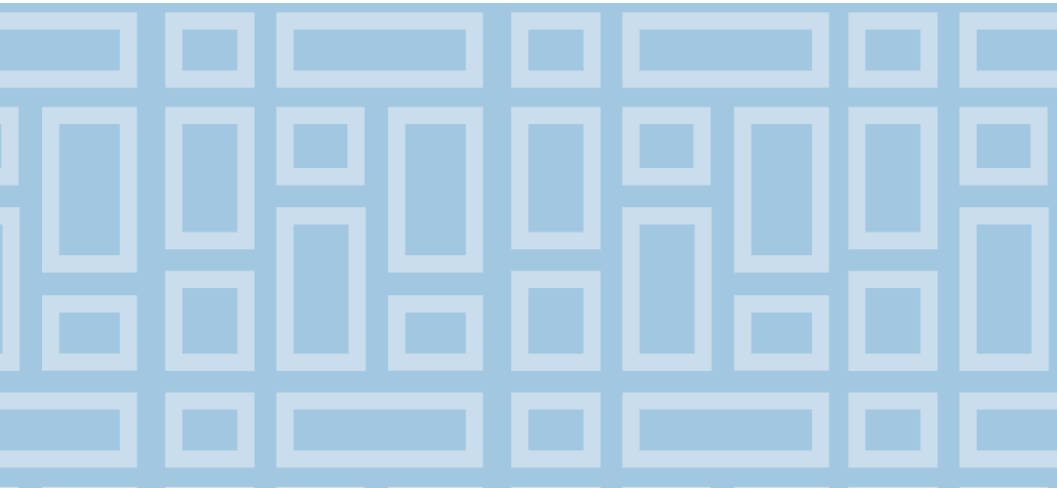
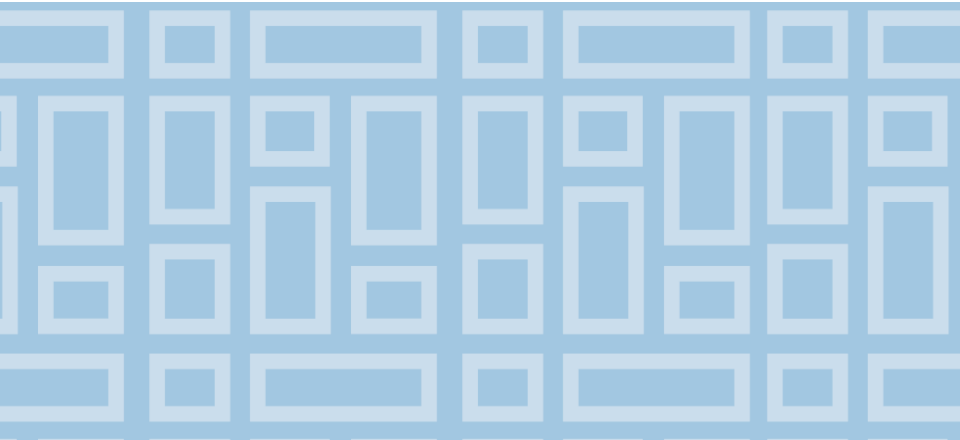




DEARBORN
Downtown



Mission:
Collaborating to
create a vibrant
Downtown
Dearborn
experience for all.



Make Your Mark.



Main Street Approach

A grassroots economic development management framework for revitalizing downtowns.



Main Street Principles

Comprehensive

Incremental

Self-Help

Public/Private Partnerships

Capitalizing on Existing Assets

Quality

Change

Action-Oriented

Transform Michigan Avenue from east to west to increase economic vitality of the whole community in order to be one of the most desirable cities in the United States in which to live using 5 key transformational strategies:

- Image
- Mobility
- Cohesive Community
- Next-Generation Appeal
- Innovative Retail Diversity



How YOU Can Engage

Projects & Programs At-A-Glance



DESIGN & ECONOMIC VITALITY

Placemaking Projects

Creating a Vibrant Downtown Experience

- Mobility: Bike Share, Bike Facilities, MMTP Plan, Inter-City Shuttle
- Beautification: *Streetscape Improvements & Amenities, Landscape Enhancements, Banners & District Identification, Holiday Lighting & Decor*
- Art in Public Places: *Art Installations & Programming*
- *Gathering Places: Open Spaces, Parks & Community Gathering Enhancements*

Business Development

Growing Our Entrepreneurial Economy

- Open Door Dearborn Business Incentives
- Entrepreneur Ecosystem Resources & Programs
- Smart City Investments

How YOU Can Engage

Projects & Programs At-A-Glance



PROMOTIONS

Brand Awareness & Marketing Reach

Working together to share all of the amazing assets that Dearborn has to offer.

- Grow the Dearborn Brand – Leverage the Brand tools and join fellow businesses in cooperative opportunities.
- Talent & Tourism Marketing/Advertising – Reach hundreds of thousands regionally and nationally.

Public Events & Festivities

Over 60 events annually - free to the community. From a vibrant Farmers Market, over 20 summer concerts, a plethora of family activities, to a diverse collection of culinary and shopping events.

- Signature Events – attracting thousands from Dearborn and Metro Detroit.
- Community Events – creating opportunities for residents to gather and enjoy their downtowns.
- Retail Promotions – appealing to the savviest shoppers around.

Business Development

Building Our Entrepreneurial Network



OPEN DOOR DEARBORN

Downtown Dearborn now offers a business incentive to entrepreneurs looking to start a business in Dearborn and existing businesses to improve and restore the charm and character of our buildings. Supporting funding and resources are needed to grow and sustain this program.



ENTREPRENEUR PROGRAMS

Every entrepreneur, new and old, knows that resources and training are the key to success. Downtown Dearborn is building an entrepreneurial network to provide access to partners' resources and help fill the gap to get businesses on their feet. Offering everything from co-working spaces, business training, networking, business assistance to pop-up shops.

Transformational Strategies in Action



COVID-19 Response

Building a Sustainable Downtown

Love Your Local.
Reimmerse in commerce.

DEARBORN
downtowndearborn.org f t i



DEARBORN

Small Business Relief Grant
Awarded to 60 Dearborn Businesses

ACCESS NEI DEARBORN
American Arab Chamber DEARBORN AREA CHAMBER OF COMMERCE

DEARBORN IS OPEN AND KEEPING DOORS OPEN

- Sharing consistent news and information about business re-openings and services
- Offering easy-access curbside delivery spots
- Securing \$150,000 for small business relief grants
- Supporting businesses with direct one-on-one consultation services
- Providing reopening best practices and resources

Placemaking Projects

Creating a Vibrant Downtown Dearborn



ART IN PUBLIC PLACES

Downtown Dearborn is known for its arts, culture and creativity. We continue to support the artisans in their trade, locating to Downtown Dearborn and by adding a variety of art in public spaces for the community to enjoy and be inspired. ArtTalks with area artists begin Fall 2020, and Art in Public Spaces slated for 2021.



MOBILITY

Making Downtown Dearborn accessible to abilities and modes of transportation is a key strategy in creating a vibrant downtown. Our city-wide multi-modal network continues to grow with programs and enhancements like the Dearborn Bike Share program, on-street bike facilities, walkable streetscape to mass transit extensions. (Bike Share to return in 2021 post COVID-19)

Transformational Strategies in Action



LAUNCHED

Downtown Dearborn bike share program in May 2017 – Added 3 stations at UofM Dearborn in 2019 for a total of 14 stations. Suspended during COVID-19 and new service provider anticipated in 2021.

Placemaking Projects

Creating a Vibrant Downtown Dearborn



GATHERING PLACES

Downtown is your hometown. It's your living room where you can meet with friends, hear all of the buzz or enjoy the serenity. We create spaces that enlighten the senses and imagination.



BEAUTIFICATION

Nothing says welcome to town like a well-lit street, beautiful landscaping, and a sense one has arrived! We create that eye-candy and inviting environment by investing in the surroundings and assuring they are maintained.

DIGGING IN



DISTRICT-WIDE SERVICES:

- Landscape, Litter & Maintenance Programs
- Snow Removal
- Seasonal & Holiday Installations
- Clean Up Event

DIGGING IN



SPECIAL PROJECTS

- Wagner Place Parking Deck/Streetscape 2018/19
- Connector Streetscape 2019/20
- S. Schaefer Lighting 2019
- Neckel Parking Lot Improvements 2020/21
- EDDDA Pedestrian Friendly Parking Lot & Alley Improvements 2020/21
- City Hall Park Redesign 2020/21

DIGGING IN

EAST & WEST DEARBORN

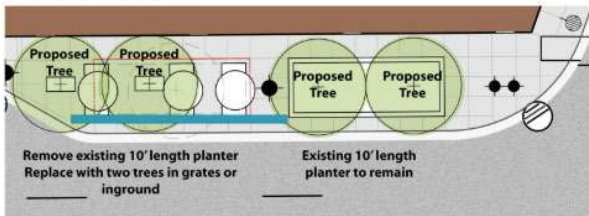
EAST DEARBORN LARGE PLANTER

EXISTING



PROPOSED

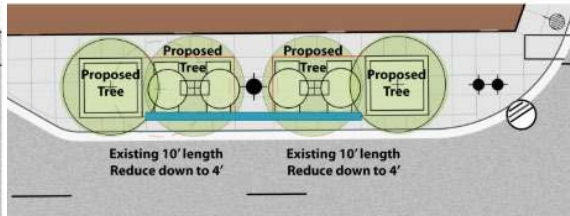
OPTION 1:
REMOVE THE INTERIOR PLANTER ONLY (COMPLETELY) AND REPLACE WITH TREES IN GRATES. PROVIDE OUTDOOR DINING IN THE AREA WHERE THE PLANTER IS REMOVED.



TWO LARGE PLANTERS (10'x4')



OPTION 2:
REDUCE THE WIDTH OF EACH PLANTER TO THE 4'x4' SMALL PLANTER SIZE (KEEP EXISTING 3 SIDES) AND ADD TWO TREES IN GRATES. PROVIDE OUTDOOR DINING BETWEEN EACH PLANTER.



AMENITIES

- Sidewalk Cafes/Tree Well Plan – 2 Sites to be Implemented 2020
- On-street Bike Parking & Bike Facilities – 10 More Stalls
- Trash Receptacles – 12 added in EDDDA
- Water-Resilient Hanging Baskets



Brand Awareness & Reach

Dearborn: The Southeast Michigan Destination City of Choice

Over the last few years, Downtown Dearborn has been repositioning its brand message and target audience to build awareness of the growth and momentum happening in the city.

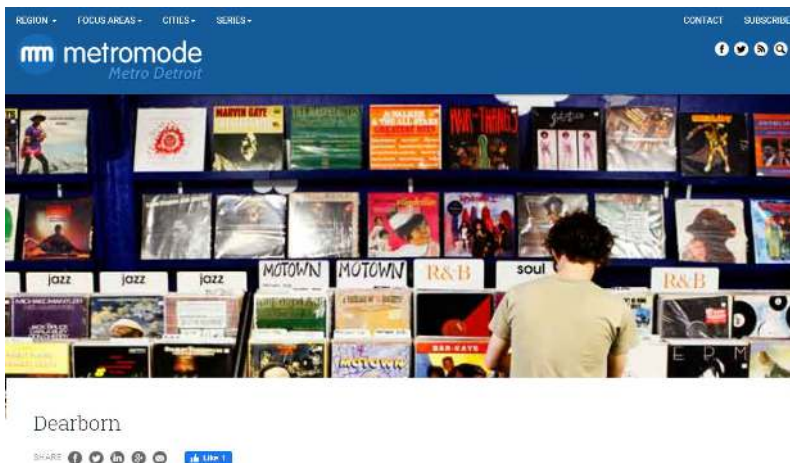
Join fellow stakeholders in the efforts to attract visitors, residents, entrepreneurs and talent!

BRANDING DEARBORN

Lead the way in making Dearborn THE Southeast Michigan destination city. Your support will help Downtown Dearborn spread the message and make great impressions. As a major contributor, your brand will be associated with this positive movement and growing community.

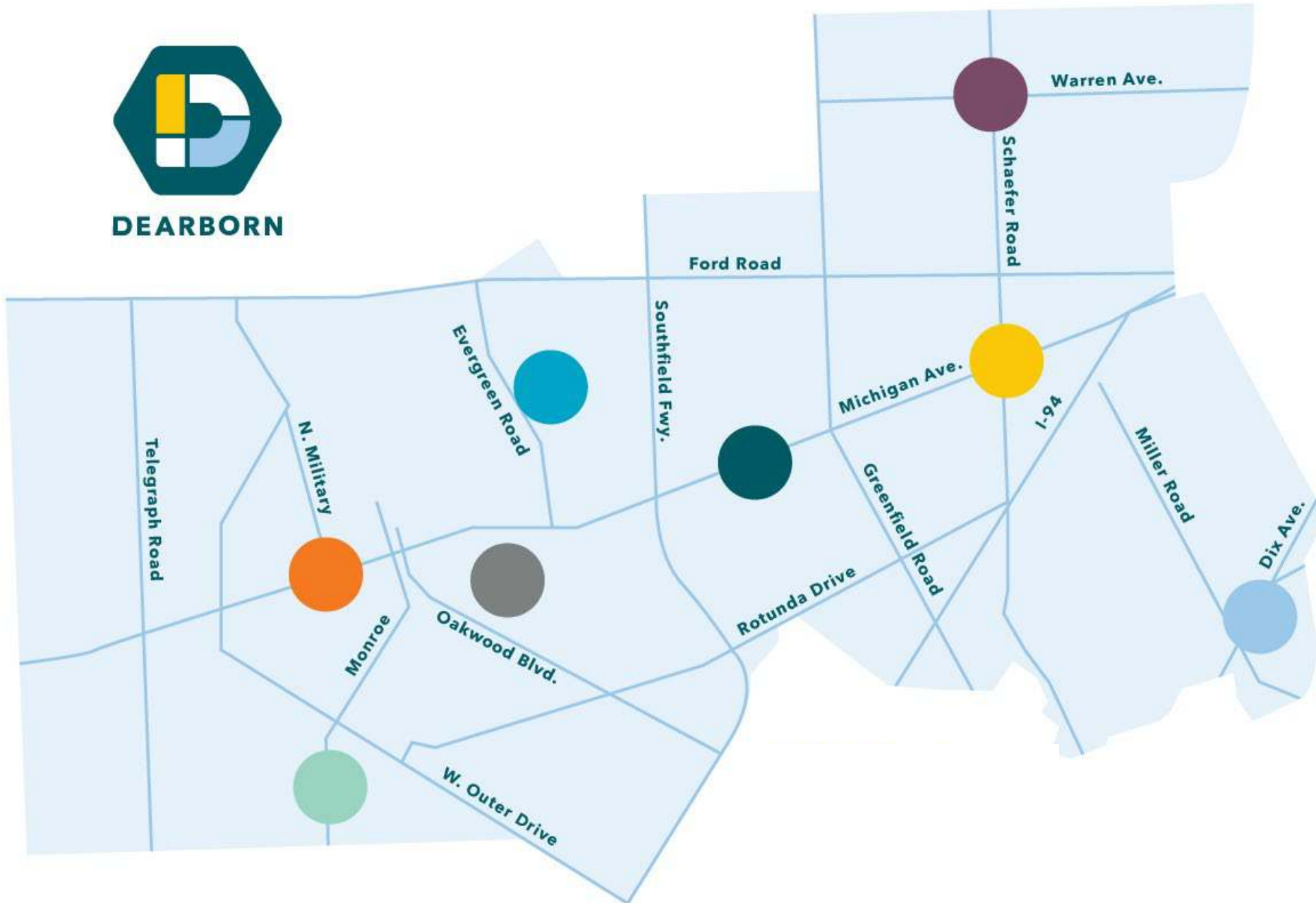
METROMODE

Downtown Dearborn partners with Metromode throughout the year to bring positive economic, talent and entrepreneurial news stories about Dearborn. Reaching over 250,000 people annually through their entrepreneurial networking events, online news portal, e-newsletters and social media.





DEARBORN



- East Downtown
- West Downtown
- Civic District
- Innovation District
- MoCa
- Souk
- South End
- University-Fairlane

Brand Awareness & Reach

Dearborn: The Southeast Michigan Destination City of Choice

Schedule At-a-Glance

WEEKLY EVENTS

| | | |
|-----------|------------------------------|----------------------|
| Monday | Tunes of Now | 7/16-8/20 |
| Wednesday | Healthy Dearborn Walk & Roll | May - Ongoing |
| Wednesday | Music in the Park | 6/5, 7/10 |
| Wednesday | Jazz on the Ave | 8/21 |
| Friday | Farmers & Artisans Market | 6/7, 7/12, 8/5, 9/12 |
| Friday | TransitHub Festival | 6/14, 8/30 |

MONTHLY EVENTS

| | | |
|-------------|--------------------|------------------------|
| 4th Fridays | Global Fridays | 6/7 |
| Friday | Live Music & Food | 8/28, 7/26, 8/23 |
| Friday | Deep Springs Fest | 6/7, 7/12, 8/5, 9/12 |
| Friday | Movies in the Park | 6/14, 7/19, 8/16, 9/13 |

SPECIAL EVENTS

| | |
|--|------------|
| Wagner Park Opening Celebration | 6/7 |
| Farm to Fork | 6/15 |
| Bank of Dearborn Business Book | 6/19 |
| Soluna to America @The Henry Ford | 7/3, 7/6 |
| Moley Fair @ Detroit @The Henry Ford | 7/27, 7/28 |
| Dearborn Homecoming @Ford Field Park | 8/2, 8/4 |
| Friday Hike for Green Social @Wagner Park | 8/23 |
| Scrapfest & Beer Tasting @GM Historical Museum | 9/27 |

2019 Summer Events

SOUNDS BIG EVENTS

FOODIE HEAVEN

SOCIAL GATHERINGS

FAMILY FUN

IN PARTNERSHIP WITH

Beaumont, Kenwal, Ford Land, KW Legacy, Dearborn, S+R Event Rental

ORGANIZED BY

downtowndearborn.org 313-943-3141

VISITOR ATTRACTION ADVERTISING & INFORMATION

Downtown Dearborn leverages local and regional advertising partnerships, as well as online platforms to attract visitors to the area, including:

- 50,000 Brochures in Hotels, Airport, Transportation & Convention Centers
- 10,000 Summer Events Guide distributed to area businesses
- 104,000 Impressions with The Henry Ford Giant Screen Ads year-round
- 236,000 of The Henry Ford Magazine
- Billboards

AMAZING!

COMIC BOOK DAY | MAY 6

FARMERS & ARTISANS MARKET | DEBUTS MAY 19

NEIGHBORHOOD CLEAN UP DAY | MAY 20

SYMPHONY HOME TOUR | MAY 20

MEMORIAL DAY PARADE | MAY 29



www.downtowndearborn.org

All of which are a part of our Branding Sponsor Partnership.

Market Reach

Media Relations/Metromode/Radio Ads



METROMODE

Impressions: 250,000

Stories: 49

E-Communications: 58,000

Open Rate: 13%

Click Through Rate: 9%

RADIO ADS

Impressions: 8.57 Million (4 campaigns over 18 weeks)

THE HENRY FORD MAGAZINE & GIANT SCREEN ADS

Distribution: 340,000

BEST OF DEARBORN

mm metromode
Metro Detroit

WEDNESDAY, MAY 16, 2018

From winter into spring, a lot has been happening in Dearborn. Here's a roundup of some of Metromode's ongoing coverage of one of Metro Detroit's most dynamic cities.

THIS WEEK'S STORIES

Wagner Place and beyond: A guide to Dearborn's transformational developments in 2018
ELIZABETH CLARK
WEDNESDAY, JANUARY 24, 2018



DOWNTOWN DEARBORN MINUTES FROM THE HENRY FORD

SPRING FUN IN BLOOM

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

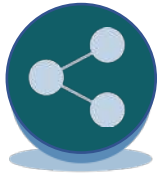
DEARBORN SYMPHONY "BEST OF BROADWAY" | APRIL 13
MARTIAN MARATHON | APRIL 14
ALEXANDER ZONJIC FROM A TO Z | APRIL 21
LADIES NIGHT IN DOWNTOWN DEARBORN | APRIL 25

East Town Dearborn, Dearborn, Michigan

f t i

Market Reach

Social Media/E-Communications



SOCIAL MEDIA

Annual Impressions: 1,246,488

Engagements: 61,647

Followers: 6,318

E-COMMUNICATIONS

Bi-Weekly/Editions: 22 Weeks

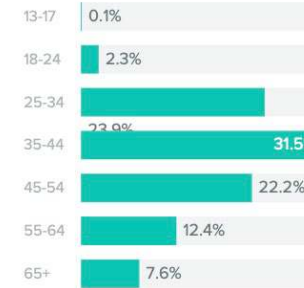
Subscribers: 1,848

Open Rate: 30%

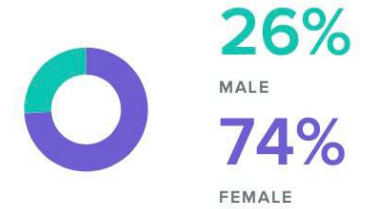
Click Through Rate: 10.3%



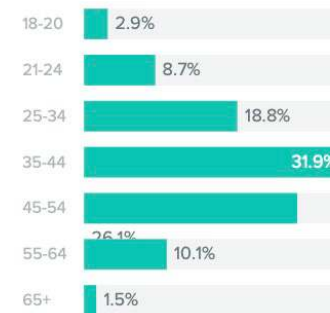
AUDIENCE BY AGE



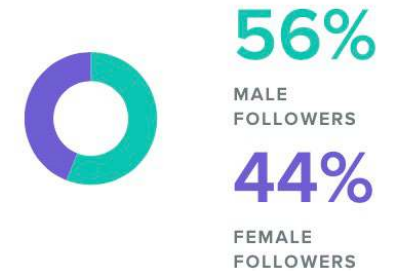
AUDIENCE BY GENDER



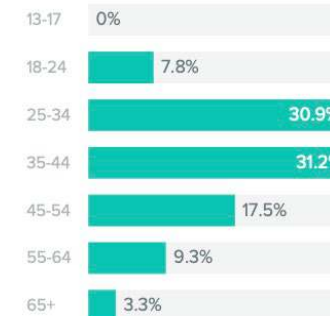
FOLLOWERS BY AGE



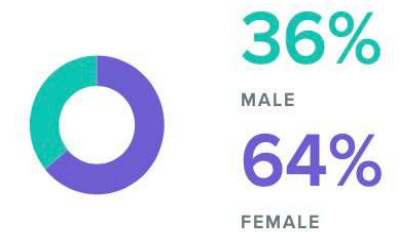
FOLLOWERS BY GENDER



AUDIENCE BY AGE



AUDIENCE BY GENDER



Market Reach

Media Relations/Metromode/Radio Ads



MEDIA RELATIONS

Annual Impressions: 6.8 Million

Placements: 89



PRESS & GUIDE **CRAIN'S** DETROIT BUSINESS

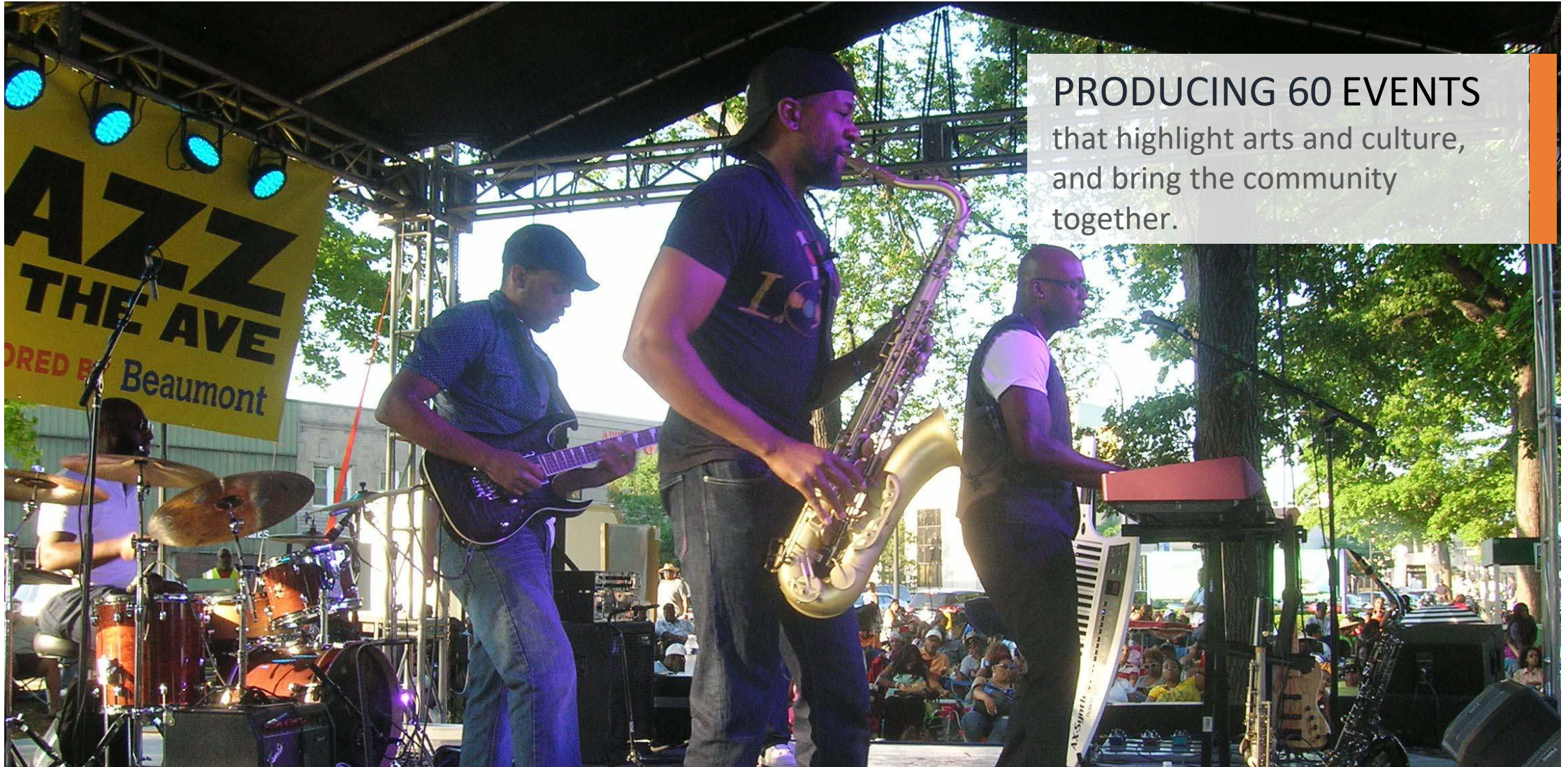
910 AM Superstation **LOCAL 4** **CLICK ON DETROIT** **7 abc** **WXYZ DETROIT** **FOX 2** **DETROIT** **LIVE IN THE D** **ON LOCAL 4** **CLICK ON DETROIT** **HOUR** **DETROIT**

MetroParent **The Arab American News**

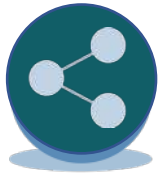
LittleGuide **Patch** **The Detroit News** **Detroit Free Press**
PART OF THE USA TODAY NETWORK



Transformational Strategies in Action



Market Reach Consumers



POPULATION

98,000

MICHIGAN AVE TRAFFIC COUNTS

35,000 Daily

HOUSEHOLDS

31,000 Homes

TALENT ECONOMY

50,000 Workers

*30,000 Higher-Education
Students/Faculty*

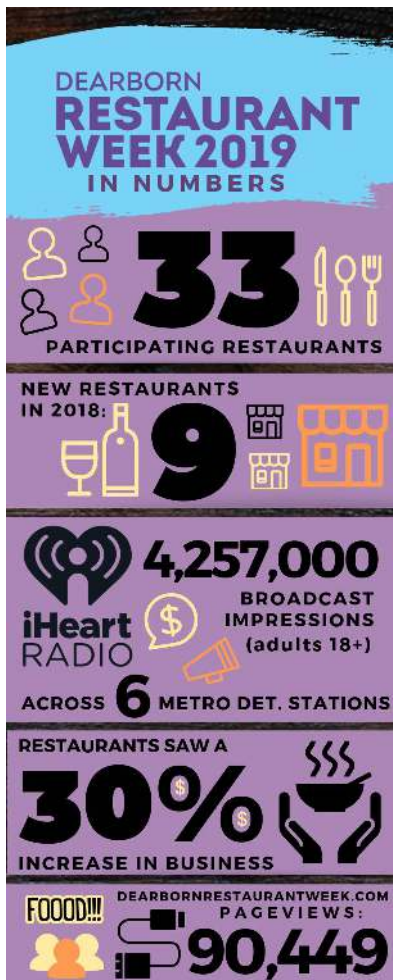
EVENT ATTENDEES

70,000 Annually



Events

Signature Events



DEARBORN RESTAURANT WEEK

This cultural dining experience showcases a delicious taste of what Dearborn has to offer for a week-long event in March. With a wide array of local cuisine, restaurant goers can discover hidden gems and new-to-the-scene hot spots, or rediscover longtime favorites. In season four, over 30 participating Dearborn restaurants will offer their regular menu alongside a special Dearborn Restaurant Week menu.



DEARBORN FARMERS & ARTISANS MARKET

A seasonal favorite, the Dearborn Farmers & Artisans Market runs June-September, taking place every Friday at Wagner Park from 2 p.m.-7 p.m. Carefully selected vendors sell only seasonal, local, Michigan-produced farm products to over 15,000 market-goers each year.

Events

Signature Events



JAZZ ON THE AVE

In its 12th season, Jazz on the Ave brings nationally renowned Alexander Zonjic, local and national acts to City Hall Park for six consecutive weeks from July – August, drawing over 20,000 attendees annually.



FRIDAY NITES MUSIC & FOODIE RALLIES

Now in its 8th season, this monthly crowd-pleaser from June – August features both national and local pop/rock acts, diverse cuisine from local restaurants and food trucks, a craft beer tent and family activities. Located in the NEW Wagner Park off of West Village Drive. Over 5,000 attendees annually.

Events

Community Events: Summer Sounds



MUSIC IN THE PARK

One of our newest events, but already a crowd-favorite, this six-week music series is from June-July from 7-9 p.m. located at City Hall Park featuring local musical entertainment including techno, jazz, hip-hop and reggae.



TUNES AT NOON

Offering daytime employees a break in their day to enjoy lunch and free music at the same time. Located at Wagner Park for six weeks on Tuesdays in July - August from 12-1 p.m. Guests can bring their lunch or carry-out to listen to a wide selection of acoustic performers.

Events

Community Events: Family-Friendly



KIDS DAYS

Dearborn is a kid friendly community and we've got the events to show it! Each year we host three specific Kids Days in conjunction with the Farmers Market featuring face painters, balloon twisters, magicians and jugglers, bounce houses, slot car races, and puppet shows. Over 3000 families annually.



MOVIES IN THE PARKS

Kids and adults of all ages are welcome to enjoy Downtown Dearborn's free Movies in the Parks located at both Wagner Park and City Hall Park, during select Friday evenings in June, July, and August. Over 500 attendees annually.



PERENNIAL EXCHANGES

Gardeners rejoice! Twice per year Downtown Dearborn offers a Perennial Exchange where gardeners can bring their divided plants to trade with other gardeners, and everyone can go home with something new for their yard. Vendors, crafters and speaker series included.

Events

Community Events:

Family-Friendly



PUMPKIN CARVING

The weekend before Downtown Dearborn's Trick-or-Treat, families help to decorate City Hall Park with jack o'lanterns they generously and enthusiastically carve.



TRICK OR TREAT

Over 1,000 ghosts, goblins and superheroes fill the streets of Downtown Dearborn the Saturday before Halloween to get their fill of tricks and treats from over 30 participating businesses.



WINTERFEST MARKET

One of Downtown Dearborn's newer events, the Winterfest Market continues to offer artisans and crafters to sell their wares, while providing the community with family fun including Photos with Santa, reindeer, kids activities and ice sculptures. Two locations: West Village Commons Plaza and Artspace Connector/City Hall Park.

Events

Retail Promotions



LADIES NIGHT

Over 20 local retailers offer specials, discounts and fun activities to hundreds of ladies ready to shop and dine. Marketing opportunities include promotional materials, give-aways, radio and social media. 200 attendees. May 2020.



SHOP SMALL WEEK

Starting with nationally-known Small Business Saturday, over 30 Downtown Dearborn businesses offer a Passport of Savings for consumers. Promotions begin the first week of November through the first week of December during prime shopping season! Marketing opportunities include promotional materials, give-aways, radio, TV and social media.

Why Partner for a Stronger Downtown?

Countless Reasons



YOUR RETURN ON INVESTMENT

- ❖ *Grow Customer Base & Sales*
- ❖ *Increase Property Values and Protect Investments*
- ❖ *Attract and Retain Talent, Residents and Businesses*
- ❖ *Stimulate Development*
- ❖ *Make Dearborn Stand Out in the Region*

WHO IS IMPACTED?

- Merchants
- Property Owners
- Residents
- Local Government
- Community Partners
- Schools
- Dearborn Area Businesses
- Industry
- Financial Institutions
- Professionals & Service Businesses
- Chamber of Commerce

How YOU Can Engage

Community members and engaged citizens will lead Downtown Dearborn's transformation.



DONATE

Monetary and in-kind donations can help us reach our goals. We have advertising and promotional opportunities for businesses, too.



VOLUNTEER

With a variety of events and projects happening year-round, we need enthusiastic helpers.



SERVE ON A COMMITTEE:

- Design & Economic Vitality
 - Promotions & Organizations
 - Downtown Dearborn Steering Committee
 - Bike Share Advisory Committee
-



BE A DOWNTOWN DEARBORN LOCALIST

Shopping and dining locally enhances our community and support of Downtown. The more you support local businesses, the more you support our community.

Connect



Downtown Dearborn



@DearbornDtown



@DowntownDearborn

www.downtowndearborn.org

Questions?

Contact: Dearborn Downtown Development Authorities Office

313-943-3141 or info@downtowndearborn.org

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