

# East & West Dearborn Downtown Development Authorities

The East and West Dearborn Downtown Development Authorities (DDDA) provide marketing and promotions, streetscape improvements, maintenance, business recruitment, property development and business retention for Downtown Dearborn. For the past six years, the DDDAs have been collaborating to create a vibrant downtown experience for all by focusing on five key transformational strategies:

- Image
- Walkable Public Spaces
- Cohesive Community
- Millennial/Next Gen Appeal
- Innovative Retail



© National Main Street Center, 2016, All Rights Reserved.

Collectively, they are working to market and promote Downtown Dearborn with a unified voice and message; improve the building and street first impressions; create a more walkable and bike-able downtown area, especially along Michigan Avenue; cross-promote districts to grow the economic base of each; attract the next generation with fresh events, new housing options and one-of-a-kind businesses; as well as recruiting innovative retail businesses that provide an experience in Downtown Dearborn.

The greatest priority this past year was the economic sustainability of businesses impacted by the pandemic, while staying on course with the identified transformational strategies.



## ORGANIZATION

The DDDAs continue to follow the Main Street approach to revitalization, building their grassroots network to achieve their goals. This past year they worked on:

- developing a vision plan for the districts;
- incorporating the Dearborn

brand of diversity, innovation and connectedness, Application to the Michigan Main Street “Select Level” due July 30, 2021;

- creating the “Downtown Dearborn” umbrella organization;
- PA57 State law reporting.

## PROMOTIONS

Since 2017, the DDDAs have partnered on its public relations, communications, social media and online presence with significant results. Some of the key highlights from this year include:

- Metromode, an online media source for community-based economic positive news stories distributed to their thousands of newsletter subscribers;
- Pandemic relief - #LoveYourLocal marketing campaign to keep Downtown Dearborn top of mind for visitors and reassure all that it was safe, welcoming and open for business – reaching over 40,000 monthly with everything from video, print ads, bi-weekly eblasts, banners and more.
- Brand integration and developing a new tourism-based website for Downtown Dearborn which is expected to be live in the first quarter of 2022.
- Retooled and reinvented events and on-site amenities.
- Launched the Pickup Pledge Campaign in January 2021 to support local restaurants during the continued statewide closures.



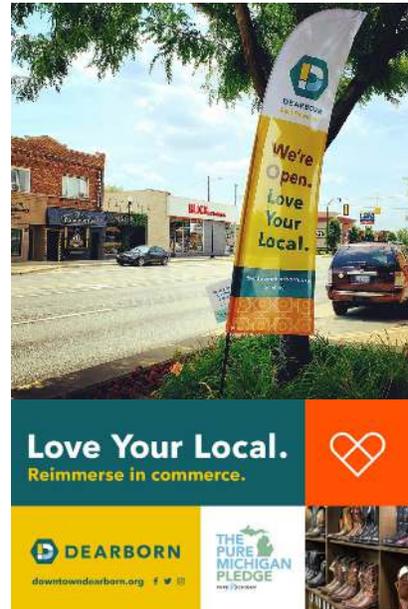
- Hosted Movies in the Park, Farmers & Artisans Market, Pumpkin Carving Day, Winterfest Market, Shop Small, Ladies Night Out, Spring Perennial Exchange seeing significant increase in patronage at all of them.
- Cancelled Music in the Park, Jazz on the Ave, Friday Nights Rally and Dearborn Restaurant Week due to

### COVID.

- The EDDDA introduced a series of Homage to Black Excellence events including the Art of Courage exhibit at City Hall Artspace and virtually, Diversity, Equity & Inclusions panels and most recently the Juneteenth Mobility Stroll & Roll, as well as a Sidewalk Sale promotion.
- A Social District has been approved in the WDDDA which is anticipated to launch this summer - awaiting a handful of the businesses to apply.

## DESIGN

There are several streetscape and physical improvement projects underway that will improve the walkability and visual appearance in Downtown Dearborn:



- New outdoor dining platforms in four areas - completion slated for July 2021;
- The EDDDA parking lot and alley improvements north of Michigan Avenue from 5050 Schaefer Road to Williamson Street including the installation of 82 light poles and 110 LED luminaires;
- City Hall Park redesign kicked off with a public engagement session; design concepts are anticipated by Fall and renovations to take place in 2022/23;
- The stormwater replacement at City Hall Park was completed by the City of Dearborn in June 2021;



- The Connector Streetscape Improvements of Howard, Mason and Monroe in the WDDDA are complete;
- The greenspace design behind the Bryant Branch Library is in process;
- Redesigning Michigan Avenue is still pending conversations with MDOT at the State level and Federal financial support, as well as the finding of the CAVnue study by MDOT;
- Due to COVID-19, the provider of the bike share system (Zagster) closed business in May 2020. The Bike Share Committee is currently working on finding another service provider for 2022, however, a new scooter share program is still anticipated to launch in the summer of 2021.

share system (Zagster) closed business in May 2020. The Bike Share Committee is currently working on finding another service provider for 2022, however, a new scooter share program is still anticipated to launch in the summer of 2021.

Over the last year, the pandemic has generated an increase in litter in the districts due to the volume of carryout services and safety materials like masks and sanitization wipes. The DDDAs both have made a significant increase in landscaping and maintenance services to address these issues, but also to continue to improve the visual presence of the downtowns. The DDDA continue to provide landscape, maintenance and snow removal service for the districts, as well as adding streetscape amenities and new landscaped areas.

### **ECONOMIC VITALITY**

Downtown Dearborn provides business and recruitment assistance, working towards driving up occupancy and strengthening businesses. Despite the pandemic, business occupancy in the downtowns is strong and continues to see new business openings and investments in the districts. Over the last year and in the coming months, the DDDAs will have over 30 new businesses open.

However, the current strain on businesses is the lack of employee pool which is impacting their ability to be fully open and operate. An economic impact study, conducted by the DDDAs and UofM Dearborn in January, has resulted in the DDDAs beginning to deploy new strategies to assist businesses with e-commerce and access to resources.



The DDDAs also:

- Secured \$150,000 from the NEI for small business relief grants and partnered with the City, ACCESS and the chambers to award over 60 businesses with funding assistance.
- Established its Dearborn Business Assistance Team (BAT) of over 25 organizations and resources to provide one-on-one consultation services, workshops, town halls and most recently added 30-minute quick tips sessions.
- Assisted restaurants by providing over 40 igloos and greenhouses.

To encourage businesses to locate in the DDDAs, as well as existing businesses to beautify their facades, the DDDAs launched its business incentive program called “Open Door Dearborn”. Over the last year, the DDDAs have provided over \$70,000 in grants to eight businesses/property owners that have greatly improved building design and tenancy in the districts. A façade study of one block in the EDDDA was conducted providing property owners with not only the incentive to improve their buildings, but also the imagination and quality design to start. Outreach to those businesses with additional resources are underway.

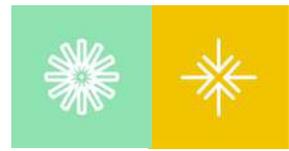
Another area of need is middle/workforce housing, and it is part of the DDDAs strategy to increase the housing stock in the districts. Both the sale and rental market is highly competitive driving costs up and making it less accessible for the workforce to find the necessary housing in Dearborn. Infill development and redevelopment of upper floor spaces is being encouraged, and incentive programs and resources are being evaluated to grow in this area. The recent addition of the EDC’s real estate broker for city-owned properties will be a huge asset to moving this type of development forward.





# 2020/21 Economic Study

Conducted by U of M Dearborn iLabs for the East and West Dearborn Downtown Development Authorities



313-943-3141  
#DowntownDearborn  
info@downtowndearborn.org  
www.downtowndearborn.org

## Overview

In February 2021, Dearborn businesses were invited to participate in an online survey administered by UM-Dearborn's Center for Innovation Research, iLabs, in order to help the City of Dearborn and the East and West Dearborn DDAs better understand the impact of the COVID-19 pandemic on the business community. The survey also gathered information about overall business health, including sales, operating hours, number of employees, changes in products/services, as well as financial support applied for and received.

80% of respondents reported being located in the 48124 zip code - 60% of which located in the West DDDA. The most frequent response was from restaurants, cafés and bars that serves food.

The usable response sample size was small (15 responses), therefore, it is recommended to hold additional focus groups based on types of businesses to further gather data and input.



## Where Businesses Found COVID Support

- Business Assistance**  
The majority of businesses reported contacting the SBA and Wayne County for business assistance in the past 12 months.
- COVID Funding Programs**  
Respondents most often applied for the Federal Paycheck Protection Program, Michigan Small Business Relief Loan, SBA Disaster Assistance Loan, and the Wayne County Small Business Relief Loan.

## 2021 Business Forecast



## Strategic Next Steps

At the beginning of the year, more than 50% of the businesses expected their number of full-time staff employed at their business to stay the same, as well as 39% of their part-time. However, based on current conversations with businesses, finding employees is the number one issue.

The other areas of need are: awareness of the variety and depth of business assistance available; strengthening businesses' social media and ecommerce.

DDDA Economic Recovery Strategy:

- Improve & Expand City and DDDA Websites
- Assist Businesses with eCommerce & Social Media Strategy
- Promote Employment Opportunities & Incentives
- Business Resource Outreach (BAT) including partnerships, technical support and funding sources
- Industry Focus Groups to Gauge Further Needs

# Downtown Dearborn Social Media Metrics - January - June 2021

## IMPRESSIONS

---

Total for 2021: 2,153,817

- Goal: 1.65 Million
- 2020 Comparison: 1,464,858
- 2019 Comparison: 2,531,751

Impressions per Platform:

Facebook: 1,320,273  
Instagram: 805,341  
Twitter: 28,203

## ENGAGEMENT

---

Total Engagement 2021: 38,983

- Goal: 58K, 67% to goal

Engagement Rate per Impression: 1.8%

Engagement per Platform:

Facebook: 34,306  
Instagram: 4,321  
Twitter: 356

## AUDIENCE

---

2021: 16,273

- Goal: 18K
- GROWTH: 2021 total: 1,880

Audience Growth per Platform:

Facebook: 752  
Instagram: 1042  
Twitter: 86

Additional Social Page Audience:

Music In the Park -- 255

Silent East Disco -- 424

Homage to Black Excellence - 147

NEW TOTAL: 16,999

# Facebook Top Posts:

Photos from Downtown Dearborn's post

Like Comment Share

Tag Photo Options

**Downtown Dearborn**  
Published by Helen Lambrix (9)  
Like This Page · May 2

Happy May! May is Historical Preservation Month, so we'll be sharing some info throughout the month about our varied architecture and cool historical facts about #DowntownDearborn.

Reposted with permission from @detroit.walk.n.roll (from Instagram). Give them a follow for all sorts of cool content!

Built in 1930, the John H. Schaefer building is an Art Deco masterpiece designed by renowned Detro...  
See More

Tag Photo Add Location Edit

22 22 Shares

Like Comment Share

Comment as Downtown D...

Like Comment Share

**Downtown Dearborn**  
June 3

Conceded to the Great Depression on their splendid...  
located at the corner of Michigan and Chicago in the...  
strongest building for coffee and baked goods, and will...  
and a lot of other things you'll love!

Tag Photo Add Location Edit

155 15 Shares 18 Shares

Like Comment Share

Medi...  
Downtown Dearborn...  
Downtown Dearborn...  
Downtown Dearborn...

Comment as Downtown D...

**Downtown Dearborn**  
June 3

The Dearborn Farmers & Artisans Market is BACK! Stop by Wagner Park...  
The year's market is stepping up to be bigger and better than ever with...  
many new vendors and many exciting events, along with local...  
entertainment throughout the day, and Yoga at the Market at 4:30 PM!

1,930 151  
People Needed Equipment

Like Comment Share

**Performance for Your Post**

1,990 People Reached

65 Real-time Comments & Shares

39	22	17
Like	Comment	Share
5	3	6
Like	Comment	Share
5	6	9
Comments	Comment	On Shares
17	16	2
Shares	On Post	On Shares

66 Total Clicks

11	12	42
Photo Views	Link Clicks	Other Clicks

Apparel Performance

1	1
Like Post	Hide All Posts
1	1
Reported Spam	Unhide Page

Reposted stats may not reflect from what appears on page

# Instagram Top Posts:

downtowndearborn

downtowndearborn Dearborn is getting #BacktoBusiness..... but please, be kind and patient with our businesses. Things are hard right now for a lot of businesses with limited staff and supply chain issues.

♥  
Sometimes supporting local small businesses means being the kind of customer that is understanding and empathetic when something isn't going quite right..... Let's all take a deep breath and give some grace to those who work hard to serve our community!

♥  
#DowntownDearborn #dearbornmichigan #benice #bec... More

Jun 24, 2021

♡ 154
💬 6
➦ 45
🔖 3

---

### Interactions

28

Actions taken from this post

Profile Visits	26
Website Clicks	2

---

### Discovery

1,225

Accounts reached

24% weren't following you

Follows	6
Reach	1,225
Impressions	1,347
From Home	1,009
From Hashtags	195
From Profile	48
From Other	95

downtowndearborn

downtowndearborn Congrats to The Great Commoner on their opening this week!

📍 Located at the corner of Monroe and Michigan in the Wagner Hotel building (part of Ford Land's Wagner Place West), they'll be open 8:30 AM-10 PM through Sunday for coffee and baked goods, and will start offering more of their menu next week! (Follow them at @greatcommoner for all the info!)

Be sure to stop by and try out their amazing menu. And, in honor of Historical Preservation Month, while you're there check out their beautiful

♡
💬
➦
🔖

Liked by shareprojectdetroit and 111 others

near 20

Add a comment... Post

downtowndearborn

downtowndearborn Join us tomorrow (Friday) for our first Movies in the Park event, with a screening of The Lion King in Wagner Park!

The movie will begin around 8:30 PM. Why not make a night of it? Come early to catch the end of the Farmers & Artisans Market (ends at 7 PM), grab a bite to eat at one of the awesome restaurants in Wagner Place, then settle down on your favorite picnic blanket or camp chairs for a night of family-fun under the stars!

Everyone is welcome, even our furry friends! Let's make some summer memories in #DowntownDearborn. Follow the link in bio for more info.

♡
💬
➦
🔖

Liked by thedearbornshop and 72 others

near 10

Add a comment... Post

# **Annual Report 2021**

## **West DDDA Board Members:**

Sam Abbas, Chairperson  
Owner, Afor Concepts

Mohammed Hider, Vice-Chairperson  
Owner, Famous Hamburgers

Jeffrey Lynch, Secretary/Treasurer  
Director of Sales, Leasing and Development, Ford Land

Thomas Clark  
Owner, Village Picture Framing & Art Gallery

Mark G. Guido  
Chief of Staff, City of Dearborn

Jackie Lovejoy  
President, Dearborn Area Chamber of Commerce

John L. McWilliams  
Attorney, Private Practice

Karen Nigosian  
Owner, Nigosian's Oriental Rug Company

John B. O'Reilly, Jr.  
Mayor, City of Dearborn

Audrey Ralko  
Member-at-Large

## **East DDDA Board Members:**

Julia Kapilango, Chairperson  
Resident, Artspace

Eric Woody, Vice-Chairperson  
Manager, Regional Community Affairs, Beaumont

Matthew Dietz, Secretary/Treasurer  
General Manager, Blick Art Supplies Dearborn

Janice B. Cislo  
Member-at-Large

Mark G. Guido  
Chief of Staff, City of Dearborn

Jay P. Kruz  
Owner, Retro Image Antiques & Estate Sales

Mary O'Bryan  
Resident, Director of Public Relations, KLA Laboratories, Inc.

John B. O'Reilly, Jr.  
Mayor, City of Dearborn

Heidi Merino  
Co-owner, M Cantina

Kamal Turfah  
Owner, Dearborn Fresh