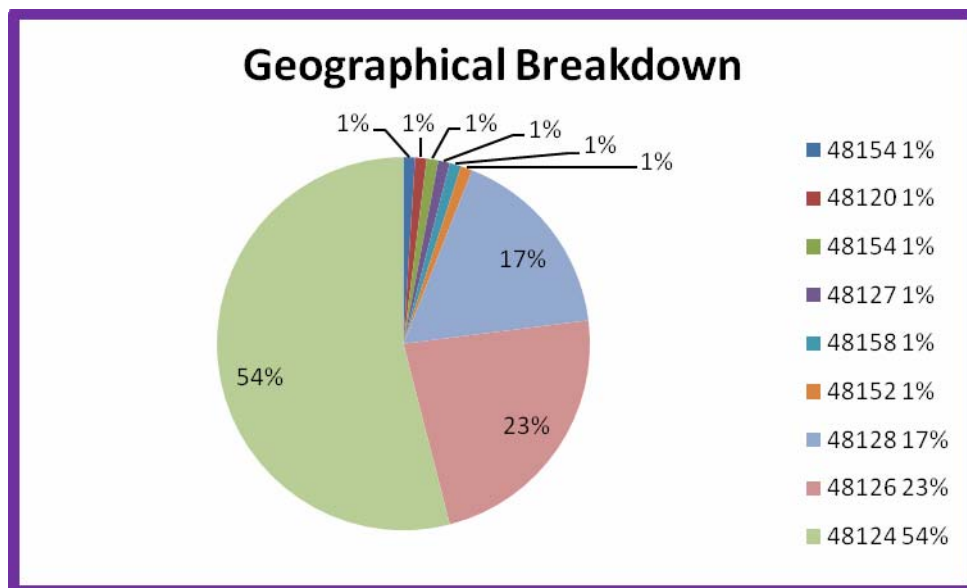


Walk- About Results Dearborn, Michigan

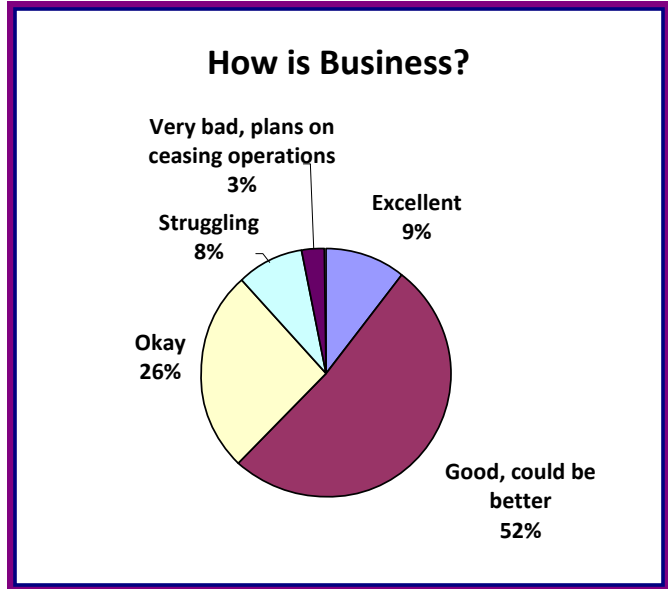


The Dearborn Chamber of Commerce hosted its first annual “Walk –About” October 18, 2011. Participants, including civic leaders, chamber members/ board and staff visited 105 local businesses. Business owners were receptive to discussing their concerns and were questioned on three topics. The feedback provided was insightful and encouraging. Thanks to all who helped make this event a success. Below are the results of the three survey questions asked of Dearborn business and community leaders.



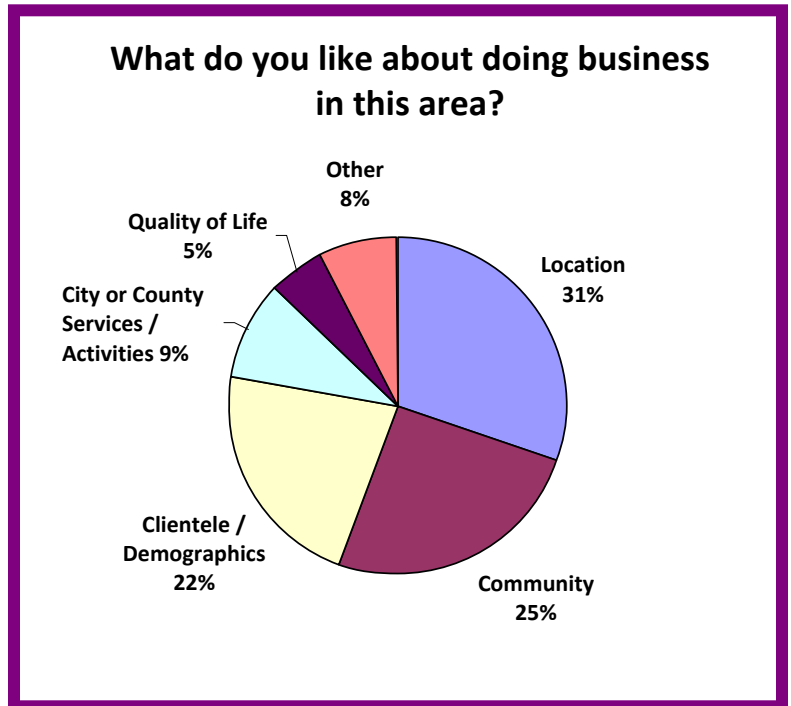
**Summary Results – Question 1:
“How is Business?”**

The first question asked was “How is Business?” More than half of respondents indicated that business was “good, could be better.” An overwhelming majority (88%) cited that business was “okay or better.” While this represents a positive business climate, there is room for improvement as (11%) reported business was suffering.



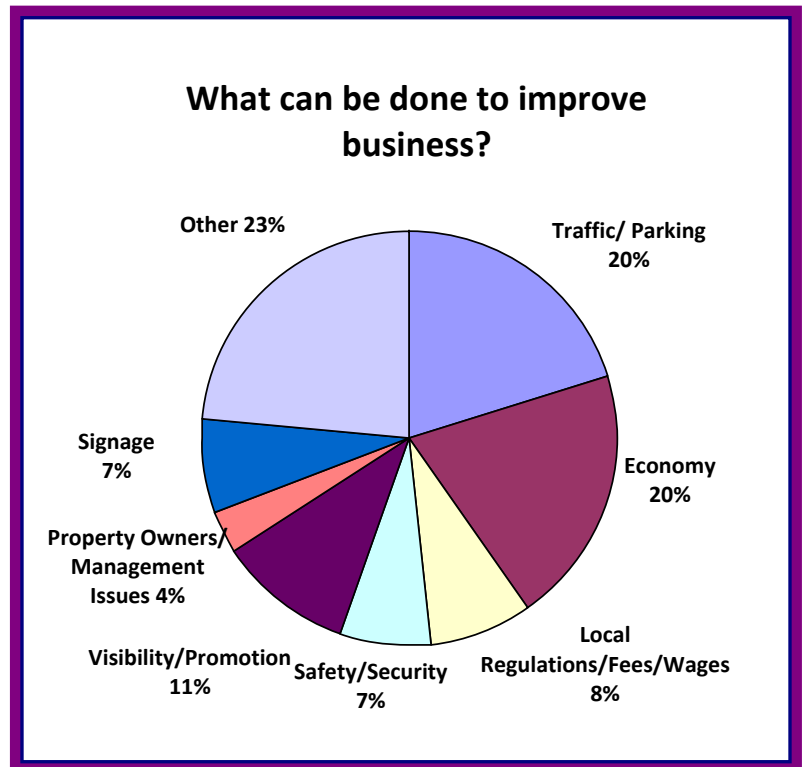
**Summary Results – Question 2:
“What do you like about doing business in Dearborn?”**

The second question asked “What do you like about doing business in the area?” Thirty-one percent of local businesses liked location best, followed closely by community with (25%). Twenty-two percent appreciated the client and demographics best. This makes a combined (78%) of local businesses that feel best about where they are located and who they serve.



Summary Results-Question 3: “What can be done to improve business?”

The findings show that again Dearborn businesses agree. The largest percentage (23%) answered “other.” When asked for details, answers included filling empty buildings, lowering taxes, addressing parking lot issues, and better city cooperation. Traffic concerns and a struggling economy, both at (20%), were important issues. Visibility was next at (11%); local regulations/fees/wages, (8%); and signage and safety were equally (7%).



Conclusion

The data compiled above is simple, yet insightful. These results illustrate that within the community, businesses have similar beliefs and concerns which makes for better solution power. Together Dearborn businesses, the Chamber of Commerce and local officials can improve relationships by bridging the gaps between city services and business concerns. The data breakdown will be distributed to participating businesses and appropriate local officials to ensure that all affected parties have the information necessary to move forward together.

The Dearborn Chamber of Commerce wants to be known as a change agent enabling our local businesses to perform at their peak. This innovative approach --bringing local officials together with the chamber board, members and staff to listen to businesses concerns --is not the complete answer but a stepping stone on the road to improvement. The majority of the 105 businesses had many of the same complaints and concerns, but also a deep appreciation and loyalty to its clientele and locations. This exercise shows us that much goodwill can be accomplished when city and chamber work together.