

February 1, 2019

Dearborn Brand Initiative
Brand Development
Work Session

APPLIED
STORY
TELLING for market advantage.®
ING

Conversation 1

Intro & Goal Setting

The Dearborn brand initiative is designed to support economic growth and vitality for our city. How will our brand help us to achieve this? By allowing us to tell the best possible story about who we are and what we offer to the people we most want to attract. With a shared story to tell, we can reach out to these people in the most confident, responsive and unified way. We can capture their attention and imagination. And we can lay a solid foundation for tracking our progress.

Conversation 2

The Best of All Possible Worlds

Individual Exercise: Headlines from the Future

Write the headline you would like to see in the news in 2021 regarding milestone achievement for Dearborn. What does success look like?

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Conversation 3

Survey Findings & Insights

Over 1900 individuals took the survey, with 1880 taking the English language version and 29 taking the Arabic version.*

- **Zip code:** 45% are from 48124 zip code; 18% from 48126; 15% from 48128; 5% from 48120. 17% listed their zip code as “other,” with the most common responses being 48101, 48125, 48127.
- **Community role:** 74% of survey respondents are residents, 18% are students, 13% are parents of students, 12% are business employees, 11% are educators/school employees, 8% are visitors/consumers, and 4% listed their role as “other,” for which the most common response was former resident.
- **Dearborn residency:** Of survey respondents who call themselves Dearborn residents, 36% have lived in Dearborn all their lives, 63% have not.
- **Length of Dearborn residency:** 4% have lived in Dearborn less than 2 years, 2-5 years: 7%; 6-9 years: 7% 10-19 years: 19%; 20-29 years: 19%; 30-39 years: 15%; 40+ years: 27%.
- **Age/Generations:** 26% of respondents are Millennials / Gen Z, 35% are Gen X, and 39% are Baby Boomers.
- **Education:** 30% have a Bachelor’s degree, 32% have a graduate degree, 31% have some form of education past high school, but have not achieved a 4-year college degree.

*204 of the English language survey takers identified themselves as Arab American

Over 1900 individuals took the survey, with 1880 taking the English language version and 29 taking the Arabic version.*

- A broad, relatively even distribution of household incomes.
- **Household size:** 18% 1-person household, 34% 2-person household, 43% 3/4/5-person households, 6% 6+person household
- 20% have at least 1 child in the household ages 0-5; 22% have at least one child ages 6-10, 33% have at least one child ages 11-18.
- **Employment:** 61% are employed for wages, 18% retired, 9% students.
- 22% work in education, 20% in business/managerial, 9% in STEM, 8% in Human Services, and 11% listed “other,” many of which gave a more specific description of one of the listed categories.
- **Cultural/Ethnic background:** 69% are White/Caucasian, 14% Arab. All other races represented 3% or fewer of all respondents.
- **Home ownership:** 84% of those stating they are residents of Dearborn own their residence, 10% rent, and 6% live with an owner but do not pay rent.

*204 of the English language survey takers identified themselves as Arab American

While civic pride and willingness to recommend Dearborn are similar across ethnic groups, Arab American individuals tend to have a more positive view of Dearborn than their non-Arab American peers on a number of other measures.

- 67% of Dearborn individuals identifying as Arab agree that “Dearborn has vibrant shopping, dining and entertainment offerings,” while 53% of Dearborn individuals identifying as Non-Arab did so.
- 51% of Arab individuals agree that “younger residents would like to stay in Dearborn after completing their education, while 38% of Non-Arab individuals agree with that statement.
- 78% of Arab individuals agree that “younger residents are able to stay in Dearborn after completing their education,” while 70% of Non-Arab individuals agree.
- 80% of Arab individuals agree that “Dearborn has all the amenities of a big city while still feeling like a tight knit community” while 71% of Non-Arab individuals agree.
- 42% of Arab individuals agree that “Dearborn has a positive image in the news media,” while 34% of Non-Arab individuals agree. Similarly, 65% of Arab individuals agree that “Dearborn has a positive reputation among people living in Southeast Michigan,” while 46% of Non-Arab individuals agree.

Dearborn: The Right-Sized City

94% of residents surveyed say that Dearborn is about the right size.

What does “being the right size” mean to you?

Do any of the other cities in SE Michigan feel like they’re about the right size, too?

How does this factor in making Dearborn “a good place to live” (93%)?

A Good Place to See and Do Things

86% agree that “Dearborn has good cultural and arts offerings.

84% feel that “Dearborn has good sports and recreational offerings.

81% say that “there are many opportunities to belong to groups sharing similar interests in our community.

Survey Findings 4

Dearborn: A Place That Serves Its People

Dearborn provides quality services for senior citizens. (87%),

Dearborn is a good place to do business. (84%)

Local businesses serve the needs of community residents. (82%)

Dearborn supports healthy neighborhoods. (82%),

Local government actively promotes industrial and commercial development. (81%).

Dearborn “provides quality youth programs. (77%)

Dearborn has good resources and programs to support people in need. (76%)

The quality of education in Dearborn is excellent. (67%)

Do you think any other community in SE Michigan does as good a job of promoting the health of its community?

In your opinion, to whom does this matter?

Who might not care so much about this?

“Somehow we can't seem to manage to connect them all for one amazing destination.”

Dearborn: The Competitive Edge

The best combination of features in the area: “Diversity plus a downtown.

A wide array of meaningful amenities:

- Two downtowns.
- Endless sidewalks.
- Two institutions of higher learning.
- One of Michigan’s most popular tourist attractions.
- The Rouge River for hiking and kayaking, plus other trails.
- Proximity to Detroit.

Making the Millennial Connection

Younger Dearborn individuals (Millennials and Gen Zs) are generally less attached to Dearborn than their older peers, particularly those in the Baby Boomer generation.

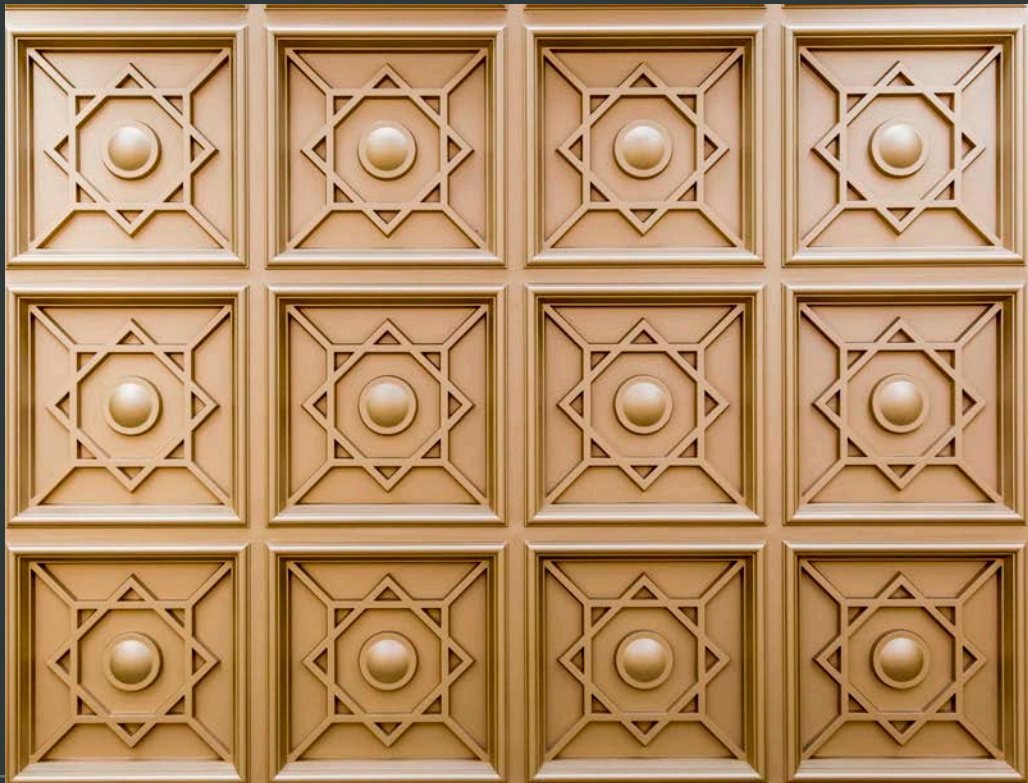
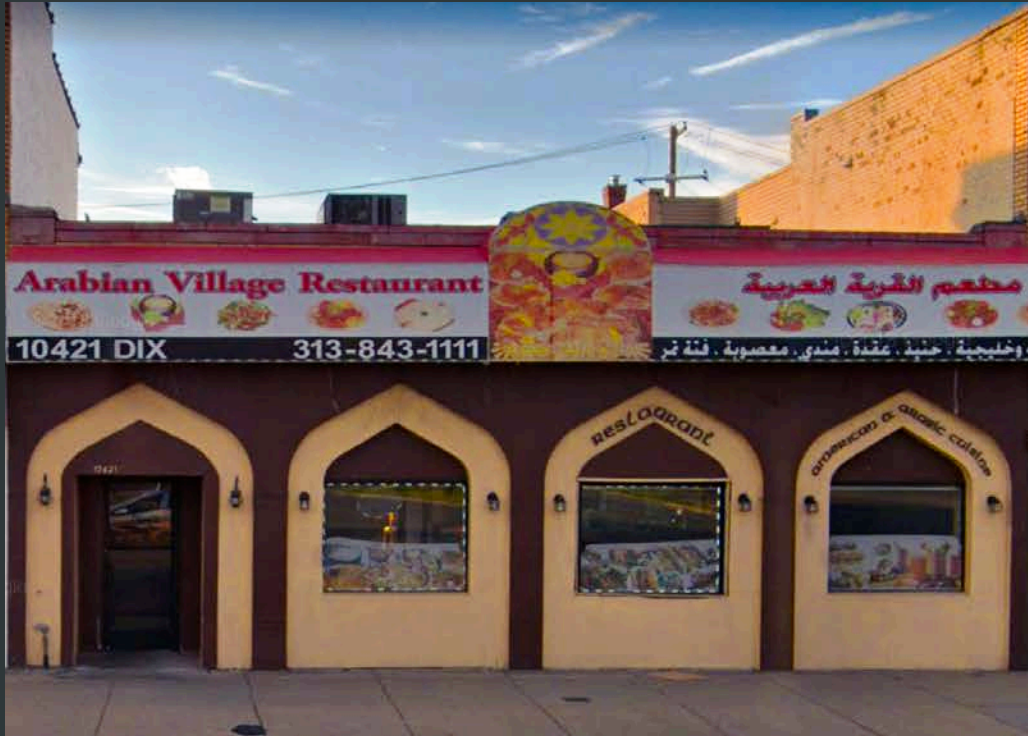
- While 39% of Boomers rated their pride in Dearborn a 9- or 10-out-of-10, only 29% of Millennials did so.
- While 37% of Boomers rated their willingness to recommend Dearborn a 9- or 10-out-of-10, only 29% of Millennials did so.
- While 95% of Boomers agree with the statement that “Dearborn is a good place to live” 89% of Millennials/Gen Zs agree with that statement. Notably, however, the two generations rate younger residents’ desire to stay in Dearborn similarly (41% and 40%).

Only a little more than half of individuals agree that Dearborn is a vibrant dining, shopping and entertainment scene.

Conversation 4

The Face of Dearborn

Visual Notebook 1



Visual Notebook 6



Visual Notebook 2



Visual Notebook 3



Visual Notebook 4



Visual Notebook 7



Visual Notebook 7



Conversation 5

Exercise: Wishing Well

Wishing Well

Make a wish: You can wish one thing for the Dearborn brand that will help it to achieve its potential in the smoothest and best way. It can be anything—new types of business, new facilities and amenities, new perceptions, you name it. Share your thoughts on a slip of paper.

Conversation 6

Dearborn in the Mirror

A Changing News Landscape

- Shrinking news holes: less room for good news/community news
 - Click bait: sensationalized news gains eyeballs, often wins.
 - Opportunities to tell your own stories via partnerships, social media, individuals and businesses.
-

A Look in the Mirror: Survey Finding

Notably, these are the two-least agreed-with statements in the survey.

Despite mostly positive impressions, individuals feel others don't see Dearborn positively.

“Only 50% of individuals felt that ‘Dearborn has a positive reputation among people living in southeast Michigan,’ and only 38% felt that ‘Dearborn has a positive image in the news media,’ or that ‘Dearborn is an important shopping and entertainment destination for residents from surrounding towns and cities’...

Department of Public Information KPI Report December 2018

Presented January 2019

**Month-by-month comparison of positive and negative stories
from the 4 selected media outlets:**

	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Positive	7	9	7	28	18	14	17	18	19
Negative	0	0	0	3	1	2	1	1	4

A Look in the Mirror: Friendly Channels



CRAIN'S DETROIT BUSINESS

August 09, 2018

Dearborn pushes downtown transformation strategy with pitch competition, pop-ups

By [TYLER CLIFFORD](#)



Wagner Place in west Dearborn will have first-floor retail and restaurants, two floors of work space and a rooftop patio.

Dearborn officials are pushing forward with a downtown transformational strategy that seeks to inject empty storefronts with innovative retail and appeal to millennials and the next generation of shoppers.

The east and west district's Downtown Development Authorities are pushing the plan that has led to millions of dollars invested in infrastructure. The city is looking for sustainable retail that can provide an experience for shoppers and balance the existing mix of businesses that fits the needs of the district, Downtown Dearborn Executive Director Cristina Sheppard-Decius said. The strategy also intends to boost the

A Look in the Mirror:
Friendly Channels



PRESS & GUIDE

Dearborn Restaurant Week ready to kick off in 2019

Organizers ask attendees to 'Eat, Eat, Repeat'



For a diverse, cultural dining experience showcasing a delicious taste of what Dearborn has to offer, food lovers should look no further than the third annual Dearborn Restaurant Week.

A Look in the Mirror: Friendly Channels: Metromode

About 5,310 results (0.29 seconds)

Sort by: **Relevance** ▾

Dearborn

www.secondwavemedia.com/metromode/cities/dearborn/default.aspx



Dearborn is known as a destination for Middle Eastern food -- as it should be. But there is a lot more going on in this city than just falafels. Cuisine from all ...

Dearborn goes big on multimodal planning

www.secondwavemedia.com/.../dearborn-multimodal-planningt-08292018.aspx



Aug 29, 2018 ... The City of **Dearborn** is in the midst of a multimodal plan that will combine many facets of connectivity to make transportation easier for citizens, ...

Dearborn to unify downtown districts along Michigan Avenue

www.secondwavemedia.com/.../downtown-dearborn-122616.aspx



Jan 26, 2017 ... In a time when suburbs across the region and nation are struggling to create walkable districts, **Dearborn** possesses not one but two ...

Dearborn Public Schools: State's third-largest district still growing

www.secondwavemedia.com/.../dearborn-schools-061417.aspx



Jun 22, 2017 ... **Dearborn** Heights resident Yasmin Mallah made a life-changing decision during her senior year of high school when she decided she didn't ...

Dearborn's eclectic neighborhoods reflect city's diversity

www.secondwavemedia.com/.../dearborn-neighborhoods-032317.aspx



Mar 23, 2017 ... But beyond this multicultural richness, **Dearborn** also offers another kind of diversity—a rich tapestry of neighborhoods. Nestled in the ...

Healthy eating and gardening program to take root in Dearborn ...

www.secondwavemedia.com/metromode/.../DearbornSHINES.aspx



Apr 19, 2018 ... More than 4,600 students spread across eight **Dearborn** schools are set to benefit from a large grant from the Michigan Health Endowment ...

Dearborn to unify downtown districts along Michigan Avenue

SHARE       Like 1.5K

Among Metro Detroit's inner-ring suburbs, the City of Dearborn stands apart.

For one thing, it's Michigan's 8th-largest city, home to approximately 97,000 people. For another, it's diverse. About 40 percent of the population are Arab Americans, with smaller but growing Latino and African American communities. It's also young, with a median age of 32.8 (Michigan's median age is 39.8).

The city is home to several important regional and global institutions, including the [Arab American National Museum](#), the [University of Michigan-Dearborn](#) campus, [Beaumont Health-Oakwood](#), the newly re-branded [Henry Ford Museum of American Innovation](#), the [Fairlane Town Center](#), [Henry Ford College](#) and, of course, the world headquarters of [Ford Motor Company](#).

And at a time when suburbs across the [region](#) and [nation](#) are struggling to create walkable downtown districts, Dearborn possesses not one but two distinct such areas: [East Downtown Dearborn](#), known for its ethnic diversity and emerging arts and culture scene, and [West Dearborn](#), known for its upscale restaurants and nightlife.

Connecting these two areas is a 3.5-mile stretch of Michigan Avenue, a dense, high-traffic commercial strip featuring [small businesses](#), ethnic bakeries and restaurants, the city's civic center, the [Ford Community & Performing Arts Centers](#), the [John D. Dingell Transit Center](#), and the Ford Headquarters campus.

A Look in the Mirror:
Dearborn in the Free Press
[Courtesy City of Dearborn]

McFarland Foss funeral home in Dearborn closing after 87 years

[Fiona Kelliher](#), Detroit Free Press Published 12:03 p.m. ET Dec. 7, 2018 | Updated 5:11 p.m. ET Dec. 7, 2018

FBI recovers rare stolen 262-year-old Dearborn artifact

[Micah Walker](#), Detroit Free Press Published 4:21 p.m. ET Jan. 15, 2019 | Updated 7:24 p.m. ET Jan. 15, 2019

Dearborn cat, missing two months, found in Tampa

[Ann Zaniwski](#), Detroit Free Press Published 6:36 a.m. ET Jan. 8, 2019 | Updated 5:04 p.m. ET Jan. 8, 2019

Wait, that string of LED lights is Dearborn's Christmas tree?

[Fiona Kelliher and Ann Zaniwski](#), Detroit Free Press Published 6:00 a.m. ET Dec. 5, 2018 | Updated 1:10 p.m. ET Dec. 5, 2018

Wayne County system has one answer for road hazard complaints: Case closed

[Dejanay Booth](#), Detroit Free Press Published 4:15 p.m. ET Jan. 9, 2019 | Updated 9:32 a.m. ET Jan. 10, 2019

Dearborn wavy sidewalks look like a mistake. They're not

[Fiona Kelliher](#), Detroit Free Press Published 3:24 p.m. ET Nov. 8, 2018 | Updated 10:25 a.m. ET Nov. 9, 2018

A Look in the Mirror:
Channel 7
[Courtesy City of Dearborn]

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A Look in the Mirror:
Channel 7
[Courtesy City of Dearborn]



NHL superstar reaches out to local hockey teen struggling with racial bullying

Posted: 10:25 PM, Jan 09, 2019 Updated: 10:32 PM, Jan 09, 2019



By: Alan Campbell



+ Show Caption



**COMPLETE
COVERAGE: Getting
around metro Detroit**

#3 DETROIT KID CITY

Detroit Kid City lands in the #3 spot. They have locations on Southfield, Clinton Township And Dearborn. It's a great place for kids 1-8 with a little city for kids with a healthy imagination. Adults can grab a coffee or smoothie while the tikes explore.

#2 TROY COMMUNITY CENTER

Number two on our list is the Troy Community Center! There are fitness classes, a game room, a pool with a giant slide, two gyms and activities for grandkids to grandparents.

#1 THE HENRY FORD

And the top spot to beat the winter blues in metro Detroit is the Henry Ford in Dearborn.

It's a great place to explore America's past. From what we wore to what we drove, how we lived and how we worked. Don't forget to take home a souvenir to remember how you beat the winter blues.

A Look in the Mirror: Facebook

Top search results for Dearborn
articles



Detroit Kid City franchise opens in Dearborn

Combine a colorful indoor children's playscape with caffeine for the grown-ups, and you have a recipe for success at Kid...

pressandguide.com

Jan 14 · 34 shares



Stolen artifact recovered after decades, to be returned to Dearborn Historical Museum

Decades ago, a rare and unique item was reported stolen in the City of Dearborn.

pressandguide.com

Jan 14 · 5 shares



Library book sale is coming to Dearborn

Spring is on the horizon, but while the wintry weather lasts, there's still time to curl up with a book.

pressandguide.com

Jan 25 · 19 shares



JP's Bar And Grille open For business in Dearborn

The recently renovated JP's Bar and Grille in Dearborn is open for business.

pressandguide.com

9 hours ago · 10 shares

A Look in the Mirror:
Facebook

Top search results for Dearborn
articles



Dearborn troop to be first in Michigan to induct girls into Boy Scouts of America program

February will be an historic month for not only the Boy Scouts of America, but also for Dearborn's oldest Scout troop.

pressandguide.com
Jan 28 · 23 shares



VIDEO: Why Dearborn?

Metromode partnered with Downtown Dearborn to produce this video exploring why Dearborn is the place to be. Enjoy!

secondwavemedia.com
Dec 18, 2018 · 36 shares



Dearborn-based Carhartt launches customized workwear line for businesses

Breadcrumb Home Manufacturing January 29, 2019 03:24 P
Dearborn-based Carhartt launches customized workwear line...

crainsdetroit.com
19 hours ago · 18 shares



Man found fatally shot in Dearborn

Man found fatally shot in Dearborn...

DetroitNow.io
February 24, 2018 · 3 Views

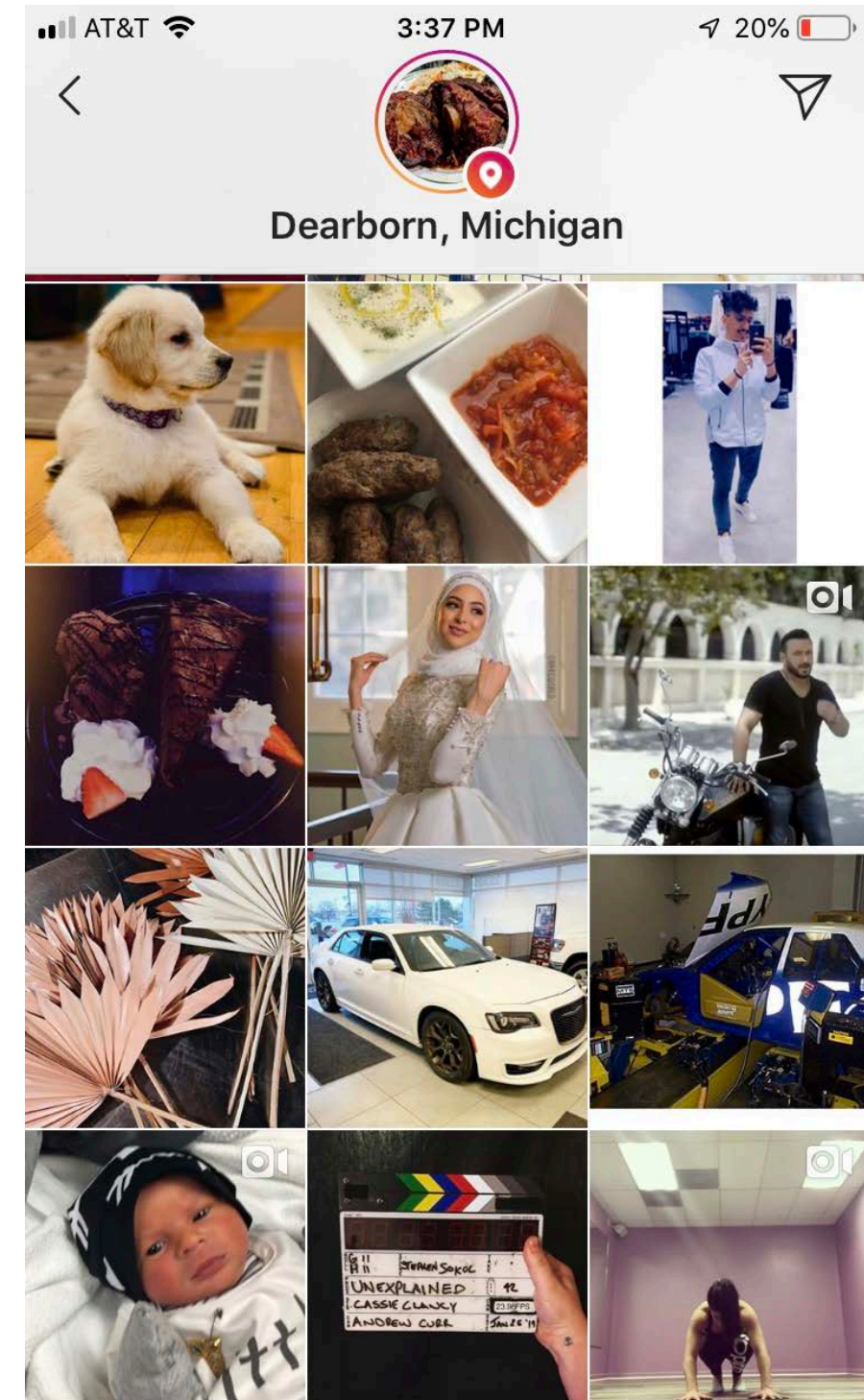
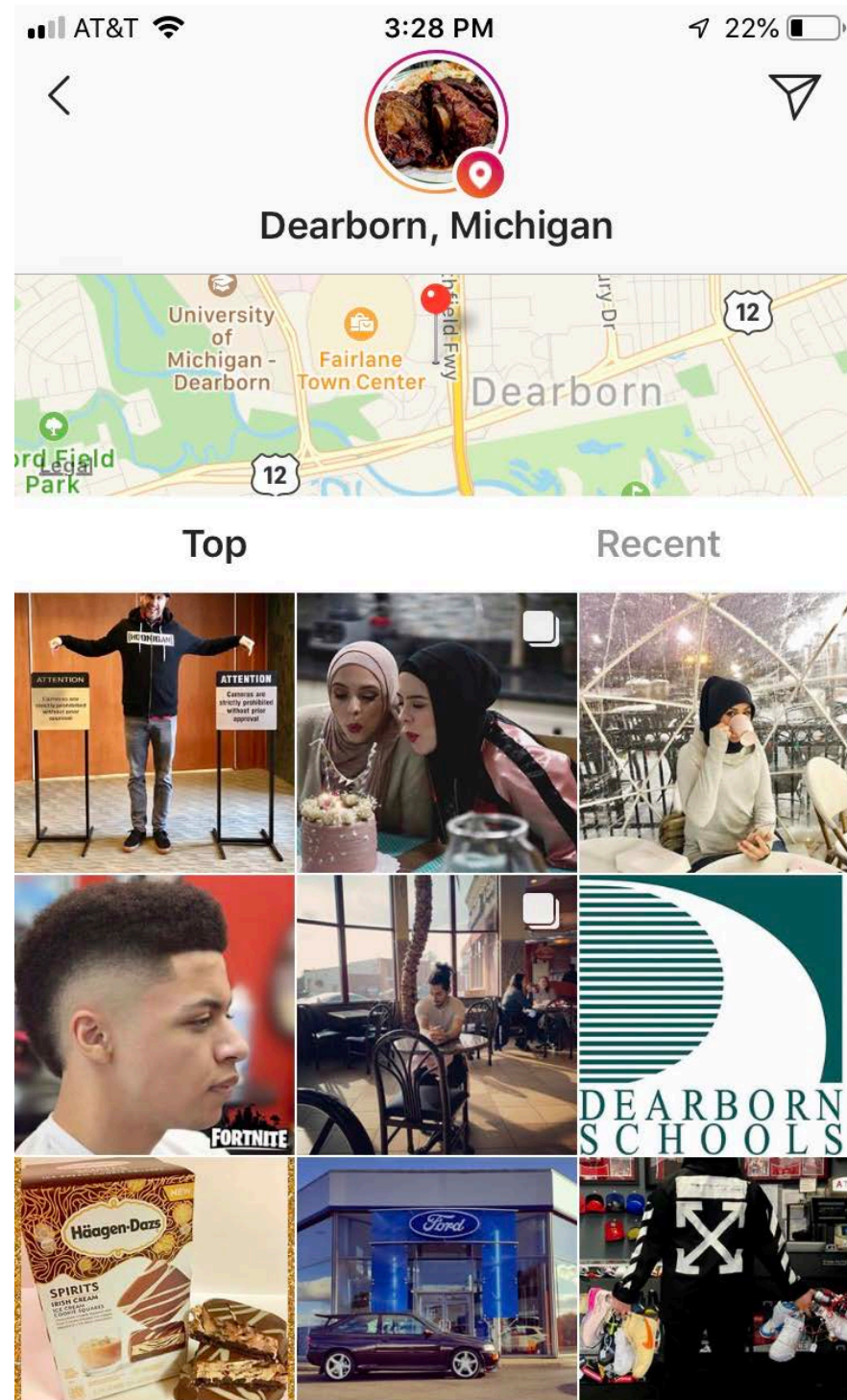


Inevitably, articles like this factor into the mix?

You might ask, what, if anything, is their relevance to the brand-building effort?

A Look in the Mirror: Instagram

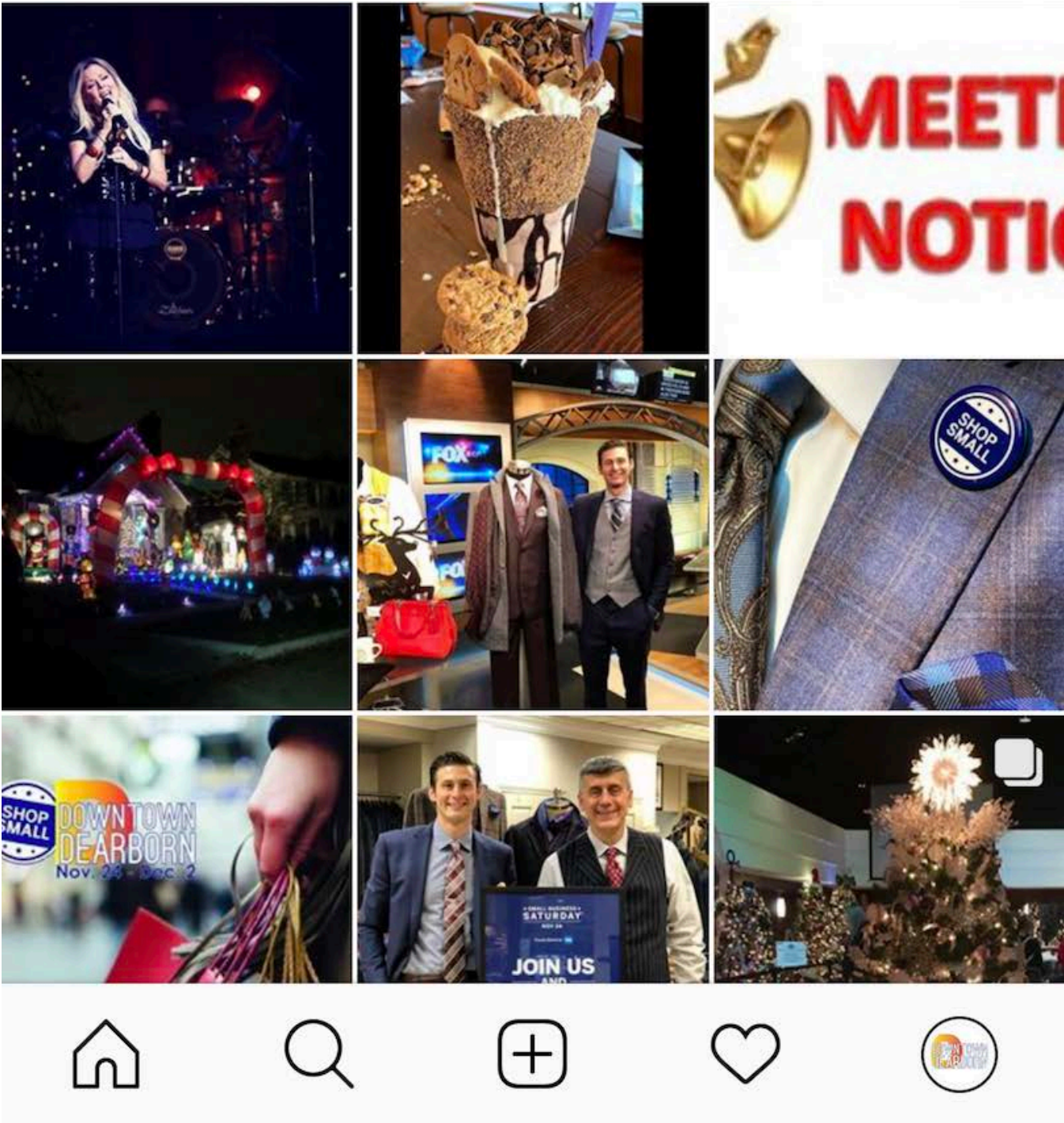
Tagged/posted from Dearborn



A Look in the Mirror:
Instagram










Downtown Dearborn-tagged
Instagram posts



A Look in the Mirror:
Instagram

← #dearborn| ×

TOP PEOPLE TAGS PLACES

-  **downtowndearborn**
Downtown Dearborn • Following
-  **#dearborn**
Followed by downtowndearborn
-  **#dearbornheights**
35.5k posts
-  **#dearbornmichigan**
Followed by downtowndearborn
-  **#dearbornfoodie**
2643 posts
-  **#dearbornwolverine**
939 posts
-  **#dearbornmi**

Top Dearborn hashtags

A Look in the Mirror

Google Search:

Downtown Dearborn (I)



First outdoor winter market coming to Dearborn

Dearborn Press and Guide - Dec 6, 2018

Dearborn's first outdoor winter market is set for 10 a.m. to 4 p.m. Dec. 15. The market, which will be throughout both east and west **downtown** ...



Detroit Restaurants: What's Closed and What's Open During the ...

Eater Detroit - Jan 28, 2019

... weather be damned; **Downtown** Louie's Lounge is open, but calling it ... sandwiches and cocktails; Unburger in **Dearborn** is open today after ...



Downtown Dearborn Hosts Ladies Night April 25

Patch.com - Apr 23, 2018

DEARBORN, MI — In an evening meant to bring women together around shopping, dining and strolling through **downtown Dearborn**, the ...



Dearborn pushes downtown transformation strategy with pitch ...

Crain's Detroit Business - Aug 9, 2018

Dearborn officials are pushing forward with a **downtown** transformational strategy that seeks to inject empty storefronts with innovative retail ...



Schools, government offices close ahead of cold snap

The Detroit News - 18 hours ago

... daughter lives in **downtown** Ann Arbor, closer to campus buildings. ... Utica Community Schools, **Dearborn** Public Schools and the Grosse ...

A Look in the Mirror: Google Search

Top results for Dearborn

basic results

City of Dearborn

cityofdearborn.org

City of Dearborn Official Website. Tickets now on sale for popular Daddy-Daughter Dances Feb 2 By popular demand, the department will host two dances, the first from 3-5 p.m. and the second from 6-8 p.m. [Read More](#)

Dearborn Real Estate Education – Real Estate Education

www.dearborn.com

For more than 50 years, Dearborn Real Estate Education has been committed to helping our partner real estate schools succeed by providing the highest quality real estate licensing and continuing education content and support materials available.

Dearborn, Michigan - Wikipedia

en.wikipedia.org/wiki/Dearborn,_Michigan

Dearborn is a city in the State of Michigan.It is located in Wayne County and is part of the Detroit metropolitan area.Dearborn is the eighth largest city in the State of Michigan.

Dearborn National

www.dearbornnational.com

Products and services marketed under the Dearborn National ® brand and the star logo are underwritten and/or provided by Dearborn National ® Life Insurance Company (Downers Grove, Illinois) which is not licensed in and does not solicit business in New York; in New York, the company is Dearborn National ® Life Insurance Company of New York (Pittsford, New York).

Dearborn Public Schools

www.dearbornschools.org

Greetings Dearborn Public Schools Substitutes, Thank you for choosing Dearborn Public Schools. We appreciate your dedication to the district. The Dearborn Schools Board of Education approved EduStaff, LLC as a contracted substitute service provider.

Dearborn Classics

www.dearbornclassics.com

Dearborn Classics is an international mail order company that specializes in the manufacture and supply of quality parts and accessories for the Ford Ranchero, Ford Falcon, Ford Fairlane, Ford Galaxie, Ford Torino and Select Mercury models.

Dearborn Market | Fine Food & Garden Center

dearbornmarket.com

Dearborn Market offers Monmouth County, NJ Residents the very finest in fresh food and garden retailing. Fresh produce, delicious prepared foods, Boar's Head cold cuts, fresh baked goods, gift baskets and an expansive greenhouse and garden center.

University of Michigan–Dearborn

umdearborn.edu

Get a Michigan degree with a Dearborn drivetrain. Our students, faculty and staff are working together to transform Michigan and change the world.

Plan your visit

[Home](#) > [Tourism](#) > [Plan your visit](#)

We want to help you plan your visit to Dearborn. Below you can browse lodging, dining and shopping options; as well as discover the best attractions the region has to offer!

- [Lodging](#)
- [Dining](#)
- [Shopping](#)
- [Local Attractions](#)

NEW! Download the [DEARBORN TOURISM GUIDE](#). (.pdf)
Experience historic Dearborn through this self-guided tourbook, published by the Dearborn Historical Commission in conjunction with the Dearborn Area Chamber of Commerce and Motorcities Automotive National Heritage Area.



Advertise
Your Business
HERE
Contact us today
to learn more!

- > [Plan your visit](#)
- > [Dearborn Visitor & Welcome Center](#)
- > [Upcoming Conventions](#)

Upcoming Events

- TUE**
05 | [Our first Small Business Lunch @ La Pita](#)
February 5 @ 11:00 am - 1:00 pm
- WED**
06 | [Connections: Benefits of a Business Resource Network Presented by SEMCA Michigan](#)

A Look in the Mirror: Visit Dearborn



HOME **ABOUT US** **GRANTS & PROGRAMS** **SUPPORT MOTORCITIES** **EXPLORE** **STORY OF THE WEEK** **SEARCH** **STORE GRAND OPENING!**



Welcome to MotorCities National Heritage Area

We tell the story of how southeast and central Michigan “Put the World on Wheels.” MotorCities links the world’s largest collection of cultural and labor organizations, museums, archives, factories, auto collections and events to preserve the story of how tinkerers became titans and how auto and labor helped build the middle class while transforming manufacturing worldwide. We are proud to promote this story to advance the region economically and culturally.



A Look in the Mirror: Trip Advisor: The 10 Best Things To Do in Dearborn



The Henry Ford

4,099 reviews
[Learn More](#)



Greenfield Village

2,306 reviews
[Learn More](#)



Arab American National Museum

80 reviews
[Learn More](#)



Islamic Center of America

18 reviews
[Learn More](#)



Henry Ford Estate

37 reviews
[Learn More](#)



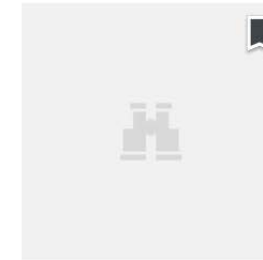
Automotive Hall of Fame

93 reviews
[Learn More](#)



Ford Motor Company Conference and Event Center

9 reviews
[Learn More](#)



Rouge River Gateway Trail

11 reviews
[Learn More](#)



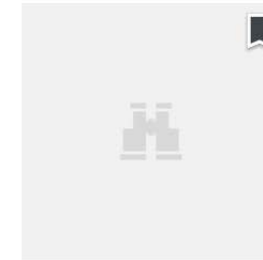
Fairlane Town Center

39 reviews
[Learn More](#)



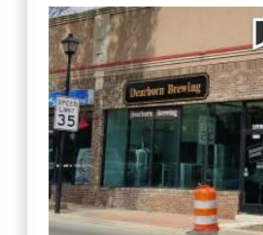
Dearborn Historical Museum

15 reviews
[Learn More](#)



Sacred Heart Parish

4 reviews
[Learn More](#)



Dearborn Brewing

14 reviews
[Learn More](#)

Conversation 7

Competitive Overview: Opportunities to Differentiate & Win

“Somehow we can't seem to manage to connect them all for one amazing destination.”

Dearborn: The Competitive Edge

The best combination of features in the area: “Diversity plus a downtown.

A wide array of meaningful amenities:

- Two downtowns.
- Endless sidewalks.
- Two institutions of higher learning.
- One of Michigan's most popular tourist attractions.
- The Rouge River for hiking and kayaking, plus other trails.
- Proximity to Detroit.

“Somehow we can't seem to manage to connect them all for one amazing destination.”

Unpretentious & Affordable

“Dearborn has the potential to be the affordable Birmingham, and the unpretentious Royal Oak in Wayne County. Perhaps if more persuasion in branding our openness to diversity and inclusion were to occur, we could be Wayne County's Birmingham, Royal Oak, and Ferndale combined.”

City Meets Community

“The diversity is wonderful, and one of the things that I'd miss about leaving. Also, seriously, we have a university, a museum and a world headquarters in our city!”

The Connected City

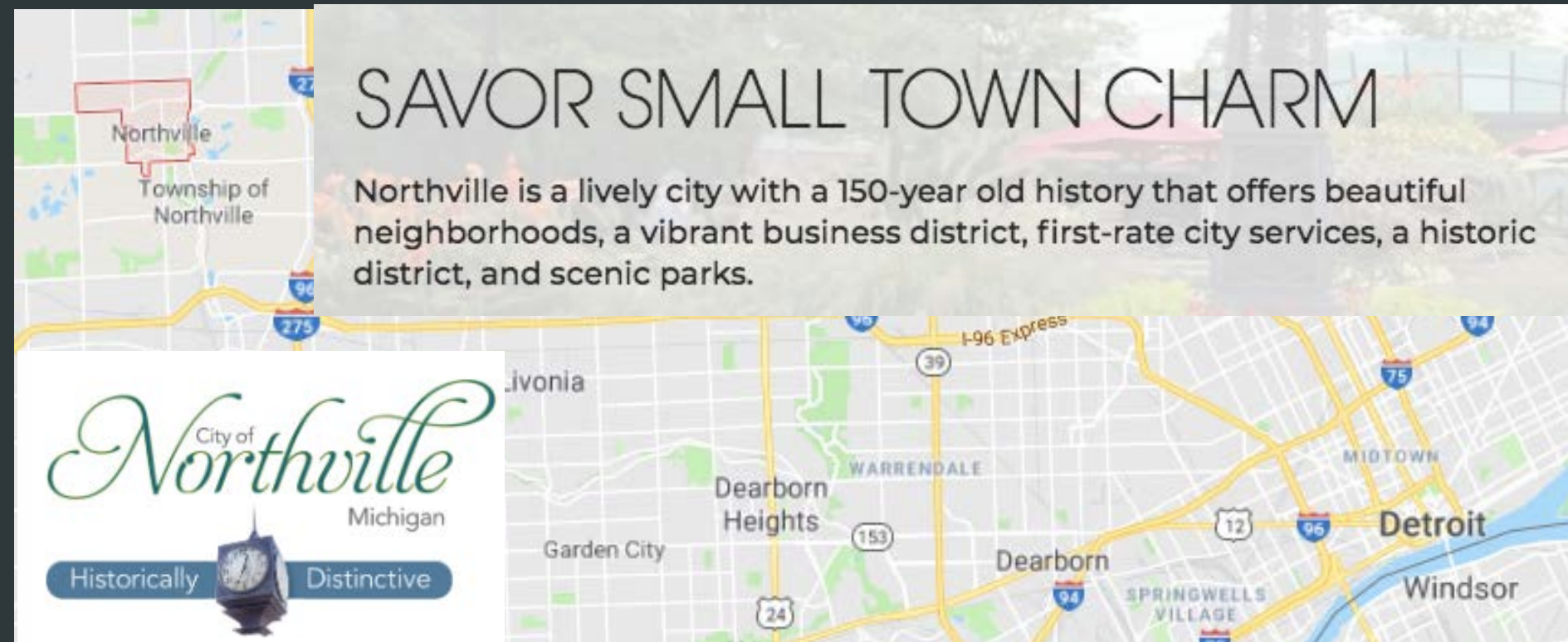
“If mass transit to Detroit/Ann Arbor/DTW happens, there is no city most uniquely positioned to have an advantage.”

Diverse & Culturally Rich

“Dearborn is actually a completely unique city. It is incredibly diverse in nationality, ethnicity, and religion. It's one of the few places in Michigan where there is an unspoken second language. It's a central place in the world to learn about Islam, to understand immigration from several Middle Eastern countries to the U.S., to really know what Arab American means. It is so rich in authentic food through small businesses. It's also a place full of city and community leaders who are brown, who are Muslim, who are immigrants. It's a powerful place.”

Northville

- 29 miles from Detroit
- Population: ~6,000
- Tagline: Historically distinctive (also use “Timeless with a twist” in the business investment guide)
- Promotes: Town square with free wi-fi, cafe tables and chairs year-round; parks, green space and historical sites



“The City of Northville is a vibrant, safe, family-friendly community with small-town Victorian charm that provides the experience and amenities of true downtown living to residents and businesses. The City provides outstanding government services and, in cooperation with Northville Township, some of the finest cultural, recreational, and educational opportunities in southeast Michigan... Our downtown retains the small-town feel while bringing a bit of big-city life offering year-round shopping, dining, and entertainment”

Individuals say:

- Walkable downtown, good dining and entertainment, coffee shops, better “healthy” food shopping (Trader Joe’s mentioned), “higher-end” restaurants as well as “moderately priced” options, more “non-chain” options.

Plymouth

- 27 miles from Detroit
- Population: ~9,000
- Tagline: “Plymouth is the place to meet” and “Plymouth rocks”
- Promotes: Great quality of life, and variety of shopping, dining, entertainment and culture, proximity to University of Michigan and the “high quality workforce” that visits/lives in Plymouth.



“High technology, international corporations, a tremendous quality of life, easy access to freeways and close proximity to air travel is the reason many businesses choose the Plymouth Community for their location.”

Being just 15 miles from Ann Arbor, the home of the University of Michigan, the Plymouth community is part of one of the finest high technology corridors in the country. Our many industrial parks are filled with major corporate research facilities from the worlds leading companies like Isuzu and Bosch. Additionally, Plymouth Township, where many of these locations reside, is an outstanding partner with tax incentives and services to ensure businesses success.”

Individuals say:

- Good dining (attractive atmosphere, good outdoor dining), entertainment and “quaint” shopping, walkable downtown, family friendly,

Birmingham

- 20 miles from Detroit
- Population: ~21,000
- Tagline: A Walkable Community
- Promotes: Affluence, walkability, small town feel in an urban area



“Birmingham is vibrant and prosperous, with a population of approximately 20,000. Covering only 4.73 square miles, our community is able to maintain the feel of a small town, while experiencing the benefits and amenities of an affluent urban area. Nestled amid some of the nation’s most affluent suburbs, Downtown Birmingham is a center for business, social and cultural activities. The City has a lively, pedestrian-friendly downtown offering one of the Midwest’s premiere shopping districts.”

Individuals say:

- Arts and culture, better entertainment offerings, more “unique” specialty shops and boutiques, “higher quality” dining,

Royal Oak

- 15 miles from Detroit
- Population: ~59,000
- Tagline: Life Now Playing
- Promotes: Location, diversity, charming downtown, small town feel with metropolitan amenities



"The City of Royal Oak requires no introduction to the Detroit metropolitan area. Conveniently located near several major thoroughfares, Royal Oak's location is prime. This is evident in the steady rise of property values throughout the city. Royal Oak has maintained the appeal of a small town, while affording many of the amenities of a large metropolis. Because of its respect for diversity, the city's composition is truly eclectic. The population represents a diverse mix of individuals, age groups, incomes, and myriad of residential home styles."

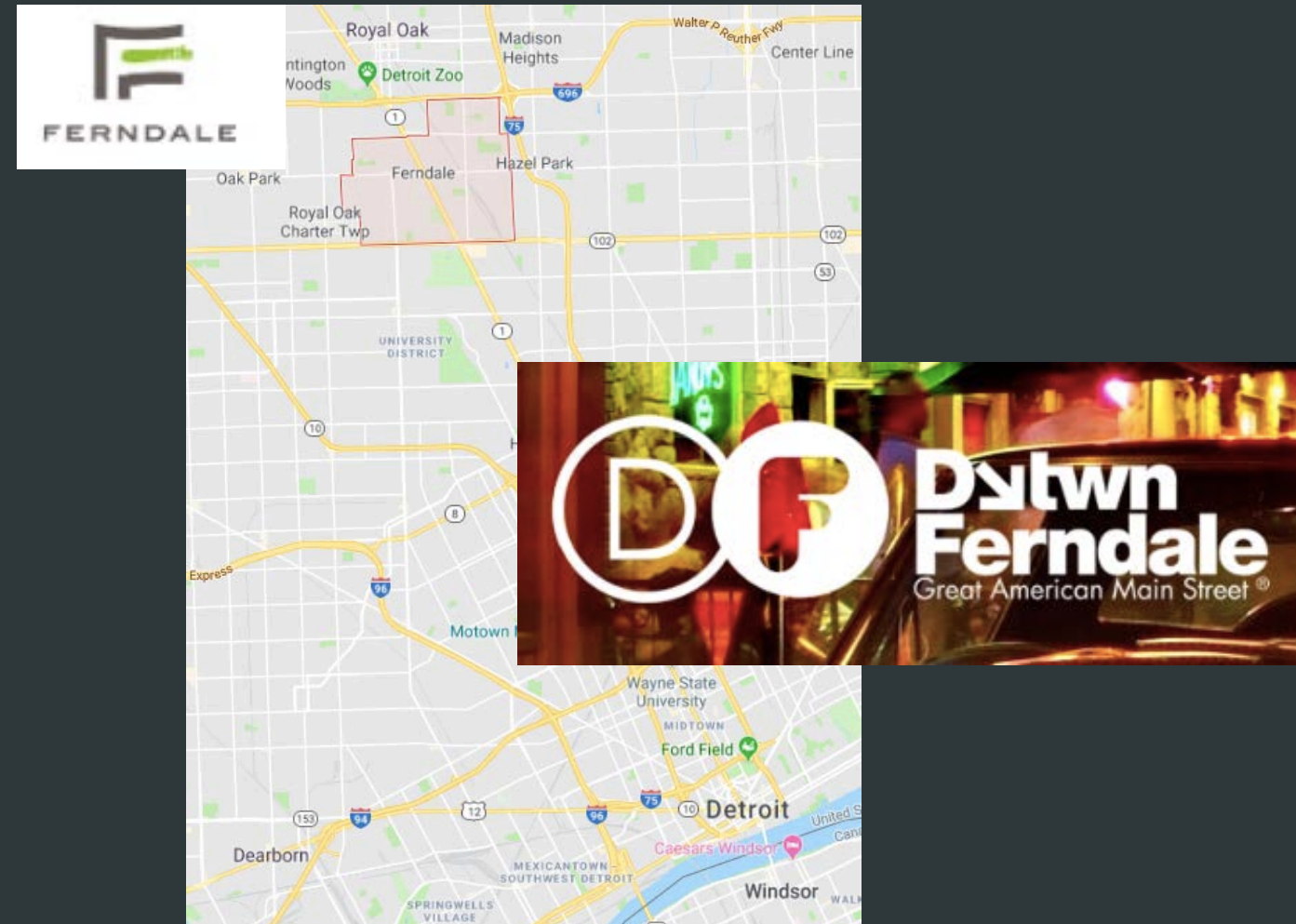
"The renaissance of Royal Oak unveiled the city's charm. Visitors to Main, Washington and other downtown streets experience the city's unique sense of place and identity. This sentiment can be shared by pedestrians ambling along the downtown streetscapes that feature brick paving, street furniture, tree and flower plantings. It can be felt among patrons of the theaters, upscale restaurants, coffeehouses and distinctive shops. Visitors to downtown Royal Oak enjoy the pedestrian-friendly atmosphere and social interaction."

Individuals say:

- A destination for music, and entertainment "trendy and hip," inviting and walkable downtown with lots of dining choices, arts and culture offerings, theaters, live music, walkable shopping, better "young adult social scene," "quirky downtown experience," "more exciting things happening," and "high-end dining."
"West Dearborn is trying to be Royal Oak."

Ferndale

- 12 miles from Detroit
- Population: ~20,000
- Tagline: “Change is Good” (unofficial)
- Promotes: Award-winning main street, pedestrian- and bike-friendly, creative culture and entrepreneurial spirit



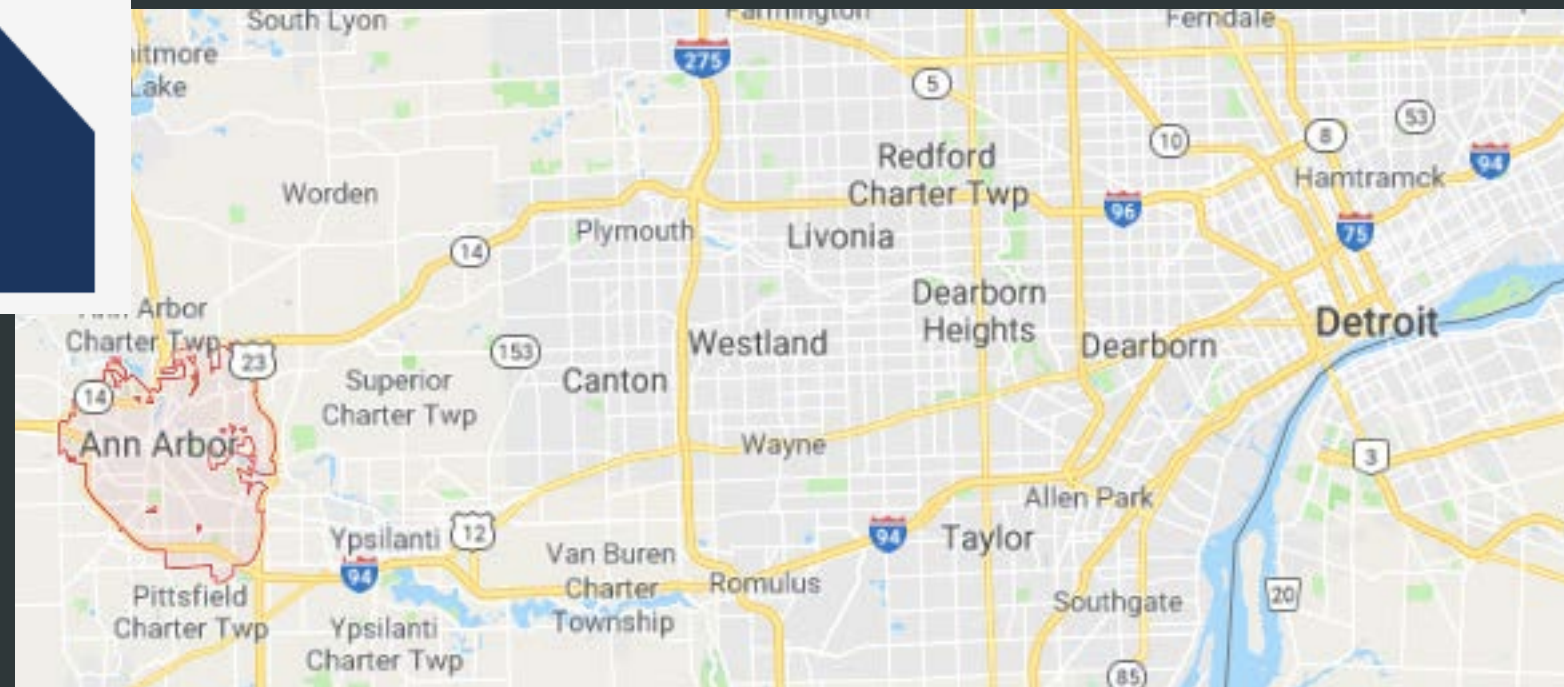
“Centered on the iconic intersection of Woodward & Nine, Downtown Ferndale is a geographic designation, a favorite destination and a mindset that embraces the diversity of culture, class and creativity. Within its 3.9 linear miles encompassing Nine Mile Road from Paxton to Pinecrest and Woodward from Marshall to Oakridge, are 350+ businesses, most owned and operated by inspired entrepreneurs, driven by a personal passion to deliver goods and services in engagingly unique ways.”

Individuals say:

- A destination for nightlife, entertainment, dancing, concerts, arts and culture. A variety of dining options. For a “younger audience” but expensive to buy a home there.

Ann Arbor

- 44 miles from Detroit
- Population: ~121,000
- Tagline: none
- Promotes: University of Michigan, culinary, arts and culture, and technology industry



“Ann Arbor is many things, including a bustling university town, culinary hotspot, and a tech hub with a walkable downtown that includes world-class arts and culture. Located in southeast Michigan’s Lower Peninsula, Ann Arbor lies at the center of a greater collection of communities in Washtenaw County. With so many thriving communities nearby, Ann Arbor has become a cultural melting pot and urban oasis.”

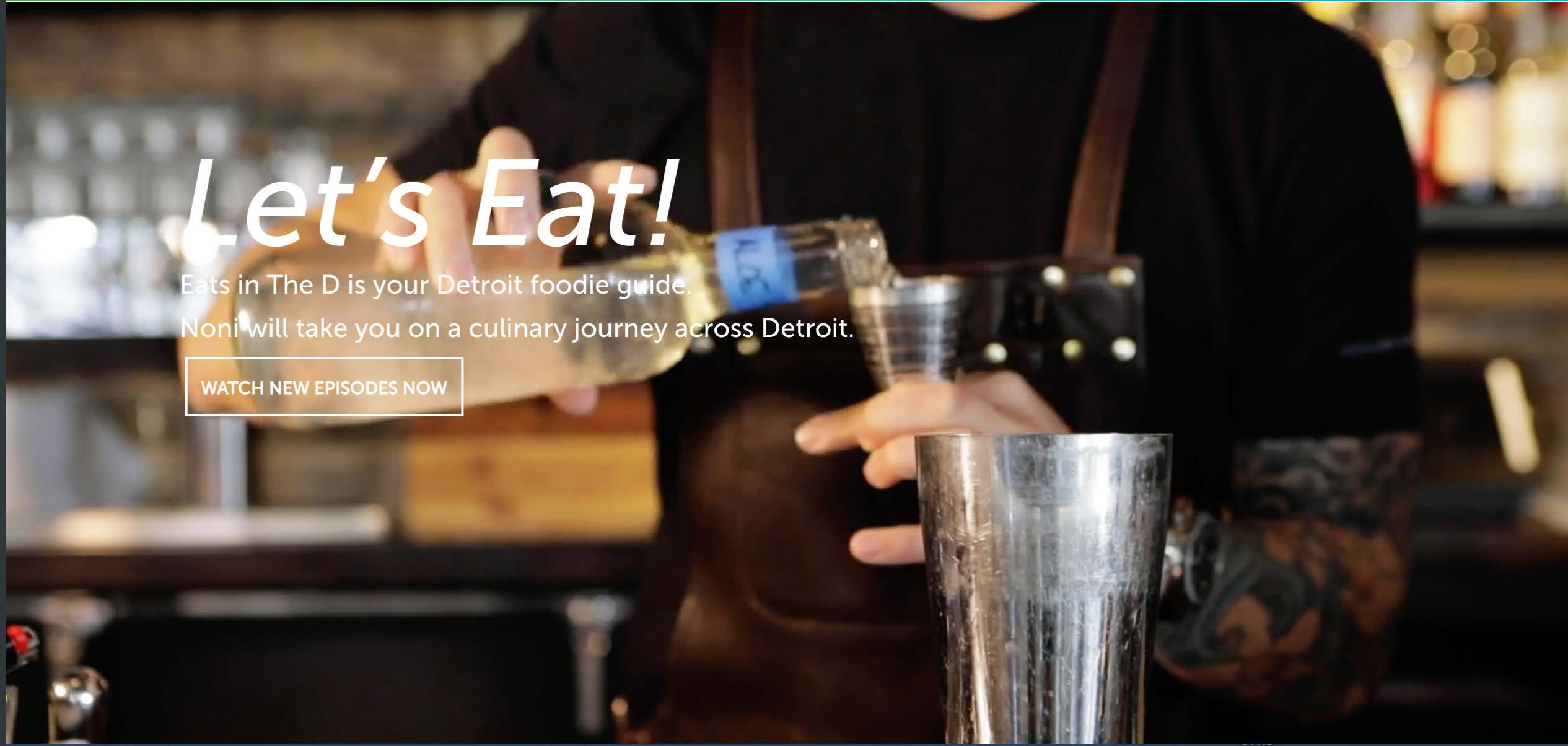
Individuals say:

- A destination for entertainment (adult and kid-friendly), dining, shopping, concerts, sports, leisure, “classier” offerings. Variety is part of the appeal, as is walkability. “Dearborn is my mini Ann Arbor.”

Let's Eat!

Eats in The D is your Detroit foodie guide.
Noni will take you on a culinary journey across Detroit.

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Detroit



NIGHT ENTERTAINMENT DD

Detroit Opera House/Michigan Opera Theatre ☆



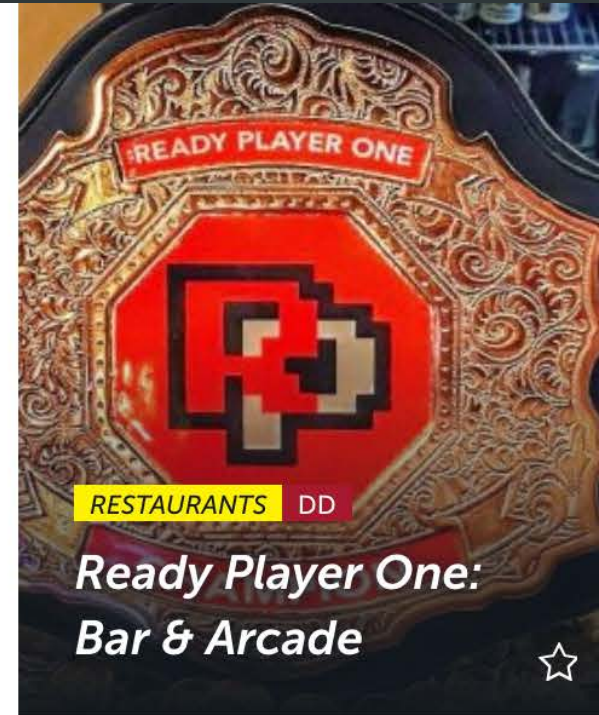
RESTAURANTS DD

Detroit Beer Co. ☆



ATTRACTIONS DW

Arab American National Museum ☆



RESTAURANTS DD

Ready Player One: Bar & Arcade ☆



HOTELS DD

MGM Grand Detroit

etroit-opera-housemichigan-opera-theatre/



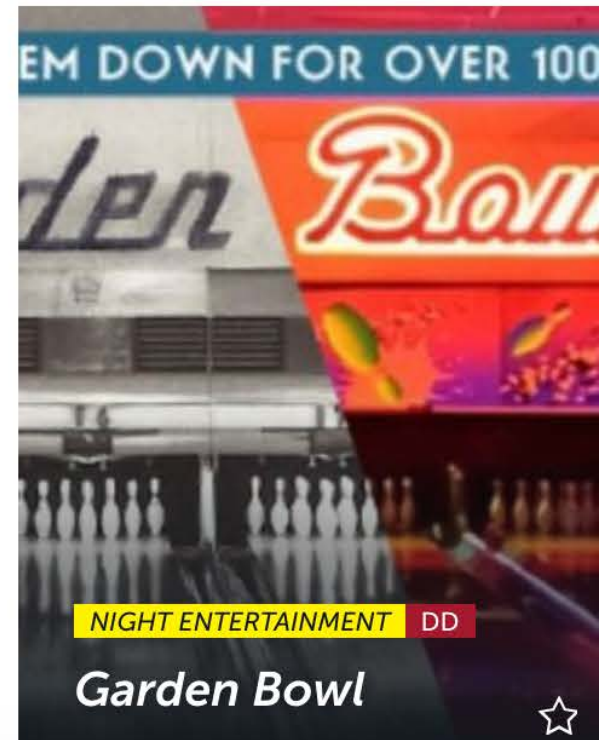
NIGHT ENTERTAINMENT DD

The Keep ☆



ATTRACTIONS DD

Detroit Public Library ☆



NIGHT ENTERTAINMENT DD

Garden Bowl ☆

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urban and real.

Come get caught up on the
latest, and leave feeling like
you're in the know.

Detroit is vibrant,
urban and real.

Conversation 8
Align & Adopt

63 results for [dearborn](#)

Dearborn Campus Transformation

Ford Motor Company will transform its more than 60-year old [Dearborn](#) facilities to collocate 30,000 employees from 70 buildings into primarily two campus locations over a 10-year period. Plan Ford Motor Company is transforming its more than 60-year-old Dearborn facilities...

UPDATE: Construction on Ford's Dearborn Campus

Ford's [Dearborn](#) Campus Transformation is underway with plans to transform the Dearborn campus into a collaborative, sustainable and walkable campus that creates workplace efficiency.

...campus from the underground up - all while maintaining operations. What are the construction hours for the project? In accordance with city of [Dearborn](#) regulations, exterior construction will take place between 7 a.m. and 7 p.m., Monday through Saturday. How much noise will the...

Ford Code of Human Rights, Basic Working Conditions and Corporate Responsibility Pre-Site Visit Facility Survey Date February 16, 2018 Location / Facility [Dearborn](#) Truck Plant Respondent Phone Number CDSID Perception and Understanding of Code 1. In your opinion, what is the greatest value-add of...



Ford Motor Company Dearborn Campus Transformation

Ford Motor Company will transform its more than 60-year old Dearborn facilities to collocate 30,000 employees from 70 buildings into primarily two campus locations over a 10-year period.

the Henry Ford

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[PLAN YOUR VISIT >](#)

Plan Your Visit

3 must-see attractions. 250 acres of unexpected. 1 awe-inspiring experience.

At The Henry Ford, you'll discover America—its culture, inventions, people and can-do spirit—and hundreds of hands-on ways to explore it, enjoy it and be inspired by it.



Henry Ford Museum of American Innovation™
Find your breakthrough moment.

Experience one of the largest collections of its kind ever assembled and learn about the breakthroughs big and small that have made our world what it is today.

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The Arab American National Museum (AANM) is the first and only museum in the United States devoted to Arab American history and culture. Arab Americans have enriched the economic, political and cultural landscape of American life. By bringing the voices and faces of Arab Americans to mainstream audiences, we continue our commitment to dispel misconceptions about Arab Americans and other minorities. Since opening in 2005, the Museum has shed light on the shared experiences of immigrants and ethnic groups, paying tribute to the diversity of our nation.

MISSION

The Arab American National Museum documents, preserves and presents the history, culture and contributions of Arab Americans.

ANTI-OPPRESSION STATEMENT

In alignment with AANM's commitment to creating an arts sector rooted in justice, we are committed to ensuring a space that is free of racism, transphobia, homophobia, Islamophobia, ableism, misogyny, classism or other bias. We also encourage freedom of expression and we aim to create a brave, generative space. Our expectation is that all guests will honor these ethics.

This statement has been graciously shared by the National Performance Network, of which AANM is a partner.

معلومات هامة ABOUT THE MUSEUM



Smithsonian Affiliate



International Coalition of SITES of CONSCIENCE



Conversation 9

Words of Wisdom

Words of Wisdom

What is the one thing that is critical for us to pay attention to or know as we proceed with this initiative?

Conversation 11

Key Takeaways & Next Steps