

Submitted by:

**Ned Staebler, Vice President  
Economic Development**

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## Business-based Economic Development

### The Front Door – Corporate Engagement

#### **Funding**

The Front Door has been active over the recent quarter in helping faculty researchers develop resources and additional industry connections.

- The Front Door was recently able to connect two Michigan small businesses with two WSU faculty to help the firms advance their products. Via our Michigan Corporate Relations Network (MCRN)'s Small Company Innovation Program (SCIP), we were able to offer 1:1 matches for their corporate sponsorship of faculty research here. The firm Health Numerics is working with Dr. Kaurac-Klein in Nursing to assess the benefits of new remote monitoring technology in patients with chronic kidney disease (CKD). Dr. Auner in Medicine is working with RGE to develop a device to aid patients with poor peripheral circulation. With the corporate funding and matching funds via MCRN, these represent \$160k in new research funding to WSU.
- The Front Door office is also working with Engineering faculty on two major competitive federal grants. One is to extend our recent award for the NSF Midwest Regional Big Data Hub to build on our expertise and leadership in Business Analytics. This grant would help develop our academic Big Data/Business Analytics program (and support an event at WSU in March 2016), as well as, add to our research effort in developing new technologies and models for business intelligence. The other grant is a collaboration with UM Ann Arbor to develop research programs on transportation & mobility, as well as, healthcare technology across the lifespan. Both of these grants assume that there will be substantial corporate involvement in the development and translation of technology to the marketplace. The Front Door has been very active with both proposals to identify new corporate partners and to involve existing industry collaborators. Combined, these grants could represent \$1.5 – 3.5M in new research funding.
- **DMDII Support** – The Digital Manufacturing and Design Innovation Institute is a membership program under the umbrella of the White House initiated National Network for Manufacturing Innovation (NNMI), with over \$50M in federal funding. Project proposals reflect an academic-industry collaboration in advanced manufacturing. In establishing the network, the leadership requires that both the university and the industry partner are full DMDII members and partners prior to any award funding for an approved proposal. Earlier this year, Dr. Kim, from COE-ISE, submitted a \$1.86M proposal with Ford Motor Company before either WSU or Ford were members of DMDII. The proposal was favorably reviewed and is close to being awarded. The Front Door has been involved with NNMI in advocating for membership, developing the membership application, working with WSU's SPA to resolve issues on contract terms. As part of our larger Ford relationship, we have been participating

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in regular conference calls with Ford and DMDII to support WSU membership in this industry-driven funding organization.

### **Community / Corporate Activity**

#### **Challenge Day for School of Medicine & College of Engineering**

The Wayne State University School of Medicine and the College of Engineering (via the Anderson Engineering Ventures Institute (AEVI)) held a “Present a Challenge Day” to identify medical and engineering challenges. The event succeeded in identifying challenges our faculty and students encounter daily and in discussing them with interdisciplinary, collaborative teams here at Wayne State as we seek to create and implement practical solutions.

The event was attended by more than 40 clinicians, engineers, biomedical scientists, entrepreneurs, technology innovators and state economic development staff, who gathered to hear opportunities for innovative, problem-solving partnerships. The Front Door was involved in the organization of the event. Through our faculty contacts, we identified key faculty who face interesting challenges and have particular expertise, as well as advised these presenters on ways to improve their pitch to the audience.

#### **Blackstone Launchpad**

##### **Metrics**

(September 2010 to November 2015) total clients: 1,385; total business ideas submitted: 580; businesses started: 170; businesses earning or have earned revenue: 97; 2014 revenue of clients: \$2 million.

**Innovation Warriors** is the next step in the entrepreneurial services provided by the Blackstone LaunchPad. Our new program will expand in 2016 to impact more students, alumni, staff, and faculty and be integrated into the academic efforts of the MISB lead Entrepreneurship and Innovation Program. Innovation Warriors will be the clinic of entrepreneurship supporting the University's small business exploration efforts. Currently we are solidifying structure with MISB and will be supporting efforts with in the colleges and outside organizations such as Tech Town.

On January 19th (SCB) we will have Jacque Panis of Shinola speak in our Humble Beginnings Speaker Series. He'll explain how his company saw the potential in the branding of Detroit's resurgence and industry standard craftsmanship.

Our Peer 2 Peer program has enlisted recent grads who own their own marketing firms and software development companies provide educational workshops for our budding entrepreneurs. Chioke McRae and Remus Roman (both SBA c/o 2011) kicked off our December 8th, Peer 2 Peer workshop focusing on branding, design and launching your own business.

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### **Van Dusen Urban Leadership Forum**

The Office of Economic Development is evaluating if and how to proceed with the Van Dusen Urban Leadership Forum in 2016 after a successful event this past October. Staff are meeting with Advisory Board members on an individual basis to inform the next Board meeting in early 2016.

### **Porous Borders**

The Office of Economic Development helped support Midtown Detroit Inc.'s 43<sup>rd</sup> annual Noel Night on Saturday, December 5. Over 70 venues with over 200 performances attracted thousands of guests visited the Midtown and Wayne State neighborhood. Our office is also engaged in early planning conversations regarding Open Streets Detroit, a program to open several miles of continuous roadway to pedestrians and bicyclists on Sundays in 2016 and beyond. We have helped connect key stakeholders at Wayne State to conversations regarding program evaluation and sponsorship opportunities.

### **Placemaking Initiatives**

The Placemaking Steering Committee met in October to discuss our strategy and potential projects moving forward. The committee discussed plans to grow the student volunteer base, invite new external stakeholders to join the Steering Committee, create a Community Advisory Committee, and identify 2-4 tactical urbanism projects to implement in 2016.

### **Transportation & Mobility**

Our immediate priority is an analysis of the Spring 2015 survey exploring opportunities to connect our Midtown campus with WSU Extension Centers in Warren and/or Oakland County. We also helped administer a campus-wide survey on behalf of the Michigan Interstate Passenger Rail Commission (MIPRC) for several weeks from November-December 2015. We are also exploring opportunities to partner with SPLT, or Splitting Fares, an app-based technology company based out of Detroit and New York City that enables ride-sharing for commuters.

### **Detroit Orientation Institute**

The Office of Economic Development hosted our third Detroit 101 event on Wednesday, November 4 at TechTown. This half-day event sold out several weeks in advance and included a tour by the Detroit Experience Factory to visit Detroit neighborhoods, including Midtown, Downtown, the Riverfront, Belle Isle, Southwest Detroit and the Detroit-Dearborn border. Participants met with several community leaders along the tour, and the lunchtime conversation featured guests Sheila Cockrel (Citizen Detroit) and Ismael Ahmed (University of Michigan Dearborn).

The next Detroit Dialogue and Detroit 101 events will take place early in the new year. In the meantime, staff are compiling archival information from past Detroit Orientation Institute programs to plan for the 25<sup>th</sup> anniversary of the program's existence in 2016.

### **Show Your One Card & Save...powered by Larky**

We are now in the midst of our second year administering the Show Your One Card & Save program, powered by Larky, a free mobile website and app that connects Wayne State students, faculty and staff with discounts at local businesses. Since last November, app downloads increased by 62% to now include 2,342 enrollees (1,454 in November 2014) through Larky's iPhone and Android apps.

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## Talent-based Economic Development

### DETROIT REVITALIZATION FELLOWS

Launched at Wayne State University in 2011, Detroit Revitalization Fellows (DRF) places emerging urban leaders to stimulate progress in local organizations at the forefront of civic, community and economic development efforts across the city and region. This select group of doers engages in a rigorous two-year leadership development program while serving full time at organizations working to further key programs and projects across Detroit and the region. The program has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Skillman Foundation, DTE Energy Foundation, the Max M. & Marjorie S. Fisher Foundation, the John S. and James L. Knight Foundation, the PwC Charitable Foundation, Rock Ventures and Wayne State University.

DRF III launched in August 2015 with 23 new Fellows. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually. Recent sessions have included:

- November 2015 – Education  
Fellows connected with Chastity Pratt-Dawsey, the education reporter for Bridge Magazine, as well as the Chancellor for the Educational Achievement Authority, and Excellent Schools Detroit. Fellows also met with a cross-section of Teen Hype participants to discuss their educational experiences at DPS, EAA and Charter schools as well as alumni of the program who recently graduated college. The month's Detroit Dialogue, "Why education and schools matter to revitalization of place," was moderated by Pratt-Dawsey and included participation from Tammie Jones of the Skillman Foundation, Sharlonda Buckman of the Detroit Parent Network, Keith Johnson, Retired Detroit Public School teacher and President of Detroit Federation of Teachers, and Jared Burkhart from the Michigan Council of Charter School Authorizers. The Fellows also finished their final two installments of intercultural training with Alliance for Change.
- December 2015 – Formal Check-In + The Power of Networks  
Fellows spent a day together reflecting on their first several months in their new jobs and in the fellowship, offering each other valuable feedback and assistance in their individual and group efforts. The second day was spent with Professor Brian Uzzi of Northwestern University in his workshop on the Science of Networks.

### Study Trips

DRF staff selected the three locations for Cohort III study trips in November 2015. Each of the cities offers robust civic, community and economic development landscapes for the Fellows to explore, and all have established connections that DRF can draw from to plan the trips. They are Baltimore, the Bay Area (San Francisco, Oakland, San Jose), and Memphis.

### Raising DRF's Profile

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With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Recent examples include:

- The Cleveland Foundation has contracted with Cleveland State University to design and launch a pilot post-baccalaureate fellowship for Cleveland, Ohio’s public sector in the fall of 2016. CSU has asked DRF and its third-party evaluator, Urban Ventures, to join their team as program design and evaluation consultants.
- DRF’s Director presented on “Lessons of Detroit: Neighborhoods” at a Joint Center for Political and Economic Studies roundtable in Washington, D.C. on December 7, 2015. Others presenting from Detroit included former Emergency Manager Kevyn Orr, Kresge Foundation Managing Director for Community Development and Detroit Programs Laura Trudeau, Skillman Foundation President Tonya Allen, Detroit City Councilmember Raquel Castañeda-López, Invest Detroit VP Derek Edwards, Walker-Miller Energy Services President Carla Walker-Miller and Detroit Deputy Mayor Isaiah McKinnon.
- On December 15, 2015 DRF’s Director presented on fellowships in Detroit with the Kresge Foundation for an audience in Memphis, Tennessee that included representatives from the Hyde Family Foundations, AutoZone, Arts Memphis, Community Foundation of Greater Memphis, Plough Foundation, Pyramid Peak Foundation and the City of Memphis

**Kresge Mayor’s Fellows**

**A Wayne State University Detroit Revitalization Fellows initiative**

The Kresge Mayor’s Fellows (KMF) are a team of three high caliber, talented and driven mid-career professionals who take on cross-departmental challenges and opportunities from the City of Detroit Mayor’s Office to advance quality of life for and with Detroiters. Drawn competitively from the first two cohorts of DRF, each KMF has completed their service to DRF. The two year initiative launched in August 2015, a partnership with the Kresge Foundation and Mayor Mike Duggan’s office.

The Kresge Mayor’s Fellows (KMF) team is currently examining how innovation and strategic planning efforts have been undertaken in other municipalities around the country, with a special focus on the Bloomberg Foundation’s Innovation Delivery Team model. As a result, their September 2015 session (sessions are bi-monthly) was spent traveling to Louisville, Kentucky with DRF program staff to learn how that city’s administration has embraced innovation. The November 2015 session focused on change management principles in order for the Fellows to advocate for strategic initiatives throughout their respective departments and as a team.