

# DEARBORN COFFEE WEEK:

BREWING CULTURE, CONNECTION, AND COMMUNITY

DEARBORN

Coffee

WEEK





# OPPORTUNITY & VISION

Inaugurated in 2024, Dearborn Coffee Week is a annual week-long celebration highlighting Dearborn's coffee culture through events, pop-up activities, and discounts across the City.



**GOAL:** To stimulate local economic growth while celebrating Dearborn's unique identity as a destination for world-class coffee

**VISION:** A unified, city-wide event that transforms a daily routine (drinking coffee) into a powerful placemaking and community-building experience





# ACTIVITIES

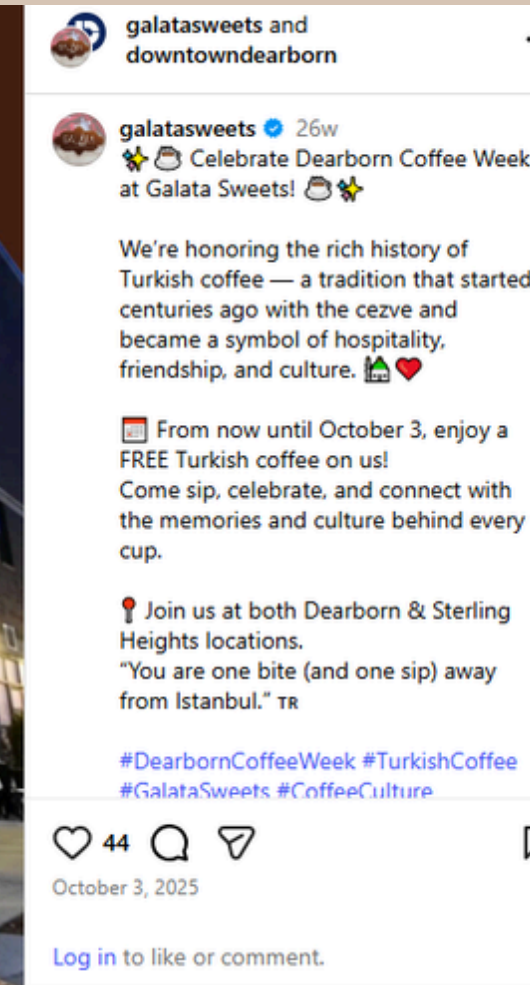
DCW's activities invite the public to explore the rich intersection of coffee culture, Arab American heritage, and Dearborn identity. The activities consist of:



Public space activations in City parks in the downtown corridors (Peace Park West and Peace Park East). Activities include free coffee tastings sponsored by local coffeeshops, live music, coffee themed workshops, hands-on elements, and a premier of "Dearborn, The Coffee Capital" documentary.



Coffee shop activations include live music, trivia, art activities, discounts, and more.



THESE ACTIVITIES INCREASED:



CIVIC ENGAGEMENT



USE OF PUBLIC SPACE



DIRECT FOOT TRAFFIC



# DEARBORN IS HOME TO OVER 40 INDEPENDENTLY-OWNED COFFEE SHOPS

## COFFEE CAPITAL MAP



Dearborn Coffee Week has successfully reframed market “oversaturation” into a strategic asset, prioritizing collaboration over competition to build community wealth.

The initiative transforms the city's existing network of independent coffeeshops into an interconnected, city-wide venue.

By creating digital and print maps (see left) of local coffeeshops and hosting engaging pop-up events, the initiative promotes walkability, injects vibrancy into commercial corridors, and provides a significant boost to small businesses.



# KEY PARTNERSHIPS



**Dearborn Coffee Week leverages the following strategic partnerships to achieve its objectives:**

- **Public-Private Partnerships:** This initiative is spearheaded by the Downtown Dearborn Development Authorities and Warren Ave Business Authority, working closely with local business owners and institutions.
- **Marketing Synergy:** A unified branding strategy and collaborative marketing efforts have significantly broadened the outreach beyond what any single business could achieve.
- **Sponsorships:** Received nearly \$8,000 in financial and in-kind contributions, supported by local businesses, institutions, and corporate sponsors that recognize the value of investing in the community.



## SUPPORTED BY:



DEARBORN DOWNTOWN  
DEVELOPMENT AUTHORITIES



WARREN BUSINESS DISTRICT  
IMPROVEMENT AUTHORITY



Arab American  
National Museum

EXCLUSIVE EVENT  
RENTALS





# CULTURAL CELEBRATION & STORYTELLING

In 2025, the City of Dearborn produced and premiered its documentary titled **“Dearborn, The Coffee Capital”** in collaboration with Bolt Detroit.

The documentary sought to:

- Emphasize the role of coffee as a cultural anchor and a community unifier
- Illustrate that coffee in Dearborn transcends being a mere morning ritual, serving as an essential third space
- Showcase the rich Middle Eastern, particularly Yemeni, influences within the city’s coffee culture
- Celebrate Dearborn’s recognition as the “Coffee Capital of America”



# PLACEMAKING & THIRD SPACES



*Interior photo of Dearborn's Jerusalem Coffee House taken for the New York Times and reprinted in the March 7th 1973 Tampa Bay Times*

Historically, coffeehouses have always served as "third places".

DCW Coffee scales this concept up to a city-wide level, using elements like live music, art, and community game nights within coffeeshops and in public spaces to forge connections among diverse groups of people.





# MEASURING SUCCESS

40+

Independently-owned coffee shops and international supply chains are highlighted through DCW

30+

Social media collaborations between contracted influencers, businesses, general influencer interest, and third party organizations.

1,000+

Attendees throughout the week of activities

8+

Partnerships in supporting the initiative



## FUTURE YEAR GOALS



Boost regional marketing reach



Increase arts focus



Increase coffee shop participation



# IMPACT - From public space activations to private space impact



COMMUNITY ENGAGEMENT

LOCAL PARTNERSHIPS

PARTICIPATING COFFEE SHOPS

PUBLIC & PRIVATE BUSINESSES, COMMUNITY ORGANIZATIONS, ARTISTS ETC.

## PRIVATE IMPACT

DRIVING DIRECT TRAFFIC & CREATING REGIONAL AWARENESS

### BUSINESS-SPECIFIC ACTIVATIONS

- CUSTOM TASTINGS
- WORKSHOPS
- SHOWCASES
- COLLABORATIONS
- GIVEAWAYS
- DISCOUNTS & SPECIALS

## CENTRAL PLACEMAKING

Peace Park West - Tasting Event  
Peace Park East - Cultural Event

BRAND & MARKETING

UNIFIED PROMOTIONS

SHARED BRANDING

CROSS-PROMOTION & SOCIAL MEDIA



OVERALL CITY IMPACT

INCREASED FOOT TRAFFIC & SALES

NEW CUSTOMER DISCOVERY

STRENGTHENED COMMUNITY IDENTITY

SUPPORT FOR LOCAL BUSINESSES



# A BLUEPRINT FOR MICHIGAN COMMUNITIES



ECONOMIC  
DEVELOPMENT



*The Economic Development Workforce & Business Services Team organizes this annual event*

- This model is highly adaptable and can be replicated by other Michigan municipalities for various industries (e.g., bakeries, breweries, retail).
- Showcases how to activate opportunities to leverage cultural assets, such as coffee traditions, as economic catalysts.
- Apply effective cross-sector collaboration methods within diverse community ecosystems.
- Design strategies that activate public spaces to support placemaking and economic growth.
- Balance authentic cultural storytelling and aligning diverse voices toward a collective community purpose.

