

WELCOME TO OUR
FIRST IN-DISTRICT

DEARBORN Business Mix & Mingle



WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY

P.A. 57 Informational Meeting
In-District Mix & Mingle



June 2024

Warren Ave Business District Improvement Authority



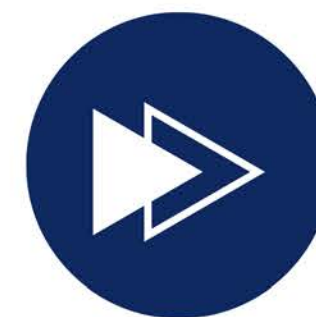
ECONOMIC
DEVELOPMENT



What is a corridor authority?



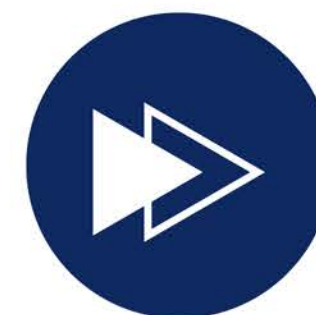
What is a Corridor Improvement Authority?



Why the need?



How are they funded?



Who's in charge?





WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY



In a nutshell

The Warren Business District Improvement Authority develops programs and projects which are aimed at improving the Warren corridor, including capital improvements, beautification, business recruitment and retention, and marketing and promotion.

What is a corridor authority?

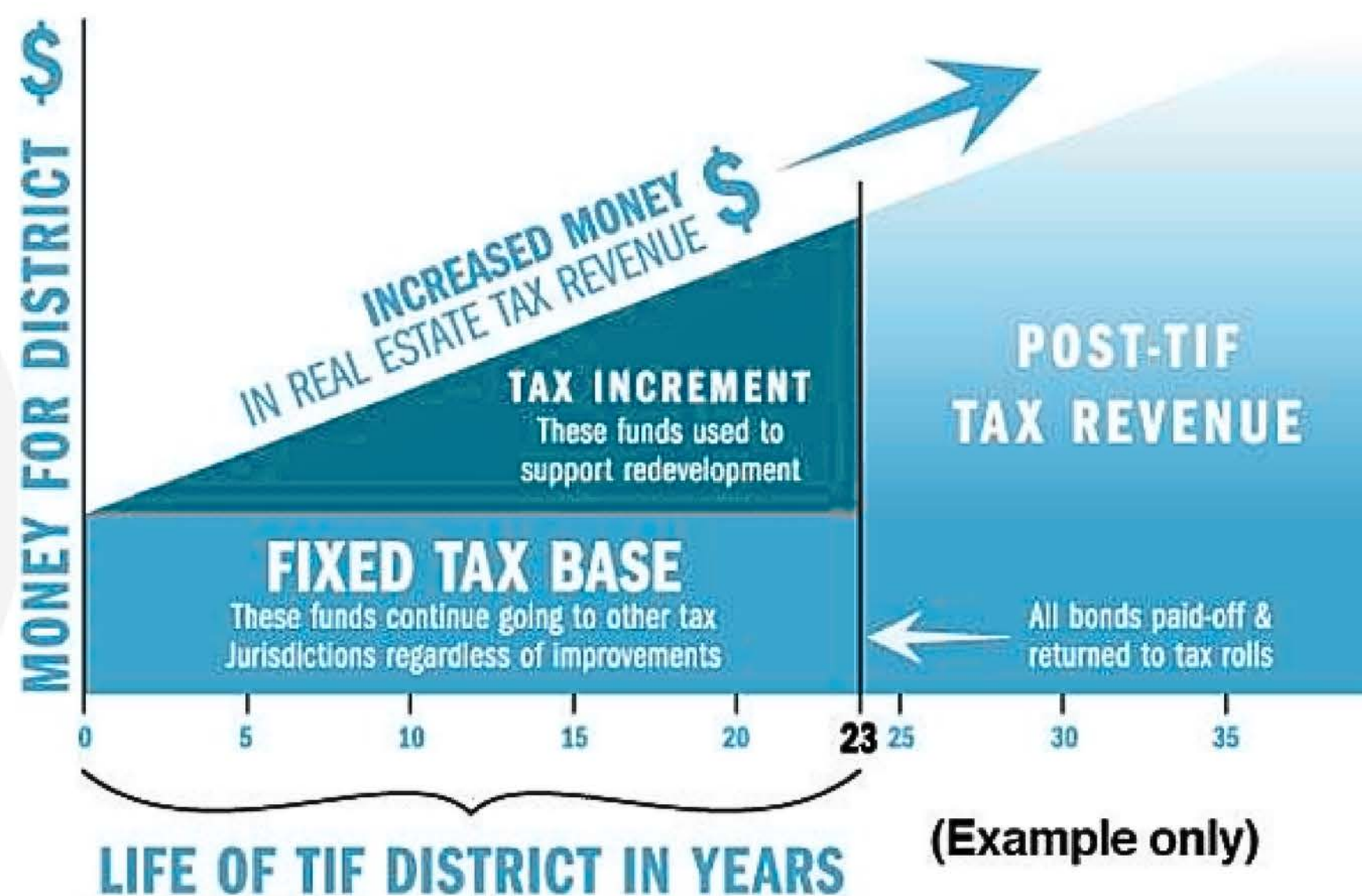
Corridor Authorities are enabled through State of Michigan's Public Act 57 to **prevent deterioration in commercial corridors throughout Michigan**. The Warren Business District Improvement Authority was established by the City of Dearborn by adopting a Development Plan and Tax Increment Financing plan.

The Corridor Authority oversees operations, maintenance, beautification, development projects, economic development and marketing programs, and other business assistance efforts along the Warren Business District.





What is it?



- **GROWTH** in tax revenues pays for the Authority's expenditures.
- **LOCALLY** controlled
- **SIMILAR** to West & East Dearborn Downtowns – over \$100 million investments in each downtown
- **DIX-VERNOR** is a companion corridor
- **IMPROVEMENTS** may include infrastructure, beautification, marketing and promotion, events, etc.

The District



WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY



Board of Directors



WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY

Chair

Ahmad Chebbani
American Arab Chamber

Vice Chair

Abbas Ammar
Al Ameer Restaurant

Secretary/Treasurer

Ali Alhashemi
Uppercutz Barbershop

Abdullah Hammoud
City of Dearborn

Muaadh Alghazali
Asal Bee

Lucius Anthony
Wayne County

Julie May Warthman
Hollingsworth Logistics

Interested in joining our board and
making a difference? Let us know





Business Assistance and Support

Business Service Support Program



City Resource Support

We're here to help guide business owners through city resources including, but not limited to, permitting, licensing, plan review, zoning variances, and inspections.



Business Support

Finding solutions to achieve outstanding success in Dearborn's unique market.



Resource Referrals

Empowering you to reach your business goals by connecting you to community business support services and grant programs.



NEW IN 2023

Holiday Lighting Program & Banners



- **17 participating businesses** in this years Holiday Lights pilot program for Christmas & Ramadan free of charge to businesses

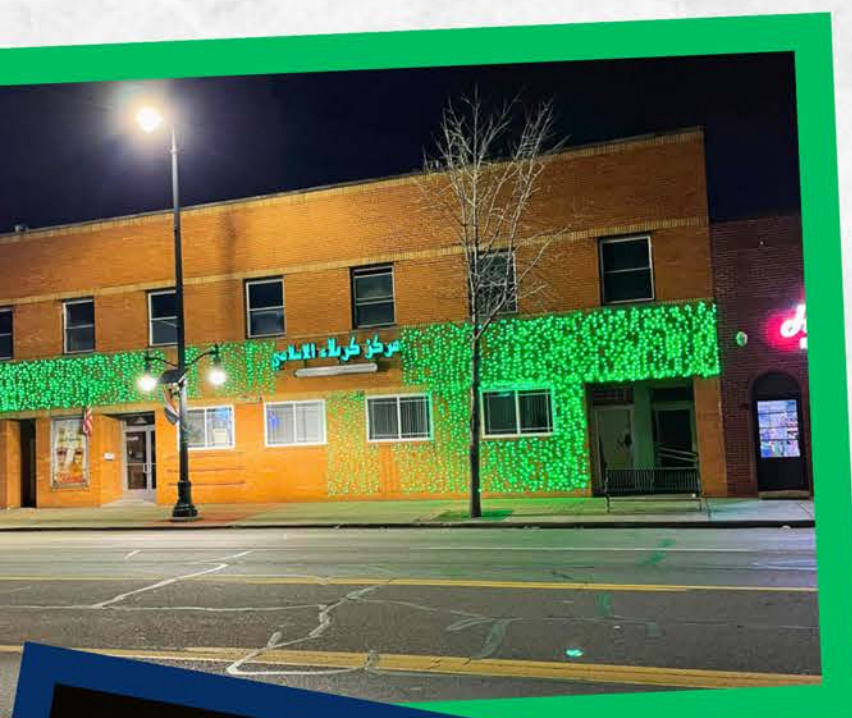
IN MOTION

- **STRING LIGHTS** throughout light poles with electric outlets
- **HOLIDAY BANNERS** throughout the corridor



HOLIDAY LIGHTS ON WARREN

Last year, the WBDIA Board authorized \$25,000 to pilot our first Holiday Lights initiative that lit up **17** buildings and businesses along Warren Avenue for the Christmas, New Years, and Ramadan Holidays.



Warren Ave Facade Program

**Phase 1 Started in 2023 - contracted
with CDPA Architects + Planners**

Phase 1 consists of a design phase
for a common, high quality design
standard for signage and façade
designs to advance business curb
appeal.



Workforce Development



**BECOMING THE CEO
OF YOUR BRAND**
FINDING PASSION AND PURPOSE
PT 1 | JULY 10TH, 2024 | 11AM-1PM

**BUILD YOUR BRAND
DAILY**
THE 3CS OF SOCIAL MEDIA
PT 2 | JULY 12TH, 2024 | 11AM-1PM

DEARBORN CHAMBER OF COMMERCE
22100 MICHIGAN AVE, DEARBORN, MI 48124

 ECONOMIC
DEVELOPMENT  **ACCESS**
assisting. improving. empowering.  **ROBERT COURTNEY**

Becoming the CEO of your Brand with Robert Courtney!
The workshop is a FREE two-part series. Seats are limited so register today!

Part 1: Finding Passion and Purpose
Date: July 10, 11 AM - 1 PM

Building a brand starts with understanding your purpose. In this session, Robert Courtney will help you uncover your true passion and align it with your brand's mission. Discover how to articulate your purpose and use it as a foundation for your brand's identity and growth.

Part 2: Build Your Brand Daily - The 3Cs of Social Media
Date: July 12, 11 AM - 1 PM

Dive into the essentials of social media branding with Robert as he introduces the 3Cs: Content builds Community, and Community drives Conversions. Learn practical strategies for creating engaging content, fostering a loyal community, and converting followers into customers. This session is perfect for anyone looking to harness the power of social



WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY

City of Dearborn > Economic Development Department > Business Support Services > Business Liaison



Mohamed Qasim

Your Dedicated Personnel

(313) 407-9788

mqasim@dearborn.gov



1910s



1930s



1940s



1920s



1950s



1960s



1980s



1990s

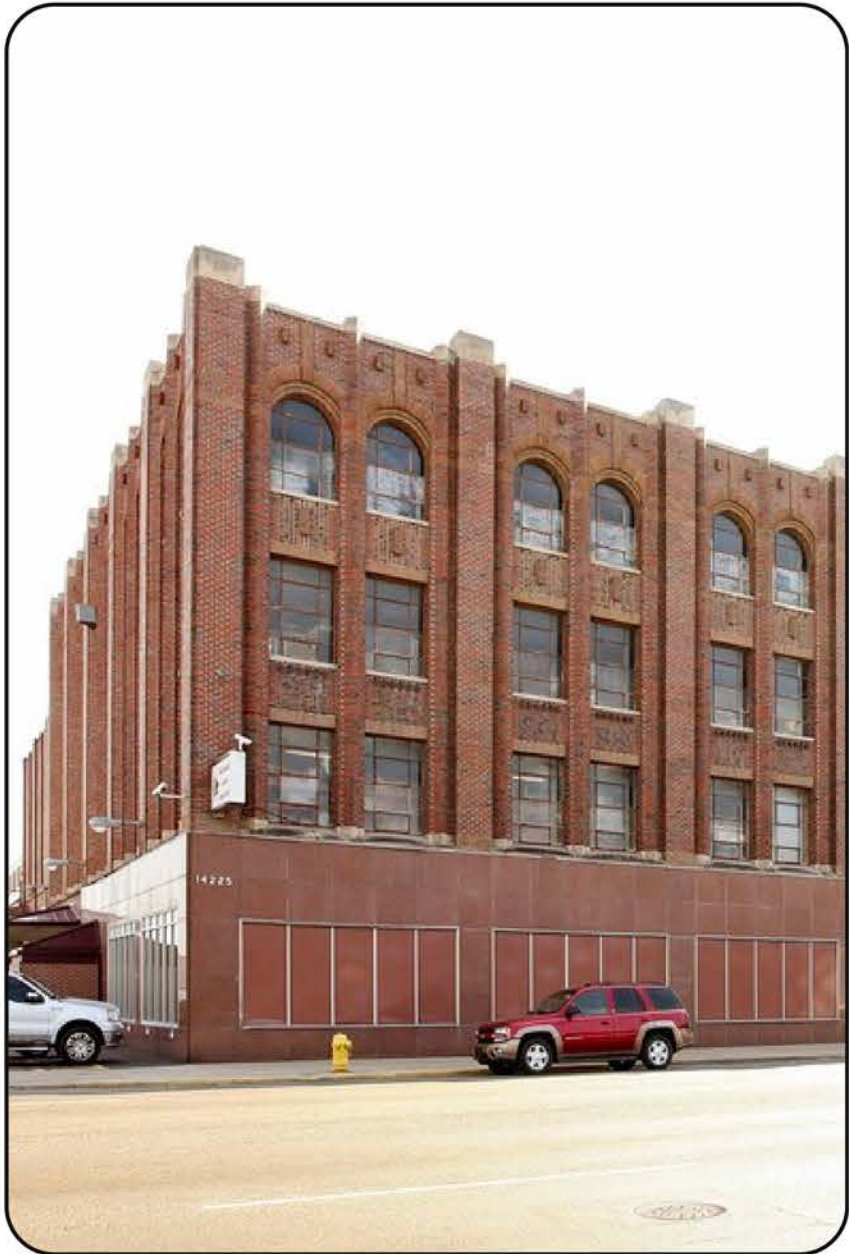
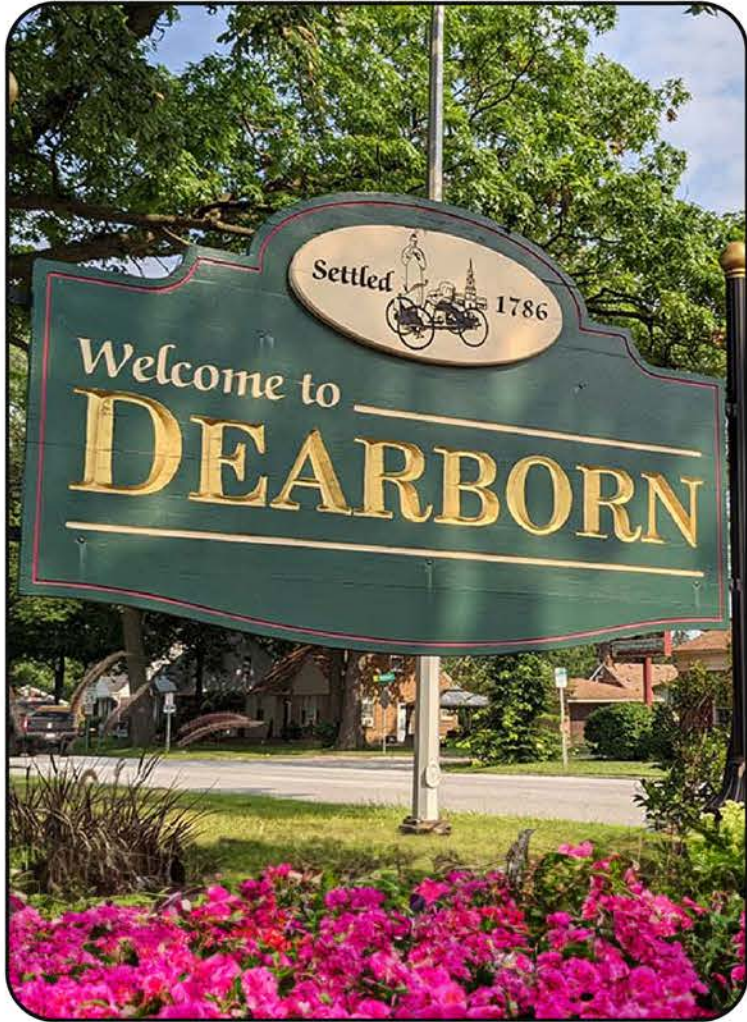


1970s



2000s





WARREN AVENUE TRANSFORMATION PROJECT

The \$24.8M “Safe Streets for All” federal grant secured by the director of Philanthropy and Grants and the Administration for Warren Avenue represents a once-in-a-generation opportunity for Dearborn to fundamentally transform the Warren corridor, which is in need of significant investment. This document is intended to jumpstart and supplement our strategic planning conversation by laying out expected milestones and important considerations.





WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY

\$33.38M

TOTAL

\$24.8M

FEDERAL GOVERNMENT
GEARED TOWARD A
"TRAFFIC CALMING

\$1.2M

CDBG FUNDING SLATED FOR
FACADE IMPROVEMENTS
AND STREETScape
AMENITIES

\$7M

DEARBORN'S ARPA-ED
PLEGGED AS A MATCH
FOR THE FEDERAL GRANT

\$380K

CIP FUNDING SLATED FOR
WARREN AVENUE
PLACEMAKING

WARREN AVENUE TRANSFORMATION PROJECT



Safe Streets and Roads for All (SS4A) Grants



U.S. Department
of Transportation

Urban

City of Dearborn Michigan Warren Road Diet

Applicant: City of Dearborn
Dearborn, Michigan

SS4A Award: \$24,894,430

Project Description

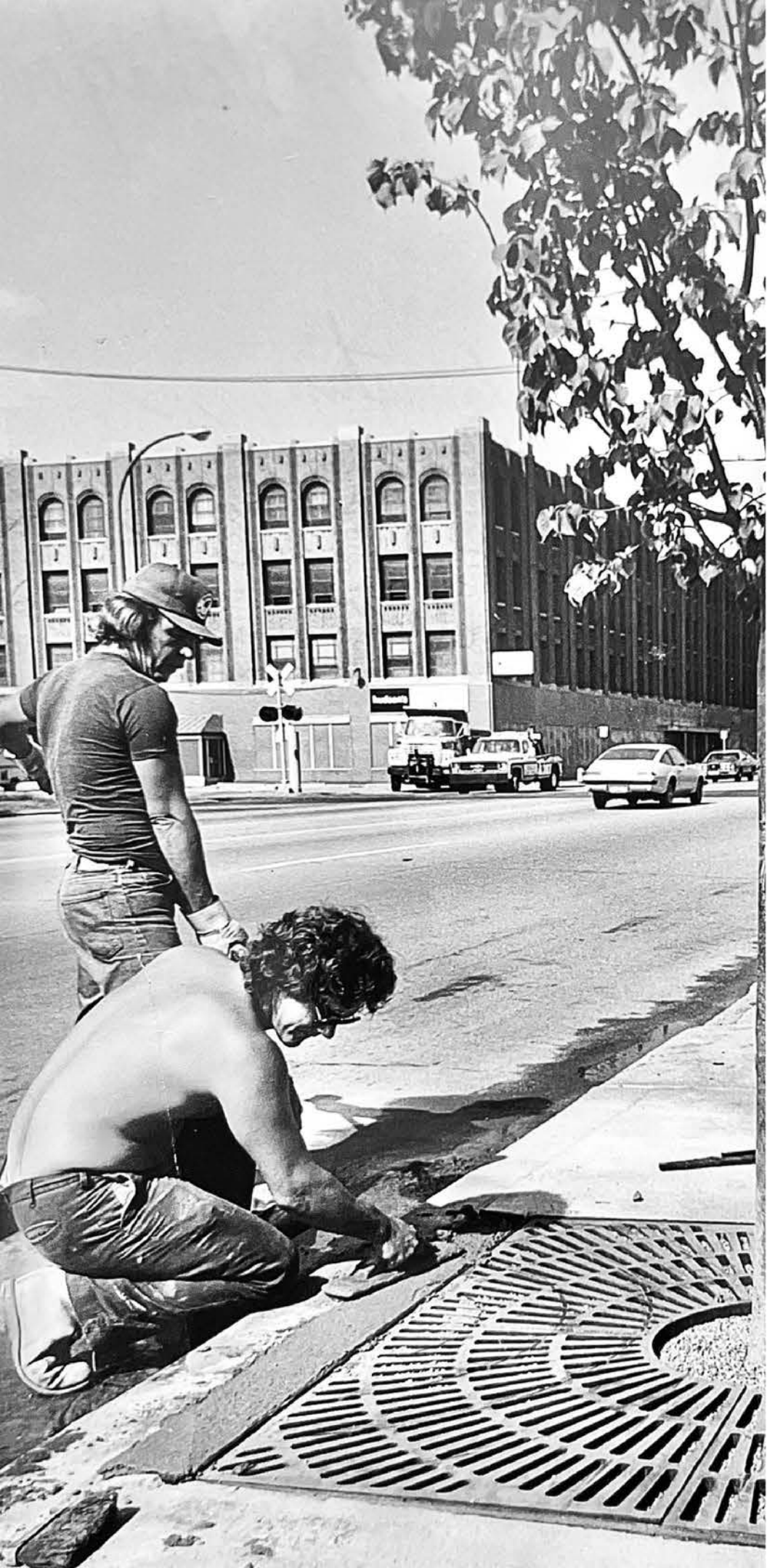
The City of Dearborn, Michigan, is awarded funds for a road diet that focuses on a dual lane reduction on Warren Avenue. This 2-mile stretch of road currently hosts five lanes of traveling traffic and is a thoroughfare used to get to Detroit, Canada, and the Detroit Metro Airport. This project includes three primary objectives. First, the narrowing of Warren Avenue to calm traffic through the district. Second, infrastructural updates to the streetscape to incorporate a new demarcated bike lane and plant buffer to mitigate flood waters as well as beautify the grey urban area. Finally, this project will reimagine the streetscape with new LED lighting, which will lower the carbon footprint in the area, improve safety, and enhance visibility for pedestrians and motorists alike.

Obtained By: Nicole Hefty, *Director*



**DEARBORN
PHILANTHROPY
& GRANTS**





**WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY**



WARREN AVENUE TRANSFORMATION PROJECT

**"ROAD DIET" AND "TRAFFIC
CALMING" MEASURES**

**BUSINESS FACADE IMPROVEMENT
AND PLACEMAKING INVESTMENTS**

**POTENTIAL AND LIMITED LAND
ACQUISITION AND IMPROVEMENTS
FOR STREETScape/PARKING**

**ALL NECESSARY DESIGN, ENGINEERING,
AND CONSTRUCTION DOCUMENTS**

**WATER MAIN/TAP, UTILITY, AND
FIBER IMPROVEMENTS**



WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY



2024 Small Business Grant Program



An initiative of the City of Dearborn, funded by the 34th Dearborn City Council

Accepting Applications until
July 10, 2024 at 5:00pm

Community





Upcoming Initiatives

1

Façade Program

2

Branding/Marketing

3

Website/Social Media

4

**Refine upcoming goals
for next 3-5 years**



WARREN BUSINESS DISTRICT
IMPROVEMENT AUTHORITY



Feedback Q&A



Cell: (313) 407-9788

Desk: (313) 943-5444



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cityofdearborn.gov



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DEVELOPMENT