



DEARBORN

# 2022 Impact Report

## DEARBORN AT A GLANCE

**110k**

Population

**34.6**

Median Age

**73,198**

Households

**\$53,670**

Median Household Income

**203,165**

Trade Area Population

Figures: Southeast Michigan Council of Governments, U.S. Census, ZoomProspector.com

## DOWNTOWN AT A GLANCE

**60+**

Events Attracting  
70,000+ Attendees

**60+**

Volunteers with  
3,600+ Hours  
of Service

**400+**

Downtown  
Residential Units

**24**

Free Parking  
Structures and Lots

**250+**

Retail Stores

**44**

Walkable Blocks

**85/89%**  
**E/W**

Storefront  
Occupancy Rate

**35**

New Businesses

**2.1**

Million Commercial  
Square Feet

**93/100**

Walkability Score\*

\*walkscore.com

## One Downtown, Two Distinct Districts

The East and West Dearborn Downtown Development Authorities (DDDA's) embrace their proactive role as catalysts for improvements in both districts of Downtown Dearborn via their continued support of marketing and promotions, streetscape improvements, maintenance, business recruitment, property development and the continuation of past commitments. The DDDAs collaborate to create a vibrant Downtown Dearborn experience for all by focusing on five key transformational strategies: image, mobility, cohesive community, millennial/next-gen appeal and innovative retail.

## Our Vision for Downtown Dearborn

- Feature an attractive mix of historic and new buildings
- Build economic access and capacity to adapt and grow
- Bridge the gap to unite the two downtowns
- Provide a safe, walkable environment
- Showcase diverse, cultural, historic, artistic amenities
- Present a vibrant, livable center
- Provide green, open and active places
- Attract top talent



Diverse



Innovative



Connected

# Our Progress

Dearborn is one of the most desirable cities in the United States to live in, and Downtown Dearborn is a top regional destination to work in and visit. It is truly a place that locals are proud to call home and is a hub of activity where everyone is welcome to celebrate in its rich tapestry of people, ideas, foods, festivities, education, recreation, tourist attractions, arts and history. The city envelops an array of cultural touchstones and top-notch amenities, including the region's best air, rail and highway connections.

The DDDAs are committed to transforming Downtown Dearborn's main artery, Michigan Avenue, from east to west to increase the economic vitality of the whole community and solidify our identity as one of the most desirable cities in the United States in which to live. We've made major strides tied to our five key transformational strategies, including:

## 1 IMAGE

We have repositioned our brand message and identity to showcase the feel of our city to attract visitors, residents, entrepreneurs and talent, with a new tourism-based website launched fourth quarter 2022.

## 2 MOBILITY

More than \$20 million in public investments have manifested into connector streetscape improvements – 110 LED luminaries now illuminating alleyways and parking lots, along with a new gathering space and parking deck at Wagner Place. Plans are now underway for adding multimodal facilities for bikes and scooters in spring 2023, improving the EDDDA pedestrian alley adjacent to the Arab American National Museum, the Wellesley parking lot and the south connector streets by 2024/25 – a potential investment of over \$4 million.

## 3 COHESIVE COMMUNITY

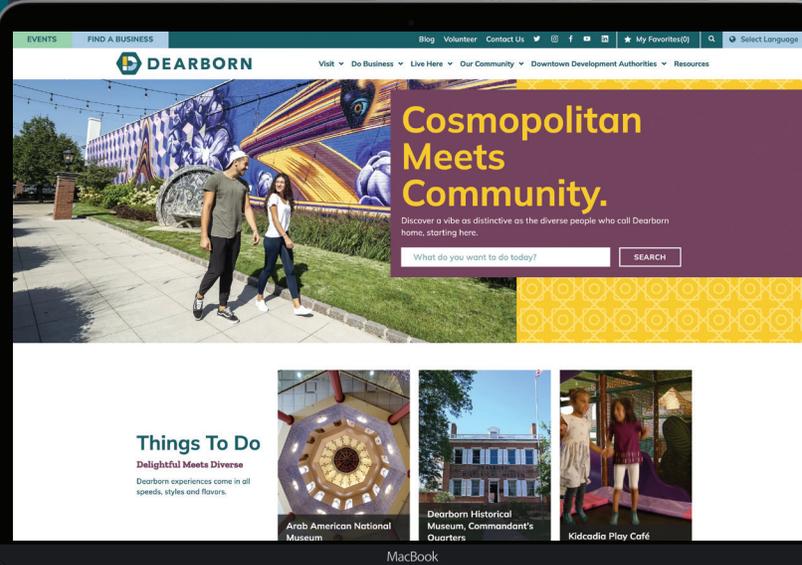
A new green space behind the Bryant Library will open in 2023 and invite gatherings big and small, while more than 60 events year-round attract some 70,000, highlighting our art and culture, bringing the community together. Over \$400,000 annually is committed to enhancing the environment and ambiance downtown with seasonal and holiday decor, street amenities, landscape, maintenance and snow removal.

## 4 NEXT-GEN APPEAL

Diverse and eclectic housing opportunities are abound with recent additions at The Lofts@West Village, West Village Lofts and City Hall Artspace. Two new murals activated young artists in the process of attracting new visitors this past year as well.

## 5 INNOVATIVE RETAIL

With 35 new businesses and infill developments opening downtown, our retail options continue to grow, from full-scale restaurants and community coffeehouses to luxury salons, retailers and health and wellness.



## Brand Awareness & Reach

The DDDAs have partnered on public relations, communications, social media and online presence with significant results. A brand integration of all marketing materials has culminated from the new brand design launched in 2020. New marketing elements produced this year include district marketing videos used for broadcast, social media and website, as well as a recruitment video and brochure.

- Metromode news stories centered on the future of Dearborn reached 133,000+ readers
- Over 110 million reached through advertising and earned media with The Henry Ford marketing partnership, Comcast, multiple radio stations, Google page, online publications and print throughout the year
- 38% eblast open rate with over 36,000 enews delivered
- Positive sentiment of Dearborn and usage of Downtown Dearborn brand has grown significantly

## Business Development

**In FYE2022, the DDDAs had \$2,710,900 in private property reinvestment, with \$1,986,700 in the WDDDA and \$846,700 in the EDDDA. Together, the DDDAs have:**

- Provided \$180,000 in Open Door Dearborn business incentive grants to encourage businesses to locate in the DDDAs, as well as assisting existing businesses to beautify their facades and renovate their interiors
- Completed the EDDDA Block Study Design to inspire building owners on one block to make building improvements, which resulted in renovations of two of seven buildings
- Helped rehabilitate 13 properties, with nine more in progress

## Business Support

**The DDDAs are deploying new strategies to assist businesses with e-commerce and access to resources. Together, they:**

- Continue to provide the Dearborn Business Assistance Team (BAT) of over 25 organizations resources to offer one-on-one consultation services, workshops and town halls
- Secured \$150,000 from the NEI for small business relief grants for more than 60 businesses
- Partnered with University of Michigan-Dearborn to create an internship program that gives small businesses access to the college's student talent pool
- Assisted two businesses with improvements and expansions by securing \$50,000 in Match on Main grants
- Secured \$787,718 for the EDDDA Pedestrian Alley through the MEDC Revitalization & Placemaking grant
- Provided business training via Initiate online portal and monthly videos

## SOCIAL MEDIA

Downtown Dearborn far exceeded its goal for social media engagements and audience growth this year by 21%. Impressions were down from 2021 due to changes to Facebook analytics, as well as the absence of some events that were not held this past year.

**Impressions**  
2,272,437

**Engagements**  
81,895

**Audience**  
19,825

**Total metrics over social media platforms (as of 12/12/2022)**

## FINANCIAL HEALTH

The DDDAs are financially stable and growing. Significant investments in the next few years for infrastructure improvements are anticipated, and therefore, prioritization of projects and programs will be necessary in the short term. The long-term growth of the districts are forecasted to be strong with anticipated developments in the pipeline.

### Budget

**\$1.8 million** combined FYE2022 (audited)

**\$2.8 million** projected FYE2023

### Taxable Value

WDDDA Base Year 1982 Value: **\$11,121,012**

WDDDA Current Value: **\$44,855,710**

EDDDA Base Year 1983 Value: **\$9,126,250**

EDDDA Current Value: **\$35,409,452**



## Boards of Directors

[downtowndearborn.org/  
staff-boards-committees](http://downtowndearborn.org/staff-boards-committees)

## Contact Us

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