

PRESS & GUIDE

Welcome Home Dearborn campaign pushes on

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Chief executive officer of the Dearborn Area Board of Realtors (DABOR), said five homes were sold in the few days following the April 27 Big Open House.

Holben said updated numbers of home sales haven't been compiled yet, but praised these early figures.

"I think the results are fantastic," Holben said. "Some of the homes had 50-55 people walk through them. Those numbers are great because we sometimes only have two or three people come to look at a house."

Holben said early returns have her hoping the Big Open House becomes an annual event. That event was part of a larger touting of Dearborn, the Welcome Home Dearborn campaign.

Welcome Home Dearborn Spokesperson Margaret Blohm said the effort to draw "young professionals and early empty nesters" to Dearborn is progressing nicely. She said Realtors she has spoken with since the Big Open House are still seeing a residual effect.

The effect could change – for the better; Blohm said. A poll on the front page of the campaign Web site, welcomehomedearborn.com, features a question asking visitors if they're looking to purchase a home in Dearborn. About 75 percent of those surveyed said they are looking to buy a home in Dearborn within the next two years, while 50 percent of those people said they are looking to settle down in Dearborn in the next six months.

"The Web site is getting a lot of traffic and the poll is telling us people are looking to buy homes in the area," Blohm said. "We get referrals to the site from both the city of Dearborn and Henry Ford Community College Web sites."

Blohm said the campaign Web site has gotten 16,504 unique visitors – people logging onto the site for the first time – since Dec. 1. Since March, 10,141 unique visitors have checked out welcomehomedearborn.com, Blohm said. She added she believes the campaign is hitting its target demographics (age 21-34 and 45-64).

The project is slated to run through July 31, Blohm said. Its \$350,000 budget has gone toward public relations, creative design and development for the Web site, media buys, including signage, radio and TV spots and a rooftop banner at Village Plaza and the printing of an eight-page brochure.

Blohm said it's up to the Dearborn City Council for the campaign to continue, but said the Web site will continue to be updated. Welcome Home Dearborn also has a Myspace page with its 21-45 demographic in mind.

"The whole campaign has been very successful," Blohm said.