



Downtown Dearborn

RECRUITMENT STRATEGY



Vision: Vibrant Regional Destination Leader

- ▶ Transformational Strategies to Achieve This:
 - ▶ Image
 - ▶ Walkability
 - ▶ Cohesive Community
 - ▶ Next-Gen Appeal
 - ▶ Innovative Retail

Downtown West Dearborn Trade Area

44.7 Square Miles

72% from 5-Mile Area

Population: 203,165

Households: 73,198 (56% owner-occupied)

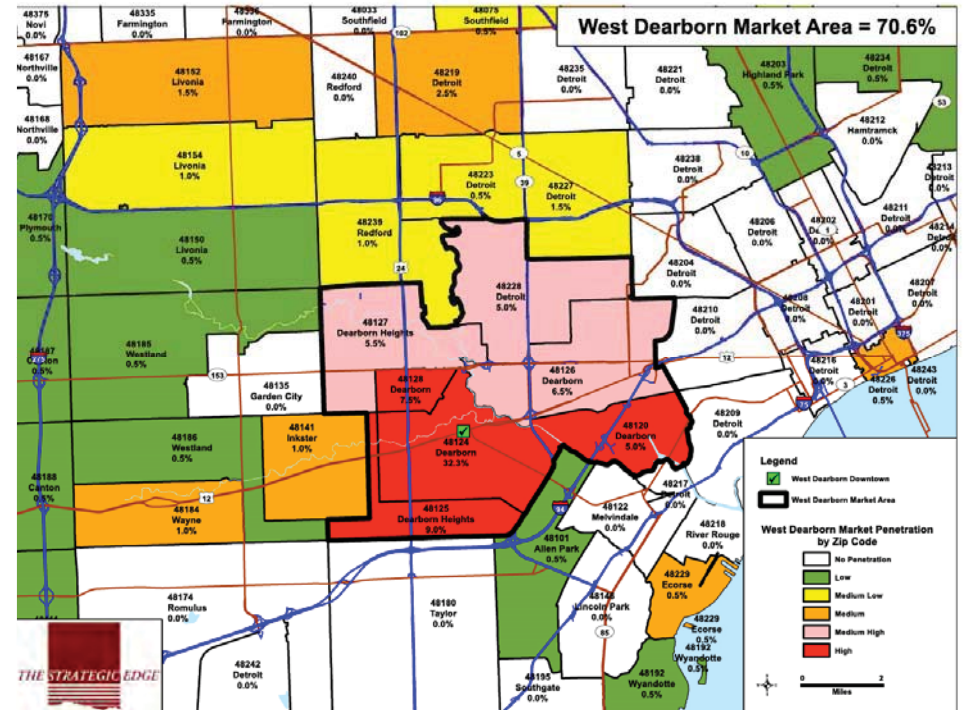
Income: \$39,822

Age: 34.6


Race: 70% White; 22% Black; 8% Other

Average Spending Per Visit: \$47.26

Expenditure Potential: \$830 million (\$363m Retail; \$175m Food Away; \$290m Food at Home)



Current Audience

21% Pleasantville 




Household Type : Married Couples
Housing : Single Family

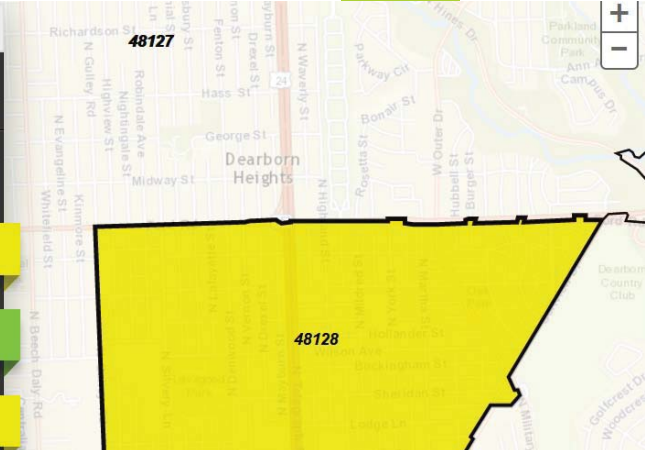
Prosperous domesticity pervades our settled suburban neighborhoods in New Jersey, New York, and California. We're either empty-nesters or sharing our homes with our adult kids. We're happy staying put in our older, high value, single-family homes. Older homes mean more maintenance, so contracting for home improvement and remodeling projects is a priority. Two high incomes support our affluent lifestyles, and provide our high net worth. Willing to pay for classic timeliness and quality versus trendy, we're not particularly concerned with price. We drive imported SUVs serviced at the local gas station or car dealership. Internet usage includes shopping, paying bills, and tracking investments. Going to the beach, gardening, visiting museums and theme parks, and going to rock concerts fills our spare time.


Tapestry Income Age Population Density

For ZIP Code

Top Tapestry™ Segments

- 30% Rustbelt Traditions 
- 21% Pleasantville 
- 15% Comfortable Empty Nesters 



15% Comfortable Empty Nesters 

Household Type : Married Couples
Housing : Single Family

You can find us in the suburbs and small towns of metro areas across the country. Transitioning from child-rearing to retirement, those of us still working are earning a comfortable living from jobs in government, health care, or manufacturing. Financial well-being is a priority; we've invested prudently in stocks, real estate, mutual funds, and CDs throughout the years. We attend to home maintenance issues and physical exercise; we play golf, ski, ride bikes, and work out regularly. Going online isn't particularly important; we log on occasionally on older computers.

Current Audience

41% Rustbelt Traditions

Household Type : Married Couples
Housing : Single Family

Married couple families and a growing number of singles populate our neighborhoods in older industrial cities around the Great Lakes. We're family-oriented, stable, hard-working people who have lived, worked, and played in the same area for years. Manufacturing, retail, and health care provide jobs for the skilled workers among us. We earn modest incomes from wages, Social Security benefits, and retirement investments. Shopping trips mean searching for bargains and trying to buy American-made products. Spending time with family is a priority. Watching ESPN, AMC, Animal Planet, and some children's shows on one of our four TVs and reading newspapers, particularly on Sundays, are part of our routines. Radios are tuned to classic rock stations. Dinner out at Applebee's, Outback Steakhouse, or Texas Roadhouse is an occasional treat

12% Savvy Suburbanites

Household Type : Married Couples
Housing : Single Family

We're empty nesters or empty-nester wannabes who still have adult children living at home in established, owner occupied suburban neighborhoods. We're well-educated, well-read, and well-capitalized. We research products prior to purchase, and seek quality instead of price. Technology is used for everything including communicating, shopping, banking, and staying current on the news. Even though we're financially secure, we use a variety of resources for informed investing. We're not afraid of debt and may carry first and second mortgages and a line of credit. Late-model SUVs, station wagons, and minivans may be in our driveways. We're foodies and enjoy cooking; natural or organic products are preferred. We exercise, and buy top-of-the-line gear for golf and skiing. Good food and wine and cultural events are also not to be missed.

Tapestry Income Age Population Density

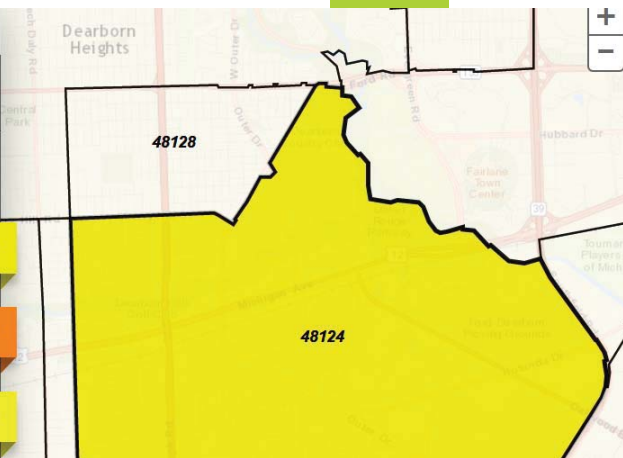
For ZIP Code 48124

Top Tapestry™ Segments

41% Rustbelt Traditions

12% Savvy Suburbanites

11% Midlife Constants



Aspiring Market

57% Emerald City

Household Type : Singles
Housing : Single Family; Multi-Units

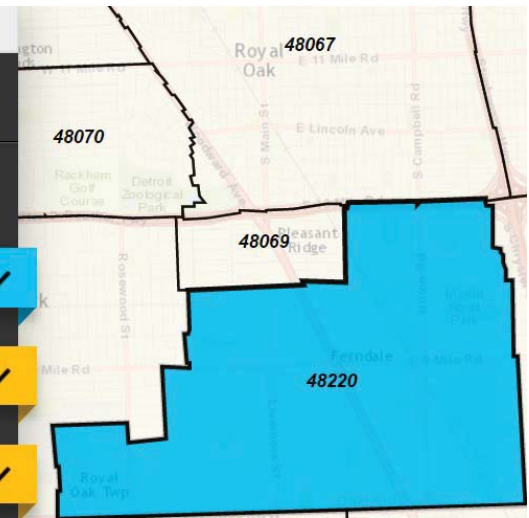
We're young, mobile, well educated, and well employed. We're more likely to rent in low density, urban neighborhoods throughout the country. Long hours spent working and online are balanced with regular visits to the gym. We go online for professional networking, online dating, and blogging. Cell phones are essential so we can text and always stay connected. Cognizant of the environment, we buy natural, organic, or environmentally-friendly products; Whole Foods and Trader Joe's are favorite grocery stores. We're politically liberal and donate to NPR and PBS. To keep life fresh, we're eager to learn new things and to save time, we contract for house cleaning services. Music and the fine arts are major interests; we listen to music, visit art galleries, and make art at home.

Tapestry Income Age Population Density

For ZIP Code

Top Tapestry™ Segments

- 57% Emerald City
- 20% Traditional Living
- 10% Modest Income Homes



USP - Demand Drivers & Assets

Current	Future
Strong Employee Base – 50,000 within 2.5 mile area	Ford Campus Transformation – 30,000 employees one mile away
College Population - 30,000	Wagner Place Development – 600 New <u>Downtown</u> Employees & New Retail Space
The Henry Ford – 1.7 million visitors	53 New Downtown Residential Units
Wealthy Abutting Neighborhoods	4 Sites Ready for Mixed-Use Redevelopment
Recreational Environment – Rouge River Gateway	Streetscape & Multi-modal Improvements
7% Vacancy	Bike Share Program
New Hotel, Retail & Restaurant Openings	

Recruitment Recommendations

- ▶ Specialty Grocery (ie: Whole Foods 365, Trader Joe's, Eataly)
- ▶ Specialty Foods (ie: Fustini's, American Spoon)
- ▶ Gifts & Home Furnishings
- ▶ Health & Fitness Facilities
- ▶ Bike, Running & Skateboard Shops
- ▶ Entertainment
- ▶ Restaurants that Draw