



EAST AND WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITIES BOARD OF DIRECTORS MEETING

THURSDAY, JANUARY 20, 2022

8:00 A.M. – 9:30 A.M.

****IN-PERSON****

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

- I. Call to Order** Chairman Sam Abbas
- II. Roll Call** Secretaries Dietz & Lynch
- III. Joint Meeting Chair for January 2022: Chairman Sam Abbas**
- IV. Welcome to Mayor Abdullah H. Hammoud**
- V. Approval of Regular Meeting December 2021 Minutes**
- VI. Treasurer's Report** Finance/Treasurers
- VII. Action Items** (45 min.)
 - A. Regular Action Items**
 - 1. Joint Board Actions**
 - a) Cobalt Community Market Data
 - b) DRW Radio Advertising Plan
 - c) Executive Committee Nominations & Election of Officers
 - d) MDA Spring Workshop/Advocacy Day
 - e) Social Media Advertising Plan 2022
 - 2. EDDDA Actions Only**
 - a) Open Door Dearborn Fund Reallocation
 - b) Jazz on the Ave 2022 – Zonjic Contract
- VIII. Old Business**
 - A. Office Lease
 - B. Board Vacancies
 - C. Snow Removal Contract
- IX. Committee Reports**
- X. DDDA Executive Management Team**
- XI. ECD Report**
- XII. Call to Board of Directors**
- XIII. Call to Audience** 3 min./guest

XIV. Adjournment

[REDACTED]

AGENDA OVERVIEW

JOINT ACTIONS

Cobalt Community Market Research Data

To provide planning and economic data to the DDDA's and its small businesses, the DEV Committee and Executive Management Team recommend entering into a contract with Cobalt Community to provide district data and trends for vision planning, strategic development and business development. Cobalt will provide four reports (fall and spring data for each district) over the next 6 months utilizing their phone data tools and detailed research analysis. Total cost for the data and research is \$2,700. Cobalt provides this unique program to the National Main Street organization and Cobalt communities across the country. Below is the Cobalt program overview link. Attached in the supplemental materials is their proposal / quote and sample study.

<http://www.cobaltcommunityresearch.org/>

DRW Radio/Advertising Plan

For Dearborn Restaurant Week, scheduled for March 18-27, 2022, the following advertising plan is recommended. Since all of these anticipated expenditures do not need additional Board approval based on the purchasing policy of the DDDAs, it is recommended for the Boards to approve the overall advertising plan as part of DRW for clarity. The overall budget approved for DRW is \$26,500, with \$16,500 from the WDDDA and \$10,000 from the EDDDA, based on a proportionate amount of restaurant involvement. Of that budget, a majority is spent on advertising, totaling \$21,500. The remaining costs are associated with printing, photography, signage and kick off event costs.

Radio

iHeart Radio - March 9 - 27

:15 & :30 spot rotation - \$4,020

Audacy - March 9 - 27

:15 & :30 spot rotation - approx. \$4,000

WDET - March 9 - 27

32 spots during local culture programming - \$1,480

Digital

WDIV - March 9 - 27

Digital ad campaign - \$3,500

(Option: Click on Detroit Event Calendar - \$20/day)

Social Media

\$7,500

Event Ad boost, Facebook page boost, Restaurant & specific posts boosted

Print Ads

Times Herald - 2 3x5 ads - W/O March 7 & March 14 - \$300
Metro Times - 2 1/4 Page ads - W/O March 7 & March 14 - \$700

Free Listings

Local Hop
Metro Times Calendar
Dearborn Patch Calendar
Michigan.org
EventBright
Visit Detroit

Election of Officers

Annually, the DDDA Board of Directors elect a slate of officers for the Executive Committee of each DDA Board, including Chairperson, Vice-Chairperson and Secretary-Treasurer, per its bylaws. A nominating committee was appointed in November to determine a slate to nominate. Below is the slate of officers recommended by the Nominating Committee:

EDDDA

Chairperson	Eric Woody
Vice-Chairperson	Matthew Dietz
Secretary/Treasurer	Accepting nominations from the floor

WDDDA

Chairperson	Sam Abbas
Vice-Chairperson	Mohammed Hider
Secretary-Treasurer	Jackie Lovejoy

Resolutions are attached for the recommended slates. A last call for nominations must be called three times at the meeting, and then a final slate to be recommended and approved.

MDA Spring Workshop/Advocacy Day

The Michigan Downtown Association will be holding its Spring Workshop & Advocacy (both virtual and in-person) on March 2 & 3, 2022, in Lansing and Grand Ledge. If Board members would like to attend this session, which we highly recommend, then a resolution is needed to authorize Board members to attend and names of Board members. Cost is \$170 both days.

You will have the opportunity to meet with House and Senate leaders during Advocacy Day. The workshop will feature topics of Downtowns in the Future, such as:

- The Future of Retail
- MEDC Focus in 2022
- Shared Bike Programs for Downtowns
- What's New in Downtown Lighting and Parking
- The Benefits of Inclusion
- Edible Gardens- Changing Downtown Streetscapes one Tomato at a Time
- What's Next for Downtowns

Social Media Advertising Plan for 2022

Annually, the DDDA Boards approve an annual social media advertising plan through the POW! Strategies, Inc. contract to support the event and promotional calendar. Within the contract up to \$7,500 can be used on social media advertising and the recommended schedule is attached in the supplemental materials. As noted above in the DRW advertising plan, the DDDA Boards authorize additional funds for Dearborn Restaurant Week that exceeds the contracted plan with POW! Strategies, Inc. In years 2020 and 2021, a budget of \$10,000 was authorized. This year, it is recommended at \$7,500 based on actuals and return on investment in previous years.

Therefore, a total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line item. Split equally between the East and West DDDAs.

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA
Spring Perennial Exchange	\$ 100.00	\$ 100.00		EDDDA
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	EDDDA/WDDDA SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	EDDDA/WDDDA SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	EDDDA/WDDDA SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
TOTAL	\$ 7,500.00	\$ 3,750.00	\$ 3,750.00	
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	EDDDA/WDDDA SPLIT
GRAND TOTAL	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	

EDDDA ACTIONS ONLY

Open Door Dearborn – Reallocation of Funds

Due to the success of and the recent demand for grant dollars additional funds are required to keep the EDDDA Open Door Grant Program operating in early 2022. The DEV Committee is recommending a reallocation of 2021-2022 funds to the EDDDA Open Door Grant Program in the amount of \$20,000 from the Homage to Black Excellence fund line item. The additional dollars anticipated from the refinancing of the parking deck has not officially been reported for yet, and time is of the essence to bolster the grant funding available for businesses and properties. Up to \$75,000 has been awarded to date in the EDDDA and it is anticipated that at least two out of a possible seven applicants will submit for assistance in first quarter 2022. An overview report of the program is attached in the supplemental materials.

Jazz on the Ave – Alexander Zonjic Contract for 2022

Our extremely popular, free musical series, Dearborn Jazz on the Ave., returns to City Hall Park to fill the air once again with live music!

Music-lovers rejoice as they bring their favorite lawn chair or coziest picnic blanket to City Hall Park on Michigan Avenue in Downtown Dearborn and listen to Dearborn's most successful music concert series.

Jazz on the Ave begins June 1, 2022, and runs every Wednesday through July 6, 2022, from 7pm to 9pm. Alexander Zonjic once again brings his international flair and friends, creating a series of well-known artists from around the country. The resolution attached authorizes the contract with Alexander Zonjic. The contract is for a total of \$45,000 including all musical acts, advertising and marketing that Zonjic provides, lights and sound. Staging is in addition to the contract with Zonjic.

This year the community will also enjoy the new East Dearborn Farmer's and Artisan's Market which will coincide with the two 6-week music series, offering a variety of food from local restaurants and farms, as well as art and curiosities from participating vendors, face painters, and more.

WDDDA ACTIONS ONLY

None at this time

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

December 16, 2021

8:00 – 9:30 AM

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

MINUTES

MEMBERS PRESENT

WEST DDA: Chairperson Sam Abbas (via Zoom), Vice Chairperson Mohammed Hider (via Zoom), Secretary-Treasurer Jeff Lynch (via Zoom), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy (joined 8:15 a.m.), Director John L. McWilliams, and Director Karen Nigosian, Director Audrey A. Ralko

EAST DDA: Vice-Chairperson Eric Woody (via Zoom), Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, Director Kamal Turfah (via Zoom)

MEMBERS ABSENT

WEST DDA: N/A

EAST DDA: N/A

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Hassan Sheikh (ECD), Licia Yangouyian (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Helen Lambrix (DDDA), Cathleen Francois (DDDA), Steve Deisler (DDDA)

OTHERS: Bill Bowen (Octane), Kathleen Duffy (Smith Group), Kelly Burke (Smith Group)

I. Call to Order

Chairman Sam Abbas called the meeting to order at 8:10 am

II. Roll Call

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

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

III. Joint Meeting Chair for December 2021: Chairman Sam Abbas.

It was motioned to turn proceedings over to Secretary-Treasurer Matthew Dietz due to Chairman Sam Abbas, Chairman Eric Woody, Vice Chairman Mohammed Hider, and Secretary-Treasurer Jeff Lynch having to call in for meeting.

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

For WDDDA, motion to approve was made by Secretary-Treasurer Mohammed Hider, and was seconded by Director John McWilliams. A voice vote passed unanimously. Motion approved.

Joint Meeting Chair for December 2021 proceeded with Secretary-Treasurer Matthew Dietz

IV. Approval of Minutes

Joint Meeting - November 2021

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

V. Treasurer's Report

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated November 30, 2021. Revenue to date totaled \$703,519. Total expenditures totaled \$124,906. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year would be \$649,133.

EDDDA: Moe Almaliky reviewed the financial statement dated November 30, 2021. Revenue to date totaled \$724,857. Total expenditures totaled \$183,138. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$231,270.

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

VI. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Social Media Management Contract 2022

The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn, so agree to execute the option to continue Social Media Management to the POW! Strategies, Inc. contract in the amount of \$40,050 annually with a flat fee of \$3337.50 monthly from January 1, 2022 to December 31, 2022 to be split equally between EDDDA and WDDDA.

The EDDDA will pay \$20,025 annually, or \$1,668.75 monthly, from account #297-6100-911-34-90.

The WDDDA will pay \$20,025, or \$1,668.75 monthly from account #296-6100-911-34-90.

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

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and seconded by Director Thomas Clark. A voice vote passed unanimously. Motion approved.

b) Line Item Reappropriation - Branding

The EDDDA and WDDDA contracted with Octane Design for branding redevelopment services in April 2018 in the amount of \$480,000. Each fiscal year a portion of the contract was added to the purchase order and the budget as needed. In FYE 2021, the remainder of the contract was inadvertently not entered into the purchase order prior to the fiscal year end in order for it to be carried forward as budgeted. The Executive Committee recommends a line-item reappropriation for branding to complete the contract and the additional services already approved, and those recommended for year two graphic services.

The EDDDA approves a line-item reappropriation of \$10,000 from H2BE and \$5,000 from SEO/SEM from FYE 2022 to the branding line item, totalling \$15,948.

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

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

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

c) Graphic Design Services January - June 2022

EDDDA and WDDDA have a need for continued graphic design services for January through July for Spring and Summer 2022 projects. The EDDDA and WDDDA expend Tax Increment Financing (TIF) pursuant to

the EDDDA and WDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of the Arts and Cultural Programs for programs that sustain and increase business activity with the districts. On an annual basis, \$75,000 for graphic design services is estimated to support all the annual programming and projects of the DDDAs. The DDDAs budgeted \$60,000 for annual graphic design services anticipated for brand graphics for FYE 2022, and \$25,000 for graphic design services for the Fall/Winter 2021 promotions with Octane Design, split equally by the DDDAs. \$35,000 is needed to provide graphic design services from January - July 2022 for annual programming and projects, to be split equally between the DDDAs.

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

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

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

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

d) 2020 Social Media Ad/Office Expense Reimbursement - Missed Payments

The EDDDA and WDDDA utilize POW! Strategies, Inc. to purchase social media ad buys and board meeting supplies through a contracted service agreement. Invoice #158 from POW! Strategies, Inc. was issued in May 2020 for \$379.32 for a Social Media ad buys, coffee and donuts for the last joint board meeting before COVID shut down. The bill did not complete processing and due to it being out of the current budget year, the funds are still due and approval is being requested for the DDDA boards for reimbursement to POW! Strategies, Inc.

The EDDDA will pay \$5.00 for Tim Horton's donuts from account #297-6100-911-60-10 and Facebook charges of \$184.66 from account #297-6100-911-51-00.

The WDDDA will pay \$4.99 for Tim Horton's donuts from account #296-6100-911-60-10 and Facebook charges of \$184.67 from account #296-6100-911-51-00.

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

For WDDDA, motion to approve was made by Director Mark Guido, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

e) Snow Removal Services

The EDDDA and WDDDA have a need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district. The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks, and the sidewalk perimeters around parking lots/decks. The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1 2019 - March 31, 2020, with up to three, one-year renewal options. The EDDDA authorized a budget of \$25,000, and the WDDDA authorized a budget of \$36,500, for snow removal services for FYE2021. The DDDAs contested fees charged in early 2021 for snow removal, however, upon Legal and Purchasing review, the fees will stand as is. For EDDDA, Premium will absorb the contested January amount of \$2,475, and the EDDDA will pay \$8,000 to finalize the FYE 21 balance. For WDDDA, Premium will absorb the contested January amount of \$1,140, and the WDDDA will pay \$6,045 to finalize the FYE 21 balance, with Legal requesting an addendum with clarified terms, which both DDDAs and Premium would need to agree to. The EDDDA will pay \$8,000 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel.

The WDDDA will pay \$6,045 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel.

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

For WDDDA, motion to approve was made by Director Thomas Clark, and seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

VII. Presentation: Vision Plan Draft & Timeline

Cristina presented the latest Vision Plan PPT. It covered the vision of Dearborn in 2040. The presentation noted key downtown anchors, assets and connectivity, and how US-12 (Michigan Ave.) would have a road diet, iconic wayfinding art, lighting and signage. Dearborn was defined as diverse, innovative, and connected. Goals and objectives drawn from existing plans and further input include a built environment that celebrates the well-maintained historic buildings and new buildings that complement the vibe. A bridge to unite the two downtowns - addressing physical, social and psychological barriers. Other categories were mobility, living, workforce, culture, open space and SMART (sustainability and resiliency). Cristina displayed examples of these practices in motion now and shared successes in both East and West districts. Next was an implementation roadmap which included engagement of current committees and an Advisory Committee. Priorities were listed in each district to match the Vision Plan.

VIII. Recognition of Outgoing Board Members/Introduction of New Board Member

The boards recognized Mayor Jack O'Reilly for his 30 years of service, 15 as Mayor. Chief of Staff and DDDA Director Mark Guido was also recognized for his years of service. Exiting WDDDA Director John McWilliams was thanked for his 12 years of service on the WDDDA board.

Introduced newest board member for East, Hamzah Nasser of Haraz Coffee.

IX. Old Business

- A. Office Lease - waiting on final for review. Current changes are that office cleaning, utilities and electrical are all included in current lease agreement.
- B. Board Vacancies - Both boards will have the new Mayor and a designated city administrator on the boards to replace Mayor Jack O'Reilly and Director Mark Guido. There are three open board positions for EDDDA and two open board positions for WDDDA.
- C. Snow Removal Contract - see Joint Board Action Items for Snow Removal.
- D. Landscape & Maintenance Contract - EDDDA - DDDA office has talked to Purchasing and Accounting and current COVID situation puts us in a situation where bids will be much higher for services. It was determined that we currently manage contracts as is and look to do bid in early Fall.

X. Committee Reports

Promotions Committee:

Cathleen Francois, Events Mgr. - Shop Small press release generated a TV interview that included an EDDDA business, Retro Image Antiques. Winterfest was doing great until the wind forced an evacuation of the tent at 11:30am. Surveys and more feedback from vendors and businesses being collected.

Design/Economic Vitality Committee:

Steve Deisler, Project Mgr. - Seeing a lot of demand for the Open Door Dearborn Grant Program. We are low on funds for rest of budget year. More businesses have expressed interest in applying. Working on creating a "What is a DDDA?" style flyer that included resources from the Business Assistance team and their free services.

Steering Committee:

No updates.

Bike Share Committee:

Steve Deisler, Project Mgr. - committee is looking to complete memo to City Council for scooter ordinance early 2022.

XI. DDDA Executive Management Team

None at this time.

XII. ECD Report

None at this time.

XIII. Call to Board of Directors

None at this time.

XIV. Call to Audience

None at this time.

XV. Adjournment

Meeting adjourned at 10:30 a.m. A motion was made by Director Mark Guido, seconded by Vice Chairman Mohammed Hider.

Approved by:

Jeffery Lynch, Secretary-Treasurer, WDDDA

Matthew Dietz, Secretary-Treasurer, EDDDA

Financial Statement Summary		FY2020 Audited	FY2021 Unaudited	FY2022					
				Adopted	Amended	Actual	Encumbered	Balance	Actual %
Revenue									
296-0000-311.40-00	Property Tax Capture	\$ 810,083	852,811	\$ 884,900	\$ 884,900	\$ 661,188	\$ -	\$ 223,712	75%
	Brownfield Tax Capture	208,118	247,631	252,400	252,400	-	-	252,400	0%
Tax Revenue Total:		\$ 1,018,201	\$ 1,100,442	\$ 1,137,300	\$ 1,137,300	\$ 661,188	\$ -	\$ 476,112	
296-6110-330.01-90	Farmer's Market Federal Grant	607	-	1,500	1,500	-	-	1,500	0%
296-6110-369.90-00	Farmer's Market Miscellaneous	7,265	11,745	20,000	20,000	7,260	-	12,740	36%
296-6100-365.90-00	Donations from a Private Source	16,659	2,855	51,500	51,500	17,880	-	33,620	35%
296-6100-322.40-10	Events Revenue	6,545	(3,900)	4,000	4,000	2,100	-	1,900	53%
296-0000-361.10-05	Interest Income	15,928	94	524	524	(46)	-	570	-9%
296-2972-311.80-01	Taxes Allocated In	-	-	25,920	25,920	-	-	25,920	0%
Donations & Farmer's Market Total:		\$ 47,015	\$ 15,463	\$ 103,444	\$ 103,444	\$ 27,944	\$ -	\$ 50,330	27%
296-0000-391.91-01	Contributions from the General Fund	35,000	35,105	35,105	35,105	17,553	-	17,552	50%
General Fund Contribution Total:		35,000	35,105	35,105	35,105	17,553	-	17,552	50%
Total Revenues:		\$ 1,100,216	1,151,010	\$ 1,275,849	\$ 1,275,849	\$ 706,685	\$ -	\$ 543,994	55%
296-6100-911.30-40	Audit Services	400	400	400	400	400	-	-	100%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-2972-463.34-90	Sanitation Contractual Services	19,620	28,260	25,920	25,920	-	540	25,380	2%
296-6100-911.34-90	Development Contractual Services	381,813	544,163	629,675	653,340	98,173	69,760	485,407	26%
296-6110-911.34-90	Farmer's Market Contractual Services	10,924	19,820	20,000	20,000	10,888	7,060	2,052	90%
296-6100-911.41-75	WATER/SEWAGE	683	4,873	3,190	3,190	559	-	2,631	18%
296-6100-911.43-82	Copier Repair & Maintenance Services	-	886	375	375	151	-	224	40%
296-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	5,415	-	2,085	72%
296-6100-911.51-00	Community Promotion	175,184	179,457	297,530	321,109	30,384	28,391	262,334	18%
296-6100-911.52-10	Insurance	3,730	5,829	6,013	6,013	3,006	-	3,007	50%
296-6100-911.53-00	Communications	1,011	1,046	1,107	1,107	452	113	542	51%
296-6100-911.58-10	Training & Transportation	175	725	3,500	3,500	195	393	2,912	17%
296-6100-911.60-10	Office Supplies	395	63	1,500	1,500	143	-	1,357	10%
296-6100-911.60-20	POSTAGE	203	-	350	350	-	-	350	0%
296-6100-911.61-90	Non-Capital Equipment	-	4,426	33,600	33,600	-	-	33,600	0%
296-6100-911.62-40	Planting Materials	577	21,944	40,000	40,000	-	17,916	22,084	45%
296-6100-911.65-00	Memberships	435	148	940	940	315	-	625	34%
296-6100-911.68-90	Other Operating Expenses	-	-	1,250	1,250	-	-	1,250	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	208,118	247,631	252,400	252,400	-	-	252,400	0%
296-6100-980.96-34	Facilities Fund	-	37,500	-	-	-	-	-	0%
Total Expenditure		\$ 814,098	\$ 1,108,001	\$ 1,355,250	\$ 1,402,494	\$ 150,081	\$ 124,173	\$ 1,128,240	20%
Revenues Over/(Under) Expenditures		\$ 286,118	\$ 43,009	\$ (79,401)	\$ (126,645)	\$ 556,604	\$ (124,173)	\$ (584,246)	
Balance Sheet						Current			
Equity in Pooled Cash Cash Position						\$ 1,368,326			
Current Assets						11,215			
Current Liabilities						543,994			
Estimated Ending Cash Position						-			
						(124,173)			
						(1,128,240)			
						\$ 671,122			

Expenditure Details		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
296-2972-463.34-90	Sanitation Contractual Services	\$ 19,620	28,260	\$ 25,920	\$ 25,920	\$ -	\$ 540	\$ 25,380	2%
296-6100-911.34-90	Holiday Décor & Installation	19,830	1,440	50,000	50,000	-	-	50,000	0%
296-6100-911.34-90	Landscape & Maintenance	155,223	303,486	179,580	179,580	-	18,685	160,895	10%
296-6100-911.34-90	Snow Removal	25,865	36,500	36,500	36,500	-	42,545	(6,045)	117%
296-6100-911.34-90	On-Street Bike Racks	516	-	-	4,000	-	-	4,000	0%
296-6100-911.34-90	Planning: Streetscapes (South Connectors)	-	-	40,000	40,000	-	-	40,000	0%
296-6100-911.34-90	Planning: Building Conversions	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.34-90	Platform Dining	-	21,503	30,000	37,865	23,710	2,029	12,126	68%
296-6100-911.34-90	Market Shelter Design	-	-	20,000	20,000	-	-	20,000	0%
296-6100-911.34-90	StreetScape Enhancements	-	-	10,000	11,800	-	-	11,800	0%
296-6100-911.62-40	Planting Materials	577	21,944	40,000	40,000	-	17,916	22,084	45%
Total Beautification		\$ 221,631	413,133	\$ 442,000	\$ 455,665	\$ 23,710	\$ 81,715	\$ 350,240	23%

Development

296-6100-911.51-00	General Marketing (banners, printing, social media)	11,537	13,384	\$ 45,000	\$ 45,000	\$ 3,358	\$ 1,960	\$ 39,682	12%
296-6100-911.51-00	Branding	84,932	40,506	30,000	37,771	10,818	5,640	21,313	44%
296-6100-911.51-00	Photography	963	-	5,000	5,000	-	-	5,000	0%
296-6100-911.51-00	Metro Mode / Issue Media	18,000	10,501	9,000	9,000	4,500	-	4,500	50%
296-6100-911.51-00	Website, Constant Contacts	-	-	250	250	-	-	250	0%
296-6100-911.51-00	Website Hosting & Domain Registration	2,188	1,074	1,430	1,430	714	-	716	50%
296-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	5,600	5,600	-	-	5,600	0%
296-6100-911.51-00	Community Art Enhancement	-	-	10,000	10,000	3,000	-	7,000	30%
296-6100-911.51-00	Dearborn Art Month	1,000	-	1,000	4,000	-	-	4,000	0%
296-6100-911.51-00	Fall Promotions	193	150	600	600	88	-	512	15%
296-6100-911.51-00	Holiday Promotions	13,590	14,120	38,000	38,000	3,074	5,155	29,771	22%
296-6100-911.51-00	Shop Small Business Saturday	6,480	6,635	7,750	7,750	1,141	7,607	(998)	113%
296-6100-911.51-00	Restaurant week	1,050	37,021	16,500	29,308	-	-	29,308	0%
296-6100-911.51-00	Tunes at Noon	3,024	1,300	4,700	4,700	2,000	1,550	1,150	76%
296-6100-911.51-00	Friday Nites Concert Series & Winterfest	8,468	6,153	30,000	30,000	651	4,577	24,772	17%
296-6100-911.51-00	Movies In the Park	658	2,889	2,300	2,300	-	549	1,751	24%
296-6100-911.51-00	Ladies Night Out	-	-	3,700	3,700	92	302	3,306	11%
296-6100-911.51-00	Perennial	360	-	700	700	175	100	425	39%
296-6100-911.51-00	Kids Day	8,945	-	6,000	6,000	-	-	6,000	0%
296-6100-911.51-00	Way Finding	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	Build Institute Program/Entrepreneur	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	SEO/SEM	-	-	10,000	10,000	-	-	10,000	0%
296-6100-911.51-00	Social District	-	-	50,000	50,000	775	950	48,275	3%
296-6110-911.34-90	Farmer's Market Contractual Services	10,924	19,820	20,000	20,000	10,888	7,060	2,052	90%
296-6100-911.34-90	Building / Business Incentives	-	7,500	40,000	50,000	-	-	50,000	0%
Total Development		\$ 186,107	206,777	\$ 357,530	\$ 391,109	\$ 41,274	\$ 35,450	\$ 214,058	20%

Planning & Administration

296-6100-911.34-90	Pow Strategies	141,014	169,154	193,140	193,140	70,520	4,987	117,633	39%
296-6100-911.34-90	Communications Manager, Public Relations	39,130	3,900	20,000	20,000	-	-	20,000	0%
Total Planning & Administration		\$ 180,144	173,054	\$ 213,140	\$ 213,140	\$ 70,520	\$ 4,987	\$ 137,633	35%
various (comment)	Other Office Expenses	6,233	9,097	14,185	14,185	5,221	506	11,648	40%
296-6100-911.34-90	Office Cleaning	750	680	455	455	3,942	1,513	(5,000)	1199%
296-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	5,415	-	2,085	72%
296-6100-911.61-90	Non-Capital Equipment (lighting, repairs)	-	4,426	33,600	33,600	-	-	33,600	0%
296-6100-911.68-90	Other Operating Expenses (utilities)	-	-	1,250	1,250	-	-	1,250	0%
296-6100-435.41-75	Water / Sewage	-	4,873	3,190	3,190	-	-	3,190	0%
296-6100-435.98-00	Undistributed Appropriation	-	-	30,000	30,000	-	-	30,000	0%
296-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	208,118	247,631	252,400	252,400	-	-	252,400	0%
Total Planning & Administration		\$ 406,075	488,091	\$ 555,720	\$ 555,720	\$ 85,098	\$ 7,006	\$ 466,806	17%

Expenditures	\$ 813,813	1,108,001	\$ 1,355,250	\$ 1,402,494	\$ 150,082	\$ 124,171	\$ 1,128,241	20%
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Contractual Services
Community Promotions
Other Operating Expenses

Financial Statement Summary		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
297-0000-311.40-00	Property Tax Capture	\$ 366,558	\$ 386,278	\$ 409,600	\$ 409,600	\$ 670,228	\$ -	N/A	164%
	Brownfield Tax Capture	448,590	457,004	457,000	457,000	-	-	\$ 457,000	0%
Tax Revenue Total		\$ 815,148	\$ 843,282	\$ 866,600	\$ 866,600	\$ 670,228	\$ -	\$ 457,000	77%
297-0000-330.05-14	Local Community Stabilization Authority	26,223	23,965	24,000	24,000	24,712	-	N/A	103%
297-6100-330.01-99	Federal Sources (contra-revenue)	-	-	-	-	-	-	-	
297-6100-365.90-00	Donations from a Private Source	7,849	10,250	90,000	90,000	10,800	-	79,200	12%
297-0000-361.10-05	Interest Income	18,330	97	534	534	(33)	-	567	-6%
297-6100-322.40-10	Events Revenue	6,350	(4,800)	3,000	3,000	3,475	-	N/A	116%
297-6100-369.90-00	Miscellaneous Income	-	14,203	31,909	31,909	-	-	31,909	0%
Donation Revenue Total		\$ 58,752	\$ 43,715	\$ 149,443	\$ 149,443	\$ 38,954	\$ -	\$ 111,676	26%
297-0000-391.96-97	Workers Compensation Fund	155	-	0	-	-	-	0	
297-0000-391.91-01	Contributions from the General Fund	11,310	22,620	37,620	37,620	18,810	-	18,810	50%
Contribution Total		\$ 11,310	\$ 22,620	\$ 37,620	\$ 37,620	\$ 18,810	\$ -	\$ 18,810	50%
Total Revenue		\$ 885,365	\$ 909,617	\$ 1,053,663	\$ 1,053,663	\$ 727,992	\$ -	\$ 587,486	69%
Expenditure									
297-6100-911.30-40	Audit Services	\$ 800	\$ 800	\$ 800	800	800	\$ -	-	100%
297-2972-463.34-90	Sanitation Contractual Services	\$ 2,600	\$ 10,845	\$ 37,620	37,620	4,260	\$ 24,165	9,195	76%
297-6100-911.34-90	Development Contractual Services	\$ 302,415	\$ 324,419	\$ 396,095	\$ 468,079	139,743	\$ 68,821	259,515	45%
297-6100-911.43-82	Copier Repair & Maintenance Services	\$ -	\$ 886	\$ 375	375	151	\$ -	224	40%
297-6100-911.44-10	Building Rental	\$ 10,830	\$ 10,830	\$ 7,500	7,500	5,415	\$ -	2,085	72%
297-6100-911.51-00	Community Promotion	\$ 112,128	\$ 157,917	\$ 240,430	\$ 303,323	44,051	\$ 69,574	189,698	37%
297-6100-911.52-10	Insurance	\$ 6,260	\$ 6,234	\$ 6,937	6,937	3,468	\$ -	3,469	50%
297-6100-911.53-00	Communications	\$ 1,200	\$ 1,046	\$ 1,107	1,107	452	\$ 113	542	51%
297-6100-911.58-10	Training & Transportation	\$ 1,397	\$ 1,075	\$ 3,500	3,500	-	\$ 1,084	2,416	31%
297-6100-911.60-10	Office Supplies	\$ 401	\$ 63	\$ 1,500	1,500	208	\$ -	1,292	14%
297-6100-911.60-20	Postage	\$ 214	\$ -	\$ 350	350	5	\$ -	345	1%
297-6100-911.61-90	Non-Capital Equipment	\$ -	\$ -	\$ 7,500	7,500	-	\$ -	7,500	0%
297-6100-911.62-40	Planting Materials	\$ 17,825	\$ 30,395	\$ 50,825	50,825	23,675	\$ 18,790	8,360	84%
297-6100-911.65-00	Memberships	\$ 435	\$ 148	\$ 1,190	1,190	315	\$ -	875	26%
297-6100-911.68-90	Other Operating Expenses	\$ -	\$ -	\$ 29,658	29,658	14,203	\$ -	15,455	48%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	\$ 448,590	\$ 457,004	\$ 457,000	457,000	-	\$ -	457,000	0%
Total Operating Expenditures		910,163	1,001,662	1,242,387	1,377,264	236,746	182,547	957,971	30%
Total Expenditure		\$ 910,163	\$ 1,001,662	\$ 1,242,387	\$ 1,580,244	\$ 236,746	\$ 182,547	\$ 1,160,951	27%
Revenues Over/(Under) Expenditures		\$ (24,798)	\$ (92,045)	\$ (237,538)	\$ (526,581)	\$ 491,246	\$ (182,547)	\$ (573,465)	
Balance Sheet									
Equity in Pooled Cash: Cash Position						Current			
Current Assets						\$ 1,001,133			
Current Liabilities						-			
Encumbrances						587,486			
Uncommitted Budget						(14,203)			
Estimated Ending Cash Position						(182,547)			
						(1,160,951)			
						\$ 230,918			

Expenditure Details		FY2020	FY2021	FY2022					
		Audited	Unaudited	Adopted	Amended	Actual	Encumbered	Balance	Actual %
Beautification									
297-2972-463.34-90	Sanitation Contractual Services	\$ 2,600	\$ 10,845	\$ 37,620	\$ 37,620	\$ 4,260	\$ 24,165	\$ 9,195	76%
297-6100-911.34-90	Holiday Décor & Installation	\$ 14,440	\$ 1,402	10,000	10,000	-	-	10,000	0%
297-6100-911.34-90	Landscape & Maintenance	\$ 44,090	\$ 83,550	62,500	62,500	43,564	18,741	195	100%
297-6100-911.34-90	Snow Removal	\$ 26,538	25000	25,000	25,000	-	33,000	(8,000)	132%
297-6100-911.34-90	On-Street Bike Racks		0	-	15,000	-	-	15,000	0%
297-6100-911.34-90	Platform Dining	\$ -	0	-	2,621	5,015	1,852	(4,246)	262%
297-6100-911.34-90	Artspace, Public Space Design	\$ 34,581	\$ 5,638	-	12,363	6,765	4,485	1,113	91%
297-6100-911.34-90	Streetscape Enhancements	\$ 8,446		45,000	77,000	2,905	195	73,900	4%
297-6100-911.62-40	Planting Materials	\$ 17,825	\$ 30,395	50,825	50,825	23,675	18,790	8,360	84%
Total Beautification		\$ 148,520	\$ 158,950	\$ 230,945	\$ 292,929	\$ 86,184	\$ 101,228	\$ 105,517	64%
Development									
297-6100-911.51-00	General Marketing (banners, printing, social media)	\$ 5,922	\$ 10,802	\$ 35,000	\$ 35,000	\$ 3,743	1,700.00	\$ 29,557	16%
297-6100-911.51-00	Branding	35,568	67,129	\$ 30,000	\$ 66,883	15,190	29,193.00	22,500	66%
297-6100-911.51-00	Photography	963	-	\$ 2,500	\$ 2,500	-	-	2,500	0%
297-6100-911.51-00	Metro Mode / Issue Media	18,000	24,501	\$ 9,000	\$ 9,000	4,500	12,001.00	(7,501)	183%
297-6100-911.51-00	Website, Constant Contacts		-	\$ 250	\$ 250	-	-	250	0%
297-6100-911.51-00	Website Hosting & Domain Registration	1,828	714	\$ 1,430	\$ 1,430	714	-	716	50%
297-6100-911.51-00	Henry Ford Promotion Package	5,600	5,600	\$ 5,600	\$ 5,600	-	-	5,600	0%
297-6100-911.51-00	Community Art Enhancement	-	-	\$ 5,000	\$ 19,000	-	-	19,000	0%
297-6100-911.51-00	Community Garden			\$ 1,000	\$ 1,000	500	250.00	250	75%
297-6100-911.51-00	Fall Promotions		348	\$ 600	\$ 600	88	-	512	15%
297-6100-911.51-00	Holiday Promotions	8,486	-	\$ 7,500	\$ 7,500	6,385	-	1,115	85%
297-6100-911.51-00	Shop Small Business Saturday	5,565	5,755	\$ 7,750	\$ 7,750	1,443	7,932.00	(1,625)	121%
297-6100-911.51-00	Restaurant Week	1,050	1,145	\$ 10,000	\$ 22,010	-	6,747.00	15,263	31%
297-6100-911.51-00	Homage to Black Excellence	43	20,265	\$ 40,000	\$ 40,000	-	6,990.00	40,000	17%
297-6100-911.51-00	Movies in the Park	1,511	2,541	\$ 2,300	\$ 2,300	790	1,218.00	292	87%
297-6100-911.51-00	Music in the Park-Winterfest	316	6,872	\$ 30,000	\$ 30,000	10,699	2,477.00	16,824	44%
297-6100-911.51-00	City Hall Park Events	-	4,744	\$ 1,500	\$ 1,500	-	626.00	874	42%
297-6100-911.51-00	Way Finding	-	-	\$ 10,000	\$ 10,000	-	-	10,000	0%
297-6100-911.51-00	Jazz on the Ave	25,088		\$ 25,000	\$ 25,000	-	-	25,000	0%
297-6100-911.51-00	Covid Comeback Marketing	-	6,485	\$ 500	\$ 500	-	-	500	0%
297-6100-911.51-00	SEO/SEM	-	-	\$ 5,000	\$ 5,000	-	-	5,000	0%
297-6100-911.51-00	Translation Services	-	-	\$ 500	\$ 500	-	440.00	60	88%
297-6100-911.51-00	East Farmers Market	-	-	\$ 10,000	\$ 10,000	-	-	10,000	0%
Total Development		\$ 112,128	\$ 159,228	\$ 240,430	\$ 303,323	\$ 44,052	\$ 69,574	\$ 196,687	37%
Planning & Administration									
297-6100-911.34-90	Pow Strategies	131,082	160,497	193,140	193,140	77,702	9,035	106,403	45%
297-6100-911.34-90	Communications Manager, Public Relations	42,340	3,900	20,000	20,000	-	-	20,000	0%
297-6100-911.34-90	Building/Business Incentive		40,903	40,000	50,000	-	-	50,000	0%
Total Planning & Administration		\$ 173,422	\$ 205,300	\$ 253,140	\$ 263,140	\$ 77,702	\$ 9,035	\$ 176,403	33%
various (comment)	Other Office Expenses	10,707	10,252	15,759	15,759	5,399	1,197	9,163	42%
297-6100-911.34-90	Office Cleaning	900	540	455	455	3,942	1,513	(5,000)	1199%
297-6100-911.44-10	Building Rental	10,830	10,830	7,500	7,500	5,415	-	2,085	72%
297-6100-911.61-90	Non-Capital Equipment (light poles)	-	-	7,500	7,500	-	-	7,500	0%
297-6100-911.68-90	Other Operating Expenses (utilities)	-	-	15,453	15,455	-	-	15,455	0%
297-6100-911.68-90	DCC Gun Range ArtSpace Loan Payment	-	-	14,205	14,205	14,203	-	2	100%
297-6100-980.92-75	Transfer to Brownfield Redevelopment Authority	448,590	457,004	457,000	457,000	-	-	457,000	0%
Expenditures		\$ 910,164	\$ 1,001,662	\$ 1,242,387	\$ 1,580,244	\$ 236,897	\$ 182,546	\$ 1,160,951	27%

Contractual Services
Other Operating Expenses
Community Promotions

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Cobalt Community Research Program Contract - EDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) utilize current data and trends to help implement the future Vision Plan and strategies; and

WHEREAS: Cobalt Community Research (Cobalt) is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably engage communities through high-quality data, benchmarking, geofencing, and community engagement. Cobalt combines big data with local insights to help communities thrive as changes emerge in the economic, demographic and social landscape; and

WHEREAS: On October 27, 2021, Cobalt presented their market data research program to the Design/Economic Vitality (DEV) Committee, and the committee recommends engaging with Cobalt to help provide critical information to assist small business development; and

WHEREAS: Cobalt has provided the East and West DDDA with a proposal based on data collection and comparative analysis in two reports (Fall 2021 and Spring 2022) for each district. The DEV Committee has reviewed the proposal, supports the program and recommends entering into a contract with Cobalt for the data research; and

WHEREAS: The total cost of the proposals is \$2,700, split equally between the East and West DDDAs; therefore, let it be

RESOLVED:

1. That the EDDDA authorizes the expenditure of \$1,350 from account #297-6100-911-51-00 Community Promotions/General Marketing ; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Cobalt Community Research Program Contract - WDDDA

Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Downtown Development Authority (WDDDA) utilize current data and trends to help implement the future Vision Plan and strategies; and

WHEREAS: Cobalt Community Research (Cobalt) is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably engage communities through high-quality data, benchmarking, geofencing, and community engagement. Cobalt combines big data with local insights to help communities thrive as changes emerge in the economic, demographic and social landscape; and

WHEREAS: On October 27, 2021, Cobalt presented their market data research program to the Design/Economic Vitality (DEV) Committee, and the committee recommends engaging with Cobalt to help provide critical information to assist small business development; and

WHEREAS: Cobalt has provided the East and West DDDA with a proposal based on data collection and comparative analysis in two reports (Fall 2021 and Spring 2022) for each district. The DEV Committee has reviewed the proposal, supports the program and recommends entering into a contract with Cobalt for the data research; and

WHEREAS: The total cost of the proposals is \$2,700, split equally between the East and West DDDAs; therefore, let it be

RESOLVED:

1. That the WDDDA authorizes the expenditure of \$1,350 from account #296-6100-911-51-00 Community Promotions/General Marketing ; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDDA, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Dearborn Restaurant Week Advertising Plan 2022 - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Development Authority (WDDDA) Board of Directors recognize the importance of promoting the districts' events via multiple avenues; and

WHEREAS: The EDDDA and WDDDA are planning to promote the Dearborn Restaurant Week (DRW) 2022 event that would benefit from advertising to engage the greater Metro Detroit community; and

WHEREAS: The EDDDA and WDDDA agree to approve up to \$21,500 on an advertising campaign utilizing radio, digital and print, to be split 60% for WDDDA and 40% for EDDDA, based on a proportionate amount of restaurant involvement; therefore, let it be

RESOLVED:

1. That the EDDDA authorizes the expenditure of up to \$9,143 from account #297-6100-911-51-00 Community Promotions/Dearborn Restaurant Week for the following advertising items; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the EDDDA, subject to review and approval by Corporation Counsel.

	Total	EDDDA	WDDDA
RADIO			
iHeartRadio	\$4,020.00	\$1,528.00	\$2,492.00
Audacy	\$4,000.00	\$1,520.00	\$2,480.00
WDET	\$1,480.00	\$563.00	\$917.00

Digital			
Click On Detroit	\$3,500.00	\$1,330.00	\$2,170.00
Print			
Times Herald	\$300.00	\$186.00	\$114.00
Metro Times	\$700.00	\$266.00	\$434.00
Social Media	\$7,500.00	\$3,750.00	\$3,750.00
Totals	\$21,500.00	\$9,143.00	\$12,357.00

Yes:

No:

Abstention:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Dearborn Restaurant Week Advertising Plan 2022 - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Development Authority (WDDDA) Board of Directors recognize the importance of promoting the districts' events via multiple avenues; and

WHEREAS: The EDDDA and WDDDA are planning to promote the Dearborn Restaurant Week (DRW) 2022 event that would benefit from advertising to engage the greater Metro Detroit community; and

WHEREAS: The EDDDA and WDDDA agree to approve up to \$21,500 on an advertising campaign utilizing radio, digital and print, to be split 60% for WDDDA and 40% for EDDDA, based on a proportionate amount of restaurant involvement; therefore, let it be

RESOLVED:

1. That the WDDDA authorizes the expenditure of up to \$12,357 from account #296-6100-911-51-00 Community Promotions/Dearborn Restaurant Week for the following advertising items; and
2. The Manager of the DDDAs is authorized to execute contracts on behalf of the WDDA, subject to review and approval by Corporation Counsel.

	Total	EDDDA	WDDDA
RADIO			
iHeartRadio	\$4,020.00	\$1,528.00	\$2,492.00
Audacy	\$4,000.00	\$1,520.00	\$2,480.00
WDET	\$1,480.00	\$563.00	\$917.00

Digital			
Click On Detroit	\$3,500.00	\$1,330.00	\$2,170.00
Print			
Times Herald	\$300.00	\$186.00	\$114.00
Metro Times	\$700.00	\$266.00	\$434.00
Social Media	\$7,500.00	\$3,750.00	\$3,750.00
Totals	\$21,500.00	\$9,143.00	\$12,357.00

Yes:

No:

Abstention:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Election of Officers

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (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; and

WHEREAS: The 2022 Officer Nominating Committee has recommended Eric Woody for Chairperson, Matthew Dietz 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 2022.

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2022 Election of Officers

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) shall be under the supervision and control of a board consisting of the Mayor and members appointed by the Mayor subject to approval by the city council; and

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

WHEREAS: The 2022 Officer Nominating Committee has recommended Sam Abbas for Chairperson, Mohammed Hider for Vice-Chairperson, and Jackie Lovejoy 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 2022.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Spring Lansing Day and Workshop 2022 - EDDDA

Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose mission is to strengthen downtowns in Michigan through education, resources, networking and advocacy; and

WHEREAS: The EDDDA and WDDDA have the opportunity to attend the 2022 MDA Spring Lansing Day and Workshop being held in-person or virtual, same pricing for both, on March 2-3, 2022, in Lansing and Grand Ledge, MI in the amount of \$170 per person; and

WHEREAS: The listed individuals for EDDDA will attend the Lansing Day and Workshop:
_____ and _____; so let it be

RESOLVED: The EDDDA authorizes the expenditure up to \$170 per EDDDA board member to participate at the 2022 MDA Spring Lansing Day and Workshop from the Training/Transportation budget line item account # 297-6100-911-58-10; and let it be further

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

Yes:

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

MDA Spring Lansing Day and Workshop 2022 - WDDDA

Adopted:

Motioned by:

Seconded by:

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

WHEREAS: The Michigan Downtown Association (MDA) is a state-wide, non-profit organization whose mission is to strengthen downtowns in Michigan through education, resources, networking and advocacy; and

WHEREAS: The EDDDA and WDDDA have the opportunity to attend the 2022 MDA Spring Lansing Day and Workshop being held in-person or virtual, same pricing for both, on March 2-3, 2022, in Lansing and Grand Ledge, MI in the amount of \$170 per person; and

WHEREAS: The listed individuals for WDDDA will attend the Lansing Day and Workshop:
_____ and _____; so let it be

RESOLVED: The WDDDA authorizes the expenditure up to \$170 per WDDDA board member to participate at the 2022 MDA Spring Lansing Day and Workshop from the Training/Transportation budget line item account # 296-6100-911-58-10; and let it be further

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

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Boosts 2022 - EDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Development Authority (WDDDA) Board of Directors recognize the importance of promoting the districts' events via social media; and

WHEREAS: The EDDDA and WDDDA has a slate of 2022 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike; and

WHEREAS: The EDDDA and WDDDA approved expenditures up to \$7,500, split equally between
account #296-6110-911-51-00 for WDDDA and account #
297-6100-911-51-00 for EDDDA, for costs related to social media boosts through
POW! Strategies, Inc. contract; and

WHEREAS: A total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line; so let it be

RESOLVED: The EDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #297-6100-911-51-00 Community Promotions/General Marketing:

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA

Spring Perennial Exchange	\$ 100.00	\$ 100.00		EDDDA
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
				EDDDA/WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA
				EDDDA/WDDDA
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
				EDDDA/WDDDA
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
Bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
TOTAL	\$ 7,500.00	\$ 3,750.00	\$ 3,750.00	
				EDDDA/WDDDA
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	SPLIT
GRAND TOTAL	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	

; furthermore, let it be

RESOLVED: The EDDDA authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account #297-6100-911-51-00 Community Promotion/Dearborn Restaurant Week; and furthermore, let it be

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

Yes:

No:

Abstention:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Boosts 2022 - WDDDA

Date Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) and the West Dearborn Development Authority (WDDDA) Board of Directors recognize the importance of promoting the districts' events via social media; and

WHEREAS: The EDDDA and WDDDA has a slate of 2022 events that would benefit from paid social media boosts to engage businesses, residents and visitors alike; and

WHEREAS: The EDDDA and WDDDA approved expenditures up to \$7,500, split equally between
account #296-6110-911-51-00 for WDDDA and account #
297-6100-911-51-00 for EDDDA, for costs related to social media boosts through
POW! Strategies, Inc. contract; and

WHEREAS: A total social media advertising plan of \$15,000 is recommended for 2022, with \$7,500 from the POW! Strategies, Inc. contract and fund line item, and another \$7,500 to be added to the POW! Strategies, Inc. contract from the Dearborn Restaurant Week fund line; so let it be

RESOLVED: The WDDDA authorizes an expenditure up to \$3750 for the following revised social media ad buy schedule for 2022 from account #296-6100-911-51-00 Community Promotions/General Marketing:

EVENT/PROMOTION	TOTAL AMOUNT	EDDDA	WDDDA	DISTRICT
Earth Day	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ramadan Pop Up	\$ 200.00	\$ 100.00	\$ 100.00	EDDDA/WDDDA SPLIT
Ladies Night Out	\$ 150.00		\$ 150.00	WDDDA
East Sidewalk Sale	\$ 150.00	\$ 150.00		EDDDA

Spring Perennial Exchange	\$ 100.00	\$ 100.00		EDDDA
West Farmers Market	\$ 800.00	\$ -	\$ 800.00	WDDDA
East Farmers Market	\$ 800.00	\$ 800.00		EDDDA
				EDDDA/WDDDA
Movie Nights	\$ 400.00	\$ 200.00	\$ 200.00	SPLIT
Social District	\$ 100.00		\$ 100.00	WDDDA
Friday Nights	\$ 400.00		\$ 400.00	WDDDA
Jazz on the Ave	\$ 450.00	\$ 450.00		EDDDA
Mosaic/Harmonize Dearborn	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
Christmas in July	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
Tunes at Noon	\$ 300.00		\$ 300.00	WDDDA
Kids Day	\$ 150.00	\$ -	\$ 150.00	WDDDA
Fall Perennial Exchange	\$ 100.00		\$ 100.00	WDDDA
				EDDDA/WDDDA
Trick or Treat	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Pumpkin Carving	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
				EDDDA/WDDDA
Shop Small	\$ 1,000.00	\$ 500.00	\$ 500.00	SPLIT
Winterfest	\$ 400.00		\$ 400.00	WDDDA
Shop Small Kick Off	\$ 400.00	\$ 400.00		EDDDA
				EDDDA/WDDDA
General Page Boosts	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
Bike share/scooter share	\$ 200.00	\$ 100.00	\$ 100.00	SPLIT
				EDDDA/WDDDA
Preservation Month	\$ 100.00	\$ 50.00	\$ 50.00	SPLIT
CHP Redesign	\$ 100.00	\$ 100.00		EDDDA
TOTAL	\$ 7,500.00	\$ 3,750.00	\$ 3,750.00	
				EDDDA/WDDDA
PLUS DRW	\$7,500.00	\$3,750.00	\$3,750.00	SPLIT
GRAND TOTAL	\$ 15,000.00	\$ 7,500.00	\$ 7,500.00	

; furthermore, let it be

RESOLVED: The WDDDA authorizes an additional \$3750 for Dearborn Restaurant Week social media ad buys through POW! Strategies, Inc. contract for 2022 from account #296-6100-911-51-00 Community Promotion/Dearborn Restaurant Week; and furthermore, let it be

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

Yes:

No:

Abstention:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Open Door Business Grant Program - EDDDA 2021-2022 Budget Reallocation

Adopted:

Motioned by:

Seconded by:

WHEREAS: The EDDDA provides the Open Door Dearborn Grant Program to offer funds to businesses for building improvements and business start-up; and

WHEREAS: The EDDDA Open Door Grant Program has been very successful in 2020 and 2021 with a total of 8 projects and \$75,000 in grants awarded; and

WHEREAS: Six months remain in FYE2022 and only \$5,000 is left available in the EDDDA Open Door Grant Program fund line item; and

WHEREAS: The Design/Economic Vitality (DEV) Committee has discussed the success of the overall program and issue of funding running short of the demand, especially in the EDDDA. To date, there are seven property owners/business that have shown an interest in applying for a grant in the EDDDA; and

WHEREAS: At least two businesses will submit applications for Open Door Grants in the first quarter of 2022; and

WHEREAS: The DEV Committee met on December 8, 2021, and recommends to the EDDDA Board reallocating \$20,000 to the EDDDA Open Door Grant Program to be able to support additional projects in the EDDDA; therefore, let it be

RESOLVED: The EDDDA Board authorizes reallocating \$20,000 from line item # 297-6100-911-51-00 Community Promotions/H2BE to be transferred into the EDDDA Open Door Grant Program budget line item #297-6100-911-34-90 Contractual Services/Business Incentives to support at least two additional grants in FYE2022.

Yes:

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Jazz on the Ave 2022

Adopted:

Motioned by:

Seconded by:

WHEREAS: The East Dearborn Downtown Development Authority (EDDDA) recognizes the benefit of Marketing and Promoting businesses and activities in the District; and

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

WHEREAS: The Jazz on the Ave events provided by the EDDDA has been successful in bringing visitors to the District and growing in numbers each year; and this year's approved calendar includes a six week run of the event on Wednesday evenings from June 1, 2022 through July 6, 2022; and

WHEREAS: The EDDDA authorized a budget of \$57,250 in expenditures for the 2022 Jazz on the Ave events; and

WHEREAS: The Hi-Falutin' Music contract includes the following provisions:

Marketing to consist of major local radio, press releases to all local print, radio and T.V. media.

Attempts will be made to place artists and PR on local media shows (Fox 2 TV Morning Show/WJR Mitch Albom etc.).

Weekly radio scheduled on WWJ Radio. Also, radio spots to run Sunday's on 910 AM Superstation Doing the D Show starting April 17 and ending July 3.

Weekly television spots to air on WADL on the Alexander Zonjic From A to Z Show on Sunday's starting April 17 and ending July 3.

Hi-Falutin' Music will produce a :30 sec TV spot and a :30 sec radio spot to be used in all TV and radio spots.

Flyers to be distributed at all Hi-Falutin' Music/Alexander Zonjic Events. Also, distribution of flyers at all other related music events.

Email blast from Hi-Falutin' Music will go out twice a week starting Monday, April 18 ending Monday, July 4.

Concerts will be added to Alexander Zonjic website and featured artist's websites.

Hi-Falutin' will provide roof for stage and professional quality genie-towers. Setup will be Tuesdays prior to each concert & takedown Wednesday's after concert is over; and

WHEREAS: The DDDA Management requests the approval of \$45,000.00 total for the contract with Hi-Falutin Music, which includes a deposit of \$22,500 which is 50% of the contract upon final signature; so let it be

RESOLVED:

1. That the EDDDA obligates \$45,000 from the Community Promotions Budget # 297-6100-911-51-00 for Hi-Falutin' Music/Alexander Zonjic for the 2022 Jazz on the Ave events; and
2. The Manager of the DDDA's is authorized to execute contracts on behalf of the EDDDA with Hi-Falutin' Music/Alexander Zonjic for Jazz on the Ave, subject to review and approval by Corporation Counsel.

Yes:

No:

Abstention:

Absent:



JOINT DDDA EXECUTIVE COMMITTEE SPECIAL MEETING MINUTES



December 20, 2021
10a.m.

Attendees: Moe Hider, Eric Woody, Matthew Dietz, Jeff Lynch, Cristina Sheppard Decius, Steve Deisler, Cathleen Francois, and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEM

a. Beaumont DDDA Office Lease -

Current lease has been reviewed by both Beaumont Legal and the City of Dearborn Legal and is ready for final board approval. That approval authority was given to the Executive Committee to do.

Current lease is four, one year renewals. It removed any costs with electrical or utilities and now includes cleaning by building cleaning crew.

Licia is sending insurance certificate.

Jeff mentioned to ask if we need permission for improvements and if we need to restore to original condition from those improvements. He stated to take pictures of Artspace upon vacating space and to take pics of new space at Beaumont for records.

MOTION TO APPROVE:

Matthew Dietz presented motion for the East and West DDDAs to move into an office lease agreement with Beaumont for the four, one year lease renewals at 4700 Schaefer Road, Suite 360, Dearborn, MI to begin January 1, 2022.

For EDDDA: motion to approve by Director Matthew Dietz, Eric Woody, A Beaumont employee, had to abstain from vote as remaining Executive Board member.

For WDDDA: motion to approve by Director Jeff Lynch, and seconded by Mohammed Hider.

All ayes. No nays. Motion passed.



JOINT DDDA EXECUTIVE COMMITTEE MEETING MINUTES



January 10, 2022

9 a.m.

Attendees: Sam Abbas, Moe Hider, Hassan Sheikh, Eric Woody, Matthew Dietz, Jeff Lynch (joined 10:14am), Steve Deisler, Cathleen Francois, Helen Lambrix and Janet Bloom.

1. JOINT BOARD MEETING AGENDA ITEMS

- a. Cobalt Community Market Data - (Steve) - cell phone data to create reports for economic development. \$2700, split between East and West. Company will provide two reports: late 2021 and the another in 2022. Presentation will be provided once data ready and prepared. Project will be early 2nd quarter. Steve will send examples of what data and reports look like.
- b. DRW Radio Advertising Plan - (Helen) -
RADIO: 1) iHeart Radio - 3/9-3/27; :15 and :30 sec spot rotation \$4000; 2) Audacy - 3/9-3/27; :15 and :30 sec spot rotation \$4000; 3) WDET-WDIV - 3/9-3/27 digital ad campaign \$3500. An option is Click on Detroit Event Calendar - \$20/day.
SOCIAL: Social Media \$7500, event ad boost, FB page boost, restaurant and specific posts boosted.
PRINT: Times Herald 2, 3x5 ads w/o 3/7 and 3/14 \$300; Metro Times 2 ¼ pg w/o 3/7 and 3/14 \$700.
Sam asked about doing billboards. Eric said Beaumont's experience is they are costly and not as effective as other methods.
- c. Executive Committee Nominations & Election of Officers - (Janet) - EDDDA: Eric Woody for Chairman, Matthew Dietz for Vice Chairman, and ask for nominations on the floor for Secretary-Treasurer. WDDDA: Sam and Moe staying in current positions and Jackie Lovejoy will move into Secretary-Treasurer position and Jeff will move to regular director position.
- d. MDA Spring Workshop/Advocacy Day - (Steve) - will be in person in Lansing and Grand Ledge and can also attend virtually. Price is same either way. Brochure will be included in packet. Focus is Downtowns in the Future - trends, Main St. Program, and future of retail. Can offer 2 board members per district.
- e. Jazz on the Ave 2022 – Zonjic Contract - (Cathleen) - Contract total is \$45,000 with Hi-Falutin' with Alexander Zonjic, which includes 50% deposit of \$22,500. Six weeks of performances. It would then turn into DDDA led Harmonize Dearborn evening concerts for another 6 weeks. Package includes radio, TV, flyers, email blast, roof and towers for stage. We provide stage and power. We also will supply marketing content.
- f. Social Media Advertising Plan 2022 - (Helen) - Requesting \$15,000 for 2022 calendar year events. \$7500 for East and \$7500 West.

2. WDDDA ONLY ITEM



- a. none
- 3. EDDDA
 - b. Open Door Dearborn Fund Reallocation - (Steve) - Total grants spent \$35,00 in East and \$30,000 in West for 2021. Expect 8 more grant applicants in queue. Request is to move additional funds from H@BE line item and add to grant program.
- 4. NEW BUSINESS/DISCUSSION
 - a. SmithGroup Services via POW! Strategies for 2022 – drafting plan for approval in February; includes Schaefer redo.
- 5. OLD BUSINESS FOR AGENDA
 - a. Office Lease/Move Completed - working on Comcast hookup/TV and white board/bulletin board installs
 - b. Event Goals Policy & Participation Fee Policy – will present 2021 Year-End Results/Comparisons at Board meeting. Goals/Policy to be brought in February.
 - c. Board of Director Vacancies/Recruitment - three open on East; two open on West
 - d. Snow Removal - need to do addendum and also still working with Premium on FYE21 payment.
 - e. By-Laws – Corporate Counsel editing final draft for February
- 6. CALL TO EXEC COMMITTEE

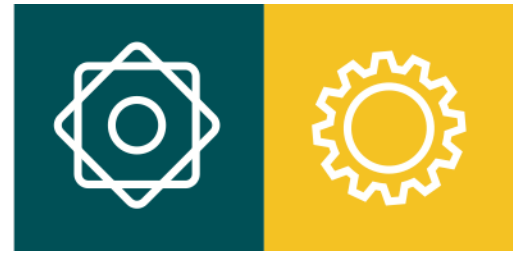
Sam requested a report of past and projected sponsor dollars to see what percentage they covered for event expenses.

FEBRUARY ITEMS SLATED

- By-Laws
- Board Member Job Description
- Event Goals/Participation Fee Policy
- SmithGroup Services 2022 via POW! Strategies



DOWNTOWN DEARBORN STEERING COMMITTEE MINUTES



January 12, 2021

9 a.m.

Attendees: Mike Kirk, Jeff Lynch, Hassan Sheikh, Eric Woody, Steve Deisler, and Janet Bloom.

Agenda

A. Steering Committee Membership

Janet will reach out to those who we haven't seen in meetings for awhile. Jeff offered to introduce new Chairman of Fordland to Steering Committee, Dearborn Business Leaders.

It was suggested to add 1-2 small businesses from East. Hamzah Nasser is new EDDDA board member but may be interested in joining. Yousaf Beydoun was suggested. Jeff presented Real Estate One in Wagner and Curran and Obleski as two office who would be good to include and provide a pulse on local activity. Curran and Obleski has over 200 agents. Jeff to provide contact information.

Other thoughts to approach:

Good Burger, Royal Furniture, Greenland Market (Hassan to provide information), Western Wayne Health CEO, Diane with AANM, Nasser Beydoun with District 12, Wayne County ECD representatives such as Nasser Kaid, or from Debbie Dingell's office. ACCESS/Dearborn Educational Foundation/other area chambers: Yemeni Chamber/Arab-American Chamber/LAHC.

B. Sponsorship 2022

Reviewed current list of sponsors and reaffirmed those members have offered to reach out to. Janet will need to confirm with those absent from today's meeting.

Nicole Hefty is the new grants person in new Mayor administration. Hassan will connect our team with her.



Mission:

Collaborating to create a vibrant Downtown Dearborn experience for all.

EDDDA				WDDDA			
NEW DEVELOPMENT PROJECTS 2020	TENANT / USE	Private Investment	Public Investment	NEW DEVELOPMENT PROJECTS 2020	TENANT / USE	Private Investment	Public Investment
Dearborn Town Center	DDDA New Office / Office / Retail / Pop Up	?	?	Mason at WVD - New Apartment/Condo	Mixed use / Residential	\$10,000,000	\$10,000
				Qahwah House	Restaurant		
Royal Furniture	Retail	\$84,000	\$7,500	OSP - NE corner Military and Michigan (former Oakwood Muirhead)	Mixed Use		
T-Mobile	Retail	\$30,000	\$10,000				
TOTAL		\$114,000	\$17,500	TOTAL		\$10,000,000	\$10,000
OPPORTUNITIES				OPPORTUNITIES			
13226 Michigan (Vacant Lot) sale price \$27,000	Pocket Park / Infill Mixed use	sold Dec. 2021		City Land - Proposed Farmers Market site (adjacent to Wagner Deck)	Infill - Mixed Use		
5050 Lot Development	Mixed Use			Infill - Vacant lot next to Former Better Health	Infill - Mixed use / Residential		
Neckel Lot Development	Mixed Use			City Land - Between Decks	Infill - Mixed Use		
				City Land Listed with CBRE - NE corner Howard/Michigan	Mixed use / retail	City reviewing proposals	
Schaefer Greenspace Development (adjacent to Dearborn Town Center)	Mixed Use			Private Land -SE corner Military and Michigan	Infill - Mixed Use		
Former Comerica/Manufacturers Bank	Restaurant/Retail / Office			Nigosian Rug Company - for sale	Redevelopment - Mixed Use		
Former Citizens Bank - Remax	Restaurant/Retail / Office	recently sold to Remax Team					
EDDDA Facade Study Block Businesses	Retain Businesses / residential upper		\$5,000				
13136 Michigan Ave. (former Pizza Hut)	Redevelopment or Restaurant/Retail / Office						
13850 Michigan at Horgert - Listed Remax	Retail / Office/Residential	Sold ?					
Vacant Lot - next to Peacock Cuisine	Infill Mixed Use						
TOTAL			\$5,000	TOTAL			
NEW BUSINESSES/ COMING SOON				NEW BUSINESSES/ COMING SOON			
	2021				2021		
Haraz Coffee	Restaurant	\$120,000	\$7,500	Jolly Pumpkin Reopened	Restaurant		
Modern Hijabi	Retail	\$33,000	\$10,000	Better Health	Retail	\$400,000	\$10,000
Juee Cafe	Restaurant	\$100,000	\$10,000	Great Commoner	Restaurant	\$750,000	
Pine Coast	Restaurant	\$300,000		Black Box	Restaurant	\$125,000	\$7,500
Image Works - Chris Bennett	Service/Art	\$6,000	\$5,000	OSP (upper floor former Muirhead Building)	Office	\$800,000	
G Sales & Tobacco	Retail			Real Estate 1000, Baileys Remodel Underway	Mixed use / Residential	\$900,000	\$10,000
Western Wayne Family Health Center	Medical/Office			Real Estate One Vibe Salon	Office Service		
Mocaccino Cafe (next to Top Dog)	Restaurant	\$20,000		District 12	Restaurant	\$150,000	\$10,000
14241 Michigan - New Business	Professional Photo studio new owner						
Rainbow Shops - 4910 Schaefer	Retail	\$2,000,000					
K&W Real Estate	Facade/ Interior renovation	\$250,000	\$10,000	Le Cigar	Restaurant / Bar / retail /condo	\$1,500,000	\$10,000
Alpha CDL Training School - above Designer Suit Outlet	Professional Service			Dave's Hot Chicken	Restaurant		
TOTAL		\$2,829,000	\$42,500	22022 Michigan Ave. - Cosmos Salon	Professional Service		
				TOTAL		\$14,625,000	\$57,500
NEW BUSINESSES/ COMING SOON				NEW BUSINESSES/ COMING SOON			
	2022				2022		
13245 Michigan	Balquees - new Restaurant	\$200,000		New Steakhouse (Mason St.)	Restaurant		
13355 Michigan- Issam Ahmad	Facade renovation - (\$100,000					
13736 Michigan - former Peacock Cuisine	Restaurant /residential	new owner Dec. 2021					
TOTAL		\$300,000		TOTAL			

Joint DDDA Event Report January 2022

Winter Events *Pre-Summary

The Shop Small Kick-off and Shop Small Week - November 27 - December 5, 2021

The Shop Small Kick-off event was held at Kidcadia, an in-kind donation of the venue, valued at \$3,500.00 for the day. Blick Art Materials was there to create Make and Take Holiday Cards and children received goodie bags and photos with Santa. Victor Ghannon and Anissa Lea were entertainment upstairs, while SMART offered a Flex Vehicle for the Toys For Tots promotion - the toys were added to the Police Chief's annual drive at the end of the day.

DDA Ambassadors were there all day to answer questions about Shop Small, the organization, and give out swag. Several families and individuals were delighted by the reindeer and Jimmy John's Field-House Ball Pens were stationed at City Hall Park to draw crowds.

Approximate participation - 450

***Total Budget: 7,500.00**

Total Budget Actuals Spent: 6,314.90 (-\$1,185.10 under)

****General Fund: 12,825.00** (this amount is reflected in another budget, not the specific event)

Total Actual Spent: 19,139.90

Total Sponsorship: (6,050.00 split with Shop Small Week) 3,025.00

Total In-Kind Value: 4,500.00

Total Cash Revenue: 3025.00

Total Revenue Value: 7,525.00

Percentage covered for Event Budget: 100%

Shop Small Week ran 9 days and QR codes were utilized with over 200 check-ins. 32

Downtown businesses participated and provided prizes for 32 individuals who were chosen randomly to receive prizes.

Approximate participation/attendance - 3,000

***Total Budget: 15,500.00**

****General Fund:** (this amount is reflected in another budget, not the specific event)

Total Actual Spent: 12,022.19

Total Fees? Sponsorships: 700.00 Fees/6050.00 split with Shop Small Week

Total Revenue: 3,375.00

Percentage covered for Event Budget: 35.6%

WinterFest Market - December 11, 2021

The WinterFest Market was a full on-hit with "Breakfast With Santa" produced in collaboration with Modern Greek Restaurant, pictures with Santa at the back of the tent, his reindeer and Jimmy John's Ball Pen on the grass at Wagner Park. The tent was filled with 30 vendors, a full day of music from sponsors Suzi Marsh and Ping Spells, aka The Funtastics. Crowds were heavy and the line was long for Santa - everyone was cheerful and excited. However, the high winds became a huge safety issue, moving the concrete and sandbag weights and the walls of the tent to the point where the event had to be called off early. The event was entirely wrapped up by 1:30 and the tent walls came down to avoid any further shifts in the tent itself.

Approximate attendance - 1,000

***Total Budget: 38,000.00**

General Fund: 13,700.00 (this amount is reflected in another budget, not the specific event)

Total Actual Spent: 2,9169.99

Total Participation Fees/Sponsorships: 1,380.00/6050.00 7,430.00

Total In-Kind Value: 1,900.00

Total Cash Revenue: 9,930.00

Percentage covered: 29.4%

Upcoming Event

Dearborn Restaurant Week - March 18-27, 2022

Current ongoing outreach has brought about the first 10 restaurants within and out of our district. Ongoing outreach strategy is being engaged for all restaurants in the district, as well as all Dearborn Restaurants.

The Sponsor and Restaurant packets are in your supplementals. We humbly ask the Boards assistance in the following ways:

Outreach to your favorite restaurants and businesses to consider their participation.

Any and all communication and questions can be sent to: cfrancois@downtowndearborn.org or call Cathleen Francois, Event Manager directly @ 248-818-4252

*** Final budget totals are still being resolved; awaiting final invoices**

*** *General Fund totals include** - social media boosting, general photography, insurance, and graphic design actuals. These items are included in a separate budget but still reflects within the percentages given in the specific event budget totals.



DEARBORN

WEST DEARBORN RESTAURANT WEEK 2022



Your New Home For Alternative In Detroit



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
ALT	ADULTS 30-54	311,100	XXX	152,865	33,220

CURATED CONTENT

- Today's top hits in alternative music.

ENGAGED AUDIENCE

- All live and local talent, reaching many generations with a **hyper-focus on millennials (P25-39)** Alternative radio delivers three generations of listeners: **Gen Z, Millennials, and Gen X.**
- Alternative Rock listeners are in the “Age of Acquisition and Upgrades.”

INFLUENTIAL VOICES



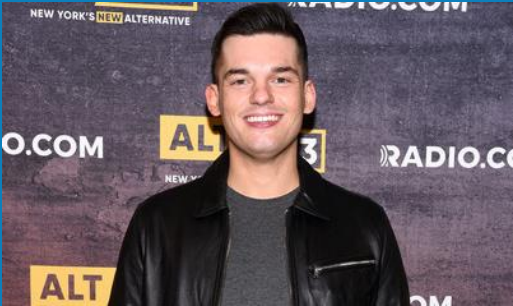
CANE COREY & RILEY
WEEKDAYS 6AM–10AM



BRADY
WEEKDAYS 10AM–3PM



THE CHURCH OF LAZLO AND JULIA
WEEKDAYS 3PM–7PM



KEVAN
WEEKDAYS 7PM–12AM

Detroit's Best Country



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
COUNTRY	ADULTS 25-54	477,700	9510	116,245	38,085

CURATED CONTENT

- **Country Format Leader in Detroit**
- **Detroit's iconic country station** with 26 years in the format, named **2020 ACM Major Market Station of the Year Nominee**.
- **All live and local** on-air personalities, including, 2019 ACM "On-Air Personality in a Major Market" nominee Rachael & Grunwald in the morning and The Rob and Holly Show.
- **Host of some of Detroit's largest and best events**, such as the Hoedown and Ten Man Jam. 57% of listeners attended paid music concerts, professional sporting events, or visited a theme park in Detroit in the past year³

ENGAGED AUDIENCE

- Delivers Adults 25-54 (60%)³
- **Active in the community** and proud of unique bond with loyal fans.

INFLUENTIAL VOICES



JOSH, RACHAEL & GRUNWALD IN THE MORNING
WEEKDAYS 6AM–10AM




KATIE & COMPANY
WEEKDAYS 10AM–3PM



COOP & SARAH
WEEKDAYS 3PM–7PM



ROB STONE & HOLLY HUTTON
WEEKDAYS 7PM–12AM

 Source: ¹Nielsen Audio; M-Su 6a-12m SU21 P12+ Weekly Cume Persons; ²Triton, September 2021, CUME; ³Nielsen Scarborough, Market/Release: Detroit, MI 2021 Release 1 Total (Jan 2020 - Jan 2021), Base: Total Adults 18+ Projected: 3,841,535 Respondents: 2,930; Social followers and station database (Nov20)

STRATEGY

West Dearborn DDA Objectives:

- Bring new consumers into Dearborn to experience restaurant week and to always THINK Dearborn.
- Help current residents of Dearborn feel proud of their city.

Audacy radio campaign to run 3/7/22-3/27/22 and we have provided two campaign options.

- \$4,000 aggressive radio schedule on Detroit's ALT 98.7 WDZH and 99.5 WYCD Country.
- \$5,500 aggressive radio schedule on Detroit's ALT 98.7 WDZH and 99.5 WYCD Country. In addition, WEEK OF you will receive LIVE exposure on both of our spoken word stations 97.1 The Ticket and WWJ Newsradio 950 via a TWIN sponsorship (Traffic/Weather :15 + Billboard).

Exposure on four stations promoting restaurant week!



Option A: Recorded

WYCD Schedule:

Daypart	Spot Total	Rate	Length	Weeks
M-F 5a-8p	5x	\$150	:30 sec	3/14 & 3/21
M-F 5a-8p	5x	\$80	:15 sec	3/14 & 3/21
M-Su 5a-5a	10x	\$5	:30 sec	3/14 & 3/21
Sa-Su 5a-5a	5x	\$5	:30 Sec	3/7/22

WDZH Schedule:

Daypart	Spot Total	Rate	Length	Weeks
M-F 5a-8p	5x	\$55	:30 sec	3/7, 3/14 & 3/21
M-F 5a-8p	5x	\$40	:15 sec	3/7, 3/14 & 3/21
M-Su 5a-5a	10x	\$5	:30 sec	3/7, 3/14 & 3/21

Option A -Total Investment: \$4,000
Total Commercials to run: 105x
Total Campaign Reach: 181,400

Accepted on behalf of West Dearborn

Date



DEARBORN RESTAURANT WEEK 2022





Traffic Weather Information Network

Audacy Detroit Traffic, Weather and Information Network (TWIN) reaches our captive, engaged audience with tune in messaging that is targeted, live and relevant.

Why Advertise with TWIN?

Extend reach among a targeted audience

In-content messaging that stands alone, away from commercial breaks (opening billboard + :15 second commercial)

Highly-rated stations in top markets

Brand messaging integrated into relevant on-air content

Engage with listeners through an implied endorsement by leading on-air personalities

Measure performance with Entercom Analytics

Custom Products



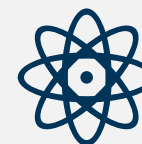
Sonic Branding
We can embed your sonic message or jingle into sponsorship



Trigger Campaigns
based on a seasonal occurrence (storms, allergy, heat, etc.)



Naming Rights
Own rights to some of our most valuable on-air real estate



Market Take Overs
Own all sponsorships on all stations

How It Works

Configuration	1	2	3
A	Live Opening Billboard	Content	:15 Live Commercial
B	Content	Billboard	:15 Second Commercial



Option B – TWIN included

Station	Daypart	Spot Total	Rate	Length	Weeks
WDZH	M-F 5a-8p	5x	\$55	:30 sec	3/7, 3/14 & 3/21
WDZH	M-F 5a-8p	5x	\$40	:15 sec	3/7, 3/14 & 3/21
WDZH	M-Su 5a-5a	10x	\$5	:30 sec	3/7, 3/14 & 3/21
WWJ	M-F 5a-8p	10x	\$100	:15 TWIN Sponsor	3/21
WXYT-FM	M-F 5a-8p	2x	250	:15 TWIN Sponsor	3/21
WYCD	Sa-Su 5a-5a	5x	\$5	:30 sec	3/7
WYCD	M-F 5a-8p	5x	\$150	:30 sec	3/14,3/21
WYCD	M-F 5a-8p	5x	\$80	:15 sec	3/14,3/21
WYCD	M-Su 5a-5a	10x	\$5	:30 sec	3/14,3/21

Option B -Total Investment: \$5,500

Total Commercials to run: 117x

Total Campaign Reach: 467,500

Accepted on behalf of West Dearborn

Date



Detroit's ONLY Local Sports Talk Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	ADULTS 25-54	355,600	437,671	304,022	7,962

CURATED CONTENT

- **Detroit's sports leader** reaching the most amount of sports radio listeners in Detroit each week¹.
- Flagship station for the **Detroit Tigers, Detroit Red Wings and Detroit Pistons**. Nearly **811,000** residents (1 in 4) in the Detroit metro listened to the Detroit Tigers, the Detroit Red Wings, or the Detroit Pistons on the radio in the past year²!
- **Home to some of the top on-air sports personalities in the country**, including Mike Valenti, Karsch & Anderson and Heather & Stoney.
- **Strategic Programming Partnership With Twitch**, the world's leading live, interactive streaming service for gaming, sports, entertainment, music, and more, which will bring live video simulcasts of market-leading sports talk programs to Twitch and its 17.5 million daily users

ENGAGED AUDIENCE

- Reaches **600,000 engaged listeners** each week, who represent **over \$200M in weekly spending power**⁴.
- **Opening Day Block Party draws over 100K people** annually.

INFLUENTIAL VOICES



STONEY, JON & HEATHER
WEEKDAYS 6AM-10AM




KARSCH AND ANDERSON
WEEKDAYS 10AM-2PM



THE VALENTI SHOW
WEEKDAYS 2PM-6PM



WOJO & RIGER
WEEKDAYS 6PM-8PM

 Sources: 1. Nielsen Audio; M-Su 6a-12m DEC20 P12+ Cume. 2. Nielsen Scarborough, M-Su 6a-12m, R1 2020, P18+, Target Persons. 3. Tapscan Retail Spending Power P18+ DEC20 M-Su 6a-12, Social followers and station database (DEC20).

Detroit's ONLY 100% News Station



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
NEWS	ADULTS 35-64	400,700	56,413	72,340	57,136

CURATED CONTENT

- **Detroit's exclusive All-News radio station** featuring 24/7 news coverage with traffic, weather, sports and business reports.
- **Provide PSA's on behalf of dozens of local organizations** also supported through events such as Winter Survival Radiothon for THAW.
- **Honored with the national Crystal Award for Community Service 2x.**

ENGAGED AUDIENCE

- Unlike many news stations, our audience **delivers both men and women** with a 56%/44% ratio¹.
- We are the **preferred station for almost 60%** of our audience¹ which means they are loyal.
- We are a **Top 5 station for P35-64**⁴.
- Our audience is **mature with disposable income** (29% have HHI of \$100K+), **few family responsibilities** (72% have no kids under 18) and 83% are home-owners¹.

INFLUENTIAL VOICES




ROBERTA JASINA
WEEKDAYS 5AM–10AM



BROOKE ALLEN
WEEKDAYS 10AM–2PM



JACKIE PAIGE & JASON SCOTT
WEEKDAYS 2PM–7PM

 Sources: 1. Nielsen Audio; M-Su 6a-12m DEC20 P12+ Cume. 2. Nielsen Audio; M-Su 6a-12m DEC20 P12+, Retail Spending Power report 3. Nielsen Audio; M-Su 6a-12m WI/SP/August20 AQH Rating. 4. Scarborough Detroit 2020 Release 2 Total (DEC2020) Metro. Listening Quintiles 1&2. Social followers and station database (Nov2020).



A Special Digital Campaign
to promote



DEARBORN RESTAURANT WEEK

March 2022

Peggy Collias / 586-945-5246 / peggycollias@wdiv.com
January 13, 2022

A True Partnership with WDIV-TV Local 4!



We thank you for the opportunity to present our information and to partner with you again! We're excited to help Downtown Dearborn promote RESTAURANT WEEK 2022.

The dates of Restaurant Week are March 18-27, though we will promote this digitally 3/9-3/27 and we'll help drive people to visit Dearborn and experience a culinary tour of Dearborn's finest restaurants!





Your Digital Ads / Video Ads on the #1 local media website!

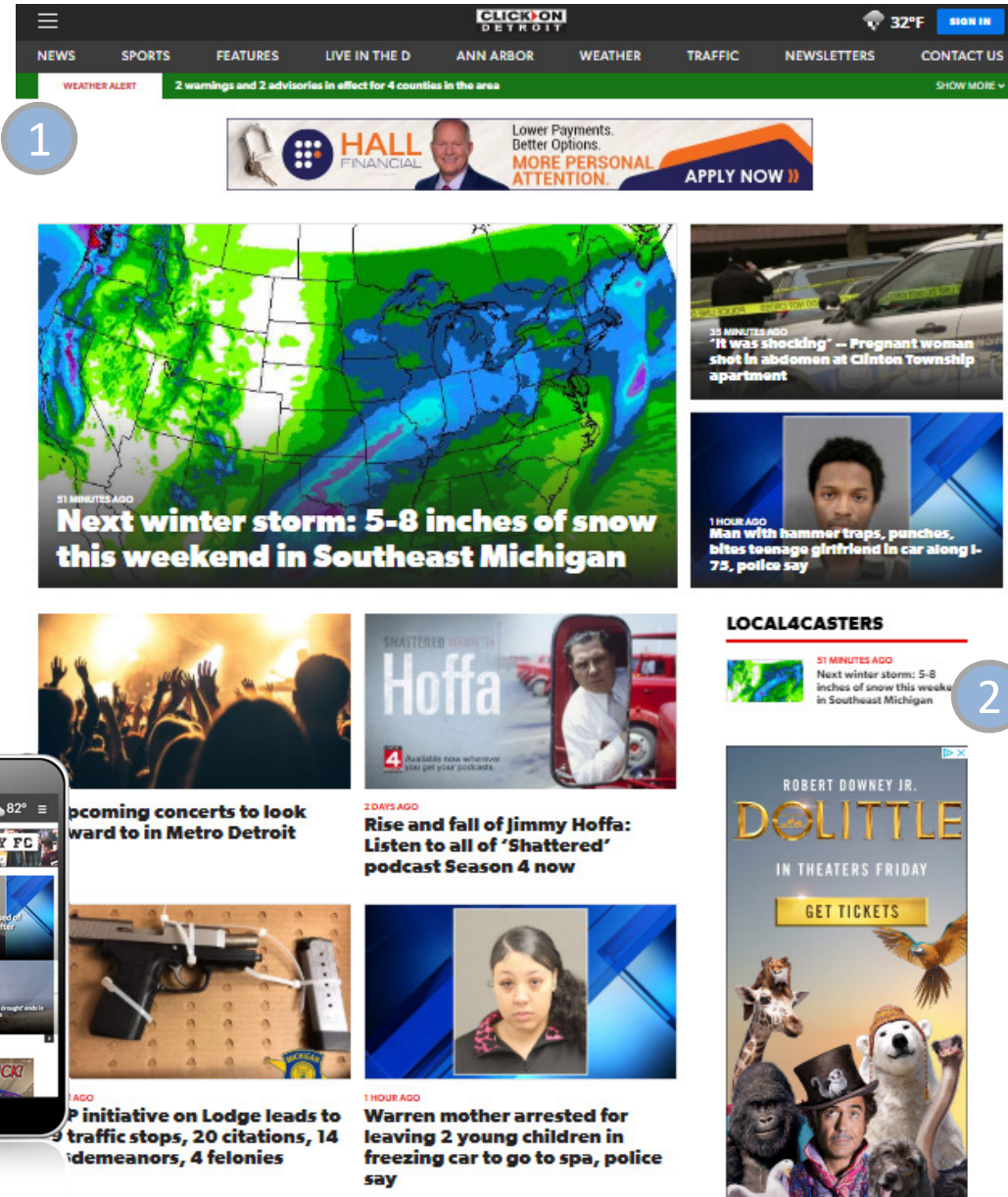
ClickOnDetroit.com - Digital Campaign



Digital Campaign On ClickOnDetroit.com

On ClickOnDetroit, your business will receive desktop and mobile ad impressions running throughout the pages of ClickOnDetroit.com via the following:

- 1 Leaderboard Ads
- 2 Medium Rectangle Ads
- 3 Mobile Ads



Can geotarget ads

ClickOnDetroit – Complete Home Page Takeover

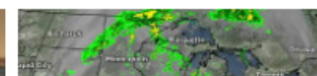
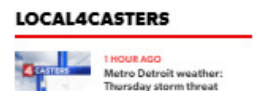
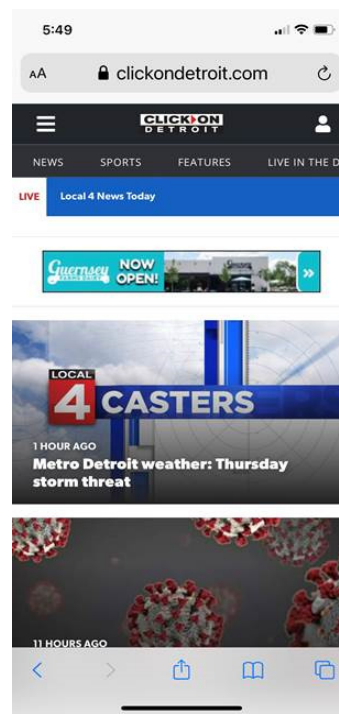
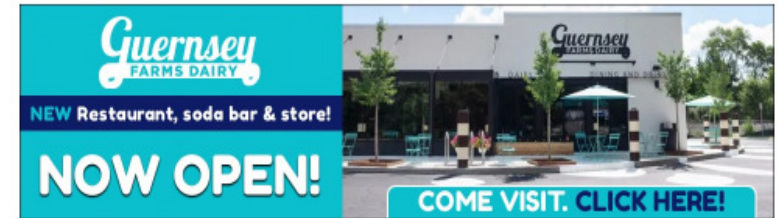
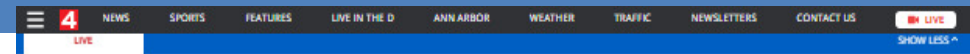


Complete Home Page Takeover
On ClickOnDetroit.com

FIXED Ads on the Home Page for a
24-Hour Period! (Date TBD)

Make a splash ad reach a great
deal of users over the course of
an entire day. *(Perfect for new
product announcement, big event,
anniversary, grand opening, etc.)*

Ad sizes:
970x250, 728x90, 300x250,
and 320x50





Mid-Roll Video On ClickOnDetroit.com

Your :30 second video will run during our Local 4 News Broadcast which is livestreamed on ClickOnDetroit.com

Many consumers watch our News programming on their Smart Phone, tablet or on desktop.

Your :30 second commercials will air during the following Local 4 Newscasts on ClickOnDetroit.com:

5am
Live In The D
News at 4
6pm News
Weekend News

6am
Noon News
5pm News
11pm Late News

The image shows a screenshot of the ClickOnDetroit.com website and a live broadcast. The website header includes navigation links for NEWS, SPORTS, FEATURES, LIVE IN THE D, ALL ABOUT ANN ARBOR, WEATHER, TRAFFIC, CONTACT US, and LIVE. The main content area features a "NEWS" section with a "Sign up for our Newsletters" form and a "FastCash" lottery advertisement. Below the lottery ad is a news story titled "Ten years after a heart transplant..." with a photo of a man. The "LATEST NEWS" section shows two more stories. To the right of the website is a large banner for "Watch Local 4 News Live" with the text "Live on ClickOnDetroit". Below the banner is a live video feed of the Local 4 News broadcast, showing two anchors at a desk. The video feed includes a "4" logo and a timestamp of 6:17 with a temperature of 32°.

Total Campaign Summary and Investment



March 9-27 Digital Promotion

OPTION 1

- Complete Home Page Takeover - March 18 (\$2,500)
- 200,000 Display Impressions

OPTION 2

- 700,000 Display Impressions (\$3,500)

OPTION 3

- Display Ads - 500,000 ad impressions (\$2,500)
- Mid-Roll Video - 75,000 ad impressions (\$1,500)
 - *(Your :30 message during Livestream of WDIV News on ClickOnDetroit)*

Total Monthly Net Investment: \$3,500



DEARBORN RESTAURANT WEEK



THANK YOU!

***Rates are subject
to change***

***Created Especially for
Helen Lambrix***

Downtown Dearborn

9:47 AM January 13, 2022

**Please Contact Kiki Loparnos
Account Executive
(Phone)727-310-2596
kikiloparnos@iheartmedia.com**

Schedule Summary

Flight Date: 03/09/22 - 03/27/22

Header #: 22939337

Target Demo: Adults 18+

Multi-Market Summary					
Market	Total Spots	Total Cost	Reach	Freq	GIMP
Detroit	55	\$4,020	660,736	2.6	1,691,200
Schedule Total	55	\$4,020	660,736	2.6	1,691,200

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Inc. <http://support.gotostrata.com>

Schedule

Survey: Detroit Dec21 MSA ARB PPM

Header #: 22939337

Target Demo: Adults 18+

Daypart	Spt / Wk	Spt \$	Len	AQH	Reach	Freq	GIMP	Total Cost
WNIC-FM (Adult Contemporary, 100.3)								
W-F 6a-10a*	1	\$105	15	15,700	15,716	1.0	15,700	\$105
W-F 6a-10a*	1	\$155	30	15,700	15,716	1.0	15,700	\$155
W-F 10a-3p*	1	\$115	15	35,200	35,178	1.0	35,200	\$115
W-F 10a-3p*	1	\$170	30	35,200	35,178	1.0	35,200	\$170
W-F 3p-7p*	1	\$105	15	35,200	35,197	1.0	35,200	\$105
W-F 3p-7p*	1	\$160	30	35,200	35,197	1.0	35,200	\$160
Sa-Su 10a-7p	3	\$26	15	38,800	103,820	1.1	116,400	\$78
Sa-Su 10a-7p	3	\$44	30	38,800	103,820	1.1	116,400	\$132
W-Su 6a-12m*	3	\$0	30	24,200	69,172	1.0	72,600	\$0
03/09/22-03/13/22 (1Wk)	15	\$68		477,600	322,906	1.5	477,600	\$1,020
Sa-Su 10a-7p	3	\$26	15	38,800	180,298	1.3	232,800	\$156
Sa-Su 10a-7p	3	\$44	30	38,800	180,298	1.3	232,800	\$264
M-F 6a-10a	2	\$105	15	15,800	56,212	1.1	63,200	\$420
M-F 6a-10a	2	\$155	30	15,800	56,212	1.1	63,200	\$620
M-F 10a-3p	2	\$115	15	35,700	122,819	1.2	142,800	\$460
M-F 10a-3p	1	\$170	30	35,700	67,597	1.1	71,400	\$340
M-F 3p-7p	2	\$105	15	35,500	122,923	1.2	142,000	\$420
M-F 3p-7p	1	\$160	30	35,500	67,345	1.1	71,000	\$320
M-Su 6a-12m	4	\$0	30	24,300	170,459	1.1	194,400	\$0
03/14/22-03/27/22 (2Wks)	20	\$75		1,213,600	571,154	2.1	1,213,600	\$3,000
Total	18	\$73		1,691,200	660,736	2.6	1,691,200	\$4,020
Grand Total	18	\$73		1,691,200	660,736	2.6	1,691,200	\$4,020

Station Summary	
Station	Total Cost
WNIC-FM	\$4,020
Grand Total	\$4,020

Station Flight Summary	
Flights	Total Cost
WNIC-FM	
03/09/22-03/13/22 (1Wk)	\$1,020
03/14/22-03/27/22 (2Wks)	\$3,000
Total	\$4,020
Grand Total	\$4,020

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*These Audience estimates are derived using NuMath® based on Nielsen copyrighted and proprietary audience estimates. They are not estimates produced by Nielsen.

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Inc. <http://support.gototrata.com>

9:47 AM January 13, 2022

Please Contact Kiki Loparnos
Account Executive
(Phone) 727-310-2596
kikiloparnos@iheartmedia.com

Schedule

Survey: Detroit Dec21 MSA ARB PPM

Header #: 22939337

Target Demo: Adults 18+

The PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Multi-week cumes derived from Arbitron Cume SlideRule.

Cume inconsistencies detected in the PPM data were corrected during survey installation for: Detroit Dec21 MSA ARB PPM: WNIC-FM

Beginning with the Nielsen W106 survey, stations that simulcast 100% throughout the survey period are reported only under the call letters of the primary station of the simulcast partnership.

Format, Owner, Power and Rep information provided by third parties.

Nondiscrimination –Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

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9:47 AM January 13, 2022

Please Contact Kiki Loparnos
Account Executive
(Phone) 727-310-2596
kikiloparnos@iheartmedia.com



WDET PROMOTIONAL PROPOSAL

Prepared for

Helen Lambrix

Downtown Dearborn

Prepared by:
Lisa Brancato
Senior Sales Strategist & Event Manager
lbrancato@wdet.org 313-577-0491
October 18, 2021



How can WDET move the needle for your business?

WDET is most effective at reaching an **engaged** and **committed audience**, someone who appreciates **rational, inclusive and in-depth** reporting. We cover the gamut, from world news to neighborhood news, through NPR affiliated programs and the locally produced **Detroit Today** show.

As everyone was ordered to #stay home, stay safe, WDET ramped up our efforts to **provide essential information, thoughtful conversations as well as a mix of music that provided a dose of relief** from the heavy news. We did not stop! Our coverage from the time the coronavirus pandemic started to now, has been providing metro Detroiters with more news, information and access to experts; we are offering helpful and innovative resources for parents and families; and our award-winning journalists are telling stories that reflect and capture the emotion of the community.

Our listeners have **discerning tastes**; they make thoughtful choices, about everything from entertainment options to hospitals, banking, and furnishings, to IT services and schools. Musically, our locally produced weekend programs reflect a range of genres with a special emphasis on local acts that likely do not get radio play elsewhere on the dial – **50 hours** of handpicked music relevant to our community

By our non-commercial nature, we do not bombard listeners with messages. Each **break features no more than one minute of underwriting** messages. Our listeners respond to underwriting messages with action – they support those who support us.

WDET reaches an audience that is ...

- ✓ **Entrepreneurial** - our listeners are entrepreneurs, either as their profession or in spirit. They are supportive of local businesses and locally produced products.
- ✓ **Supportive of arts and cultural activities** – they support the DIA, DSO, MOT and various theatrical shows and concerts
- ✓ **Detroit – centric** – if it's happening in Detroit, we're talking about it on *Detroit Today*
- ✓ **Engaged in the community** – our listeners are active in their community. They participate in our events, such as Smart Politics, **Essential Cooking**, and attend our Eastern Market broadcasts.
- ✓ **WDET reaches an audience of Detroit supporters, "tourists" and arts & culture lovers. These attractions and organizations of all sizes, utilize WDET as an effective environment for their marketing message.**

Midtown Inc.

Palmer Park Home Tour

Historic Dearborn Home Tour

Indian Village Home Tour

Downtown Detroit Partnership

Jefferson Chalmers Business Association

WDET can create a custom underwriting package to suit your marketing needs and budget.

Packages in this proposal include...

- ✓ Paid underwriting Spot Package (small business packages begin at approximately \$3,000)
- ✓ Online exposure with banner ad on website and in E-Newsletter



WDET BY THE NUMBERS

Audience Size

227,300 average weekly listeners

Breakout

60% Male, 40% Female

<u>A18-24</u>	<u>A25-44</u>	<u>A45-54</u>	<u>A55-64</u>	<u>A65+</u>
5%	43%	14%	25%	13%

Geography

<u>Wayne County</u>	<u>Oakland County</u>	<u>Macomb County</u>	<u>Other</u>
38%	29%	20%	13%

Occupation

64% White Collar; 14% Blue Collar; 26% student, homemaker, retired

Management, business & financial operations	24%
Professional	30%
Sales & office	11%
Self Employed or Business Owner	20%

Household Income

<u>Under \$35K</u>	<u>\$35K - \$75K</u>	<u>\$75K- \$100</u>	<u>\$100K +</u>
18%	28%	12%	42%

Education

College graduate or degree	43%
Post graduate work or degree	26%
Any college	85%

Source: Scarborough July 19-June 20, Adults 18+



WDET UNDERWRITING OPPORTUNITIES PREPARED FOR

DOWNTOWN DEARBORN

Radio is most effective when there is sufficient reach and frequency. To achieve both reach and frequency requires a consistent presence over time. The following are suggested weekly on-air schedule options, based on a minimum 6-week commitment. For maximum effectiveness, run these every other week, or every week if your budget allows.

All spots are :15 seconds in length and must adhere to public radio guidelines.

Option A - :15 second pre-recorded spots in morning, afternoon drive, midday and Saturday morning block – the entire WDET audience

- | | | |
|-------------------|-----|---|
| ○ Mon-Fri 6a-10a | 3x | Morning Edition, Detroit Today |
| ○ Mon-Fri 12p-2p | 3x | Culture Shift |
| ○ Mon – Fri 4p-7p | 3x | All Things Considered, Marketplace/Marketplace Tech |
| ○ Sat 10a-4p | 1x | Wait Wait Don't Tell Me, Essential Music shows |
| ○ Mon-Sun 5a-11p | 10x | ROS Bonus Spots – Special COVID package
matching one bonus spot for every paid |

Total: 20 spots; Cost: \$980 per week

Option B - :15 second pre-recorded spots within all local programs: Detroit Today, Culture Shift and Ann Delisi & Rob Reinhart's Essential Music

- | | | |
|------------------|----|---|
| ○ Mon-Fri 9a-10a | 3x | Detroit Today |
| ○ Mon-Fri 12p-2p | 2x | Culture Shift |
| ○ Sat 11a-4p | 3x | Ann Delisi & Rob Reinhart's Essential Music |
| ○ Mon-Sun 5a-11p | 8x | ROS Bonus spots- Special COVID package-
matching one bonus spot for every paid |

Total: 16 spots; Cost: \$740 per week

Option C - :15 second pre-recorded spots within Culture Shift and Essential Music

- | | | |
|--------------------|----|---|
| ○ Sat & Sun 11a-4p | 4x | Ann Delisi & Rob Reinhart's Essential Music |
| ○ Mon-Fri 12p-2p | 3x | Culture Shift |
| ○ Mon-Sun 5a-11p | 7x | ROS Bonus spots- Special COVID package-
matching one bonus spot for every paid |

Total: 14 spots; Cost: \$550 per week



Digital Exposure – may be combined with any of the above packages

Banner ad on WDET.org and one E-Newsletter insertion

- Rotating 300 x 250 (client to provide artwork) to rotate on WDET.org
- **Discounted rate: \$200 per week**
- Inclusion in WDET's weekly E-Newsletter, sent to 14,000+ emails each week
- **Discounted rate: \$100 per insertion**

Pre-Roll on live stream on wdet.org and on mobile app

- 15 second spot plays at launch of the live stream. Total number of sessions per month: 235,991
- Discounted rate: \$200 flat rate per week

Suggested Flow

Timing	Focus	Package	# Weeks/ Total Cost
Q4 – December 2021	Holiday, shopping	Option A (\$980) + Digital (\$300)	4 = \$5,120
Q1 – March	Restaurant week	Option C (\$550)	2 = \$1,100
Q2 – Apr, May, Jun	Business recruitment	Option B (\$740) + Pre-Roll (\$200)	6 = \$5,640
Q3 – Jul, Aug, Sep	Jazz/Summer fun	Option C (\$550)	3 = \$1,650
		Total Weeks /Cost	15 = \$13,510

Next steps:

- Confirm on-air schedule dates
- Provide prepared copy or bullet points for WDET to create script; provide graphics for posting
- Provide contact /billing info to establish account with WDET
- Payment – new business clients require a minimum of one week in advance, via credit card, check or ACH
- Invoices are issued at the close of each month, and sent electronically the first week of the next month.
- MP3 of spot will be provided in advance of air; invoice will serve as receipt and proof of airing



CITY OF MINNETONKA, MINNESOTA

2021 VISITOR 360

FOUNDATIONAL REPORT

Compiled July 2021

COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research



Visitor360SM Mobile Data
Profiling



Community360SM
Annual Metrics Report



Parks and Recreation Citizen
Engagement ProgramSM



Business Engagement and
Priority AssessmentSM



Citizen Engagement and Priority
AssessmentSM



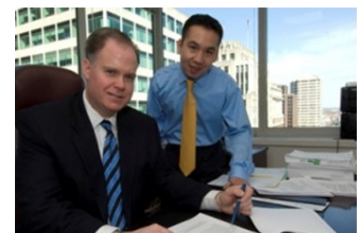
Employee Engagement
and Priority AssessmentSM



Bond/Millage Planning
Survey



Focus Groups/Citizen Work
Groups



Budget Priority Assessment

Better Science. Better Benchmarks. Better Decisions. Better Price.

PO Box 416 | Charlotte, Michigan 48813 | **877.888.0209** | www.CobaltCommunityResearch.org

COBALT COMMUNITY RESEARCH IS A 501C3 NONPROFIT COALITION CREATED TO HELP LOCAL GOVERNMENTS, SCHOOLS AND NONPROFIT ORGANIZATIONS THRIVE AS CHANGES EMERGE IN THE ECONOMIC, DEMOGRAPHIC AND SOCIAL LANDSCAPE.

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Average weekly spending overall	27
Average weekly spending by category	

The purpose of this report is to give decision makers reliable,
consistent metrics that support strategic decisions



INTRODUCTION

The City of Minnetonka is a dynamic place. The purpose of this report is to provide insights that help community leaders tell the right story about who visits the community, their characteristics, where they come from, and where they are going.

This report uses anonymous data to protect the privacy of visitors and residents, and statistical extrapolation ensures they have a sound baseline about where they stand today, comparisons to how they stood in the past, and a monitoring tool to help them measure future successes and opportunities.

This report can be a powerful tool to share with existing community partners, existing businesses, and businesses considering the community as a place to do work in the future. It will strengthen local planning, enhance marketing efforts for new and existing businesses, and be a valuable tool to see today's patterns of who you attract. It is a working document to help drive action. Jot notes in the margin. Brainstorm ways to influence your key metrics in the future.

Please let us know where we can make this report more clear. Special point of interest reports are available if you wish to drill into a specific location or time period. Examples include airports, parks, trails, boat launches, event centers, and more. Also, let us know if you wish to explore our other non-profit programs for benchmarking, engagement, or research; we are here for you. For more information on how Cobalt can help you adapt and thrive, visit the Cobalt website or reach out to us by email.

Cobalt Community Research is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably understand and engage communities through high-quality metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups. Cobalt combines big data with local insights to help organizations thrive as changes emerge in the economic, demographic and social landscape. Explore how we can help by calling 877.888.0209, or by emailing Information@CobaltCommunityResearch.org.

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

How Communities Use This Information



Marketing. Sharing this information helps local businesses and other organizations better shape their outreach efforts and offerings to the people visiting the area of study. This helps the community effectively target its outreach to attract more visitors.



Measuring Progress. How have the visitor volumes and characteristics changed as changes occur in the area being studied? For example, what has been the impact of outreach efforts, new businesses, new events, new streetscaping, global pandemics?



Benchmarking: Identify the draw of other communities, venues, or festivals that are similar or aspirational. Which demographics and psychographics are attracted by an event such as a BBQ cookoff? How many people visit specific shopping areas?



Economic Impact. How many people visit an area and how far they traveled are key variables to calculate direct, indirect, and induced impacts in dollars, taxes, and jobs. Are community investments of time and resources the best use of resources compared with other alternatives?



Due Diligence: Do events asking for resources actually deliver the number of visitors they say? Are destination businesses requesting special treatment actually meaningful destinations? Do amenities such as small airports, plazas, and parks result in people visiting more locations on a trip?

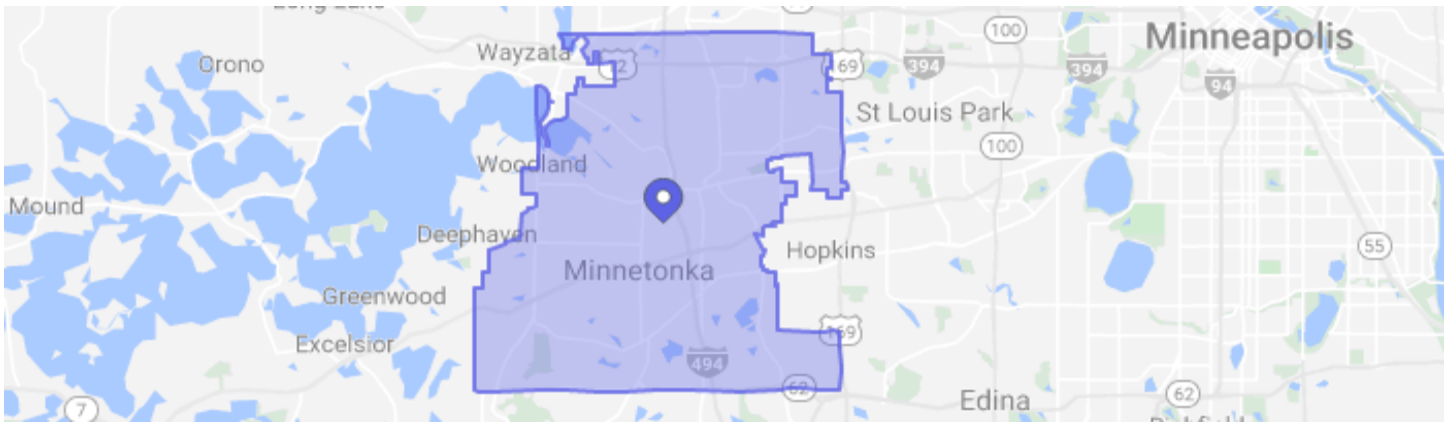


Economic Development: Provide accurate and current data on visitor volume and characteristics that are important to prospective businesses. Demonstrate the number of current and potential visitors by standardized marketing category or by demographic group. Provide information on the entire trade area.

Explore Key Populations: Communities can customize these reports to show not only visitors for specific periods in specific locations, but also employee/labor shed data and current residential data as well, long before census information is collected and updated.

PART 1:

VISITORS

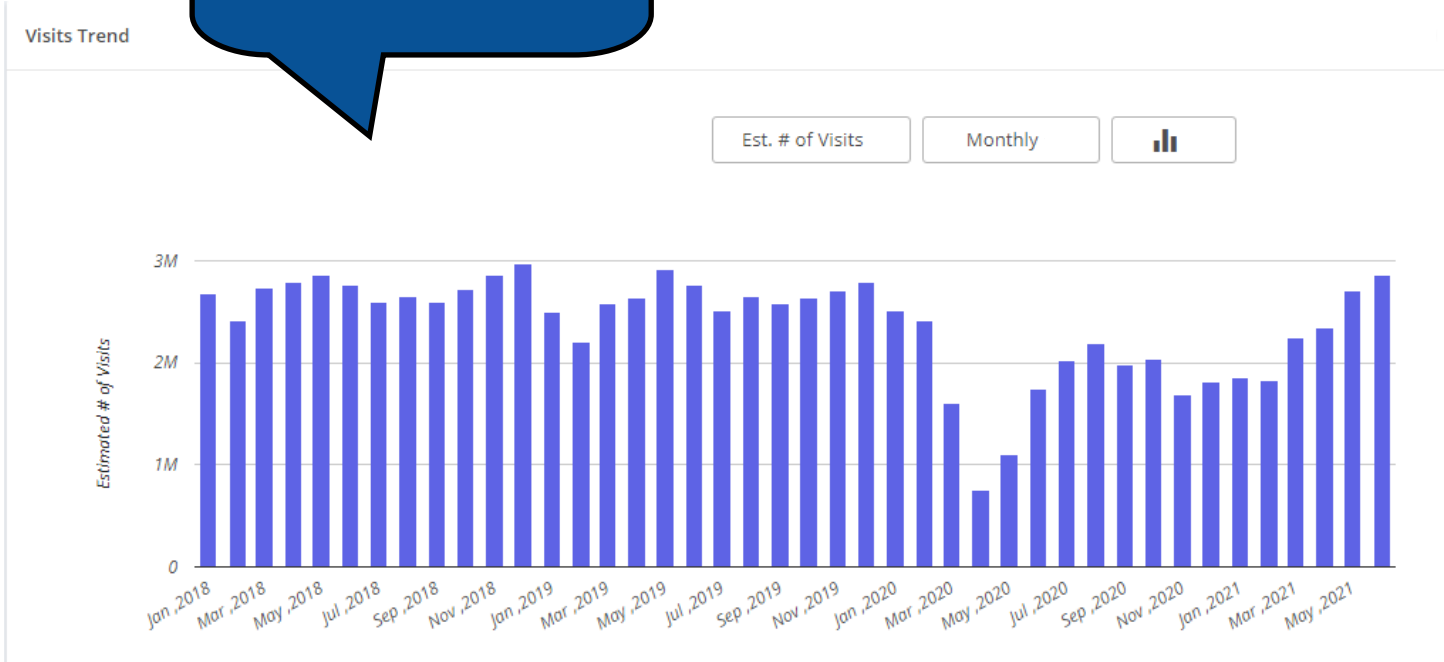


Date Range: January 1, 2018 to June 30, 2021

Visitors only. This report excludes residents and employees in the point of interest. Visitors must have remained in the point of interest for at last 7 minutes to be counted. Visitors are counted only once per day if they leave and return.

Total visits in study period: 99.78M	Unique individuals visiting: 3.96M	Average visits per individual: 25.17
--------------------------------------	------------------------------------	--------------------------------------

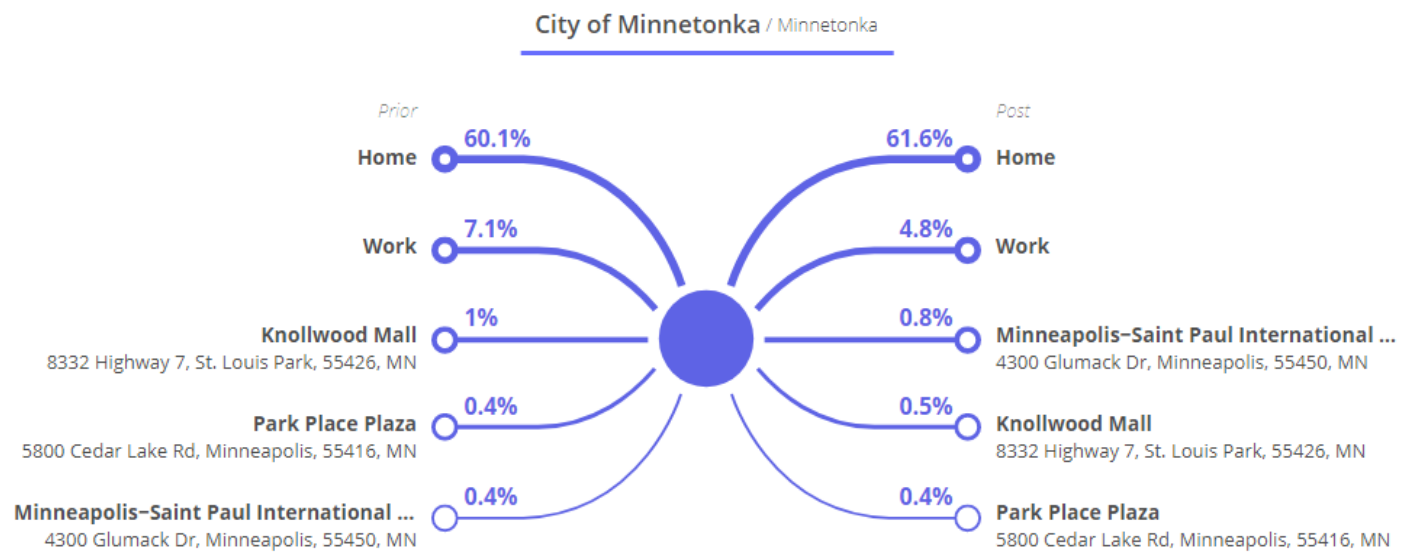
This graph shows an estimated number of visits for the location. This report does not include residents or employees



Benchmark Visitation Trends Compared to Prior Period



This graph reflects the change in aggregated foot traffic compared to the previous period. A value of 0% denotes no change from the prior period. A positive value shows an increase compared to the previous period, and a negative value shows a reduction.

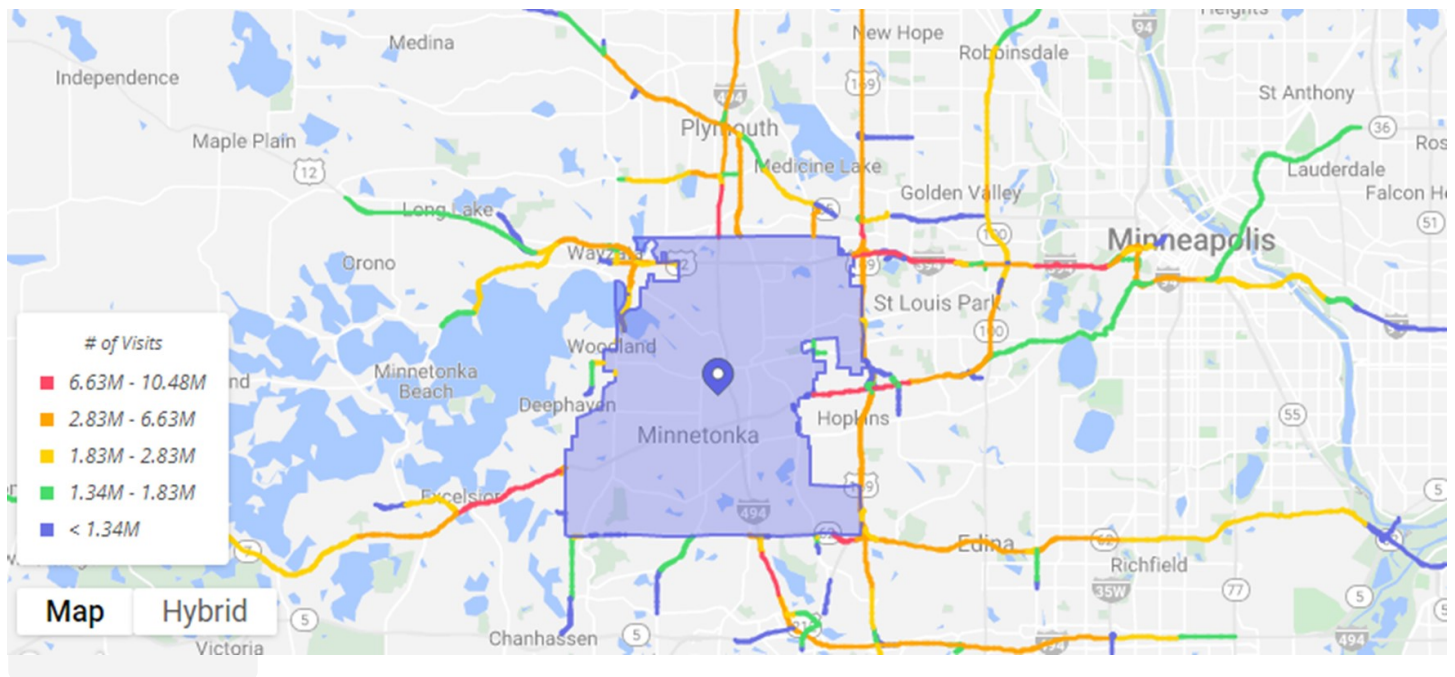
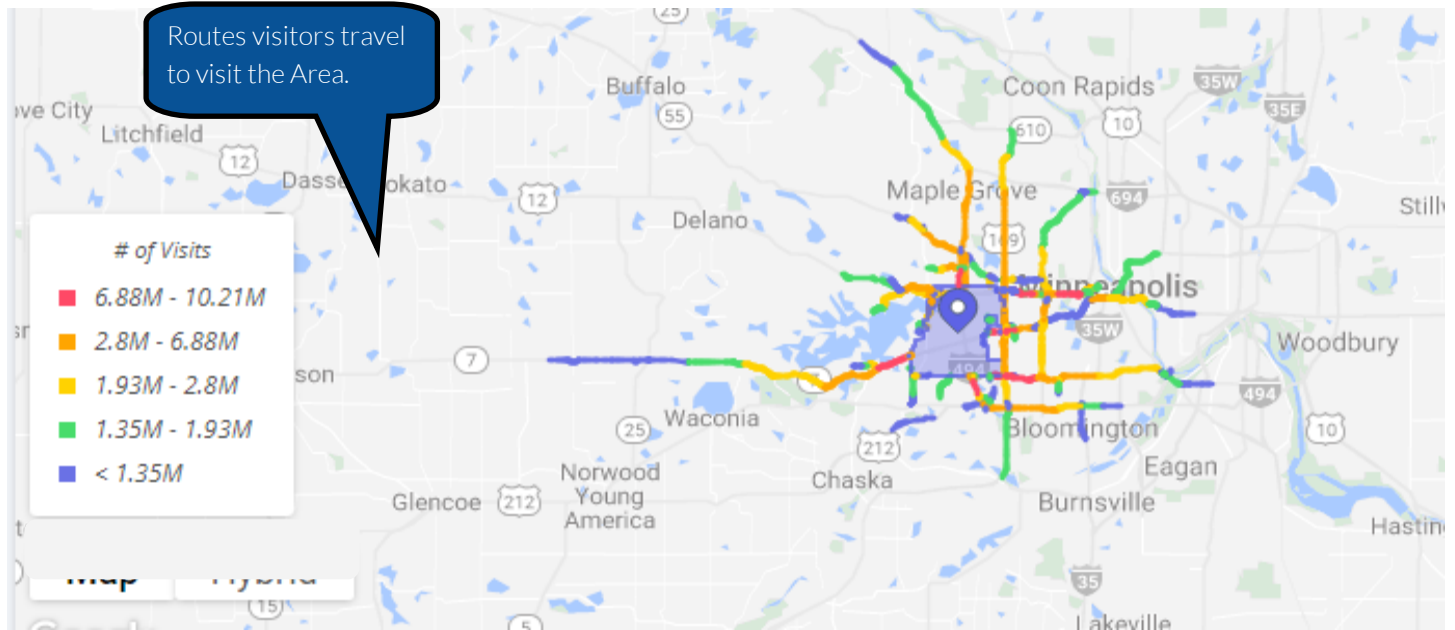


The graph above shows the percentage of visitors who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

The table below shows the top 10 locations, excluding work and home.

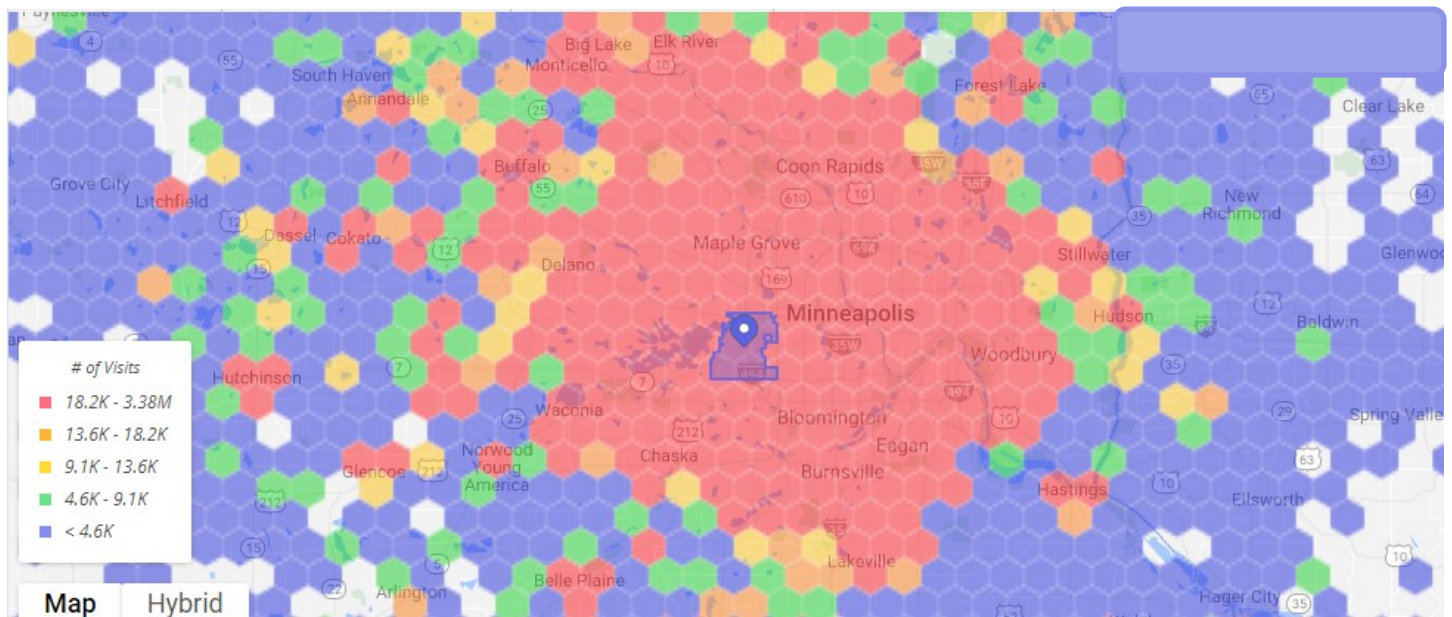
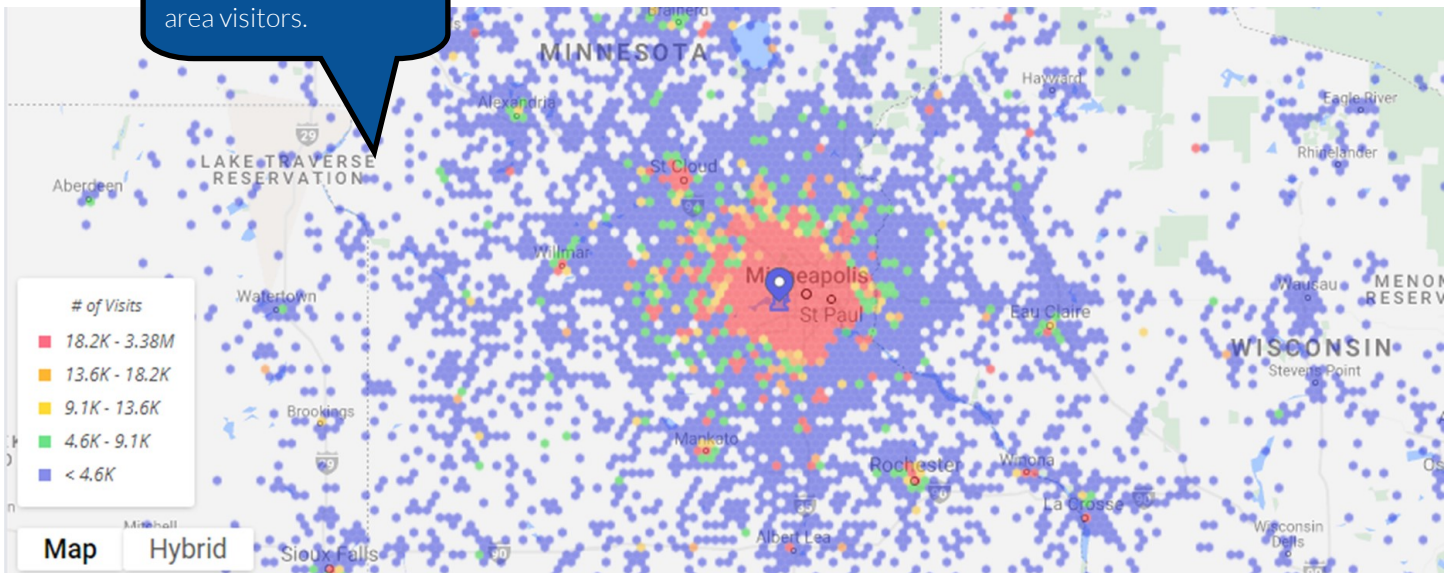
Prior			Post		
	Venue Name	Foot-Traffic		Venue Name	Foot-Traffic
1	Knollwood Mall / Highway 7	0.99%	1	Minneapolis-Saint Paul Int... / Glum...	0.8%
2	Park Place Plaza / Cedar Lake Rd	0.43%	2	Knollwood Mall / Highway 7	0.49%
3	Minneapolis-Saint Paul Int... / Glum...	0.37%	3	Park Place Plaza / Cedar Lake Rd	0.38%
4	Eden Prairie Center / Flying Cloud Dr	0.32%	4	Knollwood Village / Highway 7	0.36%
5	Menards / Wayzata Blvd	0.21%	5	Colonial Square / E Wayzata Blvd	0.32%
6	LA Fitness / State Highway 7	0.21%	6	Rockford Poi... / 4100-4190 Vinewood L...	0.32%
7	Colonial Square / E Wayzata Blvd	0.2%	7	Eden Prairie Center / Flying Cloud Dr	0.27%
8	Costco Wholesale / Technology Dr	0.2%	8	Mall of America / East Broadway	0.26%
9	Chipotle Mexican G... / Wayzata Blvd E...	0.2%	9	Menards / Wayzata Blvd	0.25%
10	Life Time Fitness / Cedar Lake Rd S	0.19%	10	Emagine Entertainm... / Shelard Park...	0.24%

The map below shows which routes visitors used to reach the point of interest.



Note: Regional heat map above shows distance visitors traveled from home location.

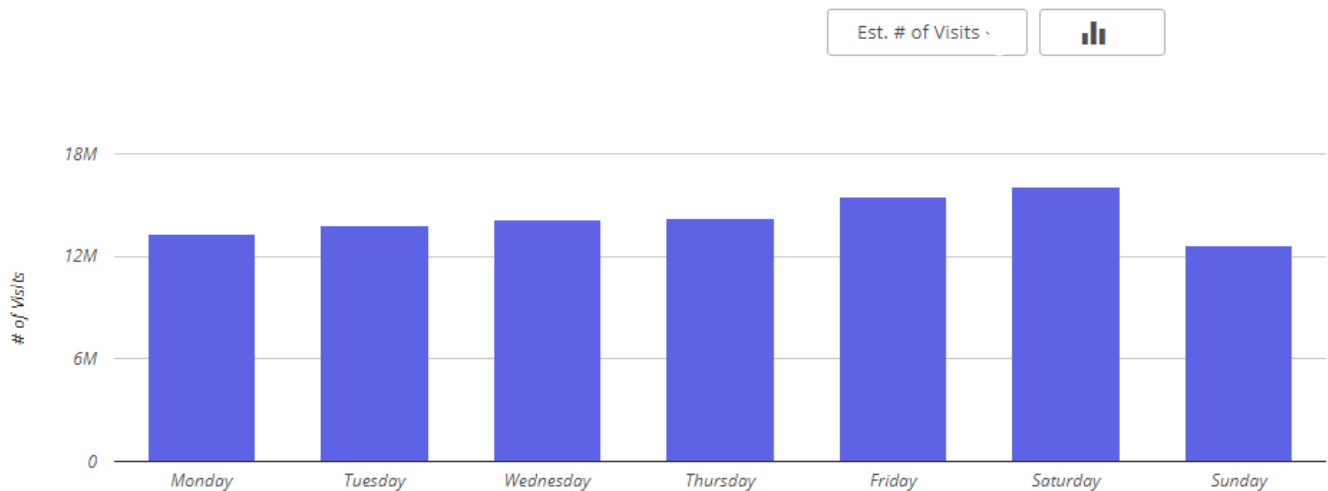
These heat maps show the home locations of area visitors.



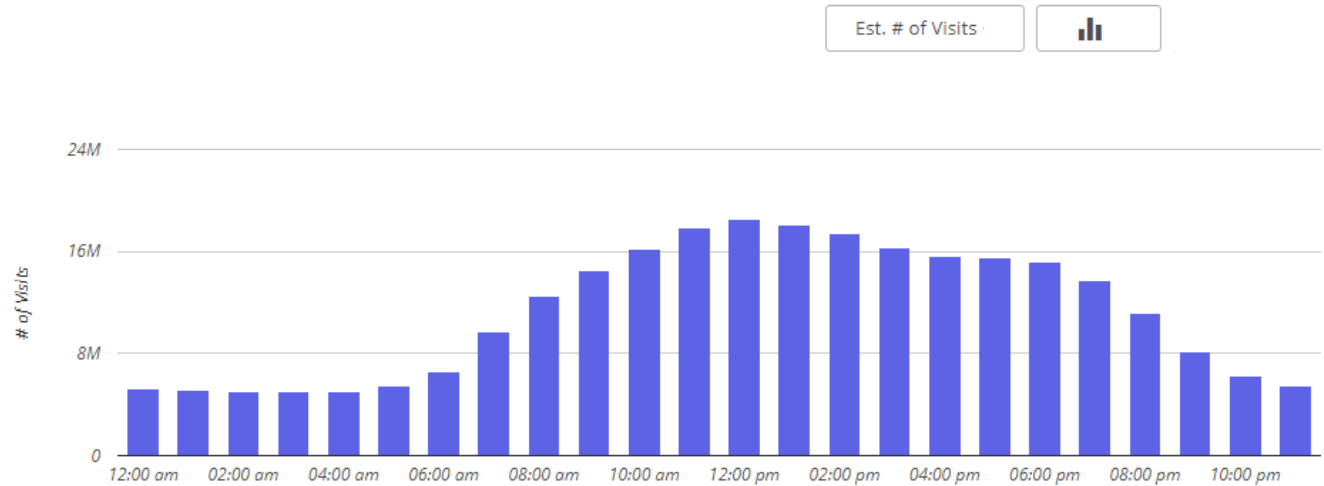
The table shows the top 25 ZIP Codes that are home to these visitors.

Zip Code	State	City	Percentage
55311	MN	Maple Grove	1.05
55427	MN	Minneapolis	0.82
55422	MN	Minneapolis	0.82
55347	MN	Eden Prairie	0.82
55443	MN	Minneapolis	0.8
55416	MN	Minneapolis	0.79
55420	MN	Minneapolis	0.79
55369	MN	Osseo	0.78
55330	MN	Elk River	0.77
55337	MN	Burnsville	0.74
55044	MN	Lakeville	0.72
55403	MN	Minneapolis	0.72
55304	MN	Andover	0.71
55428	MN	Minneapolis	0.7
55426	MN	Minneapolis	0.7
55124	MN	Saint Paul	0.68
55379	MN	Shakopee	0.66
55303	MN	Anoka	0.66
55318	MN	Chaska	0.65
55446	MN	Minneapolis	0.65
55430	MN	Minneapolis	0.64
55407	MN	Minneapolis	0.64
55421	MN	Minneapolis	0.64
55344	MN	Eden Prairie	0.61

Daily Visits

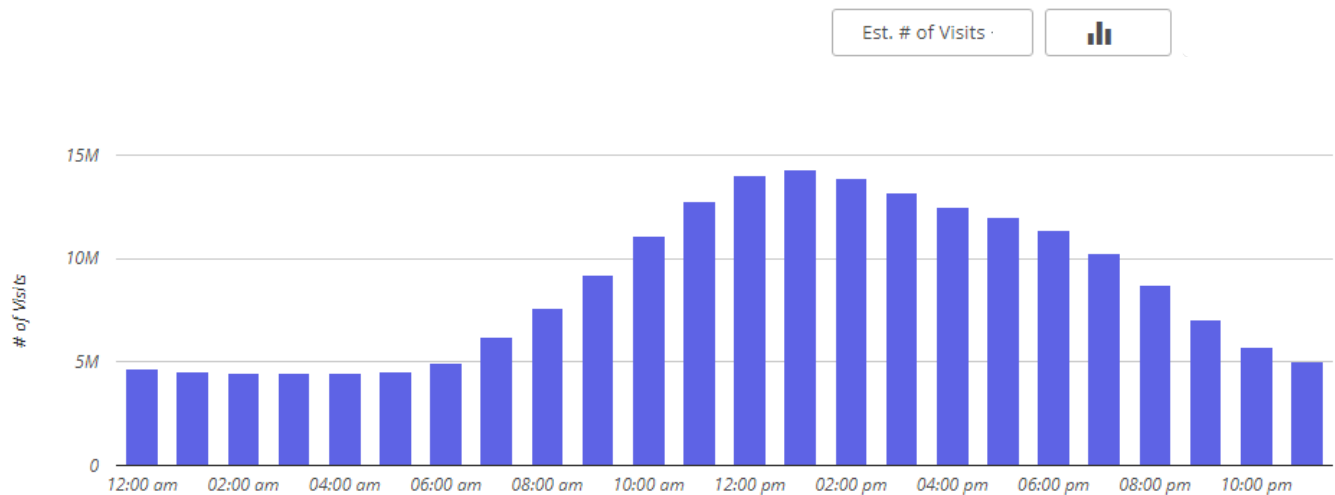


Hourly Visits



Note: Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period. Graph above shows Hourly Visits for the week only (Monday, Tuesday, Wednesday, and Thursday)

Hourly Visits



Note: Graph above shows Hourly Visits for the weekend only. (Friday, Saturday, and Sunday)

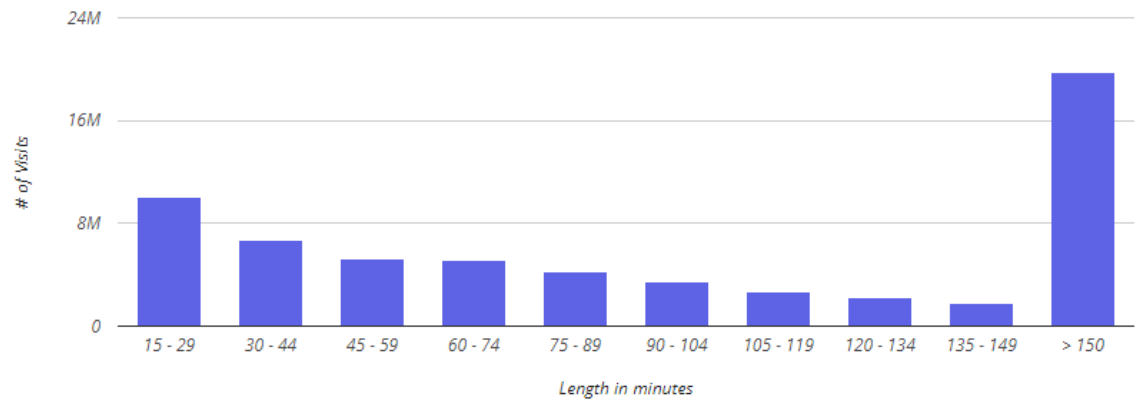
Length-of-Stay

Est. # of Visits



Average Stay

193 Min



Note: Length of stay graph only includes the week day (Monday, Tuesday, Wednesday, and Thursday)

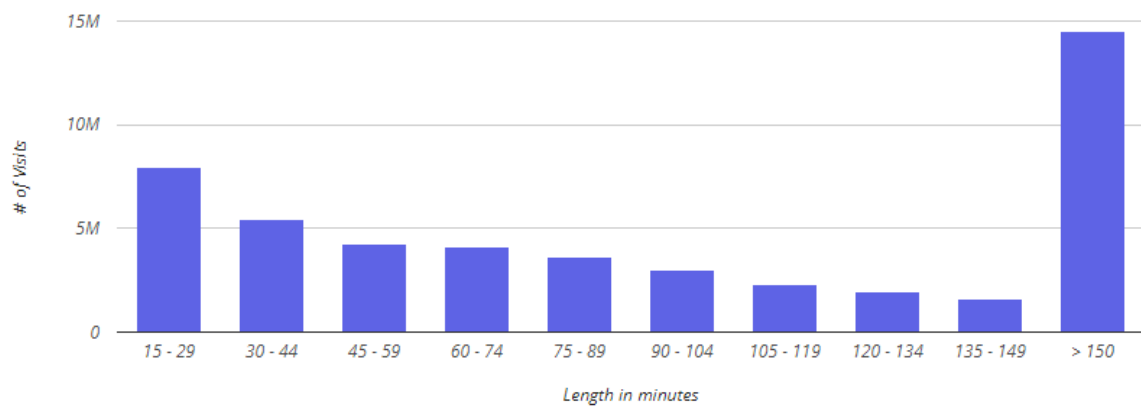
Length-of-Stay

Est. # of Visits



Average Stay

184 Min



Note: Length of Stay graph above only shows the weekend. (Friday, Saturday, and Sunday)

Loyal Vs. Casual

Venues:



Show:

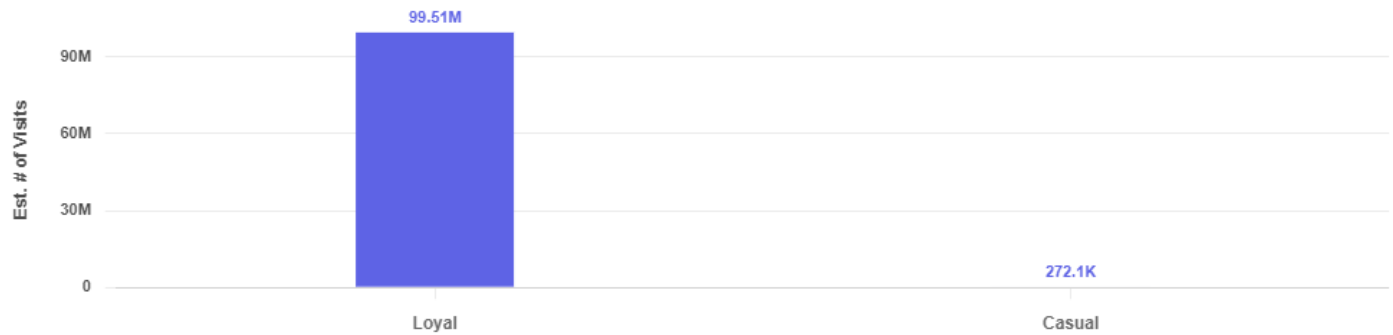
Est. # of Visits

Min. Visits:

2

Hide Casual:

Off



Visits Frequency

Venues:

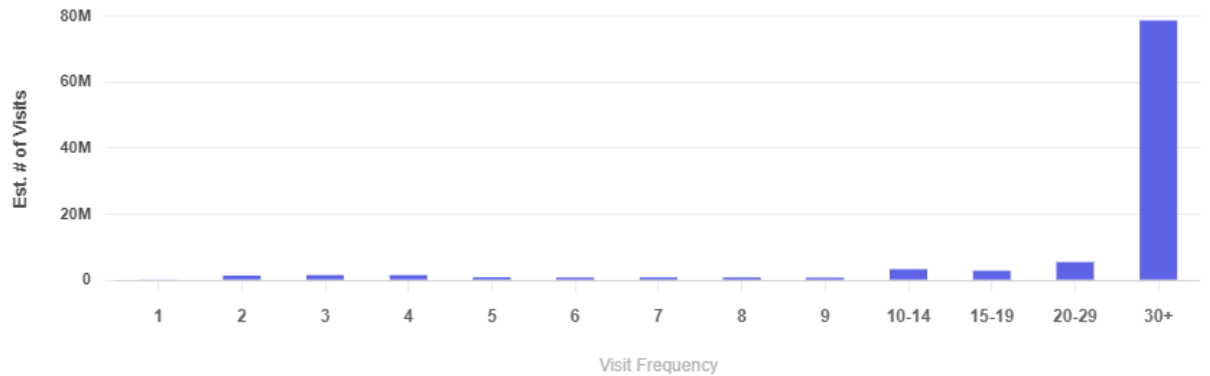


Show:

Est. # of Visits

Average Visits

25.17 Visits



PART 2:

POPULATION SEGMENTS

POTENTIAL MARKET PSYCHOGRAPHIC SEGMENTATION

The Mosaic® segmentation tool is a standardized, household-based consumer lifestyle segmentation system that offers insights to anticipate the behavior, attitudes and preferences of residents to build programs, services, and messages to reach them in the most effective communication methodologies. For details, visit cobaltcommunityresearch.org/mosaic.









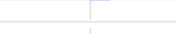










The following pages show the characteristics of those people who have visited your point of interest and those who share the same location and demographic profile—potential future visitors. There are four key pieces of information: Group refers to the Mosaic segment category, which is an industry standard and there is a lot of information about it if you search for it on the internet; households refers to the count of the number of household visits represented in the data (households may visit more than once); percentage, which represents the percentage of your visitors and potential visitors that fall into the Mosaic segment category; and the horizontal bar graph, which shows how your visiting Mosaic segment category differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

By Households		1.75M	(100%)	
Group	Households			
G - Young City Solos	63,405	(3.6%)	<div><div></div></div>	129
A - Power Elite	138,341	(7.9%)	<div><div></div></div>	121
* O - Singles and Starters	232,999	(13.3%)	<div><div></div></div>	120
P - Cultural Connections	27,155	(1.6%)	<div><div></div></div>	121
K - Significant Singles	62,301	(3.6%)	<div><div></div></div>	124
S - Economic Challenges	27,766	(1.6%)	<div><div></div></div>	93
R - Aspirational Fusion	17,090	(1%)	<div><div></div></div>	107
* C - Booming with Confidence	211,351	(12.1%)	<div><div></div></div>	116
B - Flourishing Families	139,463	(8%)	<div><div></div></div>	125
* E - Thriving Boomers	149,897	(8.6%)	<div><div></div></div>	89
Q - Golden Year Guardians	141,310	(8.1%)	<div><div></div></div>	96
D - Suburban Style	83,542	(4.8%)	<div><div></div></div>	107
F - Promising Families	96,474	(5.5%)	<div><div></div></div>	116
H - Middle-class Melting Pot	48,528	(2.8%)	<div><div></div></div>	120
L - Blue Sky Boomers	68,286	(3.9%)	<div><div></div></div>	83
J - Autumn Years	124,104	(7.1%)	<div><div></div></div>	68
I - Family Union	55,335	(3.2%)	<div><div></div></div>	54
N - Pastoral Pride	33,467	(1.9%)	<div><div></div></div>	71
M - Families in Motion	28,891	(1.7%)	<div><div></div></div>	62
U - Group Unclassified				

You can find details on each group at www.cobaltcommunityresearch.org/mosaic

The numbers in parentheses show the proportion of your visitors from the Mosaic group








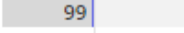
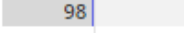
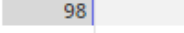
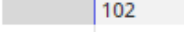


* Biggest percentage of visitors

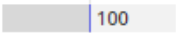


By Population	4.41M	(100%)		
Group	Population			
G - Young City Solos	107,781	(2.4%)		128
A - Power Elite	398,366	(9%)		121
* O - Singles and Starters	481,872	(10.9%)		121
P - Cultural Connections	68,316	(1.5%)		120
K - Significant Singles	123,661	(2.8%)		124
S - Economic Challenges	51,266	(1.2%)		94
R - Aspirational Fusion	35,338	(0.8%)		110
* C - Booming with Confidence	563,462	(12.8%)		115
* B - Flourishing Families	492,620	(11.2%)		123
D - Suburban Style	273,535	(6.2%)		104
E - Thriving Boomers	365,094	(8.3%)		89
Q - Golden Year Guardians	271,555	(6.2%)		96
F - Promising Families	249,317	(5.7%)		116
H - Middle-class Melting Pot	120,503	(2.7%)		122
L - Blue Sky Boomers	152,400	(3.5%)		84
J - Autumn Years	287,024	(6.5%)		69
I - Family Union	190,223	(4.3%)		58
N - Pastoral Pride	75,417	(1.7%)		73
M - Families in Motion	104,923	(2.4%)		61
U - Group Unclassified				

* Biggest percentage of visitors




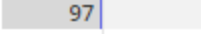
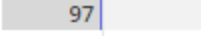
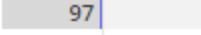


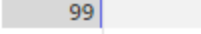
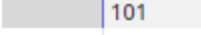





POTENTIAL MARKET DEMOGRAPHIC SEGMENTATION

The following pages show the characteristics of those people who have visited your point of interest and those who share the same location and demographic profile—potential future visitors based on more traditional demographic categories. There are three key pieces of information: the first column refers to the type of information being provided; the second column that represents the value for that information; and the horizontal bar graph, which shows how your visiting and potential visiting population differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

Overview				
Population	4.46M			
Households	1.75M			
Persons per Household	2.48			100
Household Median Income	\$73,861.88			103
Household Median Disposable Income	\$63,071.7			103
Average Income Per Person	\$38,801.62			103
Median Rent	\$1,078.63			105
Median House Value	\$315,794.52			106
Households in Poverty	165,431	(9.5%)		100
Household Median Wealth	\$84,742.91			99
Average Age	39.13			98
Median Age	37.77			98
Households with Children	510,055	(29.1%)		102
High School Graduate or Higher	2.77M	(93.2%)		100
Bachelor's Degree or Higher	1.17M	(39.3%)		109



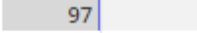
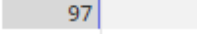
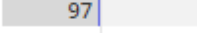
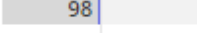

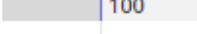





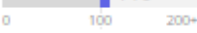
Population				
Population 2020 Q4	4.46M			
Population 2020 Q3	4.45M			
Population 2020 Q2	4.44M			
Population 2020 Q1	4.43M			
Population 2019 Q4	4.43M			
Population 2019 Q3	4.41M			
Population 2019 Q2	4.41M			
Population 2019 Q1	4.4M			
Population 2018 Q4	4.39M			
Population 5 Years Forecast	4.64M			
Population 10 Years Forecast	4.83M			
Persons per Household	2.48			100
Group Quarters	112,307	(2.5%)		109
Transient Population - Average Last 4 Quarters	28,281	(0.6%)		104
Households				
Households 2020 Q4	1.75M			
Households 2020 Q3	1.74M			
Households 2020 Q2	1.74M			
Households 2020 Q1	1.74M			
Households 2019 Q4	1.74M			
Households 2019 Q3	1.73M			
Households 2019 Q2	1.73M			
Households 2019 Q1	1.73M			
Households 2018 Q4	1.72M			
Households 5 Years Forecast	1.82M			
Households 10 Years Forecast	1.9M			

Gender				
Male	2.2M	(49.4%)	99	
Female	2.26M	(50.6%)	101	
Ethnicity				
White	3.52M	(78.9%)	97	
Black	308,632	(6.9%)	123	
Hispanic (Ethnic)	251,792	(5.6%)	113	
Asian	243,394	(5.5%)	124	
Other	138,964	(3.1%)	92	
Household by Ethnicity				
White	1.44M	(82.4%)	97	
Black	109,796	(6.3%)	125	
Asian	72,897	(4.2%)	124	
Other	56,922	(3.3%)	96	
Hispanic (Ethnic)	69,238	(4%)	113	
Language Spoken				
Speak English at Home	3.61M	(86.3%)	98	
Speak Other Language at Home	391,685	(9.4%)	119	
Speak Spanish at Home	183,607	(4.4%)	113	

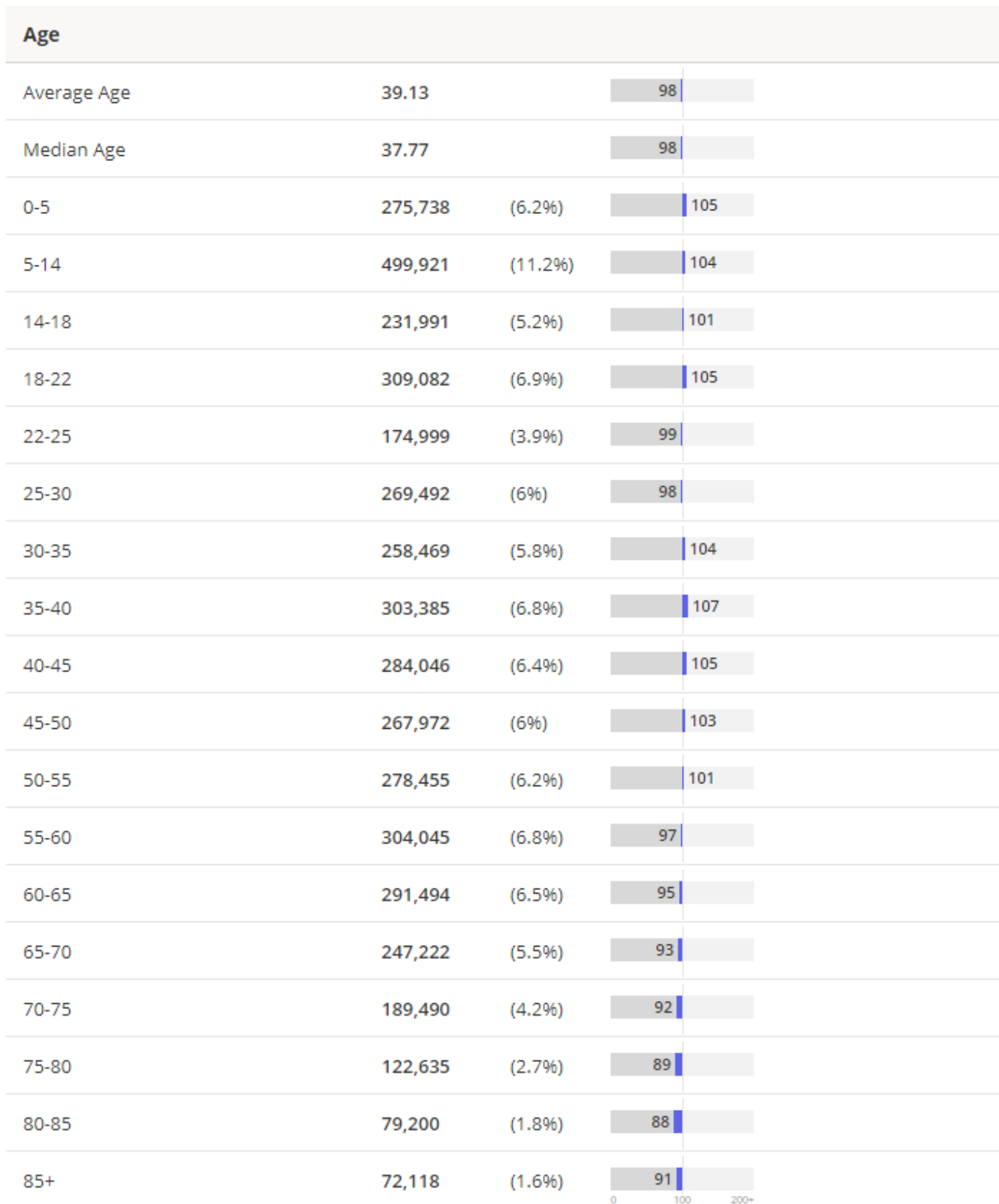
Households Income				
Household Average Income	\$97,478.87			103
Average Income Per Person	\$38,801.62			103
Household Median Income	\$73,861.88			103
<\$15K	129,329	(7.4%)		97
\$15K - \$25K	124,106	(7.1%)		97
\$25K - \$35K	130,830	(7.5%)		97
\$35K - \$50K	200,727	(11.5%)		98
\$50K - \$75K	302,108	(17.3%)		98
\$75K - \$100K	247,182	(14.1%)		99
\$100K - \$150K	318,625	(18.2%)		101
\$150K - \$175K	98,108	(5.6%)		106
\$175K - \$200K	101,973	(5.8%)		109
\$200K - \$250K	54,377	(3.1%)		110
\$250K - \$500K	23,187	(1.3%)		110
>\$500K	19,448	(1.1%)		110


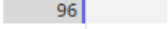

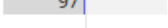







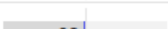




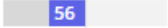











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Disposable Households Income

Household Average Disposable Income	\$74,310.35			103
Household Median Disposable Income	\$63,071.7			103
<\$15K	141,317	(8.1%)		97
\$15K - \$25K	149,896	(8.6%)		97
\$25K - \$35K	160,184	(9.2%)		97
\$35K - \$50K	236,714	(13.5%)		98
\$50K - \$75K	350,524	(20%)		98
\$75K - \$100K	261,189	(14.9%)		100
\$100K - \$150K	291,745	(16.7%)		104
\$150K - \$175K	81,638	(4.7%)		109
\$175K - \$200K	22,321	(1.3%)		110
\$200K - \$250K	21,806	(1.2%)		110
\$250K - \$500K	30,014	(1.7%)		109
>\$500K	2,652	(<0.5%)		110

0 100 200+



Ancestry				
Other	703,638	(15.8%)		112
German	907,949	(20.4%)		96
Scandinavian	666,648	(14.9%)		88
Unclassified	602,293	(13.5%)		97
Scottish/Irish	296,935	(6.7%)		105
Other European (e.g. Greek/Russian)	179,450	(4%)		103
Mexican	169,543	(3.8%)		114
British	152,885	(3.4%)		103
South Central Asian (e.g. Indian)	45,163	(1%)		125
Polish	112,901	(2.5%)		99
American	113,343	(2.5%)		96
South East Asian (e.g. Vietnamese)	129,792	(2.9%)		126
French	81,292	(1.8%)		98
Italian	61,425	(1.4%)		105
South American	22,269	(<0.5%)		121
Chinese	28,559	(0.6%)		121
Dutch	37,378	(0.8%)		87
Native American (Indian/Eskimo)	26,606	(0.6%)		56
Middle Eastern	20,021	(<0.5%)		115
Central American	23,871	(0.5%)		107
Korean	15,495	(<0.5%)		117
Other Hispanic	16,199	(<0.5%)		107
Puerto Rican	13,323	(<0.5%)		118
Other Asian	20,030	(<0.5%)		119
Cuban	4,360	(<0.5%)		113
Japanese	4,355	(<0.5%)		119
Dominican	2,227	(<0.5%)		116
Hawaiian/Pacific Islander	1,804	(<0.5%)		103

Education (Age 25+)

Total Educated Population	2.97M		
Elementary (0 to 8 Years)	90,902	(3.1%)	107
Some High School (9 to 11 Years)	111,730	(3.8%)	95
High School Graduate (12 Years)	671,524	(22.6%)	92
Some College (13 to 16 Years)	603,183	(20.3%)	97
Associates Degree Only	324,727	(10.9%)	95
Bachelor's Degree Only	758,866	(25.6%)	108
Graduate Degree	407,091	(13.7%)	112

0 100 200+

Wealth per Household

Household Average Wealth	\$245,632.33		100
Household Median Wealth	\$84,742.91		99
<\$0	298,460	(17.1%)	101
\$0 - \$5K	142,604	(8.1%)	101
\$5 - \$10K	77,985	(4.5%)	101
\$10 - \$25K	110,770	(6.3%)	100
\$25 - \$50K	119,865	(6.8%)	100
\$50 - \$100K	180,344	(10.3%)	99
\$100K - \$250K	320,152	(18.3%)	99
\$250 - \$500K	235,025	(13.4%)	100
>\$500K	264,795	(15.1%)	100

0 100 200+

PART 3:






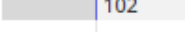












SPENDING PATTERNS


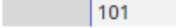
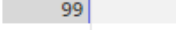
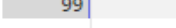


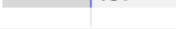


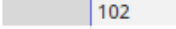








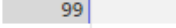

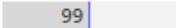
SPENDING PATTERNS

The following pages show how much those people who have visited your point of interest and those who share the same location and demographic profile —potential future visitors — spend in an average week. This is not how much they spent when they visited your point of interest, but how they generally spend their income. There are four key pieces of information: the first column refers to the spending category; the second column which provides the average weekly spending in that category; the third column is the percentage of total weekly spending is spent in that category; and the horizontal bar graph shows how your visiting population and potential visiting population differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

Overview	\$416.81	(100%)		
Housing	\$101.9	(24.4%)	<div><div></div></div>	102
Transportation	\$94.73	(22.7%)	<div><div></div></div>	102
Food	\$69.7	(16.7%)	<div><div></div></div>	101
Healthcare	\$61.63	(14.8%)	<div><div></div></div>	102
Entertainment	\$25.23	(6.1%)	<div><div></div></div>	102
Cash Contributions	\$16.26	(3.9%)	<div><div></div></div>	101
Apparel and Services	\$15.21	(3.7%)	<div><div></div></div>	101
Education	\$7.2	(1.7%)	<div><div></div></div>	103
Personal Care Products and Services	\$7.1	(1.7%)	<div><div></div></div>	101
Alcoholic Beverages	\$4.98	(1.2%)	<div><div></div></div>	101
Miscellaneous	\$4.78	(1.1%)	<div><div></div></div>	101
Personal Insurance	\$4.24	(1%)	<div><div></div></div>	101
Tobacco Products and Smoking Supplies	\$3.24	(0.8%)	<div><div></div></div>	100
Reading	\$0.6	(<0.5%)	<div><div></div></div>	100
Food	\$69.7	(16.7%)		
At home	\$39.04	(9.4%)	<div><div></div></div>	100
Away from home	\$30.66	(7.4%)	<div><div></div></div>	101
Alcoholic Beverages	\$4.98	(1.2%)		
At home	\$2.5	(0.6%)	<div><div></div></div>	101
Away from home	\$2.48	(0.6%)	<div><div></div></div>	101

Housing	\$101.9	(24.4%)	
Utilities, fuels, and public services	\$45.45	(10.9%)	102
Shelter	\$20.19	(4.8%)	101
Household furnishings and equipment	\$16.36	(3.9%)	101
Household operations	\$12.95	(3.1%)	102
Housekeeping supplies	\$6.95	(1.7%)	101
Apparel and Services	\$15.21	(3.7%)	
Women and girls	\$6.12	(1.5%)	102
Men and boys	\$3.56	(0.9%)	101
Footwear	\$3.4	(0.8%)	101
Other apparel products and services	\$1.7	(<0.5%)	101
Children (Age < 2)	\$0.44	(<0.5%)	102
Transportation	\$94.73	(22.7%)	
Vehicle purchases (net outlay)	\$35.91	(8.6%)	102
Other vehicle expenses	\$31.58	(7.6%)	102
Gasoline and motor oil	\$20.19	(4.8%)	102
Public transportation	\$7.05	(1.7%)	102
Healthcare	\$61.63	(14.8%)	
Health insurance	\$36.11	(8.7%)	102
Medical services	\$16.68	(4%)	103
Drugs	\$6.28	(1.5%)	101
Medical supplies	\$2.57	(0.6%)	102
Entertainment	\$25.23	(6.1%)	
Television, radios, sound equipment	\$10.9	(2.6%)	102
Fees and admissions	\$6.23	(1.5%)	102
Pets, toys and playground equipment	\$6.3	(1.5%)	101
Other entertainment supplies, equipment, and services	\$1.79	(<0.5%)	101

Education	\$7.2	(1.7%)	
College tuition	\$4.82	(1.2%)	 102
Elementary and high school tuition	\$1.36	(<0.5%)	 103
Other school expenses including rentals	\$0.37	(<0.5%)	 102
School books, supplies, equipment for college	\$0.27	(<0.5%)	 101
School books, supplies, equipment for elementary, high school	\$0.14	(<0.5%)	 102
Test preparation, tutoring services	\$0.12	(<0.5%)	 103
Other schools tuition	\$0.09	(<0.5%)	 103
School books, supplies, equipment for daycare, nursery, other	\$0.02	(<0.5%)	 101
Cash Contributions	\$16.26	(3.9%)	
Cash contributions to church, religious organizations	\$7.31	(1.8%)	 101
Other cash gifts	\$3.99	(1%)	 100
Cash contributions to charities and other organizations	\$2.04	(<0.5%)	 101
Child support expenditures	\$1.44	(<0.5%)	 102
Support for college students	\$0.99	(<0.5%)	 102
Cash contributions to educational institutions	\$0.33	(<0.5%)	 101
Cash contributions to political organizations	\$0.17	(<0.5%)	 100
Tobacco Products and Smoking Supplies	\$3.24	(0.8%)	
Cigarettes	\$2.77	(0.7%)	 100
Other tobacco products	\$0.36	(<0.5%)	 101
Smoking accessories	\$0.1	(<0.5%)	 101

Miscellaneous	\$4.78	(1.1%)		
Legal fees	\$1.06	(<0.5%)		101
Accounting fees	\$0.77	(<0.5%)		101
Lotteries and parimutuel losses	\$0.75	(<0.5%)		99
Funeral expenses	\$0.54	(<0.5%)		99
Occupational expenses	\$0.46	(<0.5%)		102
Expenses for other properties	\$0.41	(<0.5%)		101
Shopping club membership fees	\$0.29	(<0.5%)		101
Checking accounts, other bank service charges	\$0.24	(<0.5%)		101
Credit card memberships	\$0.06	(<0.5%)		101
Miscellaneous personal services	\$0.05	(<0.5%)		102
Cemetery lots, vaults, maintenance fees	\$0.05	(<0.5%)		98
Online Entertainment and games	\$0.04	(<0.5%)		102
Safe deposit box rental	\$0.04	(<0.5%)		99
Dating Services	\$0.01	(<0.5%)		101
			0 100 200+	
Personal Care Products and Services	\$7.1	(1.7%)		
Personal care products	\$3.76	(0.9%)		101
Personal care services	\$3.34	(0.8%)		101
			0 100 200+	
Personal Insurance	\$4.24	(1%)		
Life, endowment, annuity, other personal insurance	\$3.88	(0.9%)		101
Other non health insurance	\$0.35	(<0.5%)		100
			0 100 200+	
Reading	\$0.6	(<0.5%)		
Magazine/Newspaper subscriptions	\$0.29	(<0.5%)		99
Books not through book clubs	\$0.26	(<0.5%)		101
Magazines/Newspapers, non-subscription	\$0.05	(<0.5%)		99
			0 100 200+	



Cobalt Community Research

P.O. Box 416

Charlotte, MI 48813

cobaltcommunityresearch.org

877.888.0209

Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups



Proposal for Downtown Dearborn

VISITOR360

COBALT COMMUNITY RESEARCH, 501C3

November 8, 2021

Dear Mr. Deisler:

We are pleased to submit this proposal for the City's community analytics project. We are deeply interested in working with the City on this project, especially given the special challenges and opportunities communities face as they work to recover from COVID-19, build stronger unity and alignment, and move the community forward. Collecting the data in an inclusive, credible, unbiased way provides important guidance to help the community rise stronger, focus resources, measure success, and build context for smart decisions and greater alignment.

Cobalt was created in 2007 to facilitate research and benchmarking for local units of government across the United States. As a 501c3 not-for-profit organization, our mission is to provide high-quality metrics, research, and education to help communities thrive as changes emerge in the social, demographic, and economic landscape. Since our creation, we have worked with numerous governmental, non-profit, and private-sector organizations to provide actionable data and analysis using multi-modal techniques that leverage first-class mail, online, phone/text, and location-based technology.

Please consider this proposal to be a starting point. We are committed to being flexible and responsive to ensure you have the information you need to guide your planning and priority setting in this dynamic time.

I look forward to working with you.

Sincerely,



William SaintAmour
Executive Director, Cobalt Community Research
wsaintamour@cobaltcommunityresearch.org
877.888.0209

BOTTOM LINE

Cobalt is pleased to offer the development of four (4) Visitor360 reports. These will be for the WDDDA and the EDDDA, covering Fall and Spring. We also are including the exclusive *Friends of Mark Guido Special* by waiving the option fees for the heatmaps of both downtown areas and the appendix of visitors' favorite chains. Total cost inclusive of all four reports: \$2,700.

See below for program details.

VISITOR360™ PROJECT INTRODUCTION

Community analytics through a partnership with Cobalt helps the City build consensus on how to optimize time, talent, and funding. Visitor360 draws an anonymous sample of people traveling through your points of interest (POIs) to provide clarity on the number of visitors, peak times, demographics, psychographics, point of origin, and much more.

People want to be proud of their hometown. People want to see their City do the right things, the smart things. But it's hard to get people to agree about what those things actually are. As a local leader, balancing needs and optimizing available resources is a daunting effort for even the most capable professionals.

And still, local leaders and staff dare to advance the unfinished work of the community – through kindness, sweat, and careful prioritization. As a national, not-for-profit organization, Cobalt makes this work easier.

PROJECT STEPS

Step 1 – Identify Parameters:

The research begins with identification of which points of interest (POIs) and periods of time will meet the partner's needs. Each report covers one POI and one period of time. The date range can go back as far as January 2017 or be as recent as about a week. The partner also determines when reports should be delivered and if they would like refresh reports automatically run. Finally, the Partner determines if they would like additional options such as local sponsorship pages or a heatmap showing density of visitors within the POI.

Step 2 – Report Development:

Cobalt prepares City-branded reports based on the Partner's parameters and provides them electronically as high-definition PDF files. If the Partner would like to add additional branding or if they would like to introduce sponsorship pages, then Cobalt can provide the reports in a Microsoft Publisher format.

Step 3 – Reporting:

A review of the draft reports is provided to the project lead and key staff prior to report finalization by web conference to help ensure they understand the report information. The report is finalized following review. Reports normally take about 10 days from the date of request until reports are provided.

HOW ARE THE DATA USED?

- Creating baselines and benchmarks
- Identifying potential interventions
- Supporting the market outreach efforts of the community and organizations/businesses located there
- Attracting potential future businesses to the community
- Gaining a deeper understanding of visitors' shopping preferences
- Ensuring community resources are focused on areas with greatest potential
- Measuring use of parks, trails, events, shopping areas, stadiums, intersections, small airports, businesses, and other institutions of interest.

PRIVACY – PROTECTING INDIVIDUAL DATA

- Data are collected as a sample by a data aggregator from individuals who have given permission for location information to be used
 - Aggregators collect geolocation, proximity data, IP address, unique device identifier, pixel identifier, time, date, dwell time, public information
- Personal information is stripped from the file before it is received by Cobalt or the Partner

- Data are extrapolated/modeled to mirror visitor characteristics
- Only the percentages and counts are provided to Cobalt and organizations working with Cobalt
- No individual records are included, just the statistics

ABOUT THE FIRM – WHY COBALT?

Cobalt has been very active in providing non-profit community research services to local units of government across the United States. What do Cobalt partners say to communities considering partnering with us?

- *“The in-depth data analysis and feedback has been extremely helpful. We have been able to focus on the areas that drive results and improve processes.”*
- *“I would recommend Cobalt.”*
- *“We love you. (We already say it to other communities!)”*
- *“A local government reached out to me recently to ask about partnering with Cobalt. I highly endorsed your services based on your responsiveness.”*
- *“Do it!”*
- *“Cobalt is responsive to requests and meeting our organization’s time frames. Utilizing Cobalt now for many years, we have great trend lines from our annual statistically valid citizen survey.”*
- *“Cobalt provides very high-quality services at reasonable costs.”*

Cobalt provides geofencing analytics, annual community data reports (Community360™) and numerous survey programs. Subjects covered in past surveys include custom topics related to areas as diverse as marijuana regulation to housing needs. Core benchmarking questions include public safety, parks, local economy, events, transportation infrastructure library, shopping/dining, public trust, communications, and customer service, and more. Cobalt provides research services that comply with generally accepted research principals and comply with the requirements of national services such as the ACSI.

In addition, projects and services will be led by Cobalt staff who have been certified by the Marketing Research Association’s Professional Researcher Certification (PRC) program, which is endorsed by major national and international research organizations such as the AMA (American Marketing Association), the ARF (Advertising Research Foundation), CMOR (Council of Marketing and Opinion Research), IMRO (Interactive Marketing Research Organization), MRII (Marketing Research Institute International), the RIVA Training Institute and the Burke Institute.

Key differentiators:

- As a 501c3, Cobalt provides a value-rich solution that requires minimal staff effort at a favorable cost.
- Cobalt provides flexibility. Partners can gather information on their own POIs, POIs in other communities, and special reports such as labor shed and resident data.
- Cobalt is committed to inclusive research. Our analysis ensures that the voices of all groups within the community are clearly presented. This supports greater sensitivity to all the needs of the community and how experiences, priorities, and preferences are consistent or are different for each group.
- Cobalt’s mission is research and education, and our commitment to our partners continues long after the final reports are delivered.

PROJECT TEAM

The project lead will be William SaintAmour. William serves as Executive Director of Cobalt Community Research. He also has served as the Agency Services Operations Director in the State of Michigan Department of Management and Budget, Senior Executive Assistant for Policy and Public Affairs in the State of Michigan Department of Management and Budget, the Board, Legislative and Legal Affairs Business Process Owner in the Michigan Office of Retirement Services, the Research Director in the Municipal Employees’ Retirement System of Michigan, and ADP. He has worked in the research and communications fields over 30 years.

Mr. SaintAmour earned an executive leadership certificate from the University of Michigan Ross Business School, a master’s from Michigan State University, and a bachelor’s from the University of Michigan in Dearborn. He has Certificates of Achievement in Public Plan Policy in employee health and employee pensions and received the Professional Researcher Certificate from the Marketing Research Association. Mr. SaintAmour also holds a Master Planner Certificate from Michigan State University and serves on the Charlotte Rising Main Street Board and on the organization’s Economic Vitality Committee.

Mr. SaintAmour will be the point of contact for the City in this project, and he will oversee production, analysis, and reporting. Mr. SaintAmour also will present the results and recommendations.

Research support will be provided by Ashlee Dunham and Madison Hummel.

Mrs. Dunham serves as an Operational Data Specialist for Cobalt Community Research. She served in the United States Coast Guard as a Navigation Petty Officer for eight years and is a recent graduate from American Military University, where she earned a bachelor's degree in Environmental Science. She is a member of The Society for Collegiate Leadership and Achievement. Mrs. Dunham also is the Vendor Coordinator for the Michigan Nordic Fire Festival and spends weekends volunteering at a local Wildlife Rehabilitation Center.

Ms. Hummel serves as lead communications analyst of Cobalt Community Research. A recent graduate of Northern Michigan University, she has worked on projects in both the private and public sectors. Ms. Hummel earned a bachelor's degree with high honors with Dean's list qualifications in communications with a marketing concentration. She runs her own agricultural business rehabilitating horses, and she also manages other successful business ventures. Her volunteer opportunities involve everything from homeless shelters to marathons, with a particular interest in event coordination. Her managerial experience working with a team of over 35 associates over 1,000 hours of group instruction provides important insights into outreach opportunities revealed in the data.

Cobalt is a unique non-profit organization offering affordable, scientifically rigorous research and analysis to local governments across the United States. It offers deep experience with engagement research, priority development, specialized topic exploration and benchmarking. A full list of our partner communities and firms can be found at <https://www.cobaltcommunityresearch.org/partners--participants.html>.

PROFESSIONAL FEES AND EXPENSES

Visitor360™	1 Report	5-10 Reports	11+ Reports
Report by year, 6-months, quarter, month, week, day, special range, single location, option to include local residents and employees	Yes	Yes	Yes
2+ year look-back period	Included	Included	Included
Additional Points of Interest (POIs)	Yes	Yes	Yes
Number of visitors	Included	Included	Included
Demographics of visitors/trade area	Included	Included	Included
Psychographics of visitors/trade area	Included	Included	Included
Average spending of visitors/trade area	Included	Included	Included
Home location	Included	Included	Included
Routes taken	Included	Included	Included
Locations before / after visit	Included	Included	Included
Visit duration	Included	Included	Included
Cost (Communities with population <100k)	\$675	\$575	\$495
Cost (Communities with population 100k or more)	\$875	\$775	\$695

Additional Options:

1. Cobalt inserts Partner's sponsorship pages/advertising: \$95 per page
2. Add heatmap to the report showing density of visitation within the area of interest: \$95 per report
3. Add appendix showing retail chain preference for visitors in the areas of apparel, dining, electronics, fitness, home improvement, groceries, hotels, spa/beauty, superstores, and more: \$195 per report

4. Presentation of the data to governing body using virtual technology: \$495
5. Onsite presentation of the data/onsite review with staff: based on travel requirements

APPENDIX 1: CONTRACTUAL TERMS AND CONDITIONS

TERMS AND CONDITIONS

1. TERM OF CONTRACT

This Agreement shall be effective as of the date it is signed by both parties and shall remain in full force and effect for a period of twelve (12) months (the "Initial Term") or until all reports have been provided, not to exceed 60 months. This Agreement may be renewed for successive renewal terms (each, a "Renewal Term"). The Initial Term and any Renewal Term are collectively referred to as the "Term." This section is subject to the cancellation rights stated elsewhere in the Agreement.

2. COBALT'S RESPONSIBILITIES

Cobalt shall provide the services described in the Statement of Work (the "Services") in accordance with the terms and conditions of this Agreement. In the course of providing the Services, Cobalt shall deliver to Subscribing Member all deliverables arising from or related to the Services and agreed upon by the parties. Any change in the scope of Services shall be agreed upon in writing by the parties.

3. CONFIDENTIALITY AND PROPRIETARY INFORMATION

Cobalt has created, acquired or otherwise has rights in, and may, in connection with the performance of services hereunder, employ, provide, modify, create, acquire or otherwise obtain rights in, various concepts, ideas, methods, methodologies, procedures, processes, know-how, techniques, templates, software systems, user interfaces and designs, data, documentation, and other confidential and proprietary information and processes ("Cobalt Technology and Data"). All Cobalt Technology and Data is and will remain the sole property of Cobalt, and the Partner shall acquire no right or interest in such property. To the fullest extent allowed by law, Partner shall maintain the confidentiality of Cobalt Technology and Data and shall not disclose or disseminate any Cobalt Technology or Data to any third party.

4. INDEMNIFICATION AND LIMITATION OF LIABILITY

The Partner agrees to indemnify, defend and hold harmless Cobalt, its trustees, officers, agents and employees from and against any and all claims, damages, losses, liabilities, suits, costs, charges, expenses (including, but not limited to reasonable attorney fees and court costs), judgments, fines and penalties, of any nature whatsoever, arising from the performance of services under this Agreement, to the extent not attributable to the negligence or willful misconduct of Cobalt. In no event will either party be liable to the other party or any person claiming through such other party for any indirect, incidental, special, consequential, punitive, or similar damages, including, but not limited to, lost profits, loss of data, or business interruption losses, resulting from any cause whatsoever or arising under any legal theory. Further, in no event will the total, aggregate liability of Cobalt to Partner exceed the amount of payments received by Cobalt from the Partner under this Agreement.

5. MODIFICATION AND CANCELLATION

This Agreement may not be modified, amended, or augmented except by a writing executed by the parties. Cobalt may cancel this Agreement or suspend performance immediately if Partner fails to (i) cure its default of the payment terms of this Agreement within 15 days of written notice or (ii) fails to comply with the restrictions, prohibitions and its obligations contained in Section 3. Cobalt may cancel this Agreement or suspend performance immediately if legal or legislative changes alter the availability of the data used in this service. Partner may cancel this Agreement on 30 days' written notice to Cobalt. In the event of cancellation of this Agreement by Subscribing Member for any reason other than Cobalt's breach of this Agreement, or in the event of Cobalt's cancellation of this Agreement for the Partner's breach of this agreement, Partner shall be liable for all fees due or to be due hereunder for the remainder of the Term.

6. GOVERNING LAW AND ARBITRATION

This Agreement shall be governed by and construed in accordance with the laws of the State of Michigan. In the event of any dispute, claim, question, or disagreement arising from or relating to this Agreement or the breach thereof, the parties shall use their best efforts to settle the dispute, claim, question, or disagreement. To this effect, they shall consult and negotiate with each other in good faith and, recognizing their mutual interests, attempt to reach a just and equitable solution satisfactory to both parties. If they do not reach such solution within a period of 60 days, then, upon notice by either party to the other, all disputes, claims, questions, or differences shall be finally settled by arbitration administered by the American Arbitration Association in accordance with the provisions of its Commercial Arbitration Rules, and judgment on the award rendered by the arbitrator(s) may be entered in any Michigan court having jurisdiction thereof. The prevailing party in any dispute or arbitration hereunder shall be entitled to recover its reasonable attorneys' fees and costs.

7. PRICE AND PAYMENT TERMS

For single-year and multi-year plans, the initial year's fee is due upon Agreement execution and Cobalt shall issue invoices to Partner for subsequent terms up to 30 days prior to the start of each subsequent Term. Subsequent terms are subject to increase of up to 5% per year to reflect increases in costs and expenses incurred by Cobalt. All invoices are due upon receipt. Invoices not paid within 30 days are subject to a finance charge of 1.5% per month until paid in full.

8. ASSUMPTIONS

All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. The Partner must evaluate all information thoroughly and independently and balance it with other sources of information, legal requirements, safety standards, and professional judgment before taking action based on research information. In addition, the availability of data, the structure of data, and the timing of data may vary, so Cobalt reserves the right to modify the data as changes and improvements occur. Significant changes will be communicated with the Partner. Cobalt makes no representation or warranty as to the accuracy of the information produced for Partner or as to its fitness for a particular purpose.

9. ACCEPTANCE OF TERMS AND CONDITIONS

The failure of a party to insist upon strict adherence to any term of this Agreement shall not be considered a waiver or deprive the party of the right thereafter to insist upon strict adherence to that term, or any other term, of this Agreement. Each provision of this Agreement shall be deemed to be severable from all other provisions of this Agreement and, if one or more of the provisions of this Agreement shall be declared invalid, the remaining provisions of this Agreement shall remain in full force and effect.

10. NOTICE

Any notice required or permitted to be made or given by either party hereto pursuant to this Agreement shall be in writing and shall be deemed effective if sent by such party to the other party by mail, overnight delivery, postage or other delivery charges prepaid, to the addresses set forth above, and to the attention of the Executive Director for Cobalt and Subscribing Member's designated contact person. Either party may change its address by giving notice to the other party stating its desire to so change its address.

11. SURVIVAL.

Sections 3, 4, 6 and this Section 10 shall survive the termination of this Agreement.



INVOICE/ CONTRACT

DEARBORN JAZZ ON THE AVENUE CONTRACT 2022

Between [EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY]
(PURCHASER) And Alexander Zonjic (ARTISTIC DIRECTOR)

DATES: June 1, 8, 15, 22, 29, & July 6th) 2022

VENUE: City Hall Park
13615 Michigan Avenue
Dearborn, MI

TIME: 7:00PM – 9:00PM

BUDGET: \$45,000.00 Forty-Five Thousand [Dollars US]

DEPOSIT: \$22,500.00 Twenty-Two Thousand Five Hundred [US Dollars]

50% to be paid as soon as possible with signed contract

IMPORTANT NOTICE: Please read carefully.
Please make all monetary instruments payable to:
③ ALEXANDER ZONJIC ③
HOLD FOR PICKUP

****Balance of \$22,500.00 due Tuesday, July 5, 2022****



INVOICE/ CONTRACT

Page 2

The following items will describe the terms and conditions of this contract. Please read fully and carefully.

ARTIST TO PROVIDE:

1. Music lineup for 6 weeks.
2. Sound reinforcement with some lighting for 6 weeks.
3. All expenses related to any national acts (hotel, ground transportation, backline equipment, hospitality).
4. Marketing to consist of major local radio, press releases to all local print, radio and T.V. media. Distribution of flyers at all other related music events, attempts will be made to place artists and PR on local media shows (Fox2 TV Morning Show/WJR Mitch Album etc.). Weekly radio scheduled on WWJ Radio. Weekly Television spots to air on WADL (Alexander Zonjic From A to Z Show). These will run Sunday's starting ***Sunday April 17th and Ending Sunday July 3rd***. Radio spots to run Sunday's (910 AM Superstation Doing the D Show) starting ***April 17th and Ending Sunday July 3rd***.
5. Hi-Falutin' Music will produce (30 sec TV spot & 30 sec Radio spot) to be used in all TV and Radio Spots.
6. Flyers to be distributed at all Hi-Falutin Music/Alexander Zonjic Events.
7. Email Blast from Hi-Falutin' Music will go out twice a week starting ***Monday April 18th ending Monday, July 4th***.
8. Concerts will be added to Alexander Zonjic website and featured artist's websites.
9. Roof for stage, genie-towers professional quality. Setup Tuesdays prior to each concert & takedown Wednesday's after concert is over.
10. Alexander Zonjic (Artistic Director) to be on site for all 6 performances.
11. Dearborn Jazz on the Avenue flyers to be included and stocked in all our advertising racks installed various businesses throughout Metro Detroit. *Please note all graphics/flyers to be approved by purchaser.

PURCHASER TO PROVIDE:

1. Staging.
2. Power to stage area.
3. Access to stage at least 4 hours prior to concert time.
4. Purchaser will secure all rights to the venue including all necessary permits and insurance.
5. Purchaser will provide Copy Points for Commercial Spots & Promo Mentions.
6. Dearborn representative will be available for Media Interviews if secured.
7. Dearborn to provide all sponsorship logo's for flyers/e-blasts.

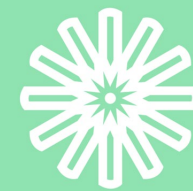
AGREED TO BY:

Alexander Zonjic – ARTIST
SSN: 114-74-3275
Date issued: December 17, 2021

Purchaser– East Dearborn Downtown
Development Authority

Open Door Grant Program Report 2020 - 2021

December 27, 2021

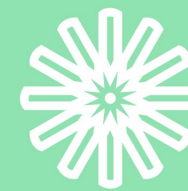


2020 Grants - Black Box (\$125,000 investment)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$5,000 (Start-up business, interior construction, social media)

West Downtown

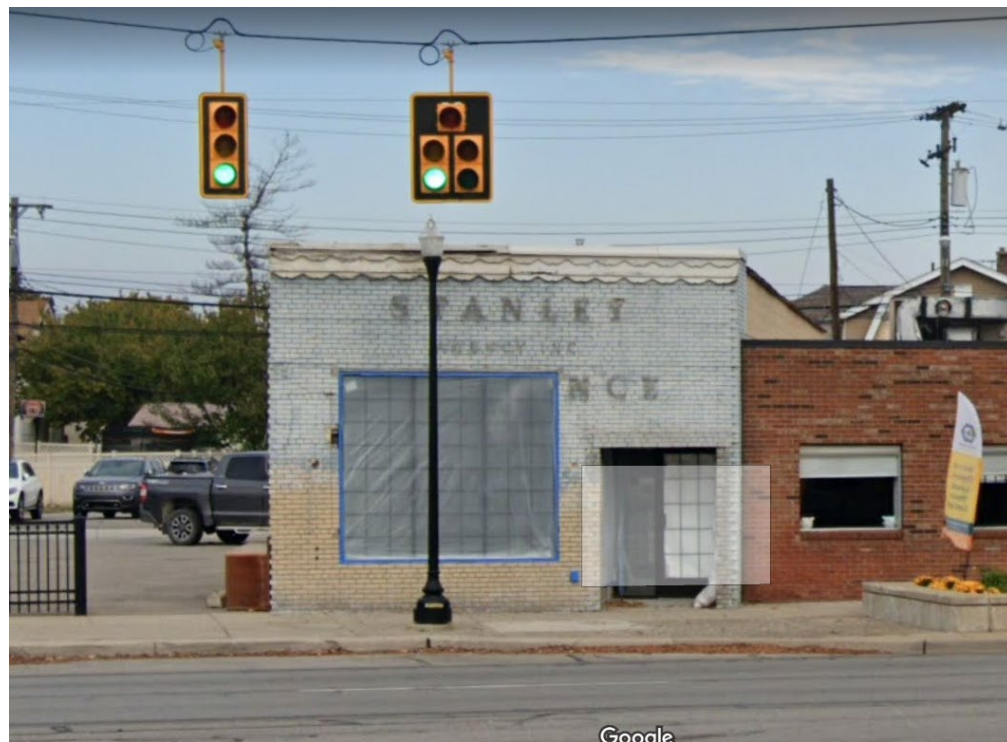
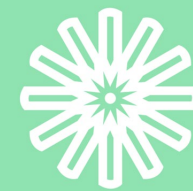


2020 Grants - Haraz Coffee (\$120,000)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$5,000 (Start-up business, interior / exterior)

East Downtown

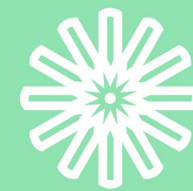


2020 Grants - Royal Furniture (\$84,000)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$5,000 (Start-up business, interior / exterior construction)

East Downtown



2020 Grants - Dearborn Investments LLC. (\$400,000)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$5,000 (Start-up business, interior / exterior construction)

West Downtown

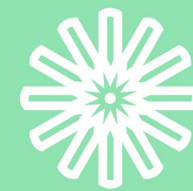


2020 Grants - T Mobile (\$30,000)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$7,500 (exterior construction)

East Downtown



2020 Grants - Juee Cafe (\$100,000)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$2,500 (Start-up, interior construction)

Level II Grant: \$5,000 (Interior / exterior construction)

East Downtown

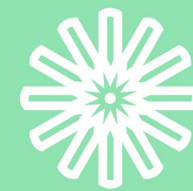


2021 Grants - Modern Hijabi (\$33,000)

Level I Grant: \$2,500 (Sign)

Level II Grant: \$2,500 (Start-up)

Level II Grant: \$5,000 (Start-up business, interior / exterior construction)



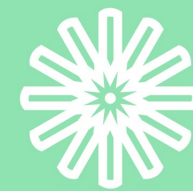
East Downtown



2021 Grants - USAF Construction (\$40,000)

Level III Grant: \$10,000 (Business expansion, interior / exterior construction)

East Downtown





2021 Grants - Real Estate 1000 LLC. (\$900,000)

Level III Grant: \$10,000 (Exterior construction)

West Downtown





2021 Grants - District 12 (\$155,000)

Level I Grant: \$2,500 (Sign)

Level III Grant: \$7,500 (Interior construction)

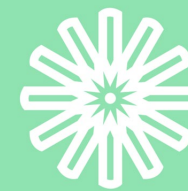
West Downtown



2021 Grants - Image Works (\$5,907)

Level II Grant: \$5,000 (Start-up, sign, interior improvements)

East Downtown

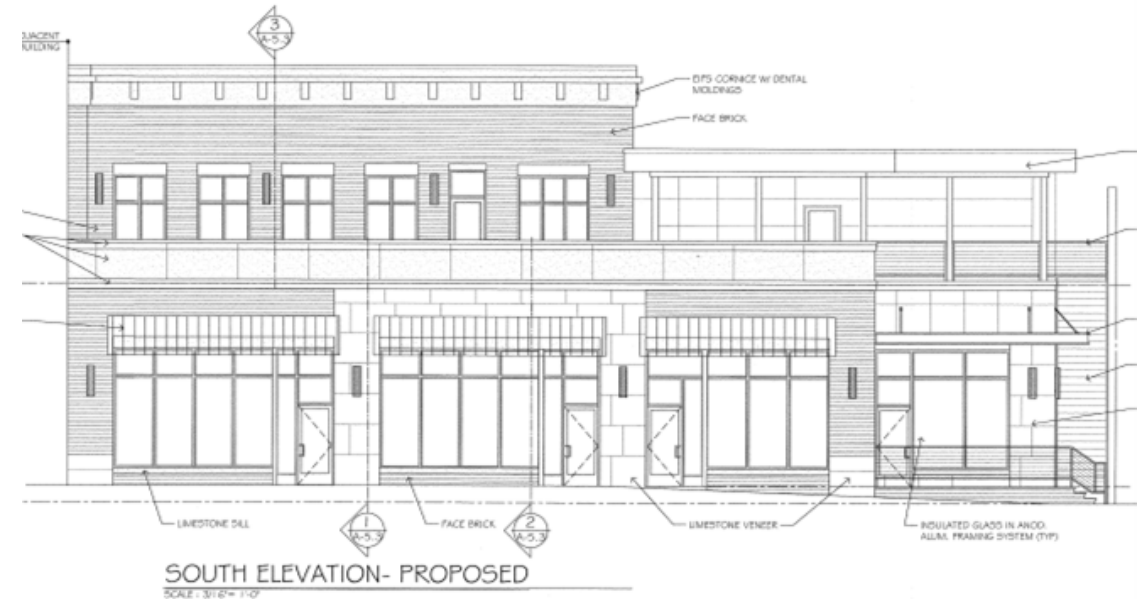




2021 Grants - Le Cigar (\$400,000)

Level II Grant: \$10,000 (Exterior construction)

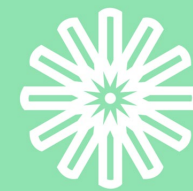
West Downtown



2021 Grants - K&W Real Estate (\$100,000)

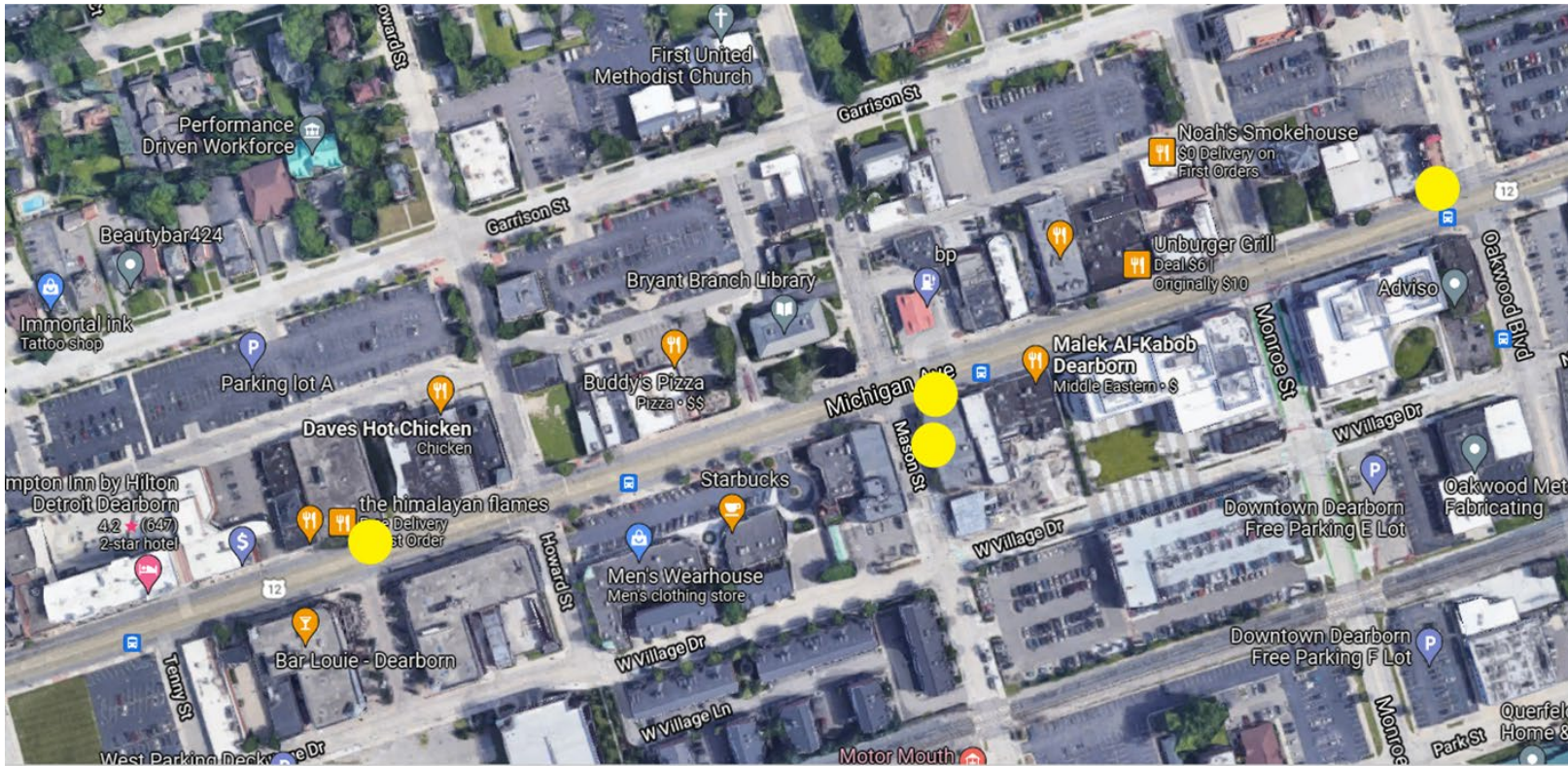
Level III Grant: \$10,000 (Exterior construction)

East Downtown



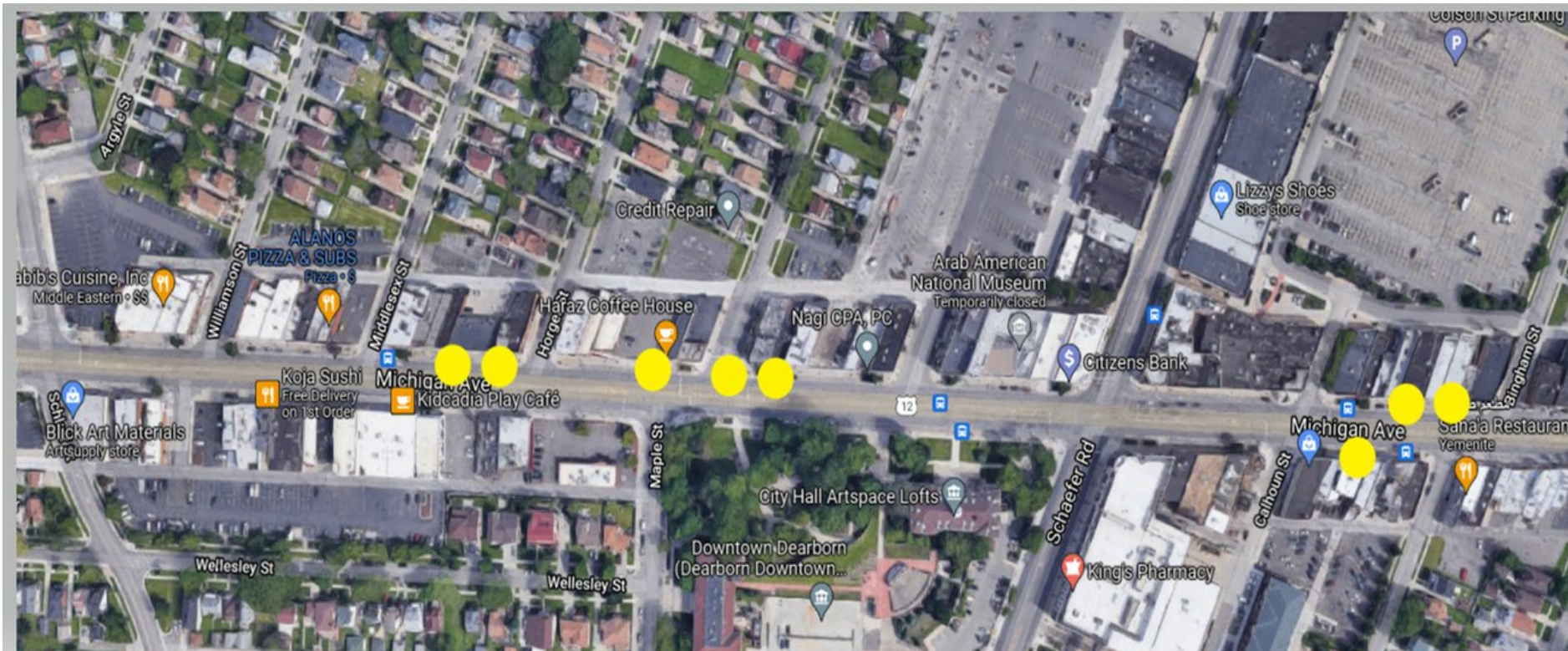
2020 - 2021 WDDDA Grant Totals

4 Projects, \$60,000 awarded



2020 - 2021 EDDDA Grant Totals

8 Projects, \$75,000 awarded



Connect



Downtown Dearborn



@DearbornDtwn



@DowntownDearborn

www.downtowndearborn.org

Questions?

Contact: Dearborn Downtown Development Authorities Office
313-943-3141 or info@downtowndearborn.org

Cristina Sheppard-Decius
Executive Manager
csdecius@downtowndearborn.org

Janet Bloom
Operations Manager
jbloom@downtowndearborn.org

Cathleen Francois
Event Manager
cfrancois@downtowndearborn.org

Steve Deisler
Project Manager
sdeisler@downtowndearborn.org

Helen Lambrix
Social Media Manager
hlambrix@downtowndearborn.org

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DOWNTOWN
ASSOCIATION



Strengthening Downtowns

Founded in 1980, the Michigan Downtown Association is a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment and continuing improvement of Michigan communities and downtowns.

The Mission of the Michigan Downtown Association is to strengthen and sustain downtowns.

MDA's Vision is to be the leader in preserving and enhancing downtowns and their ongoing management.

www.michigandowntowns.com



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Downtown Lansing
Photo Credit: James Lenon



Downtown Grand Ledge

Upcoming Events:

Summer Workshop, Friday, June 3, 2022, Charlevoix

Downtown Day, Saturday, September 24, 2022

Annual Conference, Thursday- Friday, November 3-4, 2022

Hotel

A block of rooms has been reserved for attendees at The Graduate, 130 West Grand River Avenue, East Lansing, for March 1 and March 2, 2022. A special rate of \$109 (excluding taxes and fees) is available by clicking [here](#) or by calling The Graduate at 517-348-0900, before February 18, 2022.



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MICHIGAN
DOWNTOWN
ASSOCIATION



MDA LANSING DAY & WORKSHOP

March 2-3, 2022

Lansing & Grand Ledge, MI
In-person & Virtual Attendance Option

Downtowns
in the Future
What's next for downtown?



Downtown Lansing
Photo Credit: James Lenon



MICHIGAN
DOWNTOWN
ASSOCIATION

Strengthening Downtowns

P.O. Box 3591, North Branch, MI 48461

Lansing Day
WEDNESDAY, MARCH 2, 2022

Mackinac Room
Anderson House Building
124 N. Capitol Avenue
Lansing MI 48933
\$60 includes lunch

- 10:00 am – 10:30 am Registration
- 10:30 am – 11:30 am Welcome & Introductions
Cristina Sheppard-Decius, Chair, Michigan Downtown Association
- Legislative Update
Molly LaLone, Chair, MDA Legislative and Advocacy Committee
- Key Messages to share with Lawmakers
MDA Legislative Committee
- 11:30 am – 12:45 pm Luncheon Reception with Legislators
Mackinac Room
- 1:00 pm – 3:00 pm Meetings with Legislators
- 2:00 pm – 3:00 pm MDA Board of Directors Meeting
Mackinac Room
Attendees are welcome to join the meeting.
- 5:30 pm – 7:30 pm MDA Meet & Greet
Jolly Pumpkin
218 Albert Avenue
East Lansing, MI 48823

Join us as we enjoy good company, complimentary appetizers, and a cash bar.

Workshop: Downtowns in the Future
THURSDAY, MARCH 3, 2022

Grand Ledge Opera House
121 South Bridge Street
Grand Ledge, MI 48837

What's next for downtown? Effective downtown management requires anticipating the future and adjusting to change. How will downtowns adapt to future social, economic, and cultural matters? What tools are available for organizations to use to help alter the landscape of downtowns as we move ahead? Join us in beautiful downtown Grand Ledge, at the historic Grand Ledge Opera House, as we explore what the future looks like for Michigan downtowns.

- 8:30 am – 9:00 am Registration
Continental Breakfast



- 9:00 am – 9:10 am Welcome
Cristina Sheppard-Decius, Chair, Michigan Downtown Association
- 9:10 am – 9:20 am Welcome to Downtown Grand Ledge
Keith Mulder, Mayor Pro-Tem, DDA Board Member and Business Owner
- 9:20 am – 9:30 am Attendee Introductions
- 9:40 am – 10:10 am MEDC – Future of The Main Street Program

The Mission of the Michigan Main Street program is to work with communities and neighborhood districts to create high-quality places that build stronger communities and neighborhood districts through preservation-based economic development. In this session you will learn about Michigan Main Streets focus for 2022 and upcoming plans for the Downtown Resource Center.

Laura Krizov, Manager, Michigan Main Street, Community Development, Michigan Economic Development Corporation

- 10:10 am – 10:25 am Networking Break
- 10:25 am – 11:20 am Energize Downtown: Future Trends in Lighting, Parking, and Mobility

Mobility is electrifying our cities, especially downtown. The new focus is on accelerating the mobility of employees, visitors, and residents in all directions and with a variety of innovative modes. Movement within and around our downtowns in the future will not only need to be faster but safer, diverse, cost-efficient, and well managed. The same is true with downtown lighting as innovations in the industry means more than just changing to LED. Our session will focus on breakthroughs on three different fronts; vehicles and parking technology, safe and efficient lighting, and the independent traveler on two or three wheels.

Chris Leonard, Sales Representative, Carrier & Gable
Lindsey J. Dotson, MSARP, Executive Director, Charlevoix Main Street DDA
Tom Neff, Sales Representative, Traffic and Safety
Frank Speek, Director of Government Partnerships, Spin

- 11:20 am – 12:20 pm The Immediate and Future Benefits of Inclusion for Successful Downtowns

With nearly three decades of experience spanning a multitude of industries including non-profit, health care, and higher education, Ken is driven by his passion to initiate cross-cultural dialogue and advance diversity, equity, and inclusion. In this interactive session, learn of the benefits of inclusion for downtown boards and staff members and business attraction and retention. From Ken's presentation, we can expect group interaction, thought provoking content, relevant materials, and tangible take aways.

Ken James, Chief Diversity Officer, Muskegon Community College

- 12:20 pm – 1:15 pm Lunch on Site
Legislative Update
Molly LaLone, Chair, MDA Legislative and Advocacy Committee

- 1:15 pm – 1:45 pm Changing the Future Landscape of Downtown, One Plant at a Time

Inspired by European villages and a college sustainability course, city leaders in Durand, Michigan replaced a portion of its annual flower plantings with edible landscaping. What grew from that is a remarkable mix of community pride and full tummies! Learn from key contributors what happened and how edible landscaping is flourishing in Downtown Durand.

Kenneth McDonough, Mayor, City of Durand
Cameron Horvath, City Manager, City of Durand
Jeff Brands, Councilman, City of Durand
Michael Nazarian, Sustainability Consultant and Citizen of Durand

- 1:45 pm – 2:15 pm The Future of Retail
As many industries impacted by the pandemic, retailers in Michigan are starting their next chapter using more ecommerce and digital tools than ever before. Scarcity fueled creativity and inspired Michigan retailers large and small to adapt different methods of selling that will continue into 2022 and beyond. MRA's Jennifer Rook covers the outlook for retailers in local communities and how downtown organizations and retailers can work together to inspire community and keep Michiganders shopping local.

Jennifer Rook, Vice President, Communications and Marketing, Michigan Retailers Association

- 2:15 pm – 2:30 pm Networking Break
- 2:30 pm – 3:15 pm Back to the Future- Roundtable Highlights from Michigan Downtowns

In this fast-paced session, hear your peers discuss what has changed in their downtowns over the past two years, the lessons they have learned, and their personal predictions for the future of their cities.

Anne Gentry, Executive Director, Alpena Downtown Development Authority
Dave Alexander, Business Development Manager, City of Muskegon
Rebecca Finco, Executive Director, Marquette Downtown Development Authority
Michelle Sponseller, Director, City of Mt. Pleasant Downtown Development
Heather Marks, Director, Blissfield Main Street & Downtown Development Authority
Sommer Realy, Engagement Manager, Ferndale Downtown Development Authority

- 3:15 pm – 4:20 pm Planning and Zoning: The Meat and Potatoes of Downtown's Future

What better way to prepare for the future of your downtown than to understand the ins and outs of Planning and Zoning? Our expert in the field will give an overview of the MI Planning Enabling Act of 2008, the importance of planning, its public purpose, and what goes into a zoning code. How to 'plan' for the future, along with zoning's latest trends, will also be discussed.

Doug Piggott, AICP, Senior Planner, ROWE Professional Services Company

- 4:20 pm Closing Remarks
Dana Walker, Director, Michigan Downtown Association

www.michigandowntowns.com

Registration Form for Annual MDA Lansing Day & Spring Workshop:

MDA Member: Lansing Day: \$60 Workshop: \$110 Both: \$170 MDA Non-Member: Lansing Day \$60 Workshop: \$125 Both \$185

Workshop Sponsor (includes one table and two registrations): \$250

Virtual Format price is the same. The MDA is closely monitoring all CDC, MDHHS, and local mandates as well as private facility requirements. Updates will be sent to attendees, via email, as necessary. Sorry, no refunds, but changes to type of registration can be requested. We look forward to hosting a safe and informative event!

Please return this form with payment to MDA by February 25, 2022. Make checks payable to the Michigan Downtown Association.

Send payment to:
Michigan Downtown Association
P.O. Box 3591
North Branch, MI 48461
director@michigandowntowns.com

Credit Card payments are accepted over the phone at 248-838-9711.

Save time! Register and pay online at www.michigandowntowns.com/events.php

Name
Organization
Phone
Email

Card No.
Exp. Date
Name on Card:
Signature:
Zip Code:
_Visa_MC_Dis_Amex
Card No.
Exp. Date
Name on Card:
Signature:
Zip Code:

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

December 16, 2021

8:00 – 9:30 AM

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

MINUTES

MEMBERS PRESENT

WEST DDA: Chairperson Sam Abbas (via Zoom), Vice Chairperson Mohammed Hider (via Zoom), Secretary-Treasurer Jeff Lynch (via Zoom), Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy (joined 8:15 a.m.), Director John L. McWilliams, and Director Karen Nigosian, Director Audrey A. Ralko

EAST DDA: Vice-Chairperson Eric Woody (via Zoom), Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, Director Kamal Turfah (via Zoom)

MEMBERS ABSENT

WEST DDA: N/A

EAST DDA: N/A

NON-MEMBERS PRESENT :

CITY OF DEARBORN: Hassan Sheikh (ECD), Licia Yangouyian (Legal), Moe Almaliky (Finance), Zeinab Hachem (Council Office), Cristina Sheppard-Decius (DDDA), Janet Bloom (DDDA), Helen Lambrix (DDDA), Cathleen Francois (DDDA), Steve Deisler (DDDA)

OTHERS: Bill Bowen (Octane), Kathleen Duffy (Smith Group), Kelly Burke (Smith Group)

I. Call to Order

Chairman Sam Abbas called the meeting to order at 8:10 am

II. Roll Call

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

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

III. Joint Meeting Chair for December 2021: Chairman Sam Abbas.

It was motioned to turn proceedings over to Secretary-Treasurer Matthew Dietz due to Chairman Sam Abbas, Chairman Eric Woody, Vice Chairman Mohammed Hider, and Secretary-Treasurer Jeff Lynch having to call in for meeting.

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

For WDDDA, motion to approve was made by Secretary-Treasurer Mohammed Hider, and was seconded by Director John McWilliams. A voice vote passed unanimously. Motion approved.

Joint Meeting Chair for December 2021 proceeded with Secretary-Treasurer Matthew Dietz

IV. Approval of Minutes

Joint Meeting - November 2021

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

V. Treasurer's Report

WDDDA: Moe Almaliky from Finance reviewed the financial statement dated November 30, 2021. Revenue to date totaled \$703,519. Total expenditures totaled \$124,906. The current cash position equals \$1,368,326 and it is estimated the WDDDA's cash position at the end of the fiscal year would be \$649,133.

EDDDA: Moe Almaliky reviewed the financial statement dated November 30, 2021. Revenue to date totaled \$724,857. Total expenditures totaled \$183,138. The current cash position equals \$1,001,133 and it is estimated the EDDDA's cash position at the end of the fiscal year will be \$231,270.

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

VI. Action Items

A. Regular Action Items

1. Joint Board Actions

a) Social Media Management Contract 2022

The EDDDA and WDDDA value and desire to increase communications, public relations, marketing and media exposure for Downtown Dearborn, so agree to execute the option to continue Social Media Management to the POW! Strategies, Inc. contract in the amount of \$40,050 annually with a flat fee of \$3337.50 monthly from January 1, 2022 to December 31, 2022 to be split equally between EDDDA and WDDDA.

The EDDDA will pay \$20,025 annually, or \$1,668.75 monthly, from account #297-6100-911-34-90.

The WDDDA will pay \$20,025, or \$1,668.75 monthly from account #296-6100-911-34-90.

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

For WDDDA, motion to approve was made by Director Jackie Lovejoy, and seconded by Director Thomas Clark. A voice vote passed unanimously. Motion approved.

b) Line Item Reappropriation - Branding

The EDDDA and WDDDA contracted with Octane Design for branding redevelopment services in April 2018 in the amount of \$480,000. Each fiscal year a portion of the contract was added to the purchase order and the budget as needed. In FYE 2021, the remainder of the contract was inadvertently not entered into the purchase order prior to the fiscal year end in order for it to be carried forward as budgeted. The Executive Committee recommends a line-item reappropriation for branding to complete the contract and the additional services already approved, and those recommended for year two graphic services.

The EDDDA approves a line-item reappropriation of \$10,000 from H2BE and \$5,000 from SEO/SEM from FYE 2022 to the branding line item, totalling \$15,948.

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

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

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

c) Graphic Design Services January - June 2022

EDDDA and WDDDA have a need for continued graphic design services for January through July for Spring and Summer 2022 projects. The EDDDA and WDDDA expend Tax Increment Financing (TIF) pursuant to

the EDDDA and WDDDA Development and TIF Plan, Section (2) (e) B) District Marketing, Promotion, Recruitment, Support of the Arts and Cultural Programs for programs that sustain and increase business activity with the districts. On an annual basis, \$75,000 for graphic design services is estimated to support all the annual programming and projects of the DDDAs. The DDDAs budgeted \$60,000 for annual graphic design services anticipated for brand graphics for FYE 2022, and \$25,000 for graphic design services for the Fall/Winter 2021 promotions with Octane Design, split equally by the DDDAs. \$35,000 is needed to provide graphic design services from January - July 2022 for annual programming and projects, to be split equally between the DDDAs.

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

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

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

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

d) 2020 Social Media Ad/Office Expense Reimbursement - Missed Payments

The EDDDA and WDDDA utilize POW! Strategies, Inc. to purchase social media ad buys and board meeting supplies through a contracted service agreement. Invoice #158 from POW! Strategies, Inc. was issued in May 2020 for \$379.32 for a Social Media ad buys, coffee and donuts for the last joint board meeting before COVID shut down. The bill did not complete processing and due to it being out of the current budget year, the funds are still due and approval is being requested for the DDDA boards for reimbursement to POW! Strategies, Inc.

The EDDDA will pay \$5.00 for Tim Horton's donuts from account #297-6100-911-60-10 and Facebook charges of \$184.66 from account #297-6100-911-51-00.

The WDDDA will pay \$4.99 for Tim Horton's donuts from account #296-6100-911-60-10 and Facebook charges of \$184.67 from account #296-6100-911-51-00.

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

For WDDDA, motion to approve was made by Director Mark Guido, and was seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

e) Snow Removal Services

The EDDDA and WDDDA have a need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district. The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks, and the sidewalk perimeters around parking lots/decks. The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1 2019 - March 31, 2020, with up to three, one-year renewal options. The EDDDA authorized a budget of \$25,000, and the WDDDA authorized a budget of \$36,500, for snow removal services for FYE2021. The DDDAs contested fees charged in early 2021 for snow removal, however, upon Legal and Purchasing review, the fees will stand as is. For EDDDA, Premium will absorb the contested January amount of \$2,475, and the EDDDA will pay \$8,000 to finalize the FYE 21 balance. For WDDDA, Premium will absorb the contested January amount of \$1,140, and the WDDDA will pay \$6,045 to finalize the FYE 21 balance, with Legal requesting an addendum with clarified terms, which both DDDAs and Premium would need to agree to. The EDDDA will pay \$8,000 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel.

The WDDDA will pay \$6,045 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel.

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

For WDDDA, motion to approve was made by Director Thomas Clark, and seconded by Director Jackie Lovejoy. A voice vote passed unanimously. Motion approved.

VII. Presentation: Vision Plan Draft & Timeline

Cristina presented the latest Vision Plan PPT. It covered the vision of Dearborn in 2040. The presentation noted key downtown anchors, assets and connectivity, and how US-12 (Michigan Ave.) would have a road diet, iconic wayfinding art, lighting and signage. Dearborn was defined as diverse, innovative, and connected. Goals and objectives drawn from existing plans and further input include a built environment that celebrates the well-maintained historic buildings and new buildings that complement the vibe. A bridge to unite the two downtowns - addressing physical, social and psychological barriers. Other categories were mobility, living, workforce, culture, open space and SMART (sustainability and resiliency). Cristina displayed examples of these practices in motion now and shared successes in both East and West districts. Next was an implementation roadmap which included engagement of current committees and an Advisory Committee. Priorities were listed in each district to match the Vision Plan.

VIII. Recognition of Outgoing Board Members/Introduction of New Board Member

The boards recognized Mayor Jack O'Reilly for his 30 years of service, 15 as Mayor. Chief of Staff and DDDA Director Mark Guido was also recognized for his years of service. Exiting WDDDA Director John McWilliams was thanked for his 12 years of service on the WDDDA board.

Introduced newest board member for East, Hamzah Nasser of Haraz Coffee.

IX. Old Business

- A. Office Lease - waiting on final for review. Current changes are that office cleaning, utilities and electrical are all included in current lease agreement.
- B. Board Vacancies - Both boards will have the new Mayor and a designated city administrator on the boards to replace Mayor Jack O'Reilly and Director Mark Guido. There are three open board positions for EDDDA and two open board positions for WDDDA.
- C. Snow Removal Contract - see Joint Board Action Items for Snow Removal.
- D. Landscape & Maintenance Contract - EDDDA - DDDA office has talked to Purchasing and Accounting and current COVID situation puts us in a situation where bids will be much higher for services. It was determined that we currently manage contracts as is and look to do bid in early Fall.

X. Committee Reports

Promotions Committee:

Cathleen Francois, Events Mgr. - Shop Small press release generated a TV interview that included an EDDDA business, Retro Image Antiques. Winterfest was doing great until the wind forced an evacuation of the tent at 11:30am. Surveys and more feedback from vendors and businesses being collected.

Design/Economic Vitality Committee:

Steve Deisler, Project Mgr. - Seeing a lot of demand for the Open Door Dearborn Grant Program. We are low on funds for rest of budget year. More businesses have expressed interest in applying. Working on creating a "What is a DDDA?" style flyer that included resources from the Business Assistance team and their free services.

Steering Committee:

No updates.

Bike Share Committee:

Steve Deisler, Project Mgr. - committee is looking to complete memo to City Council for scooter ordinance early 2022.

XI. DDDA Executive Management Team

None at this time.

XII. ECD Report

None at this time.

XIII. Call to Board of Directors

None at this time.

XIV. Call to Audience

None at this time.

XV. Adjournment

Meeting adjourned at 10:30 a.m. A motion was made by Director Mark Guido, seconded by Vice Chairman Mohammed Hider.

Approved by:

Jeffery Lynch, Secretary-Treasurer, WDDDA

Matthew Dietz, Secretary-Treasurer, EDDDA

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Graphic Design Services- Octane - EDDDA

Date Adopted: December 16, 2021

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Kamal Turfah

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

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

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

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

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

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

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

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

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Graphic Design Services- Octane - WDDDA

Date Adopted: December 16, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Director John McWilliams

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

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

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

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

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

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

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

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Line Item Reappropriation - Branding - EDDDA

Date Adopted: December 16, 2021

Motioned by: Director Kamal Turfah

Seconded by: Director Jay Kruz

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

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

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

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

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

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Line Item Reappropriation - Branding - WDDDA

Date Adopted: December 16, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Secretary-Treasurer Jeff Lynch

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

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

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

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

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

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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

Date Adopted: December 16, 2021

Motioned by: Director Jay Kruz

Seconded by: Director Kamal Turfah

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

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

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

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

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

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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

Date Adopted: December 16, 2021

Motioned by: Director Mark Guido

Seconded by: Director Jackie Lovejoy

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

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

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

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

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

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2020/2021 Snow Removal Contract - contested funds - EDDDA

Date Adopted: December 16, 2021

Motioned by: Mayor Jack O'Reilly

Seconded by: Director Kamal Turfah

- WHEREAS:** The East Dearborn Downtown Development Authority (EDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and
- WHEREAS:** The EDDDA authorized a budget of \$25,000 for snow removal services FYE2021; and
- WHEREAS:** The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks and the sidewalk perimeters around parking lots/decks; and
- WHEREAS:** The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options; and
- WHEREAS:** The DDDAs contested fees charged in early 2021 for snow removal, but upon Legal and Purchasing review, the fees will stand as is, with Premium absorbing the contested January amount of \$2,475, and the EDDDA paying \$8,000 to finalize the FYE 21 balance, with Legal requesting an addendum with clarified terms, which both DDDAs and Premium would need to agree to; therefore, let it be
- RESOLVED:** The EDDDA authorizes the expenditure of \$8,000 to Premium Lawn to for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #297-6100-911-34-90, subject to the review and approval of Corporation Counsel.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

2021/2022 Snow Removal Contract - contested funds - WDDDA

Date Adopted: December 16, 2021

Motioned by: Director Thomas Clark

Seconded by: Director Jackie Lovejoy

WHEREAS: The West Dearborn Downtown Development Authority (WDDDA) recognizes the need to maintain a safe and accessible downtown area with consistent snow removal services for the sidewalks and public pedestrian areas throughout the district; and

WHEREAS: The WDDDA authorized a budget of \$36,500 for snow removal services FYE2021; and

WHEREAS: The City of Dearborn Parking Fund and Department of Public Works annually cover the costs for parking lots/decks and the sidewalk perimeters around parking lots/decks; and

WHEREAS: The DDDAs, through City of Dearborn procurement processes, awarded the bid for snow removal services to Premium Lawn for a term of one season starting November 1, 2019 - March 31, 2020, with up to three, one-year renewal options; and

WHEREAS: The DDDAs contested fees charged in early 2021 for snow removal, but upon Legal and Purchasing review, the fees will stand as is, with Premium absorbing the contested January amount of \$1140, and the WDDDA paying \$6045 to finalize the FYE 21 balance, with Legal requesting an addendum with clarified terms, which both DDDAs and Premium would need to agree to; therefore, let it be

RESOLVED: The WDDDA authorizes the expenditure of \$6045 to Premium Lawn for snow removal services for the 2020/2021 snow season, from the snow removal budget line account #296-6100-911-34-90, subject to the review and approval of Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider, Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L. Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams, Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent:

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Management via POW! Strategies Contract 2022 - EDDDA

Date Adopted: December 16, 2021

Motioned by: Director Kamal Turfah

Seconded by: Director Mark Guido

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

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

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

RESOLVED: The EDDDA Board authorizes the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.

Yes: Vice Chairperson Eric Woody, Secretary-Treasurer Matthew Dietz, Mayor Jack O'Reilly, Director Janice B. Cislo, Director Mark G. Guido, Director Jay P. Kruz, Director Hamzah Nasser, and Director Kamal Turfah

No:

Abstained:

Absent:

WEST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

Social Media Management via POW Contract 2022 - WDDDA

Date Adopted: December 16, 2021

Motioned by: Director Jackie Lovejoy

Seconded by: Director Thomas Clark

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

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

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

RESOLVED: The WDDDA Board authorizes the Manager of the DDDAs to execute the contract, subject to the review and approval of Corporation Counsel.

Yes: Chairperson Sam Abbas, Vice Chairperson Mohammed Hider,
Secretary-Treasurer Jeff Lynch, Mayor Jack O'Reilly, Director Thomas L.
Clark, Director Mark G. Guido, Director Jackie Lovejoy, Director John L. McWilliams,
Director Karen Nigosian and Director Audrey A. Ralko

No:

Abstained:

Absent: