

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.

September/October highlights include:

- OED organized the university's Business Affairs Officers (BAOs) on a City Institute Learning Journey. Participants visited area small businesses, the Detroit Food Academy and TechTown in an effort to boost Detroit-based and Black-owned spending by individual units.
- OED Visited the University of Texas at San Antonio (UTSA) as part of a Wayne State delegation led by Ahmad Ezzeddine. The purpose of the trip was to learn about the Classroom to Career initiative Dr. Espy championed there so that we can develop something similar at Wayne State.
- OED sponsored the Detroit Future City (DFC) 2023 Equity Forum. Our economic impact strategy responds directly to the challenges and opportunities identified in their 2021 State of Economic Equity in Detroit report. The University of Michigan was also a sponsor.

APLU IEP DESIGNATION



OED led the application for extension of WSU's Innovation and Economic Prosperity University designation, which was granted in October.

Wayne State received a five-year extension of Wayne State's Innovation and Economic Prosperity (IEP) University designation in October 2023. The IEP University designation is conferred by the Association of Public and Land-grant Universities (APLU) and honors institutions of higher education that have demonstrated a commitment to economic engagement. Wayne State received the designation in 2014. OED led the extension application process, which involved reflecting on how our economic ecosystem has shifted over the past five years, sharing those reflections with key internal and external stakeholders, and securing letters of support. The APLU has since asked Emily Thompson, director of economic and communication development in the Office of Economic Development, to serve as a reviewer—a testament to Wayne State's work in this space.

THOUGHT LEADERSHIP



WSU's 5 representatives on the Growing Michigan Together Council/working groups recently submitted recommendations to inform a final report to Governor Whitmer 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 workgroups recently shared their recommendations with the Council, which will make final recommendations to the Governor in early December. The workgroup's recommendations around higher education include forming an advisory group to reimagine higher education funding process, but there is not a specific recommendation to increase funding for higher education, which may be a missed opportunity.

MARKETING & COMMUNICATIONS



Economic impact stories represent 10% of total university media hits tracked, and the impact newsletter has a 69% open rate.

In Q3 of 2023, there were 66 media hits on economic development topics, representing 10% of the university total. (The percentage might be skewed lower this quarter due to the volume of stories about the UAW strike.) Our Q3 newsletter (click [here](#) to read) was sent to 160 contacts with a 69% open rate. The next newsletter will be distributed in late November.

Place-Based Economic Development

CAMPUS ACTIVATION



OED continues to lead several campus activation initiatives in partnership with university divisions and community partners, including upcoming 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. OED-led initiatives include: activating key campus public spaces with flexible seating; arranging and promoting a series of City Institute walking tours of greater Midtown; and curating a Today@Wayne feature called Open for Lunch! that highlights local businesses that offer discounts through Show Your One Card & Save.

OED was actively engaged in the planning process for Fall Opening. Emily Thompson, director of economic and community development, chaired the Community Involvement Committee, which created and distributed a Detroit Resource Guide during Fall Opening, as well as on Warrior Wednesdays throughout September, among other things. The Committee directed approximately \$17,500 in university spending to small business partners during Fall Opening and developed relationships that are guaranteed to continue beyond those three days.

OED is partnering with the Downtown Detroit Partnership to bring large winter light installations to campus beginning mid-November. We are also leading efforts to ensure Wayne State is well represented on Noel Night—a Midtown tradition that brings tens of thousands of people to our neighborhood. Planned activities include a Winter Art and Retail Market (WARM) – featuring Wayne

State students and TechTown-affiliated small businesses – in the Welcome Center and more than a dozen family-friendly activities in Old Main with representation from the College of Liberal Arts & Sciences, DOSO and Athletics.

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 & Strategic Partnerships (OBE+SP) and the Office of Business Innovation & Technology Commercialization. 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. A new partnership with the Detroit Greenways Coalition resulted in 7 WSU students receiving free bikes.

Wayne State continues to subsidize four-hour Dart and annual MoGo, 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. In September and October, we partnered with the Campus Activities Team (CAT) to take students on the QLine to Wayne State night at Comerica Park and with the Detroit Red Wings. We also worked with MoGo to offer free Biking 101 and Confident City Cycling classes.

New in 2023, OED partnered with the Detroit Greenways Coalition to provide seven (7) Wayne State students with free bicycles through a program called Bikes 4 Employees (B4E). More than 75 students

applied. Recipients were selected by the Detroit Greenways Coalition based on need (they prioritized students without access to cars) and commute logistics (selected students live within a reasonable distance of campus but are not well served by DDOT).

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.

The Hybrid Program Model 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. The pilot will focus on grassroots resident leaders who have, for years, demonstrated leadership in their neighborhood and community (no degree requirement).

Enhanced Alumni Engagement

DRF will continue to support its current network of 79 Alumni Fellows, 75% of which live and work in the metro 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. DRF Alumni Fellows have convened bi-monthly in 2023.

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 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 scheduled to launch the platform for full use by the end of Q4 2023.

Funding

DRF Staff, WSU Foundation Relations, and OED's development team submitted concept plans for the 2024 DRF Hybrid Program Model to multiple foundations 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. Overall, DRF is confident that 80% of the budget will be supported by legacy and other new funders and is expecting to receive invitations to submit grant proposals in Q3 2023.

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.

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 Master in Community Development program to develop a credentialed certificate in community development for individuals who complete the Community/Resident Leader Pilot Fellowship. Course design and facilitator assignments for the credentialed certificate in community development's introductory module began in August of 2023.

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, 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.

Raising DRF's Profile

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 organizations that are considering launching their own fellowship programs, and to share its expertise. Fellows are consistently recognized for their contributions to the future of Detroit and the region and have been afforded increasingly influential professional opportunities. Recent examples include:

DRF | Mobility Innovation/Expanding our Footprint

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 take place in November and December of 2023 with outreach and recruitment beginning early 2024 and a tentative fellowship launch in June of 2024. 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.

DRF Fellows | State Policy/Population Growth

This past August, Governor Gretchen Whitmer announced workgroup selections to the Growing Michigan Together Council. Three DRF Fellows were selected to serve on two of the council's workgroups. The Growing Michigan Together Council (the Council) established by Governor Gretchen Whitmer in June 2023 will develop a long-term vision that addresses current and future challenges and sets Michigan up for success in the 21st Century. The Council will present its findings in December 2023 by submitting a report to the governor, the Michigan House of Representatives, and the Michigan Senate.

DRF Fellows | Non-profit Capacity Building

Cohort II Fellow, Allandra Bulger who serves as the Executive Director of Co.act Detroit, was recently featured in Crain's October 2023 Nonprofit Report for successfully leading an organization that drives conversations aimed at collaboration, equitable grantmaking and filling service gaps. Co.act Detroit launched as a place-based, capacity-building center for nonprofits just nine months before the COVID-19 pandemic but expanded its work in the years following, emerging as a convener of philanthropic, nonprofit, and private-sector groups.

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 started in September with 24 scholars. We recently completed our recruitment cycle for Cohort 29, which begins in January.

- **Cohort 28:** The cohort is very diverse, with businesses from all over the state of Michigan and revenues from \$75,000 to \$5,000,000. Since the pandemic, the ratio of women-owned businesses continues to be high (16 women and 8 men in the current cohort).
- **Outreach & Recruitment:** Our approach of online information sessions, in-person events with our community college partners, and attendance at events sponsored by local and regional partners in the eco-system is paying dividends. We received 210 part 1 applications (exceeding the goal of 120) and we intend to interview 50-60 of the applicants in December. There is good possibility that we will have a cohort of 30 or more scholars in Cohort 29, which will be our largest cohort since 2020.
- **Alumni Support:** We continue with our quarterly resource calls and alumni programming, including an alumni meet-up at Ray's Ice Cream attended by 15 alumni and a Pricing to Win clinic with 16 alumni attendees from cohort 1 to cohort 27.
- **Program Support** – The budget request for Grant #8, which runs from 7/1/23 – 6/30/24 has been approved by the Goldman Sachs Foundation, and once the proposal is received it will be submitted to WSU SPA for approval and signature. We are in the process of filling our Program Assistant position and hiring a full-time Business Advisor.

TECHTOWN ENTREPRENEURIAL EDUCATION



TechTown's Entrepreneurial Education programs and services are available to WSU students, staff, and faculty. TechTown's Professional Services Network includes WSU faculty and alumni.

Tech Town Strategy Sessions

Alumni, aspiring, and existing entrepreneurs continue to seek the expertise of our internal strategists. We held 129 Tech Town Strategy Sessions during the period from August 31, 2023, to October 30, 2023.

Ask An Expert

The Ask an Expert program utilizes volunteers who are entrepreneurs and members of the Professional Service Network. Our experts provide free 25-minute consultations to aspiring and existing business owners in the areas of Accounting, Marketing, Public Relations, Technology, Law, and Business Operations. During the period of August 31, 2023, to October 30, 2023, 67 sessions were held, and we continue to grow our network of volunteer experts.

Professional Services Network

In September, we held a mixer for our PSN members to uplift and celebrate their generous contributions to the entrepreneurial community. Twenty-eight members were in attendance along with representatives from TechTown Small Business Services and Development teams and Detroit Means Business.

Tech Town Training Series

In collaboration with the Small Business Services team, we hosted a mixer for Retail Boot Camp alumni on September 12. Representatives from TechTown teams were present to share the services and programs offered. A total of 37 alumni attended.

On October 23, we hosted a training for our Comerica Hatch top ten alumni that was attended by representatives of Comerica at the Detroit Design Center, a Hatch alum. Comerica lending officers and a banking center manager provided insights on the Small Business Administration (SBA) loan products for small businesses and discussed the review and approval process. A total of 5 alumni attended.

How to Stack Your Capital

Our business support organization partner, Michigan Women Forward conducted a panel discussion on How to Stack Your Capital on October 24. Participating lending institutions such as Comerica, Bank of America, Fifth Third Bank, CIBC, Kiva, Detroit Development Fund, Venture Hue, and Michigan Women Forward participated in two panels. Panelists discussed the five Cs of credit, the review process, how to prepare for the application process, and the importance of building a relationship with your lender. A total of 48 business owners and individuals attended. Speed sessions were also held, where attendees could ask loan officers and business development managers questions one-on-one.

Outreach

During October we attended several resource fairs in Detroit and metro Detroit, the Aspire Program on Oct 13 in Livonia, the Detroit Means Business Digital workshop at Grand River Place on October 4th, and a Fashion Fundraiser at Cobo Hall on October 15th.

TECHTOWN SMALL BUSINESS SERVICES



TechTown's Small Business programs and services are available to WSU students, staff, and faculty.

313 Strong Program

Having observed the growing food & beverage sector and the needs of small business within it, the SBS team has been able to add the necessary capacity/expertise. The team has hired and onboarded Heather Levine, a seasoned restauranter, attorney and small business strategist to the team. Because of her familiarity with the local small business ecosystem, she has been able to immediately add value. Additionally, after much thought and consideration of the post-COVID new normal, the team has determined that returning to a placed-based service model that connects individual strategists to specific geographies best supports our work moving forward. This model will match our team members by geography with the seven City of Detroit Districts, which we expect will result in better alignment not only with our clients but also with our partners.

Retail Services Programs

The Retail Services team continues to remain nimble and flexible while demonstrating the best practices of impactful models and opportunities to scale those models. Also responding to the post-COVID new normal, the team identified the need to encourage and support the success of both brick-and-mortar businesses and E-Commerce/home-based businesses. The result has been the successful development, launch, and execution of our first E-Commerce/Homebased business Retail Bootcamp Cohort, which concluded on Nov. 2 with an RBC Showcase.

The success of The SHOP, the Retail Services team's pop-up based programming, continues to attract the attention of partners looking to leverage the model, technical assistance and consultative know how. Most recently, TechTown established a multiyear partnership with Bedrock centering around support of the highly acclaimed and visible Downtown Winter Market; engaged in pop-up activation conversations in Eastern Market; and is exploring opportunities to support Wayne Metro Metropolitan Community Action Agency with the launch of their Mission House pop-up activation.

TECHTOWN TECH-BASED PROGRAMS



TechTown's Tech-Based programs and services are available to WSU students, staff, and faculty.

Cohort Programming

- Start Studio Demo Day – An opportunity for participants from Start Studio MVP to demo their product to the public. Live event held on August 23rd.
 - 119 attendees
 - 10 companies participated
 - Attendees voted on favorites
 - 1st -Beauty GoGO (5112)- \$1,500
 - 2nd -Supernatural Hair Care (3259) - \$750
 - 3rd -I'M LIT LEARNING (5112) - \$500
- Start Studio (9th cohort) Launched on Sept 27th with 20 companies participating in the 10-week program. The program participants will pitch their solutions at a live event on Dec. 6th to win cash prizes.
- Tech-Based Programs Alumni and mobility-based founders DaTrice Clark (Crosstown Connection), Brittany McGee (OptimizEV), and Mario Swaiden (Drone Capital) are featured in the MobilID Start up arena at the Northern American International Auto Show.
- Trip Slip (Achsha Jones, Founder & Britney Epps, CTO) accepted into TechStars Detroit. Achsha was a participant in our Start Studio MVP Winter 2023 cohort. We matched her with Britney to build the TripSlip MVP. They worked so well together that Achsha brought Britney on officially as CTO).
- Traction – helps founders who have an MVP establish their path to next steps, investment, partners, revenue. This is an ongoing program with a rolling application. We currently have 8 participants.
- Scale Studio Pilot – A pilot program for service-based businesses who are looking to use technology to scale their business. This program is supported by the Gilbert Family Foundation and is now in its second pilot cohort. Three companies will participate in the 5-week program and learn how to use different mediums to attract new audiences and interpret data for impact.

Growth Capital

- VentureWell Ascend Energy and Mobility Accelerator ended its 6-week cohort at TechTown on September 27th. The program is aimed at preparing startups for partnerships and investment necessary to launch their ventures.
 - Several TechTown Catalyst Angel Program participants served as program mentors while one of our Mobility-Based Entrepreneurs-in-Residence served on the program's Regional Advisory Committee.

- Funding deployed to date is \$480,216.
- The annual Black Tech Week conference brought its flagship brand to Detroit MI on Oct 12-14 with over 600 attendees. Black Tech Weekend was held at the Book Depository on the Michigan Central mobility campus. The goal of the conference was to bring content, connection and energy to the tech ecosystem and bring exposure to the startup scene in Detroit. TechTown clients featured as speakers included Crystal Brown from Circnova and Darren Riley from JustAir, who did a fireside chat with LT Governor Gilchrist. We also hosted a founder showcase and supported attendance for 30+ founders.
- Cohosted a Juneteenth celebration in partnership with Black Tech Saturdays.
- Led sponsorship activities for Black Tech Weekend on behalf of Venture 313.
- Catalyst Angel Program Updates:
 - 133 out of 200 participants recruited and completed the basic courses
 - 15 mentors out of the 20-mentor goal
 - 24 Program Participants have completed the deeper dive courses, and the current cohort has 10 participants registered
 - 106 Program Participants identify as women
 - 53 Program Participants identify as Black or African American
- Founders and Funders of Color:
 - 152 Diverse Founders and Funders attended the event
 - 26 investors attended the event
 - VC's hosted one on ones with founders throughout the day

MedHealth

- MedHealth partnered with U of D Mercy to organize the Detroit Urban Health AI Challenge Oct 27-28. This 2-day hackathon challenged teams to utilize AI to address Detroit's urgent urban health challenges. Ten teams competed to win prizes and two top winners will build out their MVP in the next Start Studio MVP cohort.
- VentureWell, in collaboration with MedHealth, TechTown Detroit, and The Lemelson Foundation, are excited to announce the 17 startups selected for the Aspire Medtech investor-readiness program this fall (<https://venturewell.org/aspire-medtech-2023/>). Opening our doors to a nation-wide cohort allows TechTown to gain national attention from the med tech startup community and investor community. We can showcase the work we do and position Michigan companies for success.
 - To date 16 Michigan companies have gone through the program and collectively raised over \$28M in investment after completing the program.
 - Several Catalyst Angel Program participants will serve as program mentors, and MedHealth Executive Board members will serve as speakers and advisors.
- Elm Park Labs (EPL) Site Visit – MedHealth hosted a site visit for its Executive Board and other stakeholders to visit the Elm Park Labs/Orrum Health site in October. The visit showcased the cutting-edge work they are doing in mixed reality (XR), which focuses on crisis management and providing realistic, low-risk training with the outcome of repeatable best practices for trainees.
- MedHealth, in partnership with the national organization together.health, is hosting a workgroup to gain better understanding of the procurement process for doing business with health systems.

The collaboration includes members of the U.S. Dept. of Health and Human Services, TransParMed, Prime Health, AMA, Mass Challenge, Tulsa Innovations and HIMSS.

Economic Development Strategic Partnerships

ECONOMIC DEVELOPMENT FUNDRAISING



TechTown's annual celebration of entrepreneurship (Toast of the Town) generated \$164,390 from more than 300 donors, including support from multiple WSU schools, colleges, and divisions that enabled free WSU student attendance at the event.

At the end of the fiscal year third quarter, TechTown is on track to meet the Key Performance Indicators set for FY23 including amount solicited, donors acquired, and donors retained. The \$15,948,145 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.

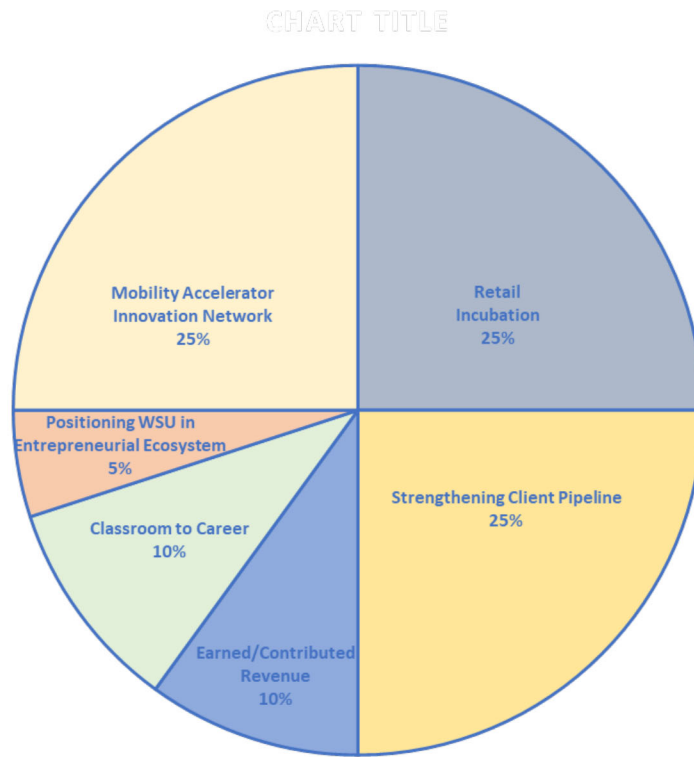
The most important area of growth, however, is measured in number of individual donors acquired and retained via its two seasonal campaigns, spring and fall. The fall campaign includes Toast of the Town, which took place on October 5th and generated \$164,390. While this is largely from returning institutional corporate sponsors, the true measure of our sustainability is evidenced in the number of donors who participate. Toast is TechTown's primary mechanism to build a donor pipeline that provides the flexible, unrestricted revenue that is not typically a component of government contracts or foundation grants.

A highlight is that this year, while breaking attendance records at nearly 800, 305 individual donors purchased tickets or made direct donations to TechTown and more than one third of those donors (111) were alumni, building members/tenants, or service providers who work with the community of small businesses and startups that TechTown serves. Also notable is that 17 of the 41 sponsors were new or increased sponsorships. The Wayne State community was highly present among the supporters. Our College of Engineering, the Mike Ilitch School of Business, the School of Medicine, the Law School, the Office of the CFO, the Office of the Vice President for Research and Government and Community Affairs came together to sponsor at the highest level in the event's history. In recognition, TechTown made 30 tickets to students available for free.

The most exciting record TechTown broke was that ninety percent of the board contributed personally or via their company.

Strategic Partnerships

Analysis provided below shows the distribution of efforts by desired outcomes. The strategic partners being cultivated break down rather evenly into the Mobility Accelerator Innovation Network, Retail Incubation for TechTown clients, and strengthening the TechTown client pipeline. The remaining quarter is distributed among generating revenue (earned and contributed), positioning WSU in the regional entrepreneurial ecosystem and Classroom to Career activities.



TechTown

COWORKING/OFFICE/EVENT SPACE



Event bookings at TechTown and WSU's Industry Innovation Center in 2023 are 56% higher than this time last year and include tours for the Social Purpose Real Estate Summit, hosted by WSU.

<u>TechTown Building Metrics</u>	<u>2023</u>	<u>2022</u>
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Office space occupancy (as of October)	92%	93%
TechTown Members (as of October) <i>includes tenants and coworking space users</i>	929	819
Average memberships sold/month	14	10
Average building visitors/month	10,282	7,074

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.

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

TechTown was a featured site for the Social Purpose Real Estate Summit hosted by WSU in October. We welcomed 3 groups of conference attendees to tour the TechTown building and learn about our work and the broader innovation block that includes WSU I2C and the WSU Integrative Biosciences Center.

Nonprofit Capacity-Building & Innovation

CO.ACT DETROIT



Nonprofit programs and services provided by Co.act Detroit are available to WSU students, staff, and faculty. Co.act staff were featured speakers at the Social Purpose Real Estate (SPRE) Summit hosted by WSU and featuring TechTown, OED, and I2C.

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 included 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 the Nonprofit Center for Support), the Foundation, TechTown and our community partners 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. Our Digital Communications Manager resigned at the end of August. We are currently assessing our internal communications needs to inform future hiring goals. After 3 years of publications, Co.act Detroit recently concluded its previous partnership with Issue Media and the Michigan Nonprofit Association to produce the Nonprofit Journal. We are currently working with our partners to explore future opportunities to elevate the nonprofit community. We are in the process of recording 4 new episode of the [Natural Collisions podcast](#) which amplifies the voices of nonprofit leaders and pressing topics in our community. All four episodes will be released in early 2024. Co.act is currently undergoing a brand refresh of our website, which we anticipate launching in November 2023.

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. We hosted more than 50 attendees for drop-in workdays in September and October. We continue to see a strong interest in registrations for the Foundation Directory (FDO), a database containing information on grantmaking organizations. 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 September, in partnership with the Johnson Center for Philanthropy, we hosted two webinars for Council of Michigan Foundation members on the Nonprofit Funder Dialogue report. We recently hosted our final KIPD+ round 9 resident led advisory committee which will inform refinements to the program for 2024. Our team is finalizing our 2024 program calendar.

Strategy & Fund Development

Co.act is implementing our 2022-2024 strategic framework plan. Our team is also implementing our 2023 roadmap, which prioritizes our focus areas for this year. 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 twice this year and will convene again in

November and finalize recommendations for 4 new strategic advisors and consultant support to inform the future business model for Co.act. Co.act Detroit recently hired a Director of Operations (Nonprofit Strategy) to oversee internal operations and support the evolution of our business model. Co.act continues to work with Mondo Unlimited to leverage our Case for Investment to support our fund development campaign. As we continue to amplify our visibility with the local and national funding community, Co.act Detroit recently participated as a panelist at the New Detroit annual equity conference. In addition, Co.act Detroit was also a presenter at Nonprofit Centers Network Social Purpose Real Estate Summit and was recently invited to author an article through Camelback Ventures Giving Compass Series, which will be published in November 2023.