

## University Economic Impact

### **ECONOMIC IMPACT STRATEGY**

***WSU's economic impact is \$2.6 billion. The impact strategy includes work across the university.***

The Office of Economic Development (OED) released its [2022-2027 economic impact strategy](#) in April 2022. The strategy is inclusive of work happening across schools, colleges and divisions and is intended to guide the university's \$2.6 billion annual economic impact over the next five years. Throughout 2023, OED has been working with campus partners to make, monitor and communicate progress. Click [here](#) to read the most recent (November 2023) edition of our new Impact newsletter.

### **THOUGHT LEADERSHIP**

***WSU's 5 representatives on the Growing Michigan Together Council/working groups contributed to a formal report released in December.***

Emily Thompson, director of economic and community development in the Office of Economic Development (OED), was appointed to the Infrastructure and Place Workgroup of the Growing Michigan Together Council. Wayne State is well represented in this effort with Governor Stancato co-chairing the Council, Governor Land serving on the Council and co-chairing the Infrastructure and Place Workgroup, Governor Barnhill serving on the Higher Education Workgroup, and Ahmad Ezzeddine serving on the Jobs, Talent and Economy Workgroup. The Council released its report on Dec. 14.

Their recommendations focus on:

1. Establishing Michigan as the innovation hub of the Midwest and America's scale-up state;
2. Building a lifelong learning system focused on future-ready skills and competencies; and
3. Creating thriving, resilient communities that are magnets for young talent.

## Place-Based Economic Development

### **CAMPUS ACTIVATION**

***OED continues to lead several campus activation initiatives in partnership with university divisions and community partners, including holiday light installations on campus and coordination of university programming during Noel Night.***

OED continues to partner with the Provost, Dean of Students Office (DOSO), Facilities Planning and Management (FP&M), and Marketing to help activate our campus and strengthen connections between our campus and Midtown neighborhood. In November and December, OED partnered with the Downtown Detroit Partnership to bring large winter light installations to campus and led efforts to activate campus during [Noel Night](#)—a Midtown tradition that brings tens of thousands of people to our neighborhood.

### **INDUSTRY INNOVATION CENTER (I2C)**

***OED is working with several university departments to effectively activate I2C, including coordinating the remodel of space to house the Office of Business Engagement & Strategic Partnerships and the Office of Business Innovation & Technology Commercialization.***

OED and TechTown have been leading efforts to re-imagine and activate the Industry Innovation Center (I2C) since Wayne State purchased the building from NextEnergy in 2018.

In 2019, we engaged the Detroit Collaborative Design Center (DCDC) to facilitate a participatory design process to reimagine both the building and site. The resulting conceptual design seeks to better serve university and industry needs, and encourage collaboration between these groups, by upgrading existing building amenities and adding much-needed meeting space and an open kitchen. Suggested exterior improvements included new, more-inviting building entrances and outdoor spaces.

We initially shared the conceptual design in fall of 2019, just months before the Covid-19 pandemic. Since the return to in-person work and events, OED has been leading efforts to re-work the former NextEnergy office suite for the Office of the Business Engagement and Strategic Partnerships (OBESP). Most recently, we have been working with Research, Engineering and Real Estate to ensure the highest and best use of the labs.

OED and TechTown are also working closely with the Division of Government and Community Affairs to participate in the Community Benefits process for the Future of Health project.

### **MOBILITY**

***OED and Parking & Transportation Services manage the mobility benefit that enables WSU students and employees to ride DDOT and SMART buses, the QLINE, and MoGo for free.***

Wayne State continues to subsidize four-hour Dart and annual MoGo passes, allowing students and employees to ride DDOT and SMART buses, the QLINE streetcar, and MoGo bikes for free. OED partners with Parking and Transportation Services (PTS) to manage and promote this program. Interest in this program has grown since its inception. The number of distinct users increased 22% between September 2022 and September 2023. The number of passes purchased by users increased 53%.

## **Talent-Based Economic Development**

### **DETROIT REVITALIZATION FELLOWS (DRF)**

***Wayne State's Detroit Revitalization Fellows program is regarded as the longest-standing mid-career urban fellowship program in the country.***

Launched at Wayne State University in 2011, the Detroit Revitalization Fellows (DRF) program has placed talented, mid-career professionals at local organizations at the forefront of the city and region's civic, community, and economic development. This select group of doers is engaged in a rigorous two-year leadership development program while serving full-time at their host organizations. DRF has been generously funded by the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Fred A. and Barbara M. Erb Family Foundation, Ralph C. Wilson, Jr. 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.

After leading the charge for driving mid-career talent in the city of Detroit for eight years (four cohorts) and acknowledging the changes occurring across the city since 2011, the program embarked on a strategic assessment resulting in DRF's 2020-2024 strategic plan. As part of the strategic plan and in the wake of COVID-19 and the widening of social and racial inequities in our country, DRF evolved and shifted towards a fellowship model that would disrupt Detroit's current leadership culture by creating greater access to marginalized groups of color via the DRF 2024 Hybrid Program Model.

DRF has worked to develop a 2024 Hybrid Program Model which is designed to facilitate greater access to leadership for Community & Resident Leaders and capacity-building resources for neighborhood-based organizations in Detroit while enhancing our support of DRF Alumni.

*Community & Resident Leader Pipeline (18mo. Pilot)*

DRF's proposed Community/Resident Leader Pilot is designed to facilitate greater access to leadership for Community & Resident Leaders and capacity-building resources for neighborhood-based organizations. The Community/Resident Leader Pilot will maintain core components of DRF's traditional mid-career talent model but will also seek to build neighborhood capacity and create a talent/leadership pipeline that doesn't currently exist for this specific demographic.

In 2024, DRF will launch an 18-month fellowship pilot poised for grassroots resident leaders who have, for years, demonstrated leadership in their neighborhood and community (no degree requirement). The DRF Community & Resident Leader (C&RL) pipeline will connect community and resident leaders to an ecosystem focused on equitable and sustainable access to leadership and neighborhood-based revitalization in Detroit.

*Enhanced Alumni Engagement*

DRF will continue to support its current network of 79 Alumni Fellows, three-fourths of which live and work in the Detroit Region, through the Enhanced Alumni Engagement Model. Fellows will have continued access to executive coaching, training stipends, monthly leadership and professional development, and a network that fosters collaboration and continuously promotes diversity, equity, and inclusion. DRF Alumni will directly engage community through peer mentorship and integrated monthly programming over the 18-month C&RL pilot.

Currently, Alumni engagement is facilitated via virtual and in-person engagement. DRF Alumni convene one to two times every quarter and most recently closed the year out with a 2023 Alumni Holiday Dinner Celebration.

In 2022 DRF Staff began the design and installation of a virtual Community Engagement & Networking Platform for the Alumni Network. This virtual platform will foster and facilitate increased engagement in various areas such as programming, peer networking, cross-collaboration, cohort building and program-to-end user visibility. The fellowship program has partnered with Higher Logic to power the online platform and is on schedule to launch the platform for full use by the end of 2023.

**Funding**

DRF Staff, WSU Foundation Relations, and OED's development team submitted concept plans for the 2024 DRF Hybrid Program Model to the Gilbert Family Foundation, the Ballmer Group, and the Kresge,

Ford and Ralph C. Wilson Foundations (legacy and new funders) as early as March of 2022. DRF and its fundraising team engaged all five funders at the DRF 2022 Funders Roundtable (October 2022) and has, most recently, submitted 4 major program deliverables ranging from DRF's 2023 Alumni Economic Impact Report to the DRF Employer Call for Interest which kicks off the C&RL employer process.

While DRF remains committed to seeking funding that supports the 2024 DRF Hybrid Program Model, adequate funding to launch the pilot did not materialize and DRF is engaging other partners who, in the immediate term, may serve as a bridge.

In the meantime, DRF will continue to build key relationships that seek to facilitate the launch of the 2024 DRF Hybrid Program Model.

### **Partnerships**

#### **DRF | Local Talent Attraction/Retention Support & Advocacy**

Since 2020, DRF has convened five local talent/leadership development programs/organizations to explore possible connections across our work. The Detroit Talent/Leadership Group continues to convene virtually and has served useful in thinking through the shifts talent/leadership programs/organizations need to consider as we all work to navigate various impacts on our organizations and program participants. The group convened its first meeting of 2023 in early April and has continued to meet bi-monthly. Most recently, the Detroit Talent/Leadership Group met in December for its last convening of 2023.

#### **DRF | Cross-Institutional Partnerships/Micro-credentialing**

DRF is partnering with WSU's Department of Urban Studies and Planning, the University's Office of Executive and Professional Development and the University of Detroit, MCD program to develop a credentialed certificate in community development for individuals who complete the Community/Resident Leader Pilot Fellowship. Planning for the pilot certificate curriculum will continue throughout 2023 to ensure program goals and priorities are reached. As of October 2023, department leadership from the University of Detroit Mercy's Master in Community Development program has agreed to a cross-institutional collaboration between DRF, UDM, and WSU to partner on the development and final design of DRF's credentialed certificate in community development.

Course design and facilitator assignments for the credentialed certificate in community development's introductory module began in August of 2023.

As of December 2023, DRF and WSU's Office of Executive and Professional Development have completed the first round of instructional design for the curriculum's introductory module with three of Detroit's Community Development experts/facilitators.

#### **DRF | Community Partnerships**

Partnership conversations with Community Development Advocates of Detroit (CDAD) around program recruitment and structure are ongoing. DRF has also connected with Eastside Community Network, Building the Engine of Community Development, and Enterprise Community Partners to support the ongoing development of the C&RL Pilot. DRF continues to work towards building partnerships with the City of Detroit, Mayor's Office and/or Department of Neighborhoods.

#### **DRF | Mobility Innovation/Expanding our Footprint**

In June of 2023, DRF submitted a proposal for the Michigan Central Global Mobility x Society Challenge Talent Fellowship, Managing Partner role. DRF's expertise in fellowship design and management was sought after, in part, because a strategic component of Michigan Central's Skills strategy is retaining and attracting highly skilled early professionals from targeted professions that can serve the mobility technology industry. Being at the nexus of mobility innovation activity, Michigan Central is focused on providing emerging solutions within the landscape and will provide the environment, infrastructure and skills needed to support industry growth. Like DRF, the Skills Team at Michigan Central is prioritizing the design of a fellowship program that affords talent from diverse backgrounds and equitable opportunity in Detroit's mobility/innovation landscape.

In October 2023, Michigan Central officially selected DRF as their managing partner for the co-design of the Michigan Central Global Mobility x Society Challenge Talent Fellowship. Fellowship design and development will now take place in January of 2024 with outreach and recruitment beginning early Spring of 2024 and a tentative fellowship launch in June of 2024.

## **Entrepreneurship-Based Economic Development**

### **GOLDMAN SACHS 10,000 SMALL BUSINESSES PROGRAM**

*The Detroit Goldman Sachs 10,000 Small Businesses Program has been housed at Wayne State University for nearly 10 years (graduating hundreds of small business owners) and is available to WSU students, staff, and faculty that meet program application requirements.*

The Goldman Sachs 10,000 Small Businesses Program continues normal operations. Cohort 28 finished their training on Dec. 8 with 23 scholars. Our interviews for cohort 29, which begins on Jan. 18, took place on Dec. 12 and 14.

- **Cohort 28 completion:** We began the cohort with 24 scholars, but one had to drop due to unforeseen personal issues. The remaining 23 scholars demonstrated a cohesiveness and thirst for knowledge that we haven't seen since the pre-pandemic cohorts.
- **Outreach & Recruitment – cohort 29:** We interviewed 50 applicants. There were 6 that indicated a preference to defer to the cohort starting in May 2024, and there were only 4 that may not qualify for admittance. Final selection for the cohort will be completed in January.
- **Alumni Support:** We continue with our quarterly resource calls and several Alumni Ambassador led meetings scheduled in November and December. There was an Alumni Holiday Mixer on Nov. 30 and several alumni were selected to participate in the Goldman Sachs Holiday Market at the Goldman Sachs Headquarters, including:
  - Andrew Chmielewski – Dave's Sweet Tooth
  - Jill Bommarito – Ethel's Baking
  - Don Button – Hell Fire Detroit
  - Chinonye Akunne – ILERA Apothecary
  - Meghan Navoy – Rosemarine Textiles

- Clare Fox – Mutual Adoration
- **Program Support** – The budget request for Grant #8, which runs from 7/1/23 – 6/30/24 has been finalized, and sub-contract agreements for Oakland Community College and Macomb Community College are in process. We are on track to replace our Program Assistant and hire a full time Business Advisor in time for the start of cohort 29.

## **Economic Development Strategic Partnerships**

### **ECONOMIC DEVELOPMENT FUNDRAISING**

***TechTown/OED strategic partnership work continues to yield meaningful opportunities for the university to connect with the small business community, most recently via the addition of small business pop-ups at the Hillberry Gateway during the fall performance season.***

#### **Fundraising in Economic Development**

TechTown met Key Performance Indicators set for calendar 2023 (its Fiscal Year) including amount solicited, donors acquired and donors retained. The \$16,473,145 in submitted institutional solicitations (corporate, foundation and government sources) represents well over the goal, and best practice, of requesting at least three times the need. Of the requested funding, TechTown secured \$6,701,343 in FY23 revenue including multi-year awards.

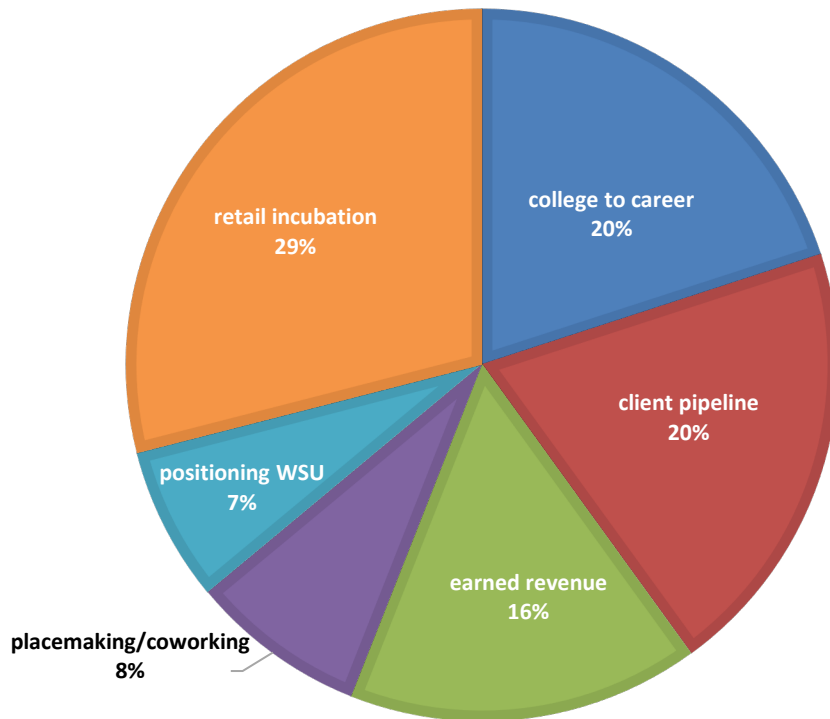
The most important area of sustainable growth, however, is measured in number of individual donors acquired and retained via its two seasonal campaigns, spring and fall. TechTown has built an individual donor pipeline of more than 400 donors and has a retention rate of 42% which is in line with industry standards. The 20<sup>th</sup> anniversary in 2024 offers the opportunity to solicit principal donors. The executive team and board have built a plan to qualify up to 80 prospects to secure at least 16 gifts.

A significant anticipated gift from the Economic Development arm of Wayne County for \$4M that would allow TechTown to serve the entire county is scheduled to be put to a vote by commission in February.

#### **Strategic Partnerships in Economic Development**

Analysis of a 12-month cycle of cultivation of strategic partners is below by theme. The availability of storefronts to incubate retail clients in the pop-up phase continues to be strong. One shining example of the opportunity to partner across campus happened at the Hillberry Gateway during their fall season. TechTown's retail team recommended pop-ups to provide amenities like snacks and beverages to patrons. Additional coaching by TechTown strategists ensured the small businesses had appropriate inventory, point-of-sale systems, etc. The Office of Economic Development and TechTown are anticipating strong interest in this expertise in the lead-up to and execution of the NFL draft in 2024. Current engagement with the Downtown Detroit Partnership to leverage this opportunity is underway.

TechTown expects its first few signed contractual relationships in early 2024 as a result of this work. Its retail team will generate earned revenue by programming the Mission Café (an initiative of Wayne Metro Community Action Agency) in the New Center neighborhood. Additionally, the stories of small business owners will be told via podcast from the Daily Detroit studio at TechTown in exchange for space designated for this purpose.



### TechTown

**COWORKING/OFFICE/EVENT SPACE**

*As of Oct. 31, event bookings at TechTown and WSU’s Industry Innovation Center in 2023 were 56% higher than the same time last year and included tours for the Social Purpose Real Estate Summit, hosted by WSU.*

<b><u>TechTown Building Metrics</u></b>	<b><u>2023</u></b>	<b><u>2022</u></b>
Office space occupancy (as of December)	97%	90%
TechTown Members (as of December) <i>includes tenants and coworking space users</i>	933	805
Average memberships sold/month	12	9
Average building visitors/month	10,671	7,424

Bookings at both TechTown and the WSU Industry Innovation Center (I2C) totaled 2,856 for January-October 2023 (a 56% increase from the same period last year). See 2023 monthly detail below.

	<b><u>Jan</u></b>	<b><u>Feb</u></b>	<b><u>Mar</u></b>	<b><u>Apr</u></b>	<b><u>May</u></b>	<b><u>Jun</u></b>	<b><u>July</u></b>	<b><u>Aug</u></b>	<b><u>Sep</u></b>	<b><u>Oct</u></b>	<b><u>TOTAL</u></b>

<b># Events hosted at TT</b>	# of room bookings in TT meeting rooms and event spaces	227	277	231	273	179	310	261	275	266	287	<b>2,586</b>
<b># Events hosted at I2C</b>	# of room bookings in I2C meeting rooms and event spaces	27	24	31	25	12	30	50	10	34	27	<b>270</b>
<b>Total Events Managed by TT*</b>	# of room bookings in TT + I2C meetings rooms and event spaces	254	301	262	298	191	340	311	285	300	314	<b>2,856</b>

## Nonprofit Capacity-Building & Innovation

### CO.ACT DETROIT

*Nonprofit programs and services provided by Co.act Detroit are available to WSU students, staff, and faculty.*

#### Background

In December of 2017, TechTown Detroit was awarded a three-year grant from the Ralph C. Wilson, Jr. Foundation to launch the Center for Nonprofit Support at 6568 Woodward Avenue, just five blocks from the current TechTown building. Partners in the launch of the Center include the Michigan Nonprofit Association and Michigan Community Resources locally, as well as Community Wealth Partners nationally. Detroit's nonprofit community is both diverse and expansive, addressing the myriad needs and opportunities across southeast Michigan with relevant and impactful programming. However, many of these nonprofit organizations struggle to sustain themselves and fight a constant uphill battle to keep their doors open and invest in their staffs' long-term development. At the same time, countless opportunities for nonprofits in our region to collaborate, leverage efforts and deepen their impact go unrealized, either for lack of knowledge of one another's work or lack of capacity to solidify connections. Through the establishment of Co.act Detroit (formerly known as the Nonprofit Center for Support), the Foundation, TechTown and our community partners will meet these challenges of our nonprofit sector head-on.

#### Brand Identity and Communications

A key focus is continuing to increase awareness about Co.act Detroit programming through local and national digital and media platforms. We are implementing a multi-tiered 2023 communications plan supported by Earlyworks LLC. We are currently assessing our internal communications needs to inform



future hiring goals. In addition, we are currently accepting proposals for a new strategic communications partner as our work with Earlyworks LLC will conclude at the end of 2023. We recently completed recording 4 new episodes of the [Natural Collisions podcast](#), which amplifies the voices of nonprofit leaders and pressing topics in our community. A fifth episode, featuring a discussion on our Nonprofit Funder Dialogue report will be recorded in early January 2024. All five episodes will be released in 2024. Co.act is currently undergoing a brand refresh of our website. We have adjusted release of the refreshed website to the public for early January 2024.

### **Programming**

Co.act Detroit continues to provide hybrid programming in the form of virtual and in-person offerings. We continue reactivating our space with both Co.act and partner activities and events. In late October, we learned that our physical space would be undergoing construction to reinforce support beams and to support construction taking place on the 3<sup>rd</sup> floor of our building on behalf of the Council of Michigan Foundations. Construction is expected to be completed by the end of 2023. Prior to construction starting in mid-November, our team hosted several in-person convenings at Co.act. For example, on Nov. 6, our team hosted an experiential workshop for the Council of Michigan Foundations annual conference. More than 35 conference participants attended our session, which included an equitable grantmaking panel of our funding and grantee partners and an opportunity to learn more about programs and our space. Our team is also close to launching our resource library, which will provide digital tools to support nonprofits. The resource library checkout process will be integrated with our updated website.

In November, we hosted our final nonprofit wellbeing event of the year titled Intergenerational Trauma and Healing. The session, held in partnership with the Wellbeing Project and Healing by Choice, focused on the importance of understanding generational trauma, addressing it as a pathway to social change. Our team is currently preparing to launch round 9 of our KIPD+ program, which supports neighborhood-based projects in Detroit, Hamtramck, and Highland Park. Applications will launch in March 2024. Our team is finalizing our 2024 program calendar.

### **Strategy & Fund Development**

Co.act is implementing our 2022-2024 strategic framework plan. Our team has finalized our 2024 Tactical Action Plan (TAP). Co.act has formally invited a team of strategic advisors to serve as an internal-facing leadership asset of Co.act Detroit. The group will support and advise the Executive Director and key leaders on top priority goals, objectives, and key initiatives. Areas of focus include enhancing Co.act's capacity, capabilities, and long-term sustainability as an innovative, impact-driven organization. The group has met three times this year and most recently convened in November, finalizing recommendations for three new strategic advisors and consultant support to inform the future business model for Co.act. Co.act continues to work with Mondo Unlimited to leverage our Case for Investment to support our fund development campaign. Co.act was recently awarded a \$2 million grant from the Kresge Foundation to support our 2024 KIPD+ program.