

What's Up

Downtown!

EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

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EDDDA Beautifies East Downtown

From flowers to snow plowing, the EDDDA has been busy at work to make East Downtown pleasant, attractive and inviting.



We're exploring appropriate locations for installing bike racks in the district. Merchants, please contact the EDDDA office if there's a good location for a bike rack or two near you. New benches and tables, some with checkerboard inserts will replace old, worn furniture in City Hall Park this fall.

Also coming soon: new trash receptacles in complementary styles throughout East Downtown! Those plus new dumpsters and better waste hauling service will help reduce blowing trash and improve the appearance of our public spaces. We're contracting

for district clean-ups as well, including pavement washing and garbage pick-up along our main sidewalks and in the public parking lots.

Everything is coming up roses—or flowers at least—in the planter benches along Michigan Avenue. We've replaced the original trees that died quickly and we're even looking into planting options for the islands within the Kroger parking lot and other places.

This coming winter season the EDDDA is planning holiday decorations and tree lighting for the district. We'll continue sidewalk snowplowing along Michigan, Schaefer and some other busy locations for the second year as well. Get involved! Let us know what you would like to see and help us make it happen to improve the district for everyone.



Next Town Hall Meeting Coming in September

After the EDDDA's successful first district-wide Town Hall meeting last fall, many stakeholders requested more of such meetings in the future. So we're announcing a second Town Hall for Wednesday, September 10th at 5:00 pm in the Mayor's Conference Room.



Michael Boettcher

The EDDDA discussed a second Town Hall last spring, but other priorities prevailed. It's still busy at the EDDDA office, but we want to make this at least an annual event to catch the community up on our efforts and to hear your recent concerns.

Similar to last fall's meeting, we'll have some "DDA 101" with staff, the latest on Montgomery Ward and other developments, business assistance opportunities, time for networking and refreshments and more.

Come meet your neighbors and hear what's happening. If you have any questions or topics you'd like discussed at the meeting, feel free to contact the EDDDA office.



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EAST DEARBORN DOWNTOWN DEVELOPMENT AUTHORITY

EDDDA Learns About East Downtown Customers

The East Dearborn Downtown Development Authority has spent several months surveying Dearborn residents and East Downtown visitors to determine who comes to the district and why.

We hope to learn who our current (and best potential) customers are, to better market East Downtown and build a strategy that strengthens existing businesses while attracting the best mix of new ones to the district.

Early this year, about 400 randomly selected Dearborn households took part in an online or mail survey that asked about their most recent East Downtown visit, what they did here and where else they go for dining, shopping and services.

Then came several focus groups, where about a dozen people of similar backgrounds (senior citizens or district business owners, for example) met informally to chat about East Downtown issues and opportunities.

Over the spring, UM-Dearborn and Berry Career Center students stopped people on district sidewalks to find out

why they were here and what they liked and didn't like about East Downtown.

Early data reveal that East Downtown visitors and shoppers are an incredibly diverse bunch! Respondents especially appreciate the ethnic groceries and restaurants here, while identifying storefront attractiveness and overall retail mix as areas we need to improve.

Once data analysis is done, our research consultants will fashion a "portrait" of East Downtown that we can offer appropriate retailers and developers showing how and why it would be beneficial to build their stores or projects in the Michigan/Schaefer area.

Many thanks go to the dozens of volunteers, staff and consultants who spent hundreds of hours organizing and conducting the massive effort. When the final reports are done, the EDDDA will spread the info far and wide to promote East Downtown and grow the district with new development.

Visit the New EDDDA Website

The EDDDA has launched www.EastDowntownDearborn.com as a primary tool to showcase our district and the EDDDA to the world, and share information with merchants and residents.

The site offers basic information currently, including an alphabetical business directory with contact info and web links, a district map and a roster of events. There's also a Board of Directors roster and a description of the EDDDA. We also plan to add things like upcoming meeting agendas and minutes, photo galleries, and an interactive map and directory.

The homepage will also spotlight our unique merchants on a rotating basis. We'll gladly post special sales, promotions, grand openings or other events put on by district businesses, to show how lively the business community really is in East Downtown Dearborn. Please sign up for our mailing list on the homepage to keep up on all the district activities and all that the EDDDA is helping to make happen.

EDDDA MISSION

The East Dearborn Downtown Development Authority advocates, directs and manages revitalization and economic growth through redevelopment projects, collaborating with stakeholders and supporting and promoting our businesses.

EDDDA VISION

East Downtown Dearborn will be a thriving urban district that invites investment in a diverse, historic and welcoming hometown environment.