Dearborn Press & Guide	25,000		1					1	1	2
7/20	Farmer's Market	Fox 2	212, 184		1			1			1	2
7/23	Dearborn City Hall Artspace begins business space phase	Dearborn Press & Guide	25,000		1			1	1	1	1	4
7/24	Homecoming puts the pedal to the metal with three bike programs	Dearborn Press & Guide	25,000		1			1	1	1	1	4
7/24	Success of Downtown Detroit spreading to suburbs	WDIV	175,674		1			1	1	1	1	4
7/25	10 Things to Do This Weekend	Crain's Detroit Business	26,174	1	1							0
7/27	Friday Nites feature with Cristina Shepard-Decius and GoCheese Food Truck	WXYZ-TV/TV 20	151,278	1	1			1	1		1	3

**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
8/9	Dearborn pushes downtown transformation strategy with pitch competition, pop-ups	Crain's Detroit Business	26,174	1	1			1	1	1	1	4
8/20	Friday Nites music and food events to conclude this week in Dearborn	Dearborn Press & Guide	25,000	1	1			1			1	2
9/12	Your guide to the 5 most popular eateries in East Downtown Dearborn	Hoodline	33,222		1			1			1	2
10/1	Dearborn organizes Economic Development Roundtable	Dearborn Press & Guide	25,000	1	1				1	1	1	3
10/11	Wagner Place officially opens with West Dearborn celebration	Dearborn Press & Guide	25,000		1			1	1	1	1	4
10/12	Ford Brings 600 Employees to Wagner Place in Downtown West Dearborn, Announces Commercial Tenants	Dbusiness Daily News	32,212		1			1	1	1	1	4
10/15	Jolly Pumpkin Brewery to open at Wagner Place in West Dearborn	Detroit Free Press	234,579		1			1				1
10/17	A new Jolly Pumpkin is planned for Dearborn	Detroit Metro Times	483,740		1			1			1	2
10/17	6 Ways To Celebrate Halloween In Dearborn	Dearborn Patch	78,955		1			1				1
10/18	Detroit Mini Donut signs lease for downtown store   Jolly Pumpkin to roll into Dearborn   Ferndale Bobcat Bonnie's opens	Crain's Detroit Business	26,174		1			1				1
10/21	<a href="#">Wagner Place, Fall events</a>	910AM Superstation	25,200	1	1			1	1	1	1	4
10/22	Halloween Guide for Kids in Metro Detroit	Little Guide Detroit	11,500	1	1						1	1
10/22	Trick or Treat Events in Metro Detroit	Little Guide Detroit	11,500	1	1						1	1

**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
10/30	How Metro Detroit's retailers are diversifying their offerings to grow their business	Model D	46,000		1			1		1	1	3
11/3	Branding Dearborn celebrates public launch	Dearborn Times Herald	40,040	1	1			1	1	1	1	4
11/8	America's 38 Essential Restaurants	Eater	313, 645		1			1				1
11/14	City of Dearborn looking for input on "brand" for the future	Dearborn Press & Guide	25,000	1	1			1	1	1	1	4
11/17	Collaboration wins top prize at Dearborn Entrepreneurial Pitch Competition	Metromode	30,000		1			1	1	1	1	4
11/17	Dearborn looking for input on branding for the future	Arab American News	30,000	1	1			1	1	1	1	4
11/20	Dearborn's Tree Lighting, Sing-Along Set For Dec. 3	Dearborn Patch	78,955		1			1			1	2
11/19	City Hall Artspace Lofts in Dearborn announces new arts and technology lab	Arab American News	30,000		1			1			1	2
11/21	Need To Know: Small Business Saturday In Dearborn	Dearborn Patch	78,955		1			1	1	1	1	4
11/23	Downtown Dearborn offerings on Small Business Saturday	FOX 2	212, 184	1	1			1	1	1	1	4
11/24	Retail store owners think outside the box to compete with big businesses	Detroit Free Press	234,579	1	1			1	1	1	1	4
11/25	Retail store owners think outside the box to compete with big businesses	MSN	300,000	1	1			1	1	1	1	4

**Downtown Dearborn  
Media Placements  
2018**

MEDIA RECAP REPORT												
DATE	SUBJECT/TITLE	MEDIA OUTLET	IMPRESSIONS	TF EARNED	TONE			RATING CRITERIA				RATING SCORE
					POS	NEG	NEU	Business Mentions	Leadership Quotes	Trans- formational Strategy Messages	Photos	
11/28	The next act for Dearborn's ArtSpace will connect artists to the community	Metromode	30,000		1			1	1	1	1	4
12/1	Dearborn named four-star community for economic and entrepreneurial growth	Arab American News	30,000		1			1		1	1	3
12/1	Holiday Markets and Craft Fairs in Metro Detroit and Ann Arbor	Metro Parent	54,080	1	1							0
12/6	First outdoor winter market coming to Dearborn	Dearborn Press & Guide	25,000	1	1			1	1		1	3
12/11	Here Are Dearborn's Top 6 Lebanese Spots	Hoodline	33,222		1			1			1	2
12/12	The weekend: 'Aladdin,' Royal Oak pub crawl, 'Charlie Brown Christmas' at the Fox	Detroit Free Press	234,579	1	1							0
<b>TOTALS/AVERAGES</b>			<b>6,749,084</b>	<b>41</b>	<b>84</b>	<b>0</b>	<b>5</b>	<b>77</b>	<b>43</b>	<b>54</b>	<b>72</b>	<b>2.76404494</b>

Article Count: 89

**RATING LEGEND**

4	Optimal Placement
3	Ideal Placement
2	Preferred Placement
1	Acceptable Placement



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

FYE 2019 CTM Marketing Brochure Distribution

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; be it

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2017 and 2018 to distribute 20,000 pieces annually of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and

**WHEREAS:** Based on circulation in 2018, it is recommended to increase circulation to 30,000 pieces through CTM, and an additional production of 10,000 for distribution locally; and

**WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and

**WHEREAS:** Updated design and content of the rack cards will be produced in-house by POW! Strategies, Inc.; and

**WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2125 each, in addition to any potential sponsors; be it

**RESOLVED:** The EDDDA approves entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the WDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the WDDDA for 40,000 rack cards from the CTM Brochure Line Item #297-6100-911-51-00 FYE2018; and

**RESOLVED:** The WDDDA and EDDDA anticipates revenue of \$4250 from the Dearborn Area Chamber of Commerce, City of Dearborn and other sponsoring partners shared equally; be it also

**RESOLVED:** The EDDDA Executive Director is authorized to execute the contracts for distribution and printing.

Yes:

No:  
Abstained:  
Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

FYE 2019 CTM Marketing Brochure Distribution

Date Adopted:

Resolution by:

- WHEREAS:** The WDDDA and EDDDA recognize the benefit of Marketing and Promoting businesses and activities in the District; be it
- WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn partnered in 2017 and 2018 to distribute 20,000 pieces annually of marketing materials called “rack cards” at hotels, visitor and convention locations throughout Metro Detroit via CTM, a brochure distribution company located in Livonia, MI, and another 10,000 pieces at local downtown businesses and organizations; and
- WHEREAS:** Based on circulation in 2018, it is recommended to increase circulation to 30,000 pieces through CTM, and an additional production of 10,000 for distribution locally; and
- WHEREAS:** Printing of the rack cards is by Foster Printing, a subsidiary of CTM, that directly delivers to CTM and ships any additional print runs to the DDDAs as requested; and
- WHEREAS:** Updated design and content of the rack cards will be produced in-house by POW! Strategies, Inc.; and
- WHEREAS:** The WDDDA, EDDDA, Dearborn Area Chamber of Commerce and City of Dearborn are anticipated to partner in the production and distribution of the rack cards equally, at a maximum of \$2125 each, in addition to any potential sponsors; be it
- RESOLVED:** The WDDDA approves entering into a one-year contract with CTM for FYE2019 in an amount not to exceed \$7000 shared equally with the EDDDA, and brochure printing production with Foster Printing not to exceed \$1500 shared equally with the EDDDA for 40,000 rack cards from the CTM Brochure Line Item #296-6100-911-51-00 FYE2018; and
- RESOLVED:** The WDDDA and EDDDA anticipates revenue of \$4250 from the Dearborn Area Chamber of Commerce, City of Dearborn and other sponsoring partners shared equally; be it also
- RESOLVED:** The WDDDA Executive Director is authorized to execute the contracts for distribution and printing.

Yes:

No:  
Abstained:  
Absent:



## WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Here is your CTM Brand Interaction Report

November 1, 2017 - November 19, 2018



### Brochures | Magazines Distributed

Downtown Dearborn 2018

20,000

---

Total Brand Interactions This Period

20,000

### Current Brochures | Magazines On Hand

DOWNTOWN DEARBORN 2018

0

CTM records and reports how visitors interact with your business. The enclosed brand interaction report includes WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY custom distributed materials. It does not reflect digital impressions or any co-op advertising programs such as CTM visitor maps or display headers.

For additional campaign analysis or engagement information, please contact your local CTM consultant or call 800-888-2974



Every great adventure starts with a moment of discovery.

## Metro Detroit Package |

AMERICAN ARAB NATIONAL MUSEUM, DEARBORN, MI  
AMERICAN JEWELRY AND LOAN, DETROIT, MI ~  
AMERICAN JEWELRY AND LOAN, DETROIT, MI  
AMERICAS BEST INN, WARREN, MI  
AMERICAS BEST VALUE, LIVONIA, MI  
AMERICAS BEST VALUE, MONROE, MI  
AMTRAK - ANN ARBOR, ANN ARBOR, MI  
ANDY'S, DETROIT, MI  
ATHENEUM SUITE HOTEL, DETROIT, MI ##  
AVIS, ROMULUS, MI  
BAYMONT, CANTON, MI  
BAYMONT INN, ROSEVILLE, MI  
BAYMONT INN - DETROIT AIRPORT, ROMULUS, MI  
BAYMONT INN & SUITES, SOUTHFIELD, MI  
BAYMONT INN HOTEL & SUITES, DETROIT, MI  
BEST VALUE INN, DEARBORN, MI  
BEST WESTERN, LIVONIA, MI  
BEST WESTERN GREENFIELD INN, ALLEN PARK, MI  
BEST WESTERN WOODHAVEN INN, WOODHAVEN, MI  
BOOK CADILLAC BY WESTIN, DETROIT, MI  
BUDGET RENT A CAR, PLYMOUTH, MI  
CANDLEWOOD SUITES, WARREN, MI  
CANDLEWOOD SUITES DETROIT, TROY, MI  
CLARION BARCELO HOTEL, ROMULUS, MI  
COBO HALL, DETROIT, MI ###  
COMFORT INN, DEARBORN, MI  
COMFORT INN, DETROIT, MI  
COMFORT INN, DETROIT, MI ~  
COMFORT INN, FARMINGTON HILLS, MI  
COMFORT INN, LIVONIA, MI  
COMFORT INN, PLYMOUTH, MI  
COMFORT INN, WARREN, MI  
COMFORT INN, WATERFORD, MI  
COMFORT INN & SUITES, ANN ARBOR, MI  
COMFORT INN & SUITES, TAYLOR, MI  
COMFORT SUITES, CANTON, MI

COMFORT SUITES, SOUTHFIELD, MI  
COMFORT SUITES, SOUTHGATE, MI  
COMFORT SUITES METRO AIRPORT, ROMULUS, MI  
CONCORDE INNS, CLINTON TOWNSHIP, MI  
CONTINENTAL, AUBURN HILLS, MI  
CONTINENTAL, TROY, MI  
COURTYARD BY MARRIOTT, DEARBORN, MI  
COURTYARD BY MARRIOTT, LIVONIA, MI  
COURTYARD BY MARRIOTT, SOUTHFIELD, MI  
CRANBROOK INSTITUTE OF SCIENCE, BLOOMFIELD HILLS, MI  
CROWNE PLAZA DETROIT DOWNTOWN RIVERFRONT, DETROIT, MI ~  
DAYS INN, CANTON, MI  
DAYS INN, LIVONIA, MI  
DAYS INN, MADISON HEIGHTS, MI  
DAYS INN, MONROE, MI  
DAYS INN, ROCHESTER HILLS, MI  
DAYS INN, ROMULUS, MI  
DAYS INN & SUITES, WARREN, MI  
DETROIT AIRPORT , ROMULUS, MI  
DETROIT AIRPORT , ROMULUS, MI  
DETROIT AIRPORT , ROMULUS, MI  
DETROIT CITY AIRPORT, DETROIT, MI  
DETROIT CITY CLUB APARTMENTS, DETROIT, MI  
DETROIT GREENFIELD KOA, YPSILANTI, MI ^  
DETROIT HISTORICAL MUSEUM, DETROIT, MI  
DETROIT INSTITUTE OF THE ARTS, DETROIT, MI  
DETROIT PRINCESS - RIVERBOAT, DETROIT, MI  
DETROIT PUBLIC LIBRARY MAIN LOBBY, DETROIT, MI  
DETROIT ZOO, ROYAL OAK, MI  
DOSSIN GREAT LAKES MUSEUM, DETROIT, MI  
DOUBLETREE, DETROIT, MI  
DRURY INN, TROY, MI  
EMBASSY SUITES, SOUTHFIELD, MI  
EMBASSY SUITES, TROY, MI  
EXTENDED STAY AMERICA, AUBURN HILLS, MI

\* Locations are subject to change without notice.

Total Locations 191

Page 1 of 4

Monday, November 05, 2018

CTM Media Group Phone # 1.800.888.2974

# Non Standard Display Stand

## Location's Own Stand

### Summer Service Only

\* Concierge Use Only

\*\* Local Brochures Only

\*\*\* Front Desk Delivery Only

+ Multi-Network Location

++French/English Bilingual Material Only

+++ Members Only

~ Visitor Digital Touch Screen



Every great adventure starts with a moment of discovery.

## Metro Detroit Package |

EXTENDED STAY AMERICA, SOUTHFIELD, MI  
FAIRFIELD INN, CANTON, MI  
FAIRFIELD INN, LIVONIA, MI  
FAIRFIELD INN, MADISON HEIGHTS, MI  
FAIRFIELD INN & SUITES OF TROY, TROY, MI  
FAIRFIELD INN MARRIOTT, FARMINGTON HILLS, MI  
FAIRFIELD INN MARRIOTT, ROMULUS, MI  
FLAT ROCK SLEEP INN, FLAT ROCK, MI  
FORD CONFERENCE & EVENTS CENTER, DEARBORN, MI  
FORD PIQUETTE AVENUE PLANT, DETROIT, MI  
FOX THEATER, DETROIT, MI  
HAMPTON INN, AUBURN HILLS, MI  
HAMPTON INN, BELLEVILLE, MI  
HAMPTON INN, CHESTERFIELD, MI  
HAMPTON INN, CLINTON TOWNSHIP, MI  
HAMPTON INN, MADISON HEIGHTS, MI  
HAMPTON INN, NORTHVILLE, MI  
HAMPTON INN, SOUTHGATE, MI  
HAMPTON INN & SUITES, STERLING HEIGHTS, MI  
HAWTHORN SUITES, AUBURN HILLS, MI  
HAWTHORN SUITES, FARMINGTON HILLS, MI  
HAWTHORN SUITES, TROY, MI  
HAWTHORN SUITES BY WYNDHAM, DEARBORN, MI  
HAWTHORNE SUITES, WARREN, MI  
HENRY FORD HOSPITAL HOUSING, DETROIT, MI  
HERTZ RENT A CAR, ROMULUS, MI  
HILTON GARDEN INN, DETROIT, MI  
HILTON GARDEN INN, NOVI, MI  
HILTON GARDEN INN, PLYMOUTH, MI  
HILTON GARDEN INN, SOUTHFIELD, MI  
HILTON GARDEN INN - DETROIT METRO AIRPORT, ROMULUS, MI  
HOLIDAY INN, ROMULUS, MI  
HOLIDAY INN EXPRESS, ALLEN PARK, MI  
HOLIDAY INN EXPRESS, BELLEVILLE, MI  
HOLIDAY INN EXPRESS, BIRMINGHAM, MI  
HOLIDAY INN EXPRESS, CANTON, MI

HOLIDAY INN EXPRESS, DETROIT, MI  
HOLIDAY INN EXPRESS, NOVI, MI  
HOLIDAY INN EXPRESS, ROMULUS, MI  
HOLIDAY INN EXPRESS, SOUTHFIELD, MI  
HOLIDAY INN EXPRESS, WARREN, MI  
HOLIDAY INN EXPRESS, WOODHAVEN, MI  
HOLIDAY INN HOTEL & SUITES, WARREN, MI  
HOLOCAUST MEMORIAL CENTER, FARMINGTON HILLS, MI  
HOTEL ST. REGIS, DETROIT, MI  
HOWARD JOHNSON, ROMULUS, MI  
INN ON FERRY STREET, THE, DETROIT, MI  
JOHN D. DINGELL TRANSIT CENTER (AMTRAK), DEARBORN, MI  
KNIGHTS INN, MADISON HEIGHTS, MI  
KNIGHTS INN, ROMULUS, MI  
LA QUINTA, CANTON, MI  
LA QUINTA, ROMULUS, MI  
LA QUINTA, SOUTHGATE, MI ##  
LA QUINTA, UTICA, MI  
LELAND HOTEL, DETROIT, MI  
MARGAUX UNISEX SALON, HAZEL PARK, MI  
MARVIN'S GARDEN INN, SOUTHFIELD, MI  
METROPOLITAN DETROIT CONVENTION & VISITORS BUREAU, DETROIT, MI  
MICHIGAN SCIENCE CENTER, DETROIT, MI  
MICROTEL INN & SUITES, ROSEVILLE, MI  
MOTEL 6, ANN ARBOR, MI  
MOTEL 6, FARMINGTON HILLS, MI  
MOTEL 6, SOUTHGATE, MI  
MOTEL 6, WARREN, MI  
MOTOWN MUSEUM, DETROIT, MI  
MUSEUM OF AFRICAN AMERICAN HISTORY, DETROIT, MI  
MUSIC HALL CENTER FOR THE PERFORMING ARTS, DETROIT, MI  
ORCHESTRA PLACE, DETROIT, MI  
QUALITY INN, ROMULUS, MI  
QUALITY INN, SOUTHFIELD, MI  
QUALITY INN, TROY, MI

\* Locations are subject to change without notice.

Total Locations 191

Page 2 of 4

Monday, November 05, 2018

CTM Media Group Phone # 1-800-888-2974

# Non Standard Display Stand

## Location's Own Stand

### Summer Service Only

\* Concierge Use Only

\*\* Local Brochures Only

\*\*\* Front Desk Delivery Only

^ Winter Service Only

++French/English Bilingual Material Only

+++ Members Only

+ Multi-Network Location

~ Visitor Digital Touch Screen





Every great adventure starts with a moment of discovery.

## Metro Detroit Package |

QUALITY INN & SUITES, LIVONIA, MI  
RADISSON, AKRON, OH  
RED ROOF INN, BELLEVILLE, MI  
RED ROOF INN, LAKE ORION, MI  
RED ROOF INN, MELVINDALE, MI  
RED ROOF INN, SOUTHFIELD, MI  
RED ROOF PLUS, ANN ARBOR, MI  
RELAX INN, ROSEVILLE, MI  
RENT A WRECK, CANTON, MI  
RESIDENCE INN BY MARIOTT, NOVI, MI  
RESIDENCE INN BY MARRIOTT, LIVONIA, MI  
RESIDENCE INN BY MARRIOTT - TROY SOUTHEAST, MADISON HEIGHTS, MI  
RODEWAY INN, AUBURN HILLS, MI  
RODEWAY INN, MADISON HEIGHTS, MI  
RODEWAY INN, ROMULUS, MI  
SHERATON DETROIT METRO AIRPORT, ROMULUS, MI ~  
SHORECREST MOTOR INN, DETROIT, MI  
SPRING HILL SUITES, SOUTHFIELD, MI  
SPRINGHILL SUITES BY MARROITT, ROMULUS, MI  
SPRINGWOOD SUITES SUITES, SOUTHFIELD, MI  
STAYBRIDGE SUITES, UTICA, MI  
STERLING GROUP, DETROIT, MI  
STERLING GROUP, DETROIT, MI  
STERLING HEIGHTS CHAMBER OF COMMERCE, STERLING HEIGHTS, MI \*\*\*  
SUPER 8, LUNA PIER, MI  
SUPER 8 MOTEL, BELLEVILLE, MI  
SUPER 8 MOTEL, CANTON, MI  
SUPER 8 MOTEL, CLAWSON, MI  
SUPER 8 MOTEL, ROSEVILLE, MI  
SUPER 8 MOTEL, STERLING HEIGHTS, MI  
SUPER 8 MOTEL, TAYLOR, MI  
THE HENRY FORD MUSEUM, DEARBORN, MI  
TOWNE PLACE SUITES OF TROY, TROY, MI  
TOWNEPLACE SUITES, LIVONIA, MI  
TOWNEPLACE SUITES, WARREN, MI

TOWNPLACE SUITES, STERLING HEIGHTS, MI  
TRAVELODGE, ROMULUS, MI  
TROY GYMNASISTICS, TROY, MI  
VICTORY INN, MOUNT CLEMENS, MI  
VICTORY INN, SOUTHFIELD, MI  
VICTORY INN - DETROIT NORTHEAST, ROSEVILLE, MI  
VICTORY INN AND SUITES, DEARBORN, MI  
VICTORY SUITES, WARREN, MI  
VIKING HOTEL, DETROIT, MI  
WESTIN HOTEL, THE, SOUTHFIELD, MI  
WESTWOOD INN & SUITES, WOODHAVEN, MI  
WILLO ACRES MOTEL, CANTON, MI  
WYDHAM GARDEN, STERLING HEIGHTS, MI  
WYNDHAM GRAND HOTEL, ROMULUS, MI

\* Locations are subject to change without notice.

Total Locations 191

Page 3 of 4

Monday, November 05, 2018

CTM Media Group Phone # 800.888.2974

# Non Standard Display Stand    ## Location's Own Stand  
\* Concierge Use Only    \*\* Local Brochures Only  
^ Winter Service Only    ++French/English Bilingual Material Only  
+ Multi-Network Location    ~ Visitor Digital Touch Screen

### Summer Service Only  
\*\*\* Front Desk Delivery Only  
+++ Members Only





Every great adventure starts with a moment of discovery.

## Metro Detroit Package |

\* Locations are subject to change without notice.

Total Locations 191

Page 4 of 4

# Non Standard Display Stand    ## Location's Own Stand  
\* Concierge Use Only    \*\* Local Brochures Only  
^ Winter Service Only    ++French/English Bilingual Material Only  
+ Multi-Network Location    ~ Visitor Digital Touch Screen

### Summer Service Only  
\*\*\* Front Desk Delivery Only  
+++ Members Only

Monday, November 05, 2018  
CTM Media Group Phone # 1.800.888.2974



Every great adventure starts with a moment of discovery.

## Metro Detroit/Wayne County Int'l Airport | Premium Display

Estimated Annual Audience: 32,241,731

DETROIT AIRPORT , ROMULUS, MI

DETROIT AIRPORT , ROMULUS, MI

DETROIT AIRPORT , ROMULUS, MI

### Distribution Center

#### Berlin

Shannon Guay

(734) 947-3090

4715 TR 366, Millersburg, OH 44654

Lift gate & pallet jack required for delivery of pallets, unmanned location

\* Locations are subject to change without notice.

Estimated annual audience figures are based on average hotel occupancy rates, number of hotel rooms, annual visitor attendance and other seasonal estimates.

# Non Standard Display Stand  
\* Concierge Use Only  
^ Winter Service Only  
+ Multi-Network Location

## Location's Own Stand  
\*\* Local Brochures Only  
++French/English Bilingual Material Only  
~ Visitor Digital Touch Screen

### Summer Service Only  
\*\*\* Front Desk Delivery Only  
+++ Members Only

Total Locations 3

Page 1 of 1

Monday, November 12, 2018

CTM Media Group Phone # 1.800.888.2974

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The 2019 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition and 2,000 print copies distributed; and

**WHEREAS:** The EDDDA and WDDDA are interested in sharing the cost of A full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; and

**WHEREAS:** Graphic design costs with Bright Sky Creative are estimated at \$1000; be it

**RESOLVED:** The EDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 297-6100-911-510-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

**RESOLVED:** The EDDDA approves an expenditure not to exceed \$500 from Interim Graphic Design Fund 297-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Dearborn Area Chamber of Commerce Membership Directory

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA promotes and markets Downtown Dearborn to consumers to improve the economy of the districts; and

**WHEREAS:** The 2019 *Dearborn Area Chamber of Commerce Membership Directory* will be available in a fully interactive digital edition and 2,000 print copies distributed; and

**WHEREAS:** The EDDDA and WDDDA are interested in sharing the cost of A full-page advertisement in the yearly publication totaling \$2475, payable to Harbor House Publishers, a Chamber Member that has partnered with the Dearborn Area Chamber of Commerce to produce the directory; and

**WHEREAS:** Graphic design costs with Bright Sky Creative are estimated at \$1000; be it

**RESOLVED:** The WDDDA approves an expenditure not to exceed \$1237.50 from General Marketing Fund 296-6100-911-510-00, payable to Harbor House Publishers for a full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*; and further be it

**RESOLVED:** The WDDDA approves an expenditure not to exceed \$500 from Interim Graphic Design Fund 296-6100-911-51-00 payable to Bright Sky Creative for the creation of the full-page advertisement in partnership with the EDDDA in the 2019 *Dearborn Area Chamber of Commerce Membership Directory*.

Yes:

No:

Abstained:

Absent:





TO: Chamber Members  
FROM: Jackie Lovejoy, President  
SUBJECT: Dearborn Area Chamber of Commerce Membership Directory

We are underway on the 2019 edition of the *Dearborn Area Chamber of Commerce Membership Directory*, one of your most valuable benefits of Chamber membership. As you know, our Directory showcases our community and is a powerful promotional tool for your business. This year our Directory will be available in three formats: high quality print, interactive digital and as a free iOS mobile app.

We are partnering with Chamber member Harbor House Publishers, a well-known and respected Michigan business with 50 years of experience in Midwestern business, with expertise in Chamber of Commerce publications.

Our *Membership Directory* includes an alphabetical directory of Chamber members, as well as a categorical buyer's guide. The most exciting enhancements to our annual publication are the expanded digital options that offer your business an even greater marketing reach than ever before. For one rate, your advertisement runs in print, digital and mobile formats. In addition to the 2,000 print copies distributed, a fully interactive digital edition and a free iOS mobile app are being produced. The digital editions present the reader with a live publication and interactive content, including video. There are two digital options are available to you:

- Direct link to your website from your advertisement
- Video or slideshow on your business

As a Chamber member, we encourage you to take advantage of advertising in the *Membership Directory*. This is an exclusive opportunity for Chamber members. Your business will gain valuable exposure to thousands of individuals, companies and prospects that utilize the directory to make buying decisions. In addition, you will help the Chamber produce a high quality business development tool for use by the entire community.

Ellen Trimper, Account Manager for Harbor House Publishers, will contact you soon to discuss options for marketing your business in the *Dearborn Area Chamber of Commerce 2019 Membership Directory*. Ellen can be reached at (800) 491-1760 or visit [www.harborhouse.com/dearborn](http://www.harborhouse.com/dearborn). Please feel free to call me directly at (313) 584-6100 if you have any questions.

As a valued member of the Chamber and our business community, we encourage you to take advantage of this opportunity as it will exceed your expectations.

# Dearborn

AREA CHAMBER OF COMMERCE

## 2019 MEMBERSHIP DIRECTORY



PRINT



DIGITAL



MOBILE

### Used by your customers

- Well written, beautifully illustrated, full-color, magazine style
- Designed for easy use and readability
- One low cost gives you a full-year of building brand retention and sales potential

### Used by the Chamber of Commerce to

- Stimulate interest in the area and fulfill information requests
- Provide visitors and residents with a useful buyer's guide to local businesses
- Promote the area both inside and outside of the region
- As an economic development tool and as an aid in workforce development
- As a business-to-business sales tool

### Stimulates community interest and provides business information

- 2,000 high quality print copies distributed as well as digital and mobile editions
- Useful buyer's guide to local business and industry
- The Chamber's premier publication to promote business recruitment and retention

### Extensive and highly targeted distribution

- Chamber members • Business prospects • Chamber events
- Information requests • Newcomer packets • Educational and financial institutions
- Visitors to the Dearborn/Dearborn Heights area • Governmental agencies
- Digital edition available on the Chamber website
- Free mobile app on the iTunes store

Call **800-491-1760** or Reserve your ad online  
**[www.harborhouse.com/dearborn](http://www.harborhouse.com/dearborn)**

See rates on the reverse side



**Year long distribution  
adds value and exposure!**

**2,000 print copies, includes  
12 months of online and mobile  
advertising at no additional charge**

**THREE  
EDITIONS  
ONE PRICE**  
**PRINT | DIGITAL | MOBILE**

**There are two digital  
enhancements available to you:**

- A direct link to your website from your ad
- Video or slideshow on your business



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019 Dearborn Restaurant Week Expense Report

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn; and

**WHEREAS:** The WDDDA and EDDDA Promotions Committee is coordinating the third annual Dearborn Restaurant Week for February 11-17, 2019, and is soliciting funds to support the event; and

**WHEREAS:** The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$32,750 in anticipated expenditures for Dearborn Restaurant Week; and

**WHEREAS:** The EDDDA and WDDDA agree to split the income and expenditures equally; and

**WHEREAS:** At its November 15, 2018 meeting, the EDDDA approved expenditures up to \$16,375 from Account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week; be it

**RESOLVED:** The EDDDA authorizes sharing expenditures equally with the WDDDA related to Dearborn Restaurant Week with the following service providers:

Vendor	Purpose	Amount
Hallarsen Group	Content, Design, Creative & Web	\$ 2,750.00
iHeart Media	radio promotions	\$ 19,750.00
Times Herald	newspaper ads	\$ 1,100.00
Outfront Billboards	billboard advertising	\$ 6,000.00
Got Print	coasters	\$ 500.00
Beshara Printing	menu printing	\$ 1,500.00
Malko Media	Banners	\$ 1,000.00



Metro Times	Newspaper ads	\$500.00
-------------	---------------	----------

Yes:

No:

Abstention:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## 2019 Dearborn Restaurant Week Expense Report

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn; and

**WHEREAS:** The WDDDA and EDDDA Promotions Committee is coordinating the third annual Dearborn Restaurant Week for February 11-17, 2019, and is soliciting funds to support the event; and

**WHEREAS:** The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$32,750 in anticipated expenditures for Dearborn Restaurant Week; and

**WHEREAS:** The EDDDA and WDDDA agree to split the income and expenditures equally; and

**WHEREAS:** At its November 15, 2018 meeting, the WDDDA approved expenditures up to \$16,375 from Account #296-6100-911-51-00 for costs related to Dearborn Restaurant Week; be it

**RESOLVED:** The WDDDA authorizes sharing expenditures equally with the EDDDA related to Dearborn Restaurant Week with the following service providers:

Vendor	Purpose	Amount
Hallarsen Group	Content, Design, Creative & Web	\$ 2,750.00
iHeart Media	radio promotions	\$ 19,750.00
Times Herald	newspaper ads	\$ 1,100.00
Outfront Billboards	billboard advertising	\$ 6,000.00
Got Print	coasters	\$ 500.00
Beshara Printing	menu printing	\$ 1,500.00
Malko Media	Banners	\$ 1,000.00

Metro Times	Newspaper ads	\$500.00
-------------	---------------	----------

Yes:

No:

Abstention:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Henry Ford Marketing Package

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA 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 offers a partnership benefit package that includes advertising in two editions of THF Magazine, pre-show slides on the Giant Screen for 12 months, placement and links on the THF webpage, recognition in the THF eNews and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; be it

**RESOLVED:** The EDDDA approves \$5600 for the 2019 marketing program with the Henry Ford and expensed to account #297-6100-911-51-00 from FYE2019.

Yes:

No:

Abstained:

Absent:



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Henry Ford Marketing Package

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA 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 offers a partnership benefit package that includes advertising in two editions of THF Magazine, pre-show slides on the Giant Screen for 12 months, placement and links on the THF webpage, recognition in the THF eNews and opportunities to distribute the downtown promotional materials at the THF and additional event tie-ins; be it

**RESOLVED:** The WDDDA approves \$5600 for the 2019 marketing program with the Henry Ford and expensed to account #296-6100-911-51-00 from FYE2019.

Yes:

No:

Abstained:

Absent:

# Dearborn DDA

## 2018 Recap

*Take it Forward.™*

the  
**Henry  
Ford**

# Partnership Overview

As a marketing partner, Dearborn DDA received:

## ADVERTISING RECOGNITION

- Full color, 1/2 page display ad in *THF Magazine*: January and June 2018 editions
- Giant Screen Experience pre-show slide, 12 months

## DIGITAL MARKETING

- Digital ad in The Henry Ford eNews with link
- Link & listings on The Henry Ford "Vacation Packages webpage year -round
- Dedicated Facebook posts

## THF YEAR IN REVIEW

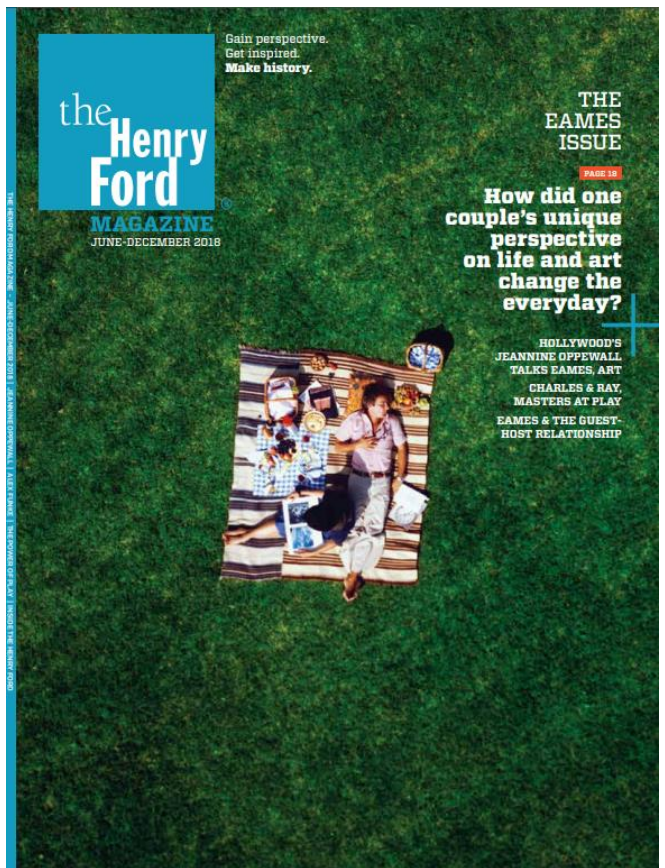
- The Henry Ford's attractions and signature events had an awe inspiring year in 2018 with **nearly 1.8 million guests** visiting the institution's campus.
- The Henry Ford advanced it's role as a catalyst for change in education with the acquisition of **The STEMIE Coalition**, a growing affiliation of organizations dedicated fostering innovation, invention and entrepreneurship at the K-12 level.
- Enhancements to our **Heroes of the Sky** exhibit have been realized courtesy of Delta Air Lines
- We introduced **Model I**, our learning framework that will serve as the cornerstone for a new innovation curriculum and other invention education initiatives that we hope educators from around the world will adopt and participate in.
- The Henry Ford launched it's second national television show ***Did I Mention Invention?*** hosted by Allie Ward of *The Henry Ford's Innovation Nation*. This weekly half hour show brings fascinating stories of invention while shining a light on every day innovators.

None of this would be possible without our partners – THANK YOU!

# Advertising



January – May 2018



June – December 2018



Half page ad in both 2018 issues of THF Magazine  
Qty. 118,000 printed and digital version online



# Giant Screen Experience

**DOWNTOWN DEARBORN** MINUTES FROM THE HENRY FORD

## THE BIG READ

The Big Read a program of the National Endowment for the Arts in partnership with Arts Midwest is happening in Dearborn. We're celebrating Jhumpa Lahiri's book *The Namesake* and

**DOWNTOWN DEARBORN** MINUTES FROM THE HENRY FORD

## HOT FUN IN THE SUMMERTIME

*Find Fun in Downtov*

- JAZZ ON THE AVE: Wed
- TUNES @ NOON: Thurs
- DEARBORN FARMERS &
- HOMECOMING: August
- KIDS DAYS ON THE COM
- MOVIE NITES: August 1
- ICE CREAM SOCIAL: Aug
- FRIDAY NITES MUSIC &

**DOWNTOWN DEARBORN** MINUTES FROM THE HENRY FORD

## SWING INTO SPRING

*May is National Bike Month.*

Get out and explore via Dearborn's Bike Share program. Visit [bike.zagster.com/Dearborn](http://bike.zagster.com/Dearborn) and enjoy a free ride using promo code **HFfreeride**.

**SPRING PERENNIAL EXCHANGE | MAY 19**  
**EAST DEARBORN SPRING CLEAN UP | MAY 19**  
**MEMORIAL DAY PARADE | MAY 28**

**DOWNTOWN DEARBORN** MINUTES FROM THE HENRY FORD

## SPRING FUN IN BLOOM



*April is Art Month in Dearborn. Check out Arts Dearborn on Facebook for a complete list of events.*

**DEARBORN SYMPHONY "BEST OF BROADWAY" | APRIL 13**  
**MARTIAN MARATHON | APRIL 14**  
**ALEXANDER ZONJIC FROM A TO Z | APRIL 21**  
**LADIES NIGHT IN DOWNTOWN DEARBORN | APRIL 25**

Dedicated pre-show slide in Giant Screen Experience  
 Year-round  
 95,000 impressions



# Digital Marketing





## Member Appreciation Days

November 17-19

Visit The Henry Ford during Member Appreciation Days to take advantage of additional member benefits. Enjoy double discounts on shopping and dining, free admission to Ford Rouge Factory Tour, and other member-exclusive events.

**NEW for members! Free shipping on all online orders over \$30.**

[LEARN MORE >](#)[SHOP ONLINE >](#)



### FREE Admission to Ford Rouge Factory Tour

Journey into the center of America's greatest manufacturing experience, and enjoy up to two free tickets per membership.



[LEARN MORE >](#)

### Holiday Lighting Ceremony November 19

At this exclusive members-only event, Santa makes his grand entrance for the season to light the towering Christmas tree in the Museum Plaza.

**Limited tickets available!**

[LEARN MORE >](#)



## Dedicated Ad with link in two November Member Appreciation Day emails

Nov 12 Delivered to 25,299 subscribers  
Open Rate 39%, Unique DDA clicks 56

Nov 18 Delivered to 25,254 subscribers  
Open Rate 28%, Unique DDA clicks 13

# Digital Marketing

**the Henry Ford**

## Vacation Packages

Michigan's must-see destination offers one of the best vacation values in the Midwest! If you're looking for a weekend getaway or an affordable family vacation, this is a place like no other. The only place, The Henry Ford.

Vacation packages start at under \$139 and include overnight accommodations and two tickets to two attractions (Henry Ford Museum of American Innovation, Greenfield Village or Ford Rouge Factory Tour). Free parking at The Henry Ford is available with all vacation packages. **Please contact the hotel directly for room availability. Packages and pricing vary by hotel.**

**Featured Partner**  
**Holiday Inn Southgate**  
**Banquet & Conference Center**  
734.263.4400  
**Reserve Now >**

Vacation packages start at under \$139 and include overnight accommodations and two tickets to two attractions (Henry Ford Museum of American Innovation, Greenfield Village or Ford Rouge Factory Tour). Free parking at The Henry Ford is available with all vacation packages. **Please contact the hotel directly for room availability. Packages and pricing vary by hotel.**

**Full-Service Hotels >**  
**Limited-Service Hotels >**  
**Historic Hotels >**  
**Campgrounds & RV Parks >**  
**Bed & Breakfasts >**

**Partner of the Month**  
**Holiday Inn Southgate**  
**Banquet & Conference Center**  
**Reserve Now >**

**Support Our Partners**  
**Travel Resources**

**DELTA**  
**AAA**  
**Hertz**

Detroit Metro Convention & Visitors Bureau >  
Detroit Lions >  
Detroit Tigers >  
East Dearborn DDA >  
West Dearborn DDA >  
Buddy's Pizza >

**USA**  
**PURE MICHIGAN**

Michigan Department of Transportation >  
MotorCities National Heritage Area >  
Travel Michigan >  
Local Weather >

**tripadvisor**  
**The Henry Ford**  
TripAdvisor Traveler Rating  
4.5/5 (1,000+ reviews)  
TripAdvisor Ranking  
#1 of 26 things to do in Dearborn  
Most Recent Traveler Reviews  
Oct 3, 2018: "Gordon's Premier Shop"  
Oct 3, 2018: "Well worth the time."  
Oct 3, 2018: "What is The Henry Ford?"

Logo Recognition on The Henry Ford's Vacation Packages webpage  
[www.thehenryford.org/vacations](http://www.thehenryford.org/vacations)  
38,000 Unique Page views

# Social Media



Dedicated Facebook post  
430,000 followers

# **Thank you for your support.**

**Monique Reister**

Senior Coordinator of Institutional Advancement and Corporate Membership

313.982.6100 x2151

[Moniquer@thehenryford.org](mailto:Moniquer@thehenryford.org)

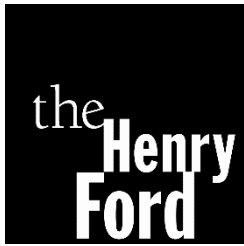
**Anna Cronin**

Senior Manager of Institutional Advancement

313.982.6119

[AnnaC@thehenryford.org](mailto:AnnaC@thehenryford.org)





## MARKETING PARTNER AGREEMENT

Date: January 1, 2019

Marketing Partner: Dearborn DDA

Term: January 1 – December 31, 2019

Partner Fee: \$11,200

Payment Schedule: \$5,600 within 30 days of signing, and \$5,600 to be paid by Aug 31, 2019

**Custom package  
to include:**

- Listing and link on The Henry Ford *Plan Your Visit* webpage for 12 months
- The Henry Ford Magazine ½ page twice annually (118,000 printed plus digital version online)
- Giant Screen Slide for 12 months featuring a specific message from Dearborn DDA
- (2) dedicated Dearborn DDA digital ads in The Henry Ford eNews
- Additional promotion via Social Media (over 430,000 followers on Facebook, Twitter and Instagram)

**This Sponsorship Agreement is made as of the date first written above.**

Marketing Partner: Dearborn DDA

By: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

The Henry Ford

By: Anna Cronin

Title: Senior Manager of Institutional Advancement

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 National Main Street Conference

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA Board of Directors follow the Main Street Approach to revitalizing downtowns and downtown management; and

**WHEREAS:** The WDDDA and EDDDA Board of Directors encourage volunteers, Board members and staff to attend trainings and conferences that educate the practice of the Main Street Approach; and

**WHEREAS:** The National Main Street NOW Conference is March 24-March 28, 2019, in Seattle, WA, and the WDDDA and EDDDA Board of Directors intend to send one board/volunteer, and the DDDAs' Executive Director; and

**WHEREAS:** The conference costs for the DDDAs' Executive Director are included in the contract with POW! Strategies, Inc.; and

**RESOLVED:** The EDDDA approves allocating \$2000 for one WDDDA board/volunteer member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #297-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 National Main Street Conference

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA Board of Directors follow the Main Street Approach to revitalizing downtowns and downtown management; and

**WHEREAS:** The WDDDA and EDDDA Board of Directors encourage volunteers, Board members and staff to attend trainings and conferences that educate the practice of the Main Street Approach; and

**WHEREAS:** The National Main Street NOW Conference is March 24-March 28, 2019, in Seattle, WA, and the WDDDA and EDDDA Board of Directors intend to send one board/volunteer, and the DDDAs' Executive Director; and

**WHEREAS:** The conference costs for the DDDAs' Executive Director are included in the contract with POW! Strategies, Inc.; and

**RESOLVED:** The WDDDA approves allocating \$2000 for one WDDDA board/volunteer member's travel, lodging and registration costs associated with the Main Street NOW Conference 2019 and expense to Account #296-6100-911-58-10; and that all other out-of-pocket costs are the responsibility of the Board member or volunteer.

Yes:

No:

Abstained:

Absent:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 National Main Street & MDA Membership Renewals

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA Board of Directors follows the Main Street Approach to revitalizing downtowns and downtown management, and continues to be engaged as members in the Michigan Downtown Association and National Main Street Center; and

**WHEREAS:** In an effort to consolidate costs and foster collaborations, the WDDDA and EDDDA wishes to continue joint membership in the National Main Street Center (Main Street America); and

**WHEREAS:** Annual membership with the National Main Street Center is \$350 as a designated member, and Michigan Downtown Association is \$575 based on size of community; be it

**RESOLVED:** The EDDDA approves an amount not to exceed \$462.50 for its joint membership portion with the WDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 297-6100-911-65-00.

Yes:

No:

Abstained:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 National Main Street & MDA Membership Renewals

Date Adopted:

Resolution by:

**WHEREAS:** The WDDDA and EDDDA Board of Directors follows the Main Street Approach to revitalizing downtowns and downtown management, and continues to be engaged as members in the Michigan Downtown Association and National Main Street Center; and

**WHEREAS:** In an effort to consolidate costs and foster collaborations, the WDDDA and EDDDA wishes to continue joint membership in the National Main Street Center (Main Street America); and

**WHEREAS:** Annual membership with the National Main Street Center is \$350 as a designated member, and Michigan Downtown Association is \$575 based on size of community; be it

**RESOLVED:** The WDDDA approves an amount not to exceed \$462.50 for its joint membership portion with the EDDDA in the National Main Street Center (Main Street America) and the Michigan Downtown Association, and expensed to Account # 296-6100-911-65-00.

Yes:

No:

Abstained:

Absent:



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Dearborn Restaurant Week

Date Adopted: November 15, 2018

Resolution by: Scott Saionz, seconded by Kamal Turfah

**WHEREAS:** The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn;

**WHEREAS:** The WDDDA and EDDDA Promotions Committee is coordinating a Dearborn Restaurant Week for February, 11-17, 2019, and is soliciting funds to support the event;

**WHEREAS:** The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$32,750 in anticipated expenditures for Dearborn Restaurant Week; and

**WHEREAS:** The EDDDA and WDDDA agree to split the income and expenditures equally; and

**RESOLVED:** The EDDDA approves expenditures up to \$16,375 from Account #297-6100-911-51-00 for costs related to Dearborn Restaurant Week.

Yes: Mark Guido, Mayor Jack O'Reilly, Janice Cislo, Jay Kruz, Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

No: None

Absent: Joseph Bojovic, Judith McNeeley

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Dearborn Restaurant Week

Date Adopted: November 15, 2018

Resolution by: Jackie Lovejoy, seconded by James Jernigan

**WHEREAS:** The WDDDA and EDDDA Board of Directors recognize the importance of promoting the district and its assets, including building notoriety of the restaurant culture in Downtown Dearborn;

**WHEREAS:** The WDDDA and EDDDA Promotions Committee is coordinating a Dearborn Restaurant Week for February, 11-17, 2019, and is soliciting funds to support the event;

**WHEREAS:** The Promotions Committee presented a projected budget of \$34,000 in anticipated income from participation fees and sponsorships and \$32,750 in anticipated expenditures for Dearborn Restaurant Week; and

**WHEREAS:** The EDDDA and WDDDA agree to split the income and expenditures equally; and

**RESOLVED:** The WDDDA approves expenditures up to \$16,375 from Account #296-6100-911-51-00 for costs related to Dearborn Restaurant Week.

Yes: Mark Guido, Mayor Jack O'Reilly, Sam Abbas, James Jernigan, Jackie Lovejoy, Karen Nigosian, Audrey Ralko, Doug Van Noord

No: None

Absent: Thomas Clark, Mohammed Hider, John McWilliams

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Ladies Night Event 2019

Moved by:

Seconded by:

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

**WHEREAS:** The EDDDA and WDDDA are planning the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget of \$6,755 in expenditures and \$2000 in income for Ladies Night to be shared equally between the EDDDA and WDDDA; therefore, be it

**RESOLVED:**

1. That the EDDDA obligates \$3,377.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 297-6100-911-51-00 for FYE2019; and
2. The EDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1000 in FYE2019.
3. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Ladies Night event as presented.

Vendor	Purpose	Amount
Live Entertainment TBD	Live music for Artspace	\$ 300.00
Beshara Printing	Posters and brochure	\$ 330.00
Malko Media	banners	\$ 150.00
Oriental Trading	lei's for participants	\$ 100.00
Facebook via POW! Strategies	Social Media	\$200.00
Sarieni Photography	photography	\$ 500.00

iHeart	Radio Advertising	\$5000.00
Misc. Supplies	Badges, leis, refreshments, décor	\$275.00

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Ladies Night Event 2019

Moved by:

Seconded by:

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

**WHEREAS:** The EDDDA and WDDDA are planning the Ladies Night Event on May 1, 2019, in both downtown districts to highlight the retail shopping experience in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget of \$6,755 in expenditures and \$2,000 in income for Ladies Night to be shared equally between the EDDDA and WDDDA; therefore, be it

**RESOLVED:**

1. That the WDDDA obligates \$3,377.50 in expenditures for the Ladies Night event from the Community Promotions Budget # 296-6100-911-51-00 for FYE2019; and
2. The WDDDA will acknowledge receipt of funds for the Ladies Night event up to \$1,000 in FYE2019.
3. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Ladies Night event as presented.

Vendor	Purpose	Amount
Live Entertainment TBD	Live music for Artspace	\$ 300.00
Beshara Printing	Posters and brochure	\$ 330.00
Malko Media	banners	\$ 150.00
Oriental Trading	lei's for participants	\$ 100.00
Facebook via POW! Strategies	Social Media	\$200.00
Sarieni Photography	photography	\$ 500.00



iHeart	Radio advertising	\$5,000.00
Misc. Supplies	Badges, leis, refreshments, décor	\$275.00

Yes:

No:

Abstained:

Absent:

Adopted:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Spring & Fall Perennial Exchange 2019

Moved by:

Seconded by:

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

**WHEREAS:** The EDDDA and WDDDA Promotions and Organization Committee have recommended hosting and coordinating a spring and fall Perennial Exchange each year in both downtown districts to increase engagement in open spaces in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget up to \$2,060 in expenditures and \$900 in income for the Spring and Fall Perennial Exchange to be shared equally between the EDDDA and WDDDA; therefore, be it

**RESOLVED:**

1. That the EDDDA obligates \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 297-6100-911-51-00 for 2019; and
2. The EDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019.
3. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Perennial Exchange events as presented.

Vendor	Purpose	Amount
Visual Ronin	music/ entertainment	\$ 200.00
TBD	speaker fees	\$ 200.00
Beshara Printing	Posters and brochures	\$320.00
Malko Media	banners	\$ 150.00
Bewick Publications	newspaper advertisement	\$ 150.00
Facebook via POW! Strategies	Social Media	\$200.00
Misc. Supplies	Décor, table linens	\$50.00

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Spring & Fall Perennial Exchange 2019

Moved by:

Seconded by:

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

**WHEREAS:** The EDDDA and WDDDA Promotions and Organization Committee have recommended hosting and coordinating a spring and fall Perennial Exchange each year in both downtown districts to increase engagement in open spaces in Downtown Dearborn; and

**WHEREAS:** The EDDDA and WDDDA reviewed a projected budget up to \$2,060 in expenditures and \$900 in income for the Spring and Fall Perennial Exchange to be shared equally between the EDDDA and WDDDA; therefore, be it

**RESOLVED:**

1. That the WDDDA obligates \$1030 in expenditures for the Perennial Exchange events from the Community Promotions Budget # 296-6100-911-51-00 for 2019; and
2. The WDDDA will acknowledge receipt of funds for the Perennial Exchange event up to \$450 for 2019.
3. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Perennial Exchange events as presented.

Vendor	Purpose	Amount
Visual Ronin	music/ entertainment	\$ 200.00
TBD	speaker fees	\$ 200.00
Beshara Printing	Posters and brochures	\$320.00
Malko Media	banners	\$ 150.00
Bewick Publications	newspaper advertisement	\$ 150.00
Facebook via POW! Strategies	Social Media	\$200.00
Misc. Supplies	Décor, table linens	\$50.00

Yes:

No:

Abstained:

Absent:

Adopted:



# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Movies in the Park (City Hall Park) 2019

Moved by:

Seconded by:

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

**WHEREAS:** The EDDDA values programming events and activities to engage the community and open space to grow the economy; and

**WHEREAS:** The EDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

**RESOLVED:**

1. That the EDDDA obligates \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 297-6100-911-51-00; and
2. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Movies in the Park event as presented.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and proportionate cost of event brochure	\$ 320.00

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Movies in the Park (Wagner Place) 2019

Moved by:

Seconded by:

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

**WHEREAS:** The WDDDA values programming events and activities to engage the community and open space to grow the economy; and

**WHEREAS:** The WDDDA reviewed a specific budget of \$2,350 for Movies in the Park for 2019 event season; therefore, be it

**RESOLVED:**

1. That the WDDDA obligates \$2350 in expenditures for the Movies in the Park event for 2019 event season (\$1450 in FYE2019 and \$900 in FYE2020) from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Movies in the Park event as presented.

Vendor	Purpose	Amount
Stardust Theaters	screen	\$ 900.00
Swank	movies	\$ 1,000.00
Beshara Printing	posters- 100 and Proportionate cost of Event brochure	\$ 320.00

Yes:

No:

Abstained:

Absent:

Adopted:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Jazz on the Ave 2019

Moved by:  
Seconded by:

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

**WHEREAS:** The Jazz on the Ave events sponsored by the EDDDA has been successful in bringing visitors to the District and growing in numbers each year; and

**WHEREAS:** The EDDDA reviewed a projected budget of \$54,690 in expenditures for the 2019 Jazz on the Ave events with revenue anticipated of \$10,000; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the EDDDA obligates \$54,690 from the Community Promotions Budget # 297-6100-911-51-00 to fund the event costs for the 2019 Jazz on the Ave events; and
2. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the Jazz on the Ave as presented;

Vendor	Purpose	Amount
Hi Falutin Music!	booking agent services	\$ 42,500.00
Jokers Entertainment	Face painter, balloon twister	\$ 1,00.00
Brendals	Porta Potties	\$ 2,290.00
KLA Laboratories Inc.	sound system & staffing	\$ 2,500.00
Bewick Publications/Press & Guide	Advertising	\$4500.00
Recreation	stage set up and tear down	\$ 750.00
Beshara	Printing - Posters/Brochure	\$320.00
Facebook via POW! Strategies	Social Media	\$600.00
Nickel & Saph (estimated)	Insurance	\$2500.00

Yes:

No:

Abstained:

Absent:

Adopted:

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Music in the Park 2019

Moved by:  
Seconded by:

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

**WHEREAS:** The Music in the Park events sponsored by the EDDDA has been newly created to replace Tunes at Noon with the goal to bring visitors to the District and promote local entertainment; and

**WHEREAS:** The EDDDA reviewed a projected budget of \$6,620 in expenditures for the 2019 Music in the Park events; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the EDDDA obligates \$6,620 from the Community Promotions Budget #297-6100-911-51-00 to fund the event costs for the 2019 Music in the Park events; and
2. The EDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the Music in the Park as presented;

Vendor	Purpose	Amount
Windy Weber	Booking agent services	\$ 2,500.00
Malko Media	stage banners	\$ 200.00
KLA Laboratories Inc.	sound system & staffing	\$ 3,000.00
Beshara	Printing - Posters/Brochure	\$320.00
Facebook via POW! Strategies	Social Media	\$ 600.00

Yes:  
No:  
Abstained:  
Absent:  
Adopted:



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Farmers & Artisans Market Budget 2019

Moved by:  
Seconded by:

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

**WHEREAS:** The WDDDA reviewed a projected budget of \$25,540 in expenditures and \$23,500 in income for the Farmers & Artisans Market

**RESOLVED:**

1. That the WDDDA obligates \$25,540 from the Community Promotions Budget # 296-6100-911-51-00 (\$18,378 FYE2019 and \$7,162 FYE2020) to fund the event costs for the 2019 Dearborn Farmers & Artisans Market; and
2. The WDDDA will acknowledge receipt of funds for the Farmers & Artisans market up to \$23,500
3. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Dearborn Farmers & Artisans Market as presented;

Vendor	Purpose	Amount
Taste the Local Difference	Advertisement- magazine	\$ 100.00
Edible WOW LLC	Advertisement- magazine	\$ 1,700.00
Michigan Agritourism Association	Advertisement- magazine	\$ 125.00
Bewick Publications	advertisement- newspaper	\$ 300.00
Beshara Printing	posters- 100 & yard signs & brochure	\$ 710.00
Ann Arbor Symphony Orchestra	opening day entertainment	\$ 300.00
The Henry Ford College	opening day music entertainment	\$ 400.00
Amy Loskowski	musical entertainment at market	\$ 900.00
Michael Kuntz	musical entertainment at market	\$ 300.00
Lawrence Arbour	musical entertainment at market	\$ 300.00
Jimmy's Party Rentals	bounce house	\$ 300.00

PostNet	printing of market bags & A frame signs	\$ 1400.00
Essential IT, LLC	web hosting and maintenance/updates	\$ 720.00
Malko Media	banners- over the street & market tents	\$ 1,375.00
Michigan Farmers Market Assoc. (MIFMA)	Dues for membership- advertisement	\$200.00
Nickel & Saph	Insurance	\$1500.00
Facebook via POW! Strategies	Social Media	\$500.00
Brendels Septic	Portajohns	\$1929.00

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Friday Nites 2019

Moved by:  
Seconded by:

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

**WHEREAS:** The Friday Nites events sponsored by the WDDDA has been successful in bringing visitors to the District and growing in numbers each year; and

**WHEREAS:** The WDDDA reviewed a projected budget of \$42,520 in expenditures for the 2019 Friday Nites events with revenue anticipated of \$10,000; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the WDDDA obligates \$42,520 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Friday Nites events; and
2. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the Fridays Nites as presented;

Vendor	Purpose	Amount
Michigan Generator	generator	\$ 1,200.00
Jimmy's Party Rental	bounce house	\$ 700.00
S&R Rentals	beer tent, fencing,	\$ 9,000.00
KLA Laboratories Inc.	sound system & staffing	\$ 2,500.00
Gail & Rice	Booking agent services	\$ 8,800.00
Recreation	stage set up and tear down	\$ 500.00
Beshara	Printing - Posters/Brochure	\$320.00
Brendel's Septic	Portajohns	\$750.00
Facebook via POW! Strategies	Social Media	\$500.00
Bewick Publications/Press & Guide/MetroTimes/	Advertising	\$3,000.00
iHeart	Radio	\$15,000

Nickel & Saph	Insurance	300.00
---------------	-----------	--------

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Kids Days 2019

Moved by:

Seconded by:

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

**WHEREAS:** The WDDDA values programming events and activities to engage the community and open space to grow the economy; and

**WHEREAS:** The WDDDA reviewed a specific budget of \$16,035 for Kids Days on the Commons for 2019 event season (three events); therefore

**RESOLVED:**

1. That the WDDDA obligates \$16,035 in expenditures for the Kids Days on the Commons events for 2019 event season from the Community Promotions Budget # 296-6100-911-51-00; and
2. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the 2019 Kids Days event as presented.

Vendor	Purpose	Amount
Recreation	stage, chairs, set up/ tear down	\$ 600.00
Gail & Rice	entertainment booking	\$ 7,000.00
Inflatable Play Space	Photo booth	\$ 450.00
Pebbles the Clown	face painter	\$ 800.00
Jimmy's Party Rentals	bonce house	\$ 700.00
Ann Arbor Symphony	Instrument Petting Zoo	\$ 400.00
Howdy Doodles	ice cream vendor	\$ 3,000.00
Eugene Clark	puppets/ magic show	\$ 1,350.00
Beshara Printing	posters- 100	\$ 320.00
Nickel & Saph	Insurance	\$510.00



Facebook via POW! Strategies	Social Media	\$300.00
------------------------------	--------------	----------

Yes:

No:

Abstained:

Absent:

Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Tunes at Noon at Wagner Place 2019

Moved by:  
Seconded by:

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

**WHEREAS:** The Tunes at Noon at Wagner Place events sponsored by the WDDDA is being created to provide entertainment during the afternoon to employees of Wagner Place, surrounding businesses, and the community; and

**WHEREAS:** The WDDDA reviewed a projected budget of \$6,620 in expenditures for the 2019 Tunes at Noon at Wager Place events; and

**THEREFORE, LET IT BE RESOLVED:**

1. That the WDDDA obligates \$6,620 from the Community Promotions Budget # 296-6100-911-51-00 to fund the event costs for the 2019 Tunes at Noon at Wagner Place events; and
2. The WDDDA Executive Director is authorized to administer, sign contracts and expend the funds for the Tunes at Noon at Wagner Place as presented;

Vendor	Purpose	Amount
Windy Weber	Booking agent	\$ 2,500.00
KLA Laboratories Inc.	sound system & staffing	\$ 3,000.00
Malko Media	stage banners	\$ 200.00
Beshara	Printing - Posters/Brochure	\$320.00
Facebook via POW! Strategies	Social Media	\$600.00

Yes:  
No:  
Abstained:  
Absent:  
Adopted:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

2019 Martian Marathon Expenditure

Date Adopted:

Resolution by:

- WHEREAS:** The West Dearborn Downtown Development Authority (WDDDA) recognizes supporting special public and community events as a means to reach the goals of increased traffic and commerce, which benefit its businesses and neighborhoods; and,
- WHEREAS:** The Martian Marathon brings thousands of runners to the Dearborn area, and the WDDDA would like to facilitate a way for local business owners to engage these potential customers; be it
- RESOLVED:** The WDDDA approves the expenditure of \$375 for flyer printing by Beshara Printing and RF Events for blow up martian inflatables for Martian Marathon business specials promotion from Community Promotions Fund.

Vendor	Purpose	Amount
Beshara Printing	flyers	\$ 375.00
RF Events	inflatable martians	\$ 125.00

Yes:

No:

Absent:

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

## Farm to Table 2018 Budget Amendment

Date Adopted:

Resolution by:

**WHEREAS:** “Outstanding in the Field” is an organization founded in 1999 by artist and chef Jim Denevan focused on creating pop-up restaurant events to serve communities with locally sourced ingredients and talent, with the intention of recognizing and celebrating local farmers and culinary professionals.

**WHEREAS:** The WDDDA, inspired by this original idea, desired to host a Farm to Table event at the West Village Commons on September 22, 2018 from 6:00 pm to 9:00 pm, featuring local ingredients, chefs, and restaurant items to promote the district assets and businesses.

**WHEREAS:** Approximately \$18,000 in revenue and in-kind sponsorships will be generated through ticket sales, sponsorships and through a silent auction to raise funds for events and programs in the district generating a potential net income of \$6,000; and

**WHEREAS:** At its August 16, 2018, meeting, the WDDDA Board authorized the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the September 22, 2018, Farm to Table event; and

**WHEREAS:** Due to scheduling difficulties, the Farm to Table event was rescheduled to take place on May/June 2019; therefore; be it

**RESOLVED:** The WDDDA Board authorizes the expenditure of an amount not to exceed \$12,000 in expenditures from the Community Promotions/W. Village Commons Events budget #296-6100-911-51-00 for the production and promotion of the 2019 Farm to Table event with the following service providers:

Vendor	Purpose	Amount
Henry Ford College	servers/ platers- approx 10-15	\$ 700.00
S&R Tent Rental	tents for food and auctions	\$ 2,000.00
Mama Mia Marketing	postcard mailers to designated zip codes	\$550.00

Malko Media	banners	\$ 250.00
Beshara Printing	foam board posters	\$ 500.00
Whole Hearted Decor	menu design/ printing, place cards,	\$ 365.00
Beshara Printing	program printing	\$ 500.00
M Cantina	Chef service	\$ 500.00
Merchant of Vino	100 bottles of wine	\$ 1,000.00
Westborn Market	centerpieces	\$ 500.00
Henry Ford College	live music	\$400.00

Yes:

No:

Absent:



# East & West Dearborn Downtown Development Authorities

## Executive Committee Meeting

---

**11/7/18 / 10:30 AM / DDDA Office**

### Members Present:

Cristina Sheppard-Decius, Andrew Daulton, Teresa Duhl, Mark Guido, Tom Clark, Karen Nigosian, Licia Yangouyian, Jay Cruz, Dan Merritt, Maria Buffone

### Joint Board Meeting Agenda Items:

#### Finance Reports

- Resolution needs to be updated (Mike Bewick Unemployment)
  - o Funds should be coming from contract services and not snow removal
    - 7240 should be coming from contract services and not snow removal
    - The funds should be pulled from POW! Strategies Inc
      - Additional funds can be pulled from General Marketing if the funds are insufficient
      - Additional funds which can be pulled from the same account will
- Office Materials Budget
  - o The DDDAs need additional IT stuff to create a conference room setup
    - The DDDAs are speaking with MIS for an estimate on the costs
- Jazz on the Ave Budget
  - o Still expecting costs for the next year
- Artspace Office Lease
  - o Last lease payment in June did not get split
  - o West under budget \$902.50
  - o East over budget \$902.50
  - o Budgets need to be corrected
- West Artspace Resolution needs to be created
  - o The budget can be corrected in that resolution
  - o Half of the June 2018 payment will need to be charged to the WDDDA because the EDDDA paid the full payment

#### Officer Meeting Elections

- The plan is to have elections in January
  - o Scott is going to be leading the East Nomination Committee
  - o Audrey is going to be leading the West Nomination Committee
    - Mark, Jackie, Audrey are in the committee

### December Meeting Cancellation

- December's Joint Board meeting will be cancelled
- December's Executive Committee meeting will be cancelled

### Tanner Friedman Contract Renewal

- Should be brought to the January meeting

### Finance

- Maria is going to send us a budget worksheet
- Cristina will need to edit the budget module for FY2022
- The lockout date for the AS400 Module will be in December

### WDDDA Items

- Michigan Ave Streetscape and Connector Streets Presentation will take place
  - o Smith Group will be making this presentation
  - o Not an action item
- Office lease resolution will take place

### EDDDA Items

- EDDDA Intercept Survey
  - o There is a plan to hire 5 U of M students through the Career Connections online hiring portal to perform the EDDDA Intercept Survey
  - o This plan utilizes U of M students instead of using U of M staff
  - o The plan also allots for another bid to be put out for the Intercept Survey
  - o The POW! Staff would be interviewing students
    - 30 hours a month would go towards the EDDDA intercept survey in March and April
- Solicitation for a new ITB can be created for the end of the month
  - o We are looking for an outside bid as well as the proposal from POW! Strategies Inc.

### Landscaping

- Inquiry on the extra \$30,000
- Licia followed up with Mike
  - o The contract was for \$100k
  - o \$30k additional added to the price of the contract for PRODUCT or MATERIALS
    - Such as pumpkins and Holiday items

## Lighting on Schaefer

- Do we want to put it in for FYE2020 or from the existing budget?
  - o It would take DTE about 8 weeks to get the lights installed
    - This expense would still be in FY2019's budget
    - The expenses are not budgeted in this year
  - o The EDDDA is supportive of getting Lighting on Schaefer this fiscal year

## M Cantina Planter

- The cost of demolition will be up to \$16,000
  - o The EDDDA wants to split some of the costs in this
- The issue of establishing precedent is a problem here

## New Business

### 2 Mill Levy / Principal Shopping District

- Establishing a Principal Shopping District
  - o Can have 2 PSDs controlled by each DDDA board
  - o Can have 1 PSD with a new board
  - o The plan is to extend the PSD outside of the DDDA boundaries
- The boards want to have an experienced individual come speak to the DDDAs about PSDs

## Budget Committee

- While we are nominating Exec Board members, we should do a call out for the budget committee

## EDDDA Parking Lot Meetings

- Dan is to be invited, Scott is going to call in
  - o Amy Mascarello is going to be setting the meeting up
- We are going to be meeting to talk about a long-term plan for the parking lots

## Meeting Minutes

- If we are doing joint minutes, both secretaries need to sign each minutes document

## Memorandum of Understanding

- There is interest in a Memorandum of Understanding which should be signed by both DDDAs
  - o Joint partnership of the WDDDA & the EDDDA
    - Commitment to work together in the long-run

## Sponsorship Policy

- Teresa Duhl has this policy in development

### Sponsorship / Participation Fees

- Event money collection
- Standard Contracts / Electronic Signatures

### Holiday Décor

- We want to send out a memo to businesses to put up their holiday décor
  - o Décor is to be set up before Thanksgiving

### Wagner Place Mail

- Karen and surrounding businesses are having issues with their mail

### Nigosian Carpet Car Accident

- The DDDAs still need to provide an invoice for the planter box
  - o The planter box was a Victor Stanley Planter Box

### Electronic Board

- We need to get our information on the electronic board.

### Dearborn Community Fund

- Art Month sponsorship plan
  - o Art month occurs in April
  - o Emmajean Woodyard sent out a sponsorship proposal

# East & West Dearborn Downtown Development Authorities

## Executive Committee Meeting

---

1/9/19 / 10:30 AM / DDDA Office

### Members Present:

- Andrew Daulton, Teresa Duhl, Maria Buffone, Scott Saionz, Mark Guido, Cristina Sheppard-Decius, Tom Clark

### Joint Board Meeting Agenda Items:

- Finance Reports
  - o East
    - Cash Position: 1.5 million
    - Revenues: 695,429
    - Expenses: 188,498
    - Check W H Canon Invoice for materials & litter pickup
  - o West
    - Cash Position: 946,646
    - Revenues: 561,510
    - Expenses: 302,121
- Holiday Décor
  - o Holiday Décor was purchased this holiday season
    - We can't purchase more décor in January, but it can be pre-ordered
  - o Scott Saionz requested an increase in the holiday décor budget
- EDDDA Appointments
  - o Chair: Scott Saionz
  - o Vice Chair: Dan Merritt
  - o Treasurer: Jay Kruz
- Jazz on the Avenue
  - o Scott Saionz requests we monetize the event
    - Invite vendors to sell on Artspace Property
- Joint Board Resolutions
  - o A Spring-Summer Service Provider Resolution needs to be drafted
  - o Restaurant Week service providers
  - o Henry Ford Marketing Package
  - o Tanner Friedman Contract
    - Licia requests the scope of work provided by Tanner Friedman
  - o CTM Rack Cards Renewal
  - o Executive Management Contract Renewal
    - Mark Brace needs to send out an email
    - Maria Buffone will contact Mark Brace



- Chamber Directory Advertising
  - Tom Clark & Scott Saionz recommended purchasing a full page
  - A graphic designer needs to be contracted to create the advertisement
    - The resolution needs to include the full cost of the advertisement and graphic design
- Main Street Conference
  - Scott Saionz is willing to attend the conference
  - The conference is March 24-28, 2018 in Seattle
- Membership Renewals
  - MDA
  - Main Street
- Principal Shopping District
  - An estimate of the annual tax revenues of a PSD were provided for the meeting
    - A PSD can be for marketing, beautification, etc.
  - Maria Buffone stated there doesn't appear to be significant support from City Council on a PSD or a 2 Mill Levy
- February Budgets
  - Must receive board approval in February
- Sponsorship Policy
  - Teresa Duhl has been working on a sponsorship policy
    - The policy is going to be reviewed internally before being sent to the Executive Committee & the Board
  - Electronic Signature Device for Sponsorship Policies
    - Would speed up the contract signing process significantly
      - MIS & Purchasing need to approve this idea as well as Legal
- DDI Questions for Similar Organizations
  - The Steering Committee has generated a list of questions which need to be answered before moving forward on the DDI
- EDDDA Parking Lots Meeting 1/16/19
  - The Parking Lot behind Green Brain Comics needs to be restored
    - Scott Saionz requests this lot should have the highest priority
- MOU for DDDA Joint Partnership
  - A Memorandum of Understanding between both DDDAs is in development
- Spring Installments
  - The DDDAs are looking at the districts' current amenities to determine what needs to be purchased the coming season
- Adjournment
  - 11:45 AM

# East & West Dearborn Downtown Development Authorities

## Steering Committee Meeting

---

12/12/18 / 9:00 AM / DDDA Office

### Members Present:

- Cristina Sheppard Decius, Teresa Duhl, Mark Guido, Eric Woody, Kent Lindbergh, Andrew Daulton

### Notes:

- **Action Items**
  - o Cristina setting up meetings & conference calls with MEDC
  - o Cristina circling back on DDDA board appointments
  - o Dan to focus on a Letter of Request
  - o Eric working on the Revised Volunteer Script
  - o Next meeting will focus on the MOU components / elements
  - o POW! Team to set up new calendar invites on [info@downtowndearborn.org](mailto:info@downtowndearborn.org) account
- **Recruit new Members and re-engage existing members**
  - o Engage DDDA Board members through new appointments & responsibilities
  - o Engage Board Members in different committees
  - o Engaging Dearborn Business Leaders in the DDDAs
    - When do we have business leaders step up and be part of the DDDAs? (Bylaws, Service Agreements, etc.)
- **Downtown Dearborn Incorporated (DDI)**
  - o Mark said there is still skepticism among DDDA board members in the DDDAs
    - Where do they fit in?
    - What is the reason behind it?
  - o Board Members still don't have a firm understanding of what the DDI is, they haven't established their viewpoints
  - o Engagement in board meetings aren't that high among the board members (they are focused on other things – resolutions, motions, action items, etc.)
- **Dearborn Business Leaders**
  - o Self-appointed and self-attended
  - o Self-created group started by Ford Land and “Wayne Doran,” former chairman of Ford Land
  - o They meet every other Friday
    - There is a consistent group, but membership ebbs and flows
  - o They were very supportive of the branding initiative, bike share, etc.
  - o Board Members Sam Abbas, Dan Merritt, and Jackie Lovejoy do attend Dearborn Business Leader meetings

- **The Henry Ford**
  - The DDDAs have traditionally had a good relationship with the Henry Ford, but the relationship typically ‘ends at their borders’
    - “It isn’t a symbiotic relationship” – Cristina
- **MEDC**
  - There is a plan to meet with officials of MEDC in January (Dominic Romano)
  - The DDDAs are looking at different main street programs to benchmark
    - Kalamazoo, Howell, Pittsburgh
  - DKI
    - More structured board setup than Grand Rapids Inc
    - Grand Rapids Inc referred to their members as ‘advisors’ instead of board members
- **DDI**
  - The most we could add to the DDI board is 4 members per board to avoid quorum
  - There would be a contractual relationship between the DDDAs and the DDI
    - All the terms and conditions would be outlined contractually
  - We need to check with MMS to ensure the DDI’s structure wouldn’t raise any red flags
- **Principal Shopping District**
  - If a Principal Shopping District was formed, it was advised that the DDDAs should not form an umbrella organization
    - There would be a conflict of interest in having a PSD & a nonprofit overseeing it
  - PSD could be setup in 2 ways
    - 1 PSD per district (no additional board)
    - 1 PSD for both districts (new board required)
- **Questions regarding the DDI**
  - Will there be a Board Chair? Will there be a President?
  - Will there be Alternates?
  - What is the Role of the DDI?
  - What is the Breakdown of the DDI & DDDA? What are the Differences?
  - What are other DDIs doing that are beyond the scope of the contractual obligations with the DDDAs?
  - How many DDI board members will there be? Who decides that?
  - How long will DDI board members serve? 2 year terms?
  - Are there any foundation bylaws we could use to benchmark the DDDA bylaws?
  - What would other DDIs change about their bylaws?
  - How will the DDDAs regulate how DDI funds can be spent?
  - How will the Warren & Dix Corridors be incorporated into the umbrella organization in the future?
- **Next Meeting**
  - 1/9/18 @ 9:00 AM

# East & West Dearborn Downtown Development Authorities

## Steering Committee Meeting

---

1/9/19 / 9:00 AM / DDDA Office

### Members Present:

- Jackie Lovejoy, Teresa Duhl, Mark Guido, Andrew Daulton, Cristina Sheppard-Decius,

### Notes:

- **DDI Call to Action**
- Partner Engagement Letter of Request
  - o Jackie Lovejoy will write the letter of request
    - The letter will be sent to Dan for approval
- Visioning Document
  - o Still in progress, not top priority while things are in limbo
- **Principal Shopping District**
  - o A PSD could increase annual tax revenue from each downtown district
  - o A 2 Mill Levy is estimated to provide approximately \$45,000 per district
  - o A PSD, at \$.15 per square foot in each district is estimated to provide approximately \$125,000 per district
  - o A 2 Mill Levy could be in effect until a PSD can be established
  - o A PSD could be established as an oversight mechanism for the DDI
    - A PSD could relieve tension and confusion about the DDI
- **Reaches of a PSD**
  - o A PSD could extend beyond the DDDA boundaries
    - A PSD board could be responsible for the district
    - PSD taxes could be adjusted based on the region each property is in
    - Services could be altered based on where properties are in the PSD
      - Value has to be added (additional services) if the PSD region is increased
- **DDI**
  - o Questions that need to be answered for board members
  - o For Similar Organizations
    - What is the role of the downtown umbrella organization
    - How is this / what makes it different than a DDA
    - Who appoints Chair?
    - What would you change in your by-laws or service agreements with other taxing authorities?
    - Does the umbrella organization meet with the DDA? Regularly? Special Sessions?
    - How do you go about setting goals, budgets for other entities?
  - o Term Limits

- Mark Guido stated that the community is not usually favorable of term limits
- DDI Committee Chair
  - Other umbrella org require a board member of a DDA to be a committee chair of an umbrella org
- **DDI Stakeholders**
  - Potential DDI stakeholders / partners:
    - Ford
    - Beaumont
    - DMC
    - U of M Dearborn
    - Henry Ford College
    - Fairlane Center Mall
    - Kroger
    - Greenfield
    - Ghafari
- **Form Based Code**
  - Not in place
  - Study session on Form Based Code taking place next Thursday 1/17/19.
- **Purchasing Policy Memorandum**
  - A Grand Rapids Purchasing Policy Memorandum was introduced at the meeting
  - The officials at Grand Rapids claimed that working with the City became significantly easier after a new purchasing policy was adopted

# East & West Dearborn Downtown Development Authorities

## Design & Economic Vitality Meeting

---

12/19/18 / 2:00 PM / Dearborn Area Chamber of Commerce

### Members Present:

- Stacey Grant, Mike Kirk, Steve Horstman, Mark Guido, Hassan Bazzi, Andrew Daulton, Cristina Sheppard-Decius, EmmaJean Woodyard

### Notes:

- **Launch Lab Presentation**
  - o Stacey Grant gave a presentation on Launch Lab
  - o Launch Lab is a program that will
    - Provide Business Assistance
    - Create an Ecosystem conducive to Business Success
    - Offer Business Incentives
- **Characteristics of Launch Lab**
  - o Provides services around business development and training
    - Launch Lab services the entrepreneurial community in Dearborn
  - o Backbone organization
    - Takes on the responsibility of coordinating partnerships and maintaining communication
    - It would be a singular place, or 'One-Stop-Shop' to point entrepreneurs to local resources
    - In charge of measuring, evaluating, and reporting how well the programs are running in the region
  - o Would be coordinating with the DDDA to funnel entrepreneurs to new resources
- **Property Owners Round Table**
  - o The Property Owners Round Table would be an Informal Listen & Learn Session
    - Questions / Goals
      - What are the roadblocks, what are the things you need help with?
      - We want to tackle vacancy together
- **Intercept Survey Rebid**
  - o Will be sent to Purchasing the first Week of January
  - o Cristina needs to access where we will be at staffing-wise
  - o Access (Hassan) is interested in doing the Intercept Survey
  - o The plan is to have the survey work take place in May & the report should be sent to the DDDAs by the end of June
- **Window Display Project**
  - o Window Displays could be used as a recruitment tool to get artists to locate in Dearborn. We want to get artists to locate and innovate these spaces.



- The Dearborn Community Fund has been pushing for this type of initiative for a while and would be willing to partner with the DDDAs.
- There are a lot of places in Dearborn that have art, but these areas aren't widely recognized
  - Communities elsewhere have devoted 1% of their budget towards public art
  - A public Google Map, or another tool can be used to point out art projects in the area
- **POP Design Team**
  - Soon, a POP Design team is going to be working out of the Commercial Connector in the Artspace Building.
- **Entrepreneur Round Table**
  - There is interest in creating a round table pulling on participants from the Pitch Competition
  - The Pitch Competition attracted many different groups of entrepreneurs
- **Commercial Kitchen Space**
  - It would benefit smaller vendors to have access to commercial kitchen space in the Dearborn area who don't have the resources to purchase the space themselves for rent for long periods of time
  - Potential commercial kitchen spaces
    - The Henry Ford
    - HFCC
    - Churches in the area
  - We want Jackie & Hassan to meet with HFCC about renting out part of their commercial kitchen space
- **Art Month Report Out**
  - This year's art month is anticipated to grow from last year
  - The DDDAs are sponsoring this year's Art Month in the amount of \$2,000.
- **Façade Program**
  - Where is the most current iteration of the façade program?
- **Form Based Code**
  - Where is the most current iteration of the form based code?
- **Dearborn Novelty Art**
  - Ray Alcodray wants to find someone to run the business (general manager) who can eventually own the business
- **Dominic Romano**
  - January 9<sup>th</sup> Meeting with MEDC
    - Funding Options
- **Michigan & Connector Street Plans**
  - Streetscape Plan for Michigan & Connector Streets Presented at the November DDDA Board Meeting
- **Upcoming City Retirees**
  - Barry Murray
  - Maryanne Zelasko
  - Mark Brace
  - Jim O'Connor

# PROMOTIONS COMMITTEE MEETING

---

12/19/2018 / 10am / Dearborn Area Chamber of Commerce

## ATTENDEES

Julie Schaefer, Maryanne Bartles, Katie Merritt, Sam Abbas, Andrea Kuentz, Chris Sickie, Jean Smith, Cristina Sheppard-Decius, Teresa Duhl (late)

## MINUTES

### I. Fall & Holiday Events Wrap Up/Feedback

#### A. ShopSmall

1. App for under consideration. Jean will ask Andrew for specs.
2. Survey questions discussed.
3. Info went out too late, need to push participating businesses to adhere to deadline.
4. Don't put dates on vinyl sides. This way they can be reused year to year.
5. Launch it on the same day as another event or have a ShopSmall kick off event.

#### B. Winterfest

1. Disparity in turnout and energy between West and East, with West being more successful.
2. East
  - a) Possible ice sculpture fest/competition in City Hall Park next year.
  - b) Need to do these kinds of events consistently to gain crowds over time.
  - c) Need better signage.
  - d) Get info out earlier.
  - e) Send info out through schools.
  - f) Use Arabic language materials.
  - g) Messaging about event may need modification to clarify what the event is.
  - h) Need an Arab-American community leader to help
    - (1) Question was asked: Is the Arab-American News on our email list. Yes, it is.
3. West
  - a) Tent in offered little respite from the cold.
  - b) Passers by thought it was a private party.
  - c) Not all biz owners knew about the event in advance.
4. Both
  - a) Put reindeer near streets
  - b) Banner text too small.

### II. Dearborn Restaurant Week Update

#### A. February 11 - 17

#### B. Specs needed for printing (of coasters, menus, posters)

- C. Sponsors: Sam handling pre-calls. (Reminder: Fairlane Town Center has new general manager--Asad Sadiq).
- D. Participant apps can be accepted now. App is on website:  
<http://www.dearbornrestaurantweek.com/signup/> (Do not use Google forms).
- E. Must start all planning sooner next year--as was the intention this year.
- F. Hoping to use e-sign for sponsor contracts via website. Teresa submitted request to City's legal dept. Awaiting response.

### III. Other Upcoming Events

- A. ~~Big Read~~ March Is Reading Month (MIRM)
  - 1. March 1 - 31
  - 2. Not sure if they will be able to engage Artspace to help.
  - 3. DDDAs will include a post about MIRM in their e-blasts. Post to target businesses who want to be involved in the promotion of and events-surrounding MIRM.
  - 4. Friends of Animals of Metro Detroit hopes to engage in "Read w/Rover" events.
  - 5. The library will maintain the events calendar for the MIRM.
- B. Ladies' Night
  - 1. May 1
  - 2. May have an app.
  - 3. Plan to use city shuttles.
  - 4. Jean Smith and Chris Sickles are organizing.
- C. Free Comic Book Day & May the 4th be with You
  - 1. May 4
  - 2. Green Brain
- D. Mutt Strut
  - 1. May 11
  - 2. Ford Field
  - 3. The running event will be held at UM-D.
  - 4. The expo runs until 4pm, will include food trucks.
- E. Friends of Animals of Metro Detroit:
  - 1. Golf Outing: July at Dearborn Country Club.
  - 2. Gala: October 25 at Dearborn Inn

### IV. Volunteer/Committee Needs

- A. Standing Street Team Recruitment (ongoing)
- B. Subcommittee Chairs: Event Chairs for 2019
  - 1. Some events still need chairs
- C. Slack
  - 1. Teresa attempted to generate interest and conversation several times, but still no responses to any of the channels.
- D. "Sponsor of Other Organizations" Policy
  - 1. Copies distributed at meeting and via email.
  - 2. Reminders sent notifying all that feedback is due Jan. 10.

### V. New Ideas

- A. AANM Festival Planning – no report
- B. Co-Op Advertising – Annual Advertising - no report.
- C. Artspace Resident Welcome Package - no report.
- D. Shop Small 2020 - no report.
- E. Business Owner Education & Networking - no report.
  - 1. Welcome Packet for New Businesses – Develop a Leave Behind/How-What to Ask Businesses/How DDA Supports District

2. Meetings/Meet Ups to Discuss Participation/Who/What is DDDA

**VI. Logistics**

- A. From late spring through summer, committee will not be able to utilize Dearborn Area Chamber's conference room b/c the library staff will be taking up temporary residence there while the library undergoes remodel/rehab.

# **NOVEMBER 2018 ADOPTED RESOLUTIONS**

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Art Month 2019 Sponsorship

Date Adopted: November 15, 2018

Resolution by: Scott Saionz, seconded by Jay Kruz

**WHEREAS:** April Arts Month 2019 is a project of the Dearborn Recreation Commission Cultural Arts Committee coordinated by the Dearborn Community Fund. The event will occur in both downtown areas and at the Ford Community & Performing Arts Center; and

**WHEREAS:** The Dearborn Community Fund is offering a \$2000 sponsorship package to support April Arts Month; and

**WHEREAS:** Support acknowledgment will be included on all print materials, media releases, interviews and on signage located at artist-in-action locations; therefore, be it

**RESOLVED:** The EDDDA Board authorizes an amount not to exceed \$1000 towards supporting April Arts Month 2019 from Community Promotion account #297-6100-911-51-00 Art Month line item.

Yes: Mark Guido, Mayor Jack O'Reilly, Janice Cislo, Jay Kruz, Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

No: None

Absent: Joseph Bojovic, Judith McNeeley



# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Art Month 2019 Sponsorship

Date Adopted: November 15, 2018

Resolution by: James Jernigan, seconded by Sam Abbas

**WHEREAS:** April Arts Month 2019 is a project of the Dearborn Recreation Commission Cultural Arts Committee coordinated by the Dearborn Community Fund. The event will occur in both downtown areas and at the Ford Community & Performing Arts Center; and

**WHEREAS:** The Dearborn Community Fund is offering a \$2000 sponsorship package to support April Arts Month; and

**WHEREAS:** Support acknowledgment will be included on all print materials, media releases, interviews and on signage located at artist-in-action locations; therefore, be it

**RESOLVED:** The WDDDA Board authorizes an amount not to exceed \$1000 towards supporting April Arts Month 2019 from Community Promotion account #296-6100-911-51-00 Art Month line item.

Yes: Mark Guido, Mayor Jack O'Reilly, Sam Abbas, James Jernigan, Jackie Lovejoy, Karen Nigosian, Audrey Ralko, Doug Van Noord

No: None

Absent: Thomas Clark, Mohammed Hider, John McWilliams

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

December 2018 Joint Board Meeting Cancellation

Date Adopted: November 15, 2018

Resolution by: Scott Saionz, seconded by Mark Guido

**WHEREAS:** The Executive Committees do not anticipate action items for the December 20, 2018, Joint EDDDA/WDDDA Board of Directors meeting; and

**WHEREAS:** The Executive Committees recommend cancelling the December 20, 2018, Joint EDDDA/WDDDA Board of Directors meeting; and

**WHEREAS:** The Executive Committees recommend that if action items arise, a DDDA Board meeting will remain scheduled; and

**RESOLVED:** The EDDDA Board authorizes cancelling the December 20, 2018, Joint EDDDA/WDDDA Board meeting if no action items are necessary.

Yes: Mark Guido, Mayor Jack O'Reilly, Janice Cislo, Jay Kruz, Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

No: None

Absent: Joseph Bojovic, Judith McNeeley

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

December 2018 Joint Board Meeting Cancellation

Date Adopted: November 15, 2018

Resolution by: Audrey Ralko, seconded by Mayor Jack O'Reilly

**WHEREAS:** The Executive Committees do not anticipate action items for the December 20, 2018, Joint EDDDA/WDDDA Board of Directors meeting; and

**WHEREAS:** The Executive Committees recommend cancelling the December 20, 2018, Joint EDDDA/WDDDA Board of Directors meeting; and

**WHEREAS:** The Executive Committees recommend that if action items arise, a DDDA Board meeting will remain scheduled; and

**RESOLVED:** The WDDDA Board authorizes cancelling the December 20, 2018, Joint EDDDA/WDDDA Board meeting if no action items are necessary.

Yes: Mark Guido, Mayor Jack O'Reilly, Sam Abbas, James Jernigan, Jackie Lovejoy, Karen Nigosian, Audrey Ralko, Doug Van Noord  
No: None  
Absent: Thomas Clark, Mohammed Hider, John McWilliams

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Michael Bewick Unemployment Costs 11/15/18 Amendment

Date Adopted: November 15, 2018

Resolution by: Scott Saionz, seconded by Janice Cislo

- WHEREAS:** As of July 1, 2018, part-time positions at the EDDDA were transitioned to contractual positions with POW! Strategies, Inc., including EDDDA Executive Director position fulfilled by Michael Bewick; and
- WHEREAS:** Michael Bewick declined the Operations Management contract position offered by POW! Strategies Inc. in place of the previous part-time position with the EDDDA; and
- WHEREAS:** Michael Bewick is eligible to apply for Unemployment with the State of Michigan for an amount up to \$362 per week for 20 weeks, totaling \$7240; and
- WHEREAS:** At its August 16, 2018 meeting the EDDDA Board authorized an amount not to exceed \$7240 towards unemployment costs for Michael Bewick; and
- WHEREAS:** The EDDDA Board authorized its executive committee to make a recommendation as to the fund line item(s) to cover these costs; and
- WHEREAS:** The EDDDA executive committee met on November 7, 2018, and confirmed that the \$7240 in unemployment costs should be funded from Contract Services #297-6100-911-34-90; therefore be it
- RESOLVED:** The EDDDA Board authorizes an amount not to exceed \$7240 towards unemployment costs for Michael Bewick from Contract Services #297-6100-911-34-90.

Yes: Mark Guido, Mayor Jack O'Reilly, Janice Cislo, Jay Kruz, Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

No: None

Absent: Joseph Bojovic, Judith McNeeley

# EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Schaefer Lighting – Detroit Edison

Date Adopted: November 15, 2018

Resolution by: Scott Saionz, seconded by Mayor Jack O'Reilly

**WHEREAS:** On Schaefer, south of Michigan Ave to Osbourne, there are nine City-owned streetlights that require replacement; and

**WHEREAS:** In July, The EDDDA reached out to Detroit Edison for a quote on the removal of nine City-owned streetlights and the installation of nine 60w acorn style luminaires on 14' aluminum posts. Four with banner arms and five with flower arms; and

**WHEREAS:** Detroit Edison responded with a new price quote on September 17, 2018 which lasts 6 months; and

**WHEREAS:** At its November 7, 2018 meeting, the EDDDA executive committee determined the pricing was agreeable and expressed interest in starting the project while the quoted price remained in effect; therefore, be it

**RESOLVED:** The EDDDA Board authorizes entering into a contract with Detroit Edison, a DTE Energy Company, in an amount not to exceed \$34,581.00 towards the construction and installation of nine 60w acorn style luminaires on 14' aluminum posts on Schaefer south of Michigan Avenue to Osbourne from Contract Services account #297-6100-911-34-90; and be it further

**RESOLVED:** The EDDDA Board authorizes the Executive Director to execute the contract, subject to the review and approval of Corporation Counsel.

Yes: Mark Guido, Mayor Jack O'Reilly, Janice Cislo, Jay Kruz, Dan Merritt, Mary O'Bryan, Scott Saionz, Kamal Turfah

No: None

Absent: Joseph Bojovic, Judith McNeeley

# WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

---

Artspace Office Lease

Date Adopted: November 15, 2018

Resolution by: Mayor Jack O'Reilly, seconded by Jackie Lovejoy

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

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

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

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

**RESOLVED:** The WDDDA Board authorizes an amount not to exceed \$10,830 (\$902.50 monthly) towards sharing an office with the EDDDA in 13615 Michigan Avenue Building B from building rental line item #296-6100-911-44-10; be it also

**RESOLVED:** The WDDDA Board authorizes an additional amount not to exceed \$902.50 towards covering half of the June 2018 office space rent from building rental line item #296-6100-911-44-10.

Yes: Mark Guido, Mayor Jack O'Reilly, Sam Abbas, James Jernigan, Jackie Lovejoy, Karen Nigosian, Audrey Ralko, Doug Van Noord

No: None

Absent: Thomas Clark, Mohammed Hider, John McWilliams